

## **Westbury Weaver bus service**

### **1. Background**

The Westbury Weaver bus serves the town centre and its environs. A variation to its timetable had been introduced in September 2012 in order to serve the newly opened White Horse Health Centre, with an agreement it should be reviewed after three months. Westbury area board councillors acted on this and requested a meeting with appropriate council officers and Wiltshire Portfolio holder for Public Transport Richard Gamble

### **2. Meeting to discuss bus service**

After lengthy and detailed discussion at a meeting held on 17 January, it was agreed that the new service had not been adequately publicised, there was insufficient information about the timetable and route, and many users and potential users were confused. It was agreed that an information and awareness campaign would help publicise this service and enable an effective future review of its use. A further review would follow in the future.

### **3. Action plan**

It was unanimously agreed that an awareness campaign would be launched:

- An A4 information leaflet to be produced outlining the service, the timetable and the route map. Timetable to include reference to “serving the health centre” in bold type at the top of each section.
- The leaflet to be inserted in the White Horse News, to be on display in the town and to be available at a range of venues including the town council, the library, the WHHC and the heritage centre.
- The service to promote its usage by offering a couple of free travel days so potential users could try out the service. This would take place in school holidays.
- More information including leaflets and posters to be provided at the WHHC bus stop and at the centre itself.
- More information to be provided on the front of buses
- Bus drivers to be briefed on offering help in case of confusion by customers using the route
- Some bus stops to include a display board with the timetable.
- Most stops to clearly display destination of bus – eg “to the health centre via town centre” or “to town centre via health centre” as applicable
- All of the above to form part of an awareness campaign including media coverage.
- The service to serve the Butts as part of its timetabled route rather than as a request journey.

#### **4. Recommendations**

The area board to:

- accept the above action plan
- agree to fund the plan as required (see separate grant application)
- to produce a progress report to the August 2013 area board