

Melksham Area Board, Tuesday 7th March 2017

Graham Ellis / Graham@wellho.net - prepared at 15:00 ;-)

BUSES

1.

- * Changes made in February were to save money, cutting lesser user services
- * There was no consultation with regards the cuts
- * None of the changes appears designed to encourage new passengers
- * Continuing this approach, service use will continue to shrink until the services are withdrawn

2.

- * Existing services provide for a social and economic need
- * There is no adequate alternative
 - not everyone has a car or can walk
 - not everyone can afford a taxi
 - Link schemes and community transport are already stretched
- * There may be opportunities to reduce bus service subsidy needs (the driving force, alas) by
 - Connecting up to other public transport users at the Station
 - Connecting to Bowerhill work places off the Berryfield Bus
 - Connection to and from the sport facilities at Oakfields as part of the Campus Project
 - Connecting potential users with information to tell them about the bus services
- * Wiltshire Council owns and runs the "Connecting Wiltshire" brand ...

3.

- * There is a danger in making major ill-planned changes to the outcome February knifing
 - could go from bad to worse
 - need to work out what's needed properly
- * I would recommend a minor tweak to Saturday services though:
 - * route 14/ 15 afternoon services which drop off near the sports field if required should run that way even if empty to the field so they can pick up people after sports activities.
 - Currently buses leave the sports field entrance at 10:19 and 12:19.
 - An additional service could call at 14:00 (re-routing the 13:35 from Asda as per 14:40)
 - Pick up option available extra at 15:02, 16:02, 16:42 and 17:30 (current drop off only)

4.

* Longer term - analysis

- There is a broad consensus of the elements to be looked at
- we also need to talk with hard-to-reach groups
- we need to talk with bus operators, current and potential
- last October, WC promised to bus service marketing in the 2017/18 year

* 11th March - 10:30 at Well House Manor to get first stage of interest

* Working with Football and Rugby to promote bus use if we have usable bus!
- include marketing to link in / out of town for visiting fans by public transport

* Bus regulation laws change in June / looking AQPS and EPS
- could allow sort out of the bus pairs at :12 to Forest

5.

Summary

a) Short term small changes -

- Area Board to request (none-partisan) or WC officers
- TransWilts bus team to work with WC officers

b) Initial marketing

c) Consult wider locally and plan
Significant service changes January 2018