

## **Melksham Area Buses – a proposal for implementation, Spring 2020**

Proposal based on Option 24/7 and other work done in 2018 and 2019, and held back pending completion of road works at Countrywide Roundabout, Melksham and pending major train timetable change. Both of these changes completed late in 2019, with further significant changes in these elements not anticipated for a number of years.

### **Management Overview**

Melksham changed during the past decade. The town has grown in size, and continues to grow, with existing neighbourhoods and people's travel habits changing too. During this time the bus network has somewhat followed, but been reactive rather than forward looking or proactive locally, with elements of the network now looking long in the tooth and unfit for the next decade

A restructuring of the supported route network will bring extra journey opportunities that will be of significant benefit, whilst at the same time maintaining the connectivity for existing users and in many cases offering them shorter journey times. A resulting increase in passenger numbers will bring an increase in fare-box income. It will help to both reduce the support costs per passenger and reduce the overall carbon footprint as it allows journeys to move onto the public transport network.

For this decade, we envisage Melksham's main public transport to comprise:

1. Interurban, Commercial bus services based on the current Bath to Devizes and Chippenham to Trowbridge corridors which intersect in Melksham.
2. Regional train services, initially between Swindon and Westbury with a single calling point (hub, station) in Melksham and with connections east, west, north and south.
3. Bus services broadly local to the Melksham Community Area, supported by the local transport authority (Wiltshire Council) but optimised to provide maximum continuing benefit at sustainable cost
4. Community Bus services – occasional runs providing less regular travel for specific organised groups and events
5. Taxi services and Link, perhaps shared to meet needs of people who need to be provided with transport but are not fitted to the earlier listed elements.

This paper covers element (3) – the supported local bus service – but looks at it in association with train and interurban bus services to provide optimal total journey solutions heading out of the community area as well as excellent and well used services within the community area.

## **The shape of the future Melksham supported bus network**

- \* Services to be based on an hourly clock-face patterns
- \* 3 vehicles (Monday to Friday daytime) rather than current 4 on contracts
- \* Each vehicle to run an "hourglass" pattern sharing common Town Centre – Sainsbury's – Asda – Railway Station route section
- \* Calls at Station before and after trains to connect both ways, with shorter section of route nearest station served while the train is calling
- \* Routes designated "clockwise" or "anticlockwise" and switched between a.m. and p.m. to give shortest journey times for widest flows
- \* Outer route to service Bowerhill (businesses) giving them direct station and town links
- \* No served point currently more than once an hour to become less than once an hour
- \* One vehicle to start early to provide commuter links.
- \* Option for one vehicle to run late to provide Bath to Devizes services
- \* Does not compete with commercial interurban services through Bowerhill, Atworth, Beanacre or Semington. It could be suggested that those (all of which pass close to Melksham Station) that they add calls there.

## **Current contracts to be updated / replaced**

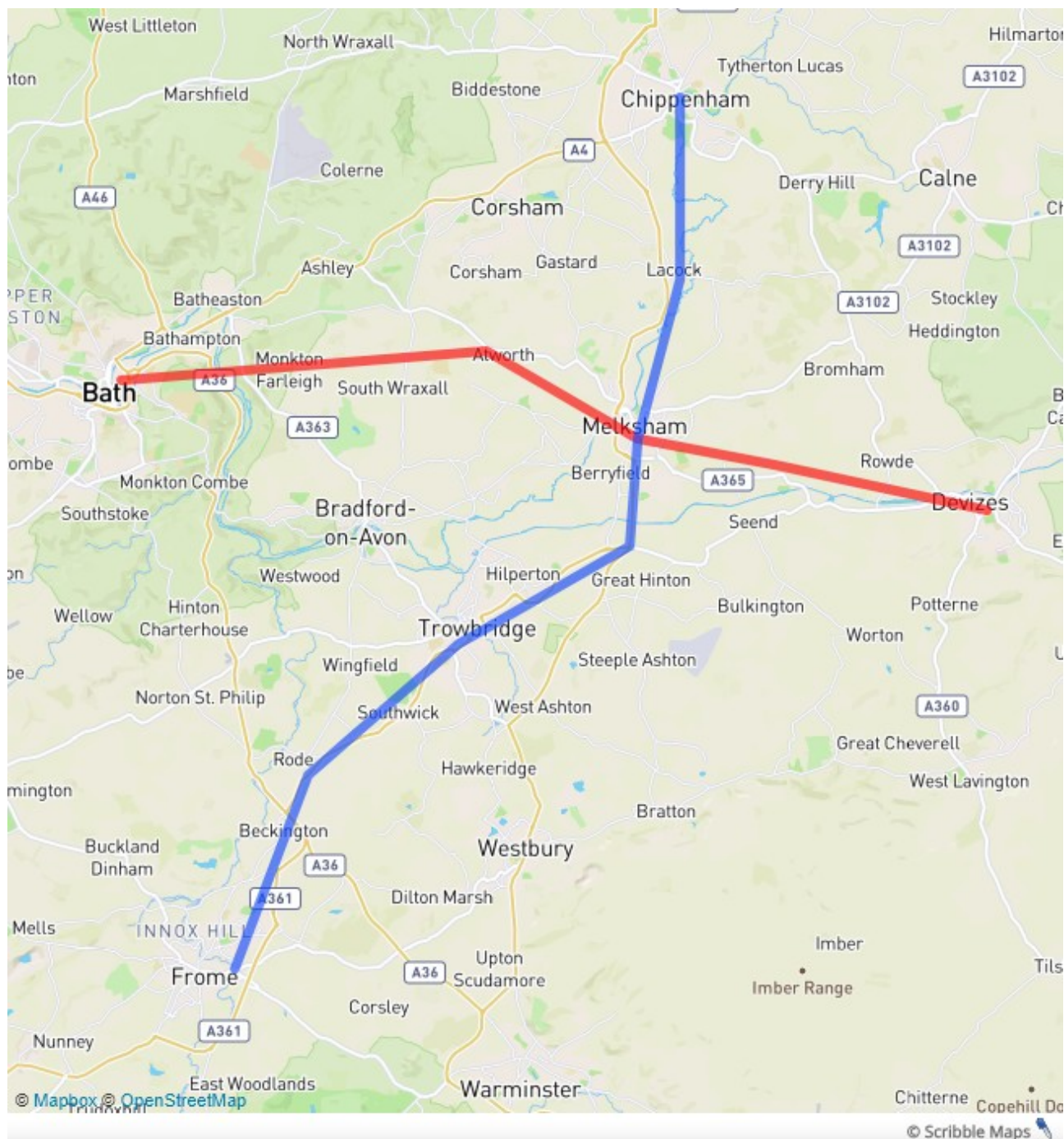
These are the registration numbers of the services to be updated

Zigzag	68/69	PH0004798/49	Faresaver
Melksham Town	14/15	PH2011826/5	Fromebus
Evening Bath to Devizes	D3	PH0000132/15	First

From 2015 data at [http://option247.uk/subsidised\\_summer\\_2015.pdf](http://option247.uk/subsidised_summer_2015.pdf) council support was £81k on Zigzag, £138k on Melksham Town and £53k on Bath to Devizes evening. Total £272k. Not sure how much or timing here is from Section 106 / CIL?

Further support in Melksham - £53k on Marlborough to Bath daily bus (was ADRains now Swindon's Bus Company) and part of £35k on Sunday Bath to Devizes which was in a joint contact with Sunday Bath to Chippenham (that latter run commercially by Faresaver from 5.1.2020). No changes are proposed for these services, although the route, start and end times of the Sunday Bath to Devizes service through Melksham may be worth a review.

## Interurban commercial bus map

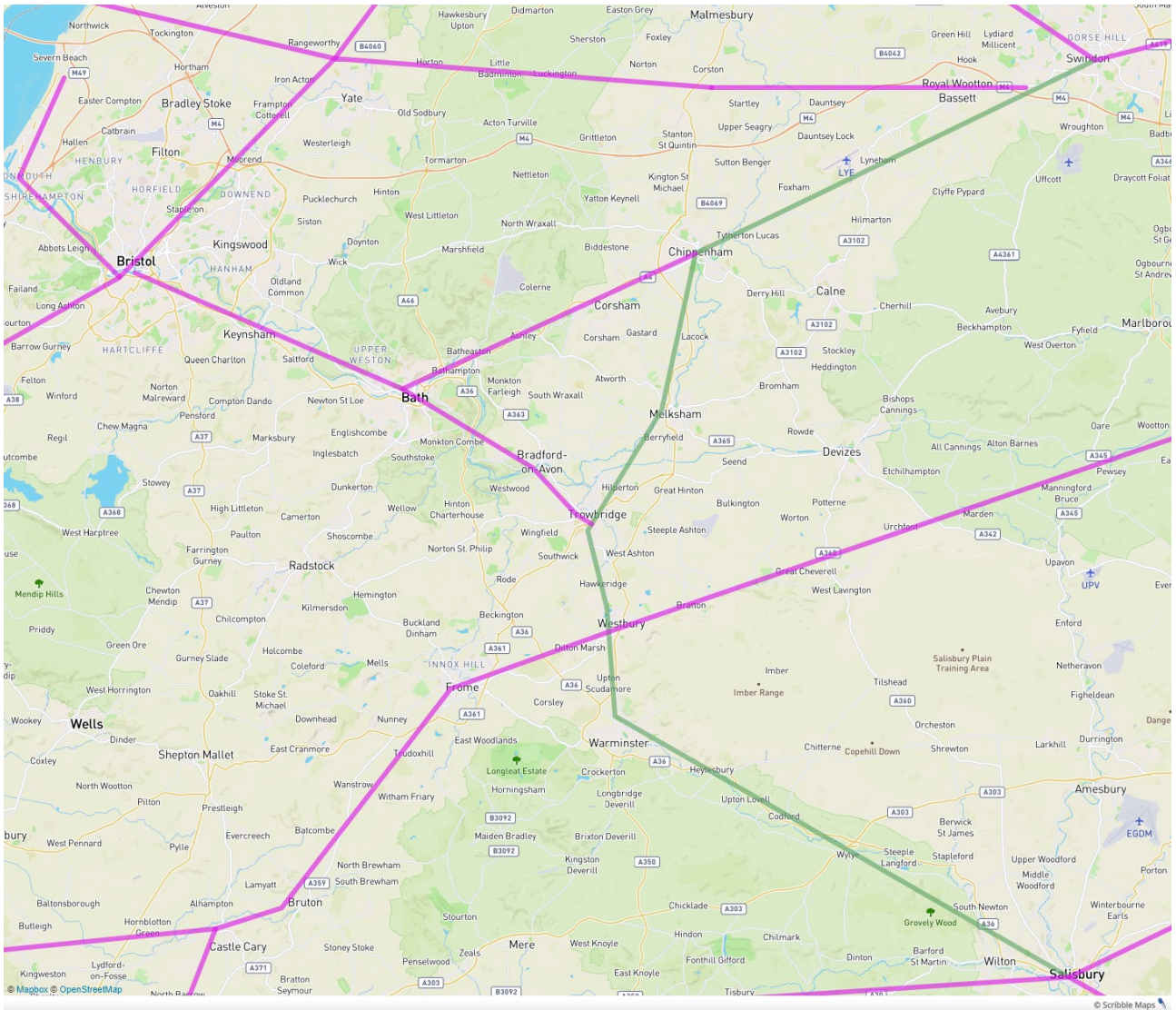


Red – Bath via Melksham to Devizes  
Monday to Saturday, all day and evening  
Sunday, daytime only

Blue – Chippenham via Melksham to Trowbridge and Frome  
Monday to Saturday, daytime only  
No Sunday service

Sunday and evening Bath to Devizes services are supported and may be within the scope of these proposals. Daytime (Monday to Saturday) are commercial and outside scope. They provide different flow coverage into Melksham.

# Rail Map



At Melksham Station – maps, cafe, plus ...

\* Departure board listing trains and buses to schedule

\* Real Time Tracking if possible, otherwise schedule changing during day

Note – Car Parking charges coming very soon. Bus becomes a good deal!

Sample station  
real time display

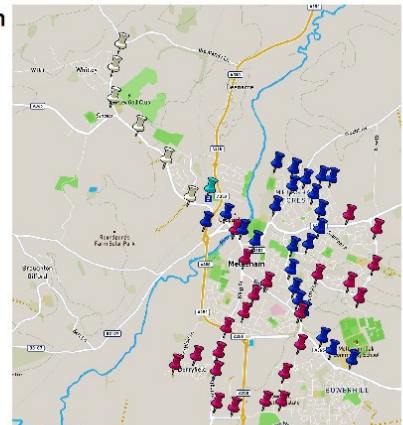
11:35. Bus departures, Melksham Station

14c at 11:40  
towards Forest and Queensway  
shown in blue

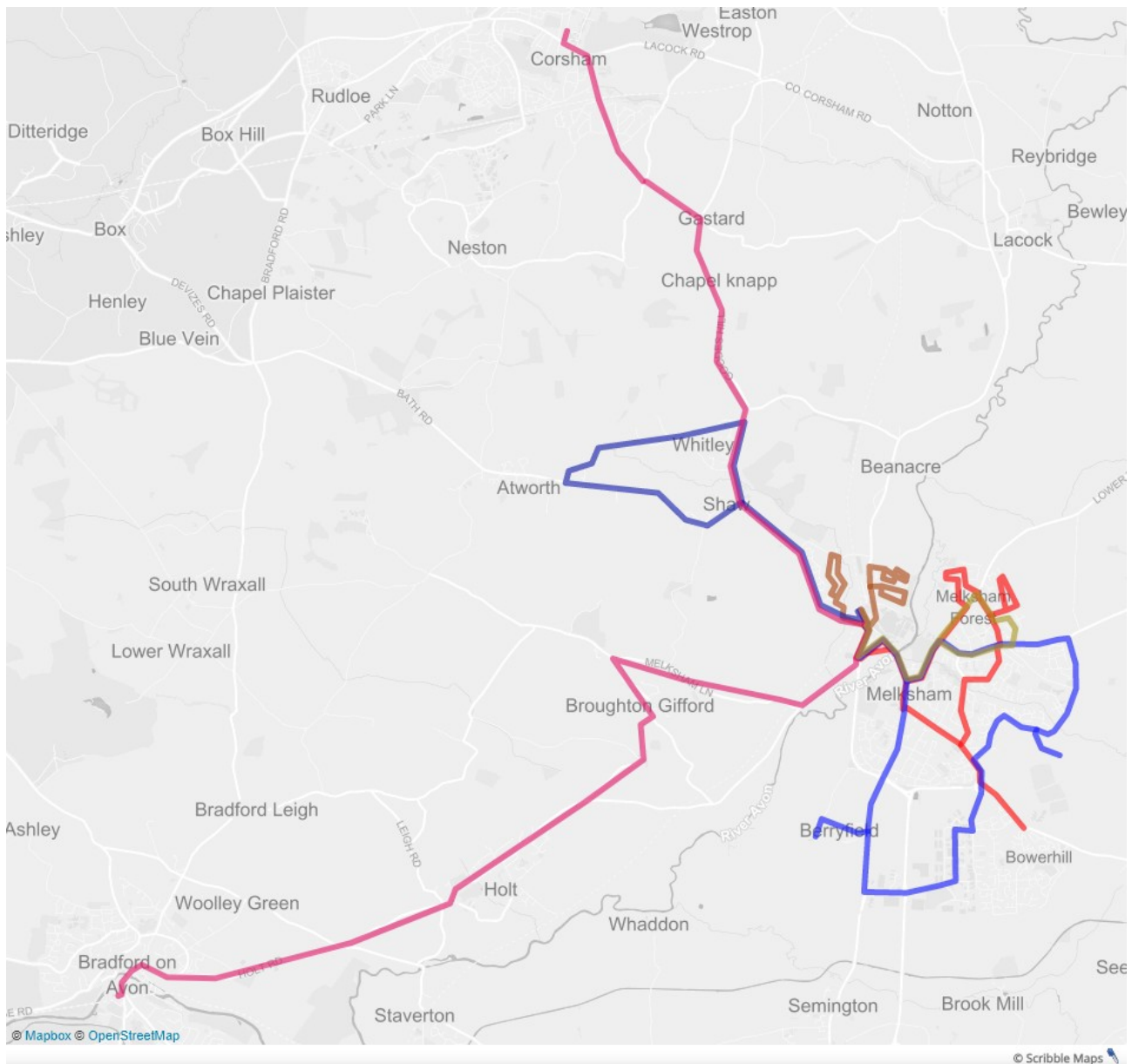
15a at 11:43  
towards Bowerhill and Skylark  
shown in magenta

16a at 11:46  
towards Corsham  
shown in white

Flat fare £1.50  
pay on the bus



## Proposed local bus network



Route 14 Melksham Station, Melksham Town, Methuen Av., Melksham Forest, Sherwood Av, Foresters, Queensway, The Spa, Melksham Oak, Spa Road, Melksham Town, Melksham Station, Addison Road OR Avon Road (alternating), Melksham Station. **Hourly**

Route 15 Melksham Station, Melksham Town, Foresters, Water Meadow, Rugby Ground, The Spa, Westinghouse Way, Semington Road, Berryfield, Melksham Town, Melksham Station, Shaw, Atworth, Whitley, Melksham Station **Hourly**

Route 16 Melksham Station, Melksham Town, Melksham Forest, Foresters, Melksham Town, Melksham Station, Shaw, Gastard, Corsham, Gastard, Shaw, Station. **Every 2 hours**

Route 17 Melksham Station, Melksham Town, Melksham Forest, Foresters, Melksham Town, Melksham Station, Broughton Gifford, Holt, Bradford-on-Avon Station, Holt, Broughton Gifford, Melksham Station. **Every 2 hours**

Route 18 Bath Bus Station, Bath Abbey, fast to Ashley (Northey Arms), Atworth, Whitley, Station, Melksham Town, Foresters, Water Meadow, Rugby Corner, The Spa, Mitchell Drive, Melksham Oak, Sells Green, Devizes Market Place. **Evening Only, every 2 hours.**

## Notes on bus service proposals

All routes serve Melksham Station (for rail connections) and The Bear and Broughton Road (to connect with all Interurban bus services)

Combined 14, 16, and 17 giving 30 minute service in Melksham Forest with alternating directions.

Routes 14 and/or 15 to serve Sainsburys in both directions.

All daytime routes to serve Asda in outbound direction, some inbound too.

Services subject to variation at school and peak ENCTS pass time to cover peak; lack of a northbound train from 07:52 to 10:01 provides a convenient drop in requirements for rail transfers at time service is otherwise bus – likewise southbound train gap from 15:39 to 18:01

Route 14 to run clockwise in the morning and anticlockwise in the afternoon.  
Route 15 to run anticlockwise in the morning and clockwise in the afternoon.  
Route 16 to run anticlockwise in the morning and clockwise in the afternoon.  
Route 17 to run anticlockwise in the morning and clockwise in the afternoon.

Flat fare on all 4 routes - £1.50 (£1 for children). No returns.  
Calendar monthly card - £35 – *transferrable* [ask for logic]

Route 18 to run express between Bath Abbey and Northey Arms to ensure robust schedule

SATURDAY to be worked out

Route element options which would benefit from further work:

- \* Which services on route 15 call at Holbrook Vale?
- \* Do routes 16 / 17 run Churchill, or direct Church Lane?
- \* Does route 15 run Semington Road or via Kenilworth Gardens and Longford?
- \* Route 14 – removed Daisy (served by 15) added Mallory Place, Wellington Drive and the Oak

Out of Melksham Community area, be aware

- \* Evening proposal loses single late bus to/from Urchfont
- \* Zigzag no longer all the way to Trowbridge (B-o-A to Trowbridge runs double up First's D1) / extend 68 journeys Staverton to Holt?

Route 14 – calls at The Spa for Snowberry Lane surgery and at Melksham Hospital / Giffords. Route 15 also calls at Snowberry Lane surgery.

National Express Coach to London is a useful commercial service which should still be encouraged but as a single service each day is not seen as a key part of the mass transit elements of this plan.

## Schedule details

These timings are given at Station as the key hub timing point. **A good regular service at other points is just as important but not time critical for planning.**

05:33	Train	northbound	Westbury Swindon
07:19	Train	northbound	Westbury Cheltenham Spa
07:52	Train	northbound	Westbury Swindon
10:01	Train	northbound	Westbury Swindon
12:32	Train	northbound	Westbury Swindon
14:32	Train	northbound	Westbury Swindon
16:41	Train	northbound	Westbury Swindon
18:55	Train	northbound	Westbury Swindon
20:22	Train	northbound	Westbury Cheltenham Spa
22:50	Train	northbound	Westbury (*) Swindon # proposed
06:36	Train	southbound	Swindon Southampton Central
09:09	Train	southbound	Swindon Westbury
11:30	Train	southbound	Swindon Westbury
13:39	Train	southbound	Swindon Westbury
15:39	Train	southbound	Swindon Westbury
18:01	Train	southbound	Swindon Westbury
19:15	Train	southbound	Swindon Southampton Central
21:10	Train	southbound	Swindon Westbury
23:40	Train	southbound	Swindon (*) Westbury # proposed
06:40	15a inbound starts		Bowerhill and Skylark
07:13	15a outbound		Bowerhill and SkylarkWhitley
07:33	15a inbound		Whitley Bowerhill and Skylark # Then School runs
07:45	14c outbound		Forest and Queensway Addison Road
08:00	14c inbound		Addison Road School
08:56	17a inbound		Bradford-on-Avon Forest
08:53	15a outbound		Bowerhill and SkylarkWhitley
08:50	14c outbound		Forest amd Queensway Addison Road
09:10	14c inbound		Addison Road Forest and Queensway
09:13	15a inbound		Whitley Bowerhill and Skylark
09:16	16a outbound		Forest Corsham
09:56	16a inbound		Corsham Forest
09:53	15a outbound		Bowerhill and SkylarkWhitley
09:50	14c outbound		Forest amd Queensway Granville Road
10:10	14c inbound		Granville Rd Forest & Queensway # Extra short run
10:13	15a inbound		Whitley Bowerhill and Skylark# Driver rest break
10:16	17a outbound		Forest Bradford-on-Avon # Extend to Trowbridge
11:26	17a inbound		Bradford-on-Avon Forest
11:23	15a outbound		Bowerhill and SkylarkWhitley
11:20	14c outbound		Forest amd Queensway Addison Road
11:40	14c inbound		Addison Road Forest and Queensway
11:43	15a inbound		Whitley Bowerhill and Skylark
11:46	16a outbound		Forest Corsham

12:26 16a inbound Corsham Forest  
12:23 15a outbound Bowerhill and SkylarkWhitley  
12:20 14c outbound Forest amd Queensway Granville Road  
12:40 14c inbound Granville Road Forest and Queensway  
12:43 15a inbound Whitley Bowerhill and Skylark  
12:46 17a outbound Forest Bradford-on-Avon  
  
13:26 17c inbound Bradford-on-Avon Forest  
13:23 15a outbound Bowerhill and SkylarkWhitley  
13:20 14c outbound Forest amd Queensway Addison Road  
13:40 14a inbound Addison Road Forest and Queensway  
13:43 15c inbound Whitley Bowerhill and Skylark  
13:46 16a outbound Forest Corsham  
  
14:26 16c inbound Corsham Forest  
14:23 15c outbound Bowerhill and SkylarkWhitley  
14:20 14a outbound Forest and Queensway Granville Road  
14:40 14a inbound Granville Road Forest and Queensway  
14:43 15c inbound Whitley Bowerhill and Skylark  
14:46 17c outbound Forest Bradford-on-Avon  
  
15:26 17c inbound Bradford-on-Avon Forest # or school runs  
15:23 15c outbound Bowerhill and SkylarkWhitley # or school runs  
15:20 14a outbound Forest and Queensway Addison Road# or school runs  
15:40 14a inbound Addison Road Forest and Queensway # or school runs  
15:43 15c inbound Whitley Bowerhill and Skylark# or school runs  
15:46 16c outbound Forest Corsham # or school runs  
  
16:26 16c inbound Corsham Forest  
16:23 15c outbound Bowerhill and SkylarkWhitley  
16:20 14a outbound Forest and Queensway Granville Road  
16:42 14a inbound Granville Rd Forest& Queensway # train at 16:41  
16:43 15c inbound Whitley Bowerhill and Skylark # and driver break  
16:46 17c outbound Forest Bradford-on-Avon # Extend via Trowbridge  
  
17:56 17c inbound Bradford-on-Avon Forest  
17:53 15c outbound Bowerhill and SkylarkWhitley  
17:50 14a outbound Forest and Queensway Addison Road  
18:10 14a inbound Addison Road Forest and Queensway # then depot  
18:13 15c inbound Whitley Bowerhill and Skylark # then depot  
18:16 16c outbound Forest Bath via Whitley  
  
19:20 18 inbound BathDevizes  
20:15 18 outbound Devizes Bath  
21:20 18 inbound BathDevizes  
22:40 18 outbound Devizes Bath # may skip station if no train  
23:50 18 inbound BathDevizes # calls at station even if no train



## Connections at Melksham Station

- ^ - Northbound (trains from Westbury to Swindon)
- < - Westbound (outward buses)
- > - Eastbound (inward buses)
- v - Southbound (trains from Swindon to Westbury)

^ Train	at 05:33	from Westbury	towards Swindon	(northbound)
v Train	at 06:36	from Swindon	towards Southampton Central	(southbound)
> 15a	at 06:40	from starts	towards Bowerhill and Skylark	(inbound)
< 15a	at 07:13	from Bowerhill and Skylark	towards Whitley	(outbound)
^ Train	at 07:19	from Westbury	towards Cheltenham Spa	(northbound)
> 15a	at 07:33	from Whitley	towards Bowerhill and Skylark	(inbound)
< 14c	at 07:45	from Forest and Queensway	towards Addison Road	(outbound)
^ Train	at 07:52	from Westbury	towards Swindon	(northbound)
> 14c	at 08:00	from Addison Road	towards School	(inbound)
< 14c	at 08:50	from Forest and Queensway	towards Addison Road	(outbound)
< 15a	at 08:53	from Bowerhill and Skylark	towards Whitley	(outbound)
> 17a	at 08:56	from Bradford-on-Avon	towards Forest	(inbound)
v Train	at 09:09	from Swindon	towards Westbury	(southbound)
> 14c	at 09:10	from Addison Road	towards Forest and Queensway	(inbound)
> 15a	at 09:13	from Whitley	towards Bowerhill and Skylark	(inbound)
< 16a	at 09:16	from Forest	towards Corsham	(outbound)
< 14c	at 09:50	from Forest and Queensway	towards Granville Road	(outbound)
< 15a	at 09:53	from Bowerhill and Skylark	towards Whitley	(outbound)
> 16a	at 09:56	from Corsham	towards Forest	(inbound)
^ Train	at 10:01	from Westbury	towards Swindon	(northbound)
> 14c	at 10:10	from Granville Road	towards Forest and Queensway	(inbound)
> 15a	at 10:13	from Whitley	towards Bowerhill and Skylark	(inbound)
< 17a	at 10:16	from Forest	towards Bradford-on-Avon	(outbound)
< 14c	at 11:20	from Forest and Queensway	towards Addison Road	(outbound)
< 15a	at 11:23	from Bowerhill and Skylark	towards Whitley	(outbound)
> 17a	at 11:26	from Bradford-on-Avon	towards Forest	(inbound)
v Train	at 11:30	from Swindon	towards Westbury	(southbound)
> 14c	at 11:40	from Addison Road	towards Forest and Queensway	(inbound)
> 15a	at 11:43	from Whitley	towards Bowerhill and Skylark	(inbound)
< 16a	at 11:46	from Forest	towards Corsham	(outbound)
< 14c	at 12:20	from Forest and Queensway	towards Granville Road	(outbound)
< 15a	at 12:23	from Bowerhill and Skylark	towards Whitley	(outbound)
> 16a	at 12:26	from Corsham	towards Forest	(inbound)
^ Train	at 12:32	from Westbury	towards Swindon	(northbound)
> 14c	at 12:40	from Granville Road	towards Forest and Queensway	(inbound)
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< 17a	at 12:46	from Forest	towards Bradford-on-Avon	(outbound)
< 14c	at 13:20	from Forest and Queensway	towards Addison Road	(outbound)
< 15a	at 13:23	from Bowerhill and Skylark	towards Whitley	(outbound)
> 17c	at 13:26	from Bradford-on-Avon	towards Forest	(inbound)
v Train	at 13:39	from Swindon	towards Westbury	(southbound)
> 14a	at 13:40	from Addison Road	towards Forest and Queensway	(inbound)
> 15c	at 13:43	from Whitley	towards Bowerhill and Skylark	(inbound)
< 16a	at 13:46	from Forest	towards Corsham	(outbound)
< 14a	at 14:20	from Forest and Queensway	towards Granville Road	(outbound)
< 15c	at 14:23	from Bowerhill and Skylark	towards Whitley	(outbound)
> 16c	at 14:26	from Corsham	towards Forest	(inbound)
^ Train	at 14:32	from Westbury	towards Swindon	(northbound)
> 14a	at 14:40	from Granville Road	towards Forest and Queensway	(inbound)
> 15c	at 14:43	from Whitley	towards Bowerhill and Skylark	(inbound)
< 17c	at 14:46	from Forest	towards Bradford-on-Avon	(outbound)
< 14a	at 15:20	from Forest and Queensway	towards Addison Road	(outbound)
< 15c	at 15:23	from Bowerhill and Skylark	towards Whitley	(outbound)
> 17c	at 15:26	from Bradford-on-Avon	towards Forest	(inbound)
v Train	at 15:39	from Swindon	towards Westbury	(southbound)
> 14a	at 15:40	from Addison Road	towards Forest and Queensway	(inbound)
> 15c	at 15:43	from Whitley	towards Bowerhill and Skylark	(inbound)
< 16c	at 15:46	from Forest	towards Corsham	(outbound)

< 14a	at 16:20	from Forest amd Queensway	towards Granville Road	(outbound)
< 15c	at 16:23	from Bowerhill and Skylark	towards Whitley	(outbound)
> 16c	at 16:26	from Corsham	towards Forest	(inbound)
<b>^ Train</b>	<b>at 16:41</b>	<b>from Westbury</b>	<b>towards Swindon</b>	<b>(northbound)</b>
> 14a	at 16:42	from Granville Road	towards Forest and Queensway	(inbound)
> 15c	at 16:43	from Whitley	towards Bowerhill and Skylark	(inbound)
< 17c	at 16:46	from Forest	towards Bradford-on-Avon	(outbound)
< 14a	at 17:50	from Forest amd Queensway	towards Addison Road	(outbound)
< 15c	at 17:53	from Bowerhill and Skylark	towards Whitley	(outbound)
> 17c	at 17:56	from Bradford-on-Avon	towards Forest	(inbound)
<b>v Train</b>	<b>at 18:01</b>	<b>from Swindon</b>	<b>towards Westbury</b>	<b>(southbound)</b>
> 14a	at 18:10	from Addison Road	towards Forest and Queensway	(inbound)
> 15c	at 18:13	from Whitley	towards Bowerhill and Skylark	(inbound)
< 16c	at 18:16	from Forest	towards Bath via Whitley	(outbound)
< 15c	arrives at station at 18:50 completing its run			
<b>^ Train</b>	<b>at 18:55</b>	<b>from Westbury</b>	<b>towards Swindon</b>	<b>(northbound)</b>
<b>v Train</b>	<b>at 19:15</b>	<b>from Swindon</b>	<b>towards Southampton Central</b>	<b>(southbound)</b>
> 18	at 19:20	from Bath	towards Devizes	(inbound)
< 18	at 20:15	from Devizes	towards Bath	(outbound)
<b>^ Train</b>	<b>at 20:22</b>	<b>from Westbury</b>	<b>towards Cheltenham Spa</b>	<b>(northbound)</b>
<b>v Train</b>	<b>at 21:10</b>	<b>from Swindon</b>	<b>towards Westbury</b>	<b>(southbound)</b>
> 18	at 21:20	from Bath	towards Devizes	(inbound)
< 18	at 22:40	from Devizes	towards Bath	(outbound)
<b>^ Train</b>	<b>at 22:50</b>	<b>from Westbury (*)</b>	<b>towards Swindon</b>	<b>(northbound)</b>
<b>v Train</b>	<b>at 23:40</b>	<b>from Swindon (*)</b>	<b>towards Westbury</b>	<b>(southbound)</b>
> 18	at 23:50	from Bath	towards Devizes	(inbound)

Trains shown are actual (exception marked (\*) is an aspiration). All buses shown are proposals to replace current timetable as from Spring 2020.

Document prepared by ....

Presented by ....

Supported by ....

## The next steps