

## Melksham Town Bus proposal - community option. See <http://mbug.uk>

### Background / management overview.

Update service to take advantage of new opportunities while taking care to look after existing passengers and indeed make some improvements for them, while retaining existing vehicle and shift numbers.

### Proposal

- \* Take route 15 via Berryfield and use new Portal Road through Bowerhill industry to provide service there rather than double back
  - \* Take alternate route 14 buses and run a shortened route in reverse direction through Melksham Forest (14s)
  - \* Time full route 14 bus down Queensway to give half hourly with commercial service 272 (271 covers in evening)
  - \* Run route 15 via railway station, at times to connect to / from trains
  - \* Serve Oakfields (Gate) Rugby and Football grounds throughout day, Monday to Saturday
  - \* Service north Melksham off route 15 vehicle, between station calls to provide 2 way train connections without wait time
  - \* Run 15 anticlockwise in morning to give direct links station to work and residents to town and station, vice versa later in day
  - \* Extend driver lunch breaks to thin out quiet period service, and have one vehicle start earlier and other finish later to handle rail commuters
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- \* **MARKETING** where the community can really help as it has done with other local public transport (rail) - same people / group
  - \* **FINANCE** where initial funding (around 15k for a year) can be brought in if an integrated transport scheme is provided.
  - \* **LOADING** adds extra farebox passengers away from ENCTS and school peaks - at times when the buses have spaces on them.

### Traffic and financials

- \* Passenger numbers at Melksham Station up from around 3,000 per annum to 60,000 per annum (20 fold) since town bus was last contracted
- \* Rail service now permanent, with 2018 and 2019 draft timetables seen and working with proposed bus times
- \* Bowerhill businesses currently picking up rail arrivals at Chippenham as no transport from Melksham Station
- \* Rail Link Bus experiment rose to run rate of over 10,000 passengers per annum in 15 months just at peak.
- \* DCRDF funding (10k) available / 5k local match from TransWilts for first year. Other potential sponsorships.
- \* Volunteer effort / inclusion in rail promotion to grow in a similar way to we have grown rail
- \* Melksham's trains double in length next January in order to cope with demand
- \* Platform at the station to be extended too (very early in 2018)
- \* Reverse direction for 14s means shorter journey times; especially at a.m. ENCTS peak allows more journeys per vehicle
- \* Area board and local councils support / TransWilts is a partnership and we are taking this under our wing.
- \* In line with ACoRP and DfT support policy (community rail group at DfT) with whom we have discussed - likely good publicity lead example.

The community has been "working" the rail improvements for years and is **in this for the long term** - likewise the buses.

This summary updated 27<sup>th</sup> September 2017 \* 0845 459 0153 \* <http://www.transwilts.org/> \* grahamellis@transwilts.org

