

Table 4.4: SWOT Summary Table

		Key		+++	Large Positive Score	++	Moderate Positive Score	+	Small Positive Score	0	Neutral			
				---	Large Negative Score	--	Moderate Negative Score	-	Small Negative Score	X	Potential Showstopper			
Ref	Scheme	Description	Key Features	Strengths	Weaknesses	Opportunities	Threats	Deliverability	Affordability	Stakeholder Support	Capital Costs	Operating Costs	Demand including Mode Shift	Benefits
Wigan Transport Hub Options														
1	1 – Bus Loop and Superstops		<ul style="list-style-type: none"> - removal of existing bus station - re-routing bus services around the town centre on a loop with super stops located a key points. Layover for bus to be provided. - potential supporting of a 'free local link' type scheme 	<p>Low Cost</p> <p>Uses existing popular stop locations, with a limited number of additional stop locations.</p> <p>Improves town centre circulation - buses from all corridors serve all areas of the town centre well. This should provide shorter walk distances and reduced overall journey times for passengers</p> <p>Bus services penetrate wider areas of the town and opens areas for regeneration.</p> <p>Allows wider highway access and management improvements.</p> <p>Links to the 'town centre quarters' approach - each area having its own provisions</p> <p>All buses (if they navigate the 'loop') are routed closer to the railway stations, improving bus-rail interaction.</p>	<p>Has the potential to reduce footfall in parts of the town (e.g. Market Street and approaches to existing bus station)</p> <p>Requires all buses to travel the "loop". All buses therefore have to travel further in the town centre on potentially congested routes, resulting in potential cost increases for operators, which could affect the level of service they offer (e.g. less frequent buses), if revenues not covering extra costs</p> <p>Without a bus station, lacks a focal point location for services and layover opportunities.</p> <p>In most instances, the stops in different directions are not adjoined (or in a visibly attached location), potentially leading to passenger confusion.</p> <p>Causes a layover issue (limited layover opportunity, particularly when considering approx. 40% of routes are circular routes). Also issues associated with impacts on reliability and a threat that operators will not find the loop attractive</p> <p>While all buses get closer to railway stations, this option doesn't provide a specific address rail station problems.</p> <p>This option doesn't provide any rail-rail (Wallgate-North Western) improvements.</p>	<p>Existing bus station can be redeveloped (including sale to the land and promotion of enhanced activities in this area linked with the learning quarter)</p> <p>Opportunity to rationalise bus services making cross-town movements, although the number of operators could make this difficult. This is critical to the option and without this guarantee, the scheme benefits are not realised. There therefore exists the potential need for significant additional subsidy requirements from TIGM.</p>	<p>Cannot control bus operators and there exists the risk that not all operators will use the "loop".</p>	<p>In relation to physical deliverability there are no major issues identified. In the main, superstop options use existing highway infrastructure)</p> <p>In terms of service deliverability, challenges may exist in relation to gaining operator support (given the issues identified relating to the impact of using the "loop")</p>	<p>Low cost scheme in terms of capital costs and operating costs</p> <p>Potential redevelopment opportunities (bus station) offering a level of income.</p> <p>Potential for additional subsidy requirements to make the "loop" financially attractive to operators.</p>	<p>Potential bus operator resistance, given impacts on service viability (increased journey time / delay / need for additional subsidies)</p> <p>Unlikely to impact taxi services.</p> <p>Wide scale benefits to businesses on the "loop" - redevelopment opportunities.</p>	Low	Low	Medium	Medium
				++	--	++	---	+++	++	X				
2	2 – New Rail and Bus Interchange at North Western		<ul style="list-style-type: none"> - new North Western platforms - re-branding as one station and renumbering platforms - relocated car park - new bus station to front of Wigan North Western station 	<p>Central 'Gateway to Wigan' location for high quality multi-modal (bus, rail and taxi) interchange facility</p> <p>Integration of facilities for all modes including bus, rail, taxi and cycling facilities.</p> <p>Allows for an integrated management of the single facility, providing a range of operational and financial benefits.</p> <p>Provides bus-rail and rail-rail (Wallgate-North Western) improvements.</p> <p>Improves quality of public realm / streetscape on Wallgate. Increased activity and footfall, providing regeneration and improved commercial opportunities.</p> <p>Provides improved pedestrian linkage to King Street and through to Civic / Leisure Quarter.</p>	<p>High Cost</p> <p>Getting buses to the new station would involve long routes and increased journey times.</p> <p>Requires land agreement with Network Rail for bus station.</p> <p>Poor links to other 'town centre quarters', with a focus on the Wallgate area.</p>	<p>Wigan Wallgate station can be redeveloped.</p> <p>Existing bus station can be redeveloped.</p> <p>There exists the potential to integrate the provision of information (signing etc...)</p>	<p>Planning / land agreement issues with Network Rail, including for platforms which are on an incline.</p> <p>Potential that the enhancement of Wallgate and the shift of footfall from the existing bus station to Wallgate area, could lead to areas such as Market Street and other areas around the current bus station experiencing a decline in footfall, activity and commercial viability.</p>	<p>Likely to be planning issues associated with replacement platforms (Network Rail) and new bus terminus (Land agreement). Large infrastructure requirements (platforms and bus station)</p>	<p>High cost scheme (with many unknowns where costs could escalate) in terms of capital costs and operating costs.</p> <p>Potential redevelopment opportunities (bus station) offering a level of income.</p>	<p>Potential bus operator resistance, given need for buses to travel long routes to get to new station.</p> <p>Taxi reaction unknown. Improved facilities for taxis. Increased revenue could be achieved from increased rail patronage. However, increased bus services could offer a greater level of competition.</p> <p>Benefits to businesses in the Wallgate area. Potential disbenefits in other parts of the town.</p>	High	Medium	Net Disbenefit	Net Disbenefit
				++	--	+++	---	--	--	X				