

## **Bus Route Changes and Information**

Route 1 Midland Classic bus route is now registered to terminate and start in Meadow View.

**Midland Classic Limited, Unit 5, 290 Stanton Road, Burton upon Trent, DE15 9SQ**

**Also at Wetmore Road, Burton upon Trent, DE141QL**

**midlandclassic**

We were really encouraged by the results of our customer research project, and the consultation that followed. It's clear that the villager is a well-used brand with good levels of customer satisfaction.

However, we can be even better. Poor timekeeping dominated the small number of complaints we received, this was reinforced by your top priority being 'on time'. In addition, over 1 in 5 people wanted to see improvements to frequency.

With these changes, we've looked to match supply to demand and ensure we can offer the best possible experience to the majority of our customers.

We extensively researched customer numbers, journey timings, and looked at every option. The removal of the V2 will be tempered with additional journeys on the V1, and the vast majority of the users on the villager will see a better, more reliable service.

Unfortunately, there had to be some who would be disadvantaged by this change, and it is the residents of Belfield Road on the V2 and Centrum Business Park & Regents Park on the V4, who lose the villager as a service. The V1 and V3 will continue to run during the day, and there will be an enhanced service becoming hourly and also serving Heatherton village. Our research showed that the usage from Belfield Road and Centrum Business Park & Regents Park was very small indeed, and average of two customers per journey.

From a business perspective, if we can improve the service for most of the customers, to the detriment of two people per journey, it is a sound and sensible commercial decision. We don't want to disadvantage anyone, but sometimes it needs to be done for the greater good of the service.

I appreciate if we asked people in these areas, they would want to retain the service and would be unhappy at its removal. Equally, if we asked residents of Hilton and Stretton, they would only be concerned with a more reliable service as whether the bus goes to Burton or not is probably irrelevant to them. As such, we took a decision which we believe is in the best interests of the vast majority of nine customers.

I am truly sorry for any problems that this change causes you, this was not our intention, nor was it an easy decision to make, but changes did need to be made.

Customer Services | trentbarton

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