

How to build your own railway and bus services *when it looks impossible*

Graham Ellis – 10th October 2018

graham@wellho.net
<http://www.passenger.chat>

1. Make people aware there is a case to be looked at
2. Get that case properly looked at
and work out what's appropriate
3. Gain that appropriate service
4. Tune and support it - retain that service

Key requirement. You need

Trust

Knowledge

Partnership

Endurance

Reliability

Pragmatism

And to consider

Strong conservative forecast

Sensible price

Limited abstraction

See it as part of the travel network / plan

Fitting policies

Taking every opportunity

Commonality and Incremental

Tools for you to use

Shovel ready

Funding and election cycles

Play the system

which doors are not locked

Beware setting precedents

use precedent set by others

Have a strategy

then tactics will become clear

What we were asked to provide

1. Business Case
2. Operational Case
3. Proof of public sentiment
4. Proof of business sentiment
5. Proof you can get people to use it

Train Service

TransWilts – Swindon to Westbury via Melksham

Train service was 2 each way per day. Up to 8 (2014) now 9

Earlier Sunday morning service all year from 2017

Longer trains from January 2018

Longer platform in July 2018

3,000 -> 75,000 journeys. Forecast suggests 250,000

Target through trains to Southampton and Airport

Target evening services as part of rise from 9 to 13

Then up to 16 with infrastructure works

Commercial Bus Service

271 and 272 (became D3) – First, Bath to Melksham

Commercial bus service was hourly

Extra evening service in 2017

Up to every 30 minutes April 2018

"Growing nicely" is first results indicator from operator

(6.10.18)

Supported Bus Service

14 and 15 (Melksham Town Buses)

Reroute via Station agreed (sadly daytime only)

and available in new contract

To be implemented when engineering works have stabilised trains

This has been ten minutes and **not** on the title I was given of
*How to build your own railway and bus services
when it looks impossible*

But it's been about building a **public transit** not your own service

Derek Twigg, then-Rail Minister, Radio 4 - "we can't run a train service just for Mr Ellis". And **it takes time** - I'm still around long long long after Derek Twigg has move on.



An opportunity for me to tell you about ...

TravelWatch SouthWest

<http://travelwatchsouthwest.org>

The Great Western Coffee Shop Forum

<http://www.passenger.chat>