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Loughborough Bus Trial (room 700)  
Have Your Say  
FREEPOST NAT18685,  
Leicester  
LE3 8XT

4<sup>th</sup> December 2013

Dear Sir/ Madam,

**RE: Loughborough town centre public consultation**

Thank you for the opportunity to comment on the proposed changes to Loughborough Market Place and Swan Street.

Arriva Midlands believe that option A which would allow buses to travel through Market Place and Swan Street in both directions offers an excellent opportunity to improve the experience of pedestrians whilst at the same time ensuring that the many people who travel into and out of Loughborough town centre by bus retain the features that make the use of public transport attractive.


Convenient and efficient public transport is very important to the overall economy of Loughborough town centre and it is therefore vital that the impact of the proposed options on bus services is fully considered. Arriva service 126 and 127 operate on a fully commercial basis with no financial support from the public purse. These services operate every 10 minutes during the day time on Mondays to Saturdays and every 30 minutes during the evenings and on Sundays. They provide very important links from/ to Quorn, Mountsorrel, Rothley, Birstall and Leicester to the south and Blackbrook Road, Old Ashby Road, Shepshed and Coalville to the west. During the 12 month period November 2012 to October 2013 inclusive approximately 850,000 passenger journeys were made either to or from the current bus stops in Loughborough town centre.

The proposed re-routing of buses under options B and C are extremely circuitous and would add mileage, journey times and therefore operating costs to our business. This less direct routing of our services would undoubtedly lead to customer perceptions of being on the bus for considerably longer than is necessary making the use of our services less attractive. These issues could seriously put at risk the commercial viability of the present service frequencies that we provide. Furthermore the alternative bus stops in options B and C are isolated from the town centre and would therefore be far less attractive than the current stopping arrangements. Around 40% of our customers that travel into and out of Loughborough town centre are either elderly or have mobility issues making it even more important that the bus stops remain in the heart of the town centre.

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To conclude, we fully support the construction of the new road to relieve the town centre from its current traffic issues, but we believe that option A which allows buses to travel through Market Place and Swan Street in both directions should be trialled. Arriva Midlands will ensure that a protocol is set up whereby drivers would proceed at walking pace and with extreme caution through the shared area at all times.

Yours sincerely

A handwritten signature in black ink, appearing to read 'S.P. Smith', written over a horizontal line.

S. P. Smith  
Area Manager