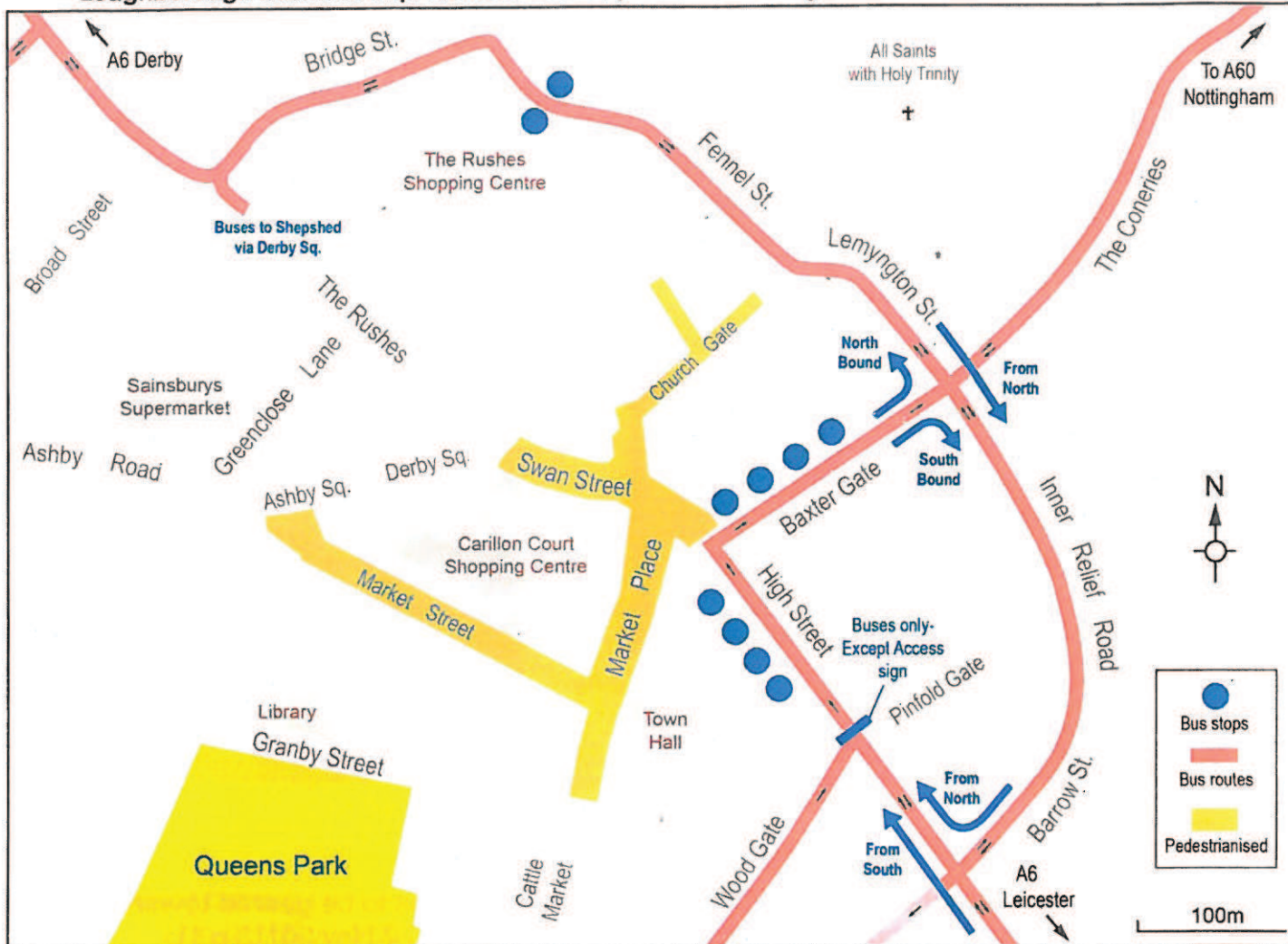


Option C: The Obvious Solution

No buses allowed through Market Place, use the new Inner Relief Road instead.

Supported by: Loughborough Town Team, Loughborough Chamber of Trade and Commerce, Loughborough Business Improvement District, SARG and many others



Bus routes with this option

- All buses use the one-way High Street Baxter Gate bus stop zone.
- Buses from the south go straight to their stop, and turn left at Baxter Gate Lemington Street junction
- Buses from the north use the Inner Relief Road to access the High Street and stop. Then turn right at the Baxter Gate- Inner Ring Road junction.
- All local bus stops would be adjacent to the Market Place where the High Street meets Baxter Gate. Much more accessible than the locations proposed in Options A, B or C.

Advantages of this option

- No need to break any of the existing routes
- Huge uninterrupted pedestrian zone.
- Easy, convenient bus access to this zone for all routes, better than at present and closer than all the car parks.
- Bus timings improved by use of new widened ring road compared with congested Rushes, Swan Street, Market Place route which has three traffic lights and four busy pedestrian crossings.
- Allows easy transfer from local to regional and national routes encouraging wider bus use.
- C is the best option

The Consultation Document and Exhibition is biased against option C.

Option C in the consultation document is not presented fairly.

It does not contain facts; it shows a bizarre rearrangement of routes and bus stops, and suggests that this flawed plan will reduce bus use. This is propaganda for Option A.

Option C would work well with routes and stops shown overleaf

Options A and B with a **non stop** bus corridor (This is Exeter) through the Market Place is not proper pedestrianisation. Swan street would look like this, with no bus stops. Is this what you want?

Option C would give us a proper pedestrian town centre, extending the Market Place. This is Eastbourne. Loughborough should be like this.



Nicky Morgan MP says

Mrs Morgan believes that the County Council's consultation seems to be **geared towards the bus companies**....I think we should try **full pedestrianisation** (Echo 22 Nov 2011 p.1)

I think residents have concerns about the way the consultation has been drafted....When you do a consultation **you should just present facts**. (Nicky Morgan MP, Echo 22 Nov 2013 p 6)

Andy Rush, Editor of the Loughborough Echo says

The respondents of the consultation are "**pushed**" towards the **Council's preferred Option A**...It is just **straightforward authoritarian statements** as though the Council's opinions are absolute truth. (Andy Rush, Echo 22 Nov 2013 p 6)

**Do you really want to opt for A or B and get a non stop bus corridor?
This is your opportunity to opt for C and get proper pedestrianisation.**

I suggest: (this is a personal view of David Walker)

Please tick ONE box only

- Option A
Option B
Option C

Q4c Why do you say this?

*Full pedestrianisation please
No buses through this area
To get a proper pedestrian Market Place, with sensible bus stops and routes. To bring the Market Place, Swan Street, Biggin Street etc together for a really good large pedestrian area*