



Area Board Project

1. What is the Initiative?

Funding of a door to door delivery of a leaflet explaining the Westbury Weaver bus service. The leaflet will be inserted in the White Horse News as well as being made available at a range of local outlets.

2. Where is the initiative taking place?

Delivery throughout the Westbury community area.

3. When will the initiative take place?

As soon as funding is available.

4. What are the Community benefits/evidence of need/links to Community Plan/Community Issue?

Many concerns have been raised by local people about confusion around the new routes of the Westbury Weaver bus service – it was rerouted in September 2012 to serve the new White Horse Health Centre. Following a meeting of area board members and relevant council officers (full report at Agenda Item 11) it was decided to launch a publicity and awareness campaign to encourage better awareness and use of the service. A further review will follow.

5. What is the desired outcome of this initiative?

To make the public more aware of the service, the route and the timetable.

6. Who will Project Manage this initiative?

The leaflet will be funded by Wiltshire Council and prepared by passenger transport officers who will be leading the campaign and distribution supported by the community area manager.

7. Costs/quotes/ match funding?

The cost of insertion in the WHN is £235 plus VAT.

8. Additional information

See agenda item 11 and accompanying report for more detail.