

## Wisbech Bus Service Project responses to Survey Monkey comments/suggestions.

To produce a community led design for the new Wisbech Tesco Bus service to replace the failed Tesco 66 Service we asked local residents to complete a survey regarding their current bus use and their opinions for a new bus service. This has resulted in a large amount of useful feedback that has been used to develop a new service that will have a better chance of becoming viable long term.

In order to share this information and provide responses to the comments from the surveys we have put together this document. Many of the comments made similar points so we have pooled these together under the relevant project responses.

If you would like to add your comments or suggestions or would like more information about the Wisbech Bus Service Project please visit [www.fenland.gov.uk/wisbechbusserviceproject](http://www.fenland.gov.uk/wisbechbusserviceproject) or email [neighbourhoodstrategy@fenland.gov.uk](mailto:neighbourhoodstrategy@fenland.gov.uk) or phone 01354 622318.

<b>Comment from survey</b>	<b>Wisbech Bus Service Project Response</b>
The Tesco 66 Service did not serve my area	We have looked at opportunities to extend the route to accommodate more access to this bus service by covering more residential areas of Wisbech. For this we also have to consider how this will affect passenger journey times.
The Tesco 66 Service did not serve surrounding villages	The purpose of the new bus is to provide a local service for Wisbech. We are aware that there are a number of villages close to Wisbech that do not have many (or in some cases any) buses serving them. We have looked at the villages suggested in the feedback forms for the project to see if there might be enough demand for one of these to be incorporated into a new route. Previous routes serving some of these small villages have not attracted enough patronage to make these bus services viable and they have been withdrawn. We have found no new evidence so far would enable us to add the villages to the route.
I do not shop at Tesco.	You do not have to be a Tesco customer to benefit from this new bus service. The service will be the 'Wisbech Tesco Bus' with the main purpose of providing access to the Tesco site. However, there are many other destinations around Wisbech that this service can also help people get to. We aim to incorporate access to healthcare, education and community venues along the new route.
Although the Tesco 66 service went directly to Tesco via Ramnoth Road the return journey took you all the way round again.	From feedback we have found that users of the previous service were put off by the fact it repeated a single circuit in one direction only. We will aim to produce a circular bus route that runs in both directions. This will avoid extended return journeys where possible.
It would be difficult to get off at the Wisbech Horsefair with my shopping to then get the bus to my street	The new service will be delivered by one bus completing circuits in both directions. Therefore it is not expected that passengers will need to change buses for their return journeys. The new route will include Horsefair Bus Station. This will enable passengers to connect with at least 9 other bus services. However, it will not be possible to avoid a change of bus for these connections.

Comment from survey	Wisbech Bus Service Project Response
Would it be possible for the bus to go into the Dunelm/Halfords and/or Light/Tesco carpark(s)?	We have investigated opportunities to add an additional stop along Cromwell Road to improve access to the retail sites in the Belgrave Retail Park area (Dunelm/Halfords). There are a large number of road safety considerations for stopping in this part of Cromwell Road which make this an unlikely option. The alternative is to divert the bus on to the site itself, however, this would take significantly more time and may reduce the effectiveness of the wider service. Access to the Tesco site is unlikely for the same reasons. This can be reviewed during the 12 month pilot service.
Too far to walk to bus stop	We have been told that some residents who live close to the previous bus route were unable to use the bus as the actual stop was too far for them. For the new service we are putting additional stops along the route, particularly in residential areas to help more people access the bus.
Can't carry shopping home/shopping too heavy	We have looked at how far people have to walk to get to bus stops and recognise that this is even more important when carrying shopping. While we cannot resolve this issue entirely for every passenger we have tried to consider all opportunities. We aim to significantly increase the number of bus stops along residential streets, getting as many people as we can closer to their homes. If walking to the new stops is still too far for grocery shopping, the new bus may provide opportunity to get to the shops, leaving the option of Community Car Schemes or Taxis for return journeys with shopping.
Earlier and later buses are needed	<p>The previous Tesco bus ran on a 30 minute timetable between 08:00 and 18:00. The number of passengers that used this service before 09:00 and after 16:00 were very low compared to the middle part of the day.</p> <p>To establish what the community thought about the running times we asked all participants of our survey to state at what times of the day they would be likely to use the new service. Between 09:00 and 16:00 were the most popular selections and therefore these are the times we will be aiming to run the new service to and from. The evidence base outside of these hours was limited and therefore we have not included longer days for the service.</p>
The timings of the bus did not meet my requirements to get to work	We asked businesses along the proposed route whether they felt their employees might use a new service to get to and from work. Although it is possible that some workers might benefit the responses did not indicate there would be enough demand to make this viable as part of our bus service. As mentioned above, local residents stated their main times to use the service are in the middle part of the day.
Have a bus come every 20 mins or 30 mins	We have had mixed opinions about how often the new service should run. What is clear is the previous service did not have enough passengers to warrant a 30 minute frequency or better.
We need a bus that flows around the town at several hours interval so it is used more	Reducing the frequency and increasing the areas covered is something we have looked at in great detail. Clearly by covering more areas we increase the opportunity for new patronage but this has to be carefully balanced against the additional journey time this causes for passengers.
The Tesco 66 Service was badly advertised, I even asked drivers for timetables but said they didn't have any	<p>The project will work closely with the operator for the service to ensure the service is properly advertised and marketed.</p> <p>In addition to the standard practise of providing timetables for a new service, we will be asking local organisations to display posters all over Wisbech so more people know that it is available. Timetables will be made widely available and even delivered door to door to many residential streets served by the new bus. We are also looking at ways we can provide service timetable information at more locations along the route.</p>

Comment from survey	Wisbech Bus Service Project Response
I always drive to Tesco	Many people with their own motor vehicles or bicycles will not need to use this bus for essential journeys. However, the engagement of non-users is also important to us. If bus use can be made more appealing to all residents we can attract more users and more opportunities for the new service.
Never needed it (Tesco 66 Service)	Even our residents who do not currently need to use local bus services may find a situation where this changes. Our blanket approach to community engagement raises awareness of where to find out what is available should you need an alternative mode of transport. Our intention is to use community feedback to design a local bus service that meets the needs of as many residents as possible. However, it is impossible to address every residents transport needs with just one service. For those instances where the newly designed service may be unable to resolve a transport requirement we aim to direct residents to alternative options.
If I do need to visit Tesco I get the X1	Many participants advised us they use other buses that better suit their needs. The newly designed route will work around existing bus services to increase transport opportunities rather than compete with existing ones.
No bus shelter at Wisbech Tesco	A bus shelter is due to be installed at the north bound Tesco stop very soon.
SUGGESTIONS FOR CHANGES TO OTHER BUS SERVICES	We are unable to make changes to existing bus services. Most of our local bus services are run commercially by the service provider. It would therefore be the service provider's decision to consider options for the services they run. Contact information for the operators of each service are available on the Bus Timetable pages of the Cambridgeshire County Council Website ( <a href="http://www.cambridgeshire.gov.uk">www.cambridgeshire.gov.uk</a> ) or can be found in the latest version of the Fenland Transport Directory available from the Fenland @ Your Service Shop on Bridge Street, Wisbech.