



Doug Claringbold
Chief Executive
First Bus

07 March 2022

Dear Mr Claringbold

Information at Bath Bus Station

We'd like to offer some suggestions about better information for bus users and potential bus users at Bath Bus Station.

The information about buses departing from *within* the station itself is good. The bays are clearly numbered and the electronic boards list upcoming departures.

However, information, is not so good for services that leave from a bus stop next to or close to the bus station. These stops, even those hard by the station building, are not included in the electronic boards, nor are they numbered for reference.

Thus, someone arriving at Bath Bus Station is well served if they happen to want to go to a place (such as Kingsway, Southdown and Locksbrook) for which the bus goes from a bay on the south side of the bus station. But if they want to go to say Bath University, RUH, Bear Flat, Larkhall and many other places their bus leaves from a stop on the north side or nearby and so is not listed on the electronic boards. Some potential bus users might infer from the electronic boards that there is no bus about to leave for their destination and opt to walk or take an uber or give up - First Bus might be missing out on revenue.

There is no centralised information about the non-bay departures, no map showing the location of nearby bus stops nor a list of destinations and which is the route for each. The advice desk is currently unmanned (for understandable reasons). There are six double-sided display windows within the concourse, yet only one of the twelve panels offers information - a map sadly out-of-date, showing some defunct services.

Frequent travellers work out their way through this and some people have smart phone apps to guide them or consult the web, but many people would find a more comprehensive and rational system of display very helpful.

Could the electronic boards be adjusted to show buses leaving from Bath Bus Station, Manvers Street (northbound), Dorchester Street and Broad Quay? If not, could there be separate information in some form about the non-bay departures?

This Association is most concerned about services to the Bear Flat Area, but the quality of the bus service experience affects all parts of the Bath area.

We'd be appreciative to hear your comments.

I am copying this note to the Metro Mayor. We very much welcome the intention of WECA to improve the A367 to reduce car-based travel and encourage bus use. It seems to us that information is important, as well as highway changes - the A367 corridor study should start at the bus station, not Churchill Bridge!

I am copying also to the Ward Councillor for Bear Flat who is keen to promote bus use and get more people to visit our local centre at Bear Flat (but getting there is hindered at the moment by buses leaving round the corner from the bus station, with no clue whatever in the bus station of where to go).

Yours sincerely

Timothy Cantell

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cc

Dan Norris, WECA

Councillor Winston Duguid, B&NES