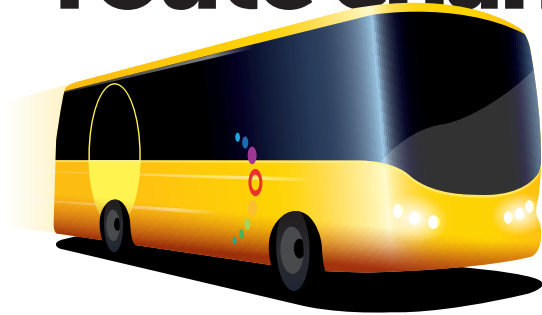


the villager

survey results & proposed route changes



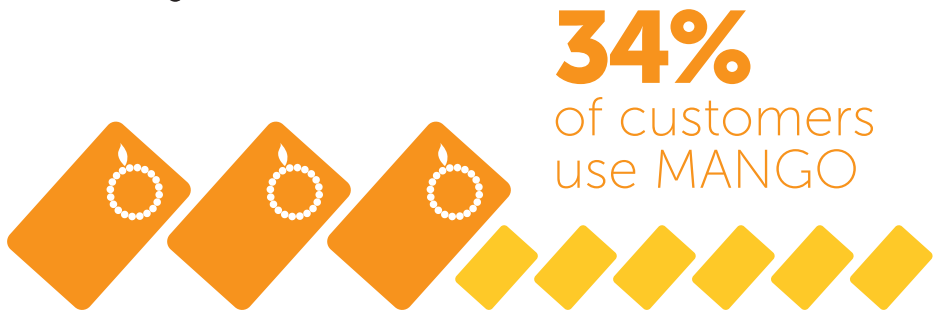
have your say
on your local bus



During the Summer and Autumn of 2016 we conducted a survey to gather your views on **the villager**. This booklet includes a summary of the results, as well as our proposal for how we think we can improve the service based on the results of the survey.

We'd love to know what you think of the proposal too, so at the back of the booklet you can find the proposed new route and a comments section.

survey results



of customers
travel on the villager
more than 2 days
a week



of customers
have access to
a car but choose
the villager



of customers have never complained or felt like complaining about the villager...



...however, 83% of complaints were as a result of poor timekeeping

customers ranked these in order of importance



→ **40% being on time**

33% having friendly, helpful drivers

22% running frequently

2% having value for money fares

1% being very clean inside

1% having WiFi on board

1% having good evening and Sunday service

what's really good about the villager?

the villager's
easy to use
(especially with
MANGO)

the drivers
are very friendly
& helpful

the villager is
cheap, and it's an
enjoyable journey
too

the drivers
are always patient
& polite

why the villager isn't so good...

late buses

not frequent
enough

why are we making these changes?

We've been really encouraged by the results of our customer research project. It's clear that **the villager** is a well-used brand with good levels of customer satisfaction. The friendly, customer focused driving team were consistently praised for their welcoming and helpful attitude. However, we can be even better. Poor timekeeping dominated the small number of complaints we received. This was reinforced by customers top priority "being on time". In addition over 1/5th of people wanted to see improvements to frequency.

Over the page you'll see our proposals which look to address these areas for improvement. We've looked to match supply with demand to ensure we can offer the best possible experience to the majority of our customers through a simpler network.

We're keen to hear your views so please help by completing the comment section at the back and returning to us.

Tom Morgan | director of service delivery

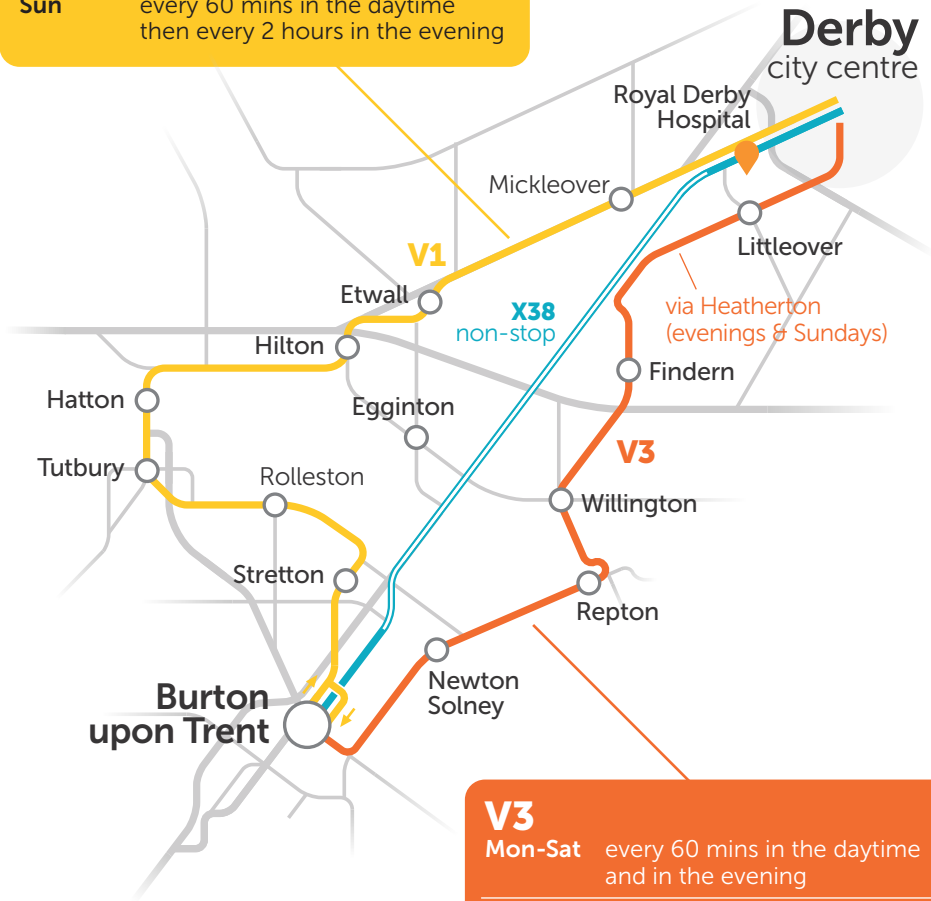


proposed route on the villager

V1

Mon-Sat every 30 mins in the daytime
then every 60 mins in the evening

Sun every 60 mins in the daytime
then every 2 hours in the evening

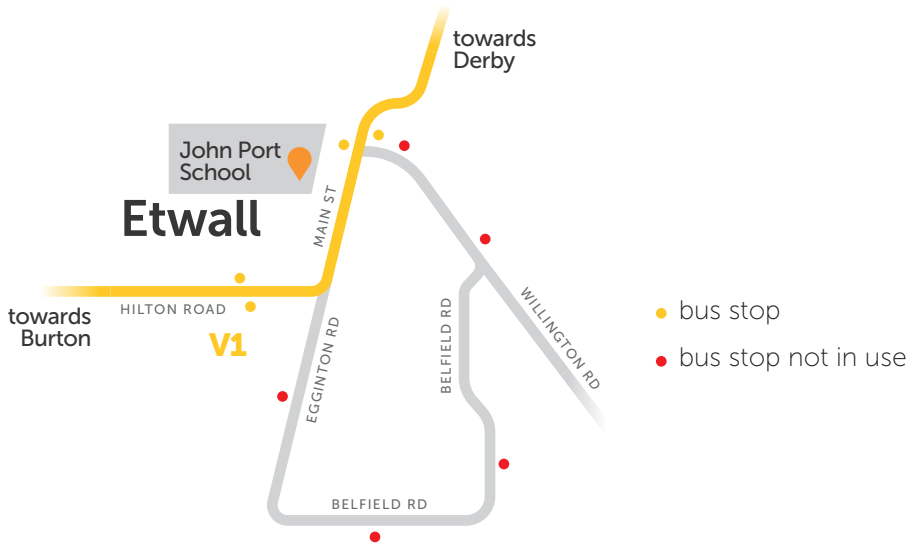


V3

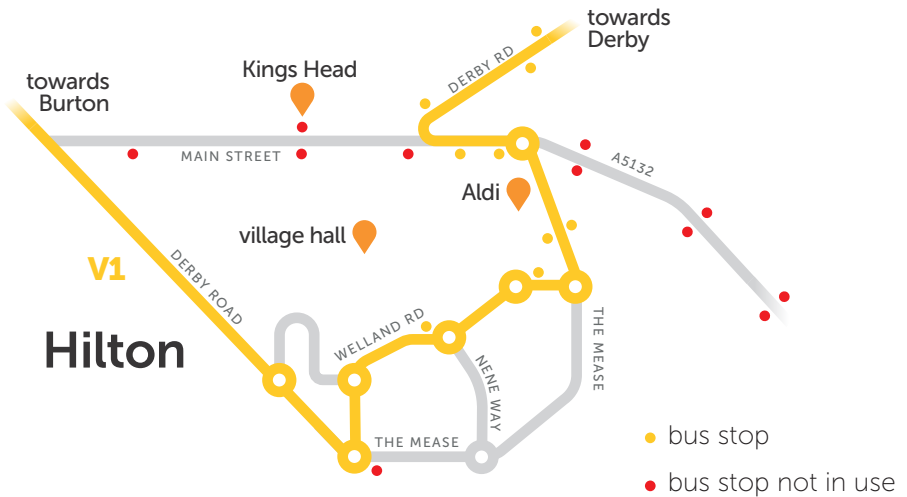
Mon-Sat every 60 mins in the daytime
and in the evening

Sun every 60 mins in the daytime
then every 2 hours in the evening

proposed route in Etwall



proposed route options in Hilton



proposed route in Burton



we'd love to hear your views

what are your views on the proposed frequency?



Four horizontal lines for writing answers.




what are your views on the routes through the villages?

Eight horizontal lines for writing answers.

any other comments?

Four horizontal lines for writing answers.

There's 3 ways you can get this survey back to us, either:

-  **1.** post this flyer back to us at:
FREEPOST 425, Heanor, Derbyshire, DE75 7BG
-  **2.** hand it to any driver on **the villager**
-  **3.** fill in online at trentbarton.co.uk/thevillagersurvey

