

East Lothian Bus Review

Current Services and Tourist Alternatives

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Relbus AGM, Aug 27th 2014

E. Lothian Bus Map 2014



Aims of EL Bus Services

- ❖ Commuter traffic, principally along two axes:
 - ❖ N.Berwick —> Prestonpans —> Musselburgh —> Waverley
 - ❖ (Berwick) —> Dunbar —> Haddington —> Tranent —> Waverley

- ❖ Civic/shopping traffic, principally
 - ❖ Inter-town & connecting villages with towns
 - ❖ Access to ASDA, ERI, Portobello/Leith
 - ❖ Local school student traffic

- ❖ Tourist access to attractions

Bus Service Operators

- ❖ Commuter traffic mostly provided by:
 - ❖ First (Edinburgh) Services 6, X6, X8, X24, 124
 - ❖ Lothian (Edinburgh) Routes 15, 26, 44, 113
 - ❖ Perryman's (Berwick) Service 328

- ❖ Civic/shopping traffic, mostly provided by
 - ❖ Eve's (Dunbar) Services 120, 128, 129, 130
 - ❖ Prentice (Haddington) Services 121, 123

- ❖ Tourist access to attractions
 - ❖ Provided by existing services

Bus Service Intervals

❖ Western Area:

- ❖ Musselburgh – Prestonpans – Tranent/Port Seton
- ❖ Musselburgh – Wallyford– Port Seton
- ❖ ASDA – (Tranent) - Haddington

❖ Eastern Area

- ❖ Prestonpans – Longniddry – N. Berwick
- ❖ Tranent – Haddington – Dunbar – (Berwick)
- ❖ Haddington – Gifford - Pencaitland
- ❖ N. Berwick – Drem – A'ford – Haddington
- ❖ N. Berwick – East Linton - Dunbar

Bus Services (West)



Bus Services (East)



ELC Approach

- ❖ Reactive: provide scholars', ASC transport at 'cost'
- ❖ Use local bus and taxi firms where possible
- ❖ Commercial firms decide service/timing/fares
- ❖ Attempts at co-ordination still marginal in effect
- ❖ No overview framework (e.g. school 'slots')
- ❖ Treat commercial vs own resources separately
- ❖ Few resources to market research potential demand

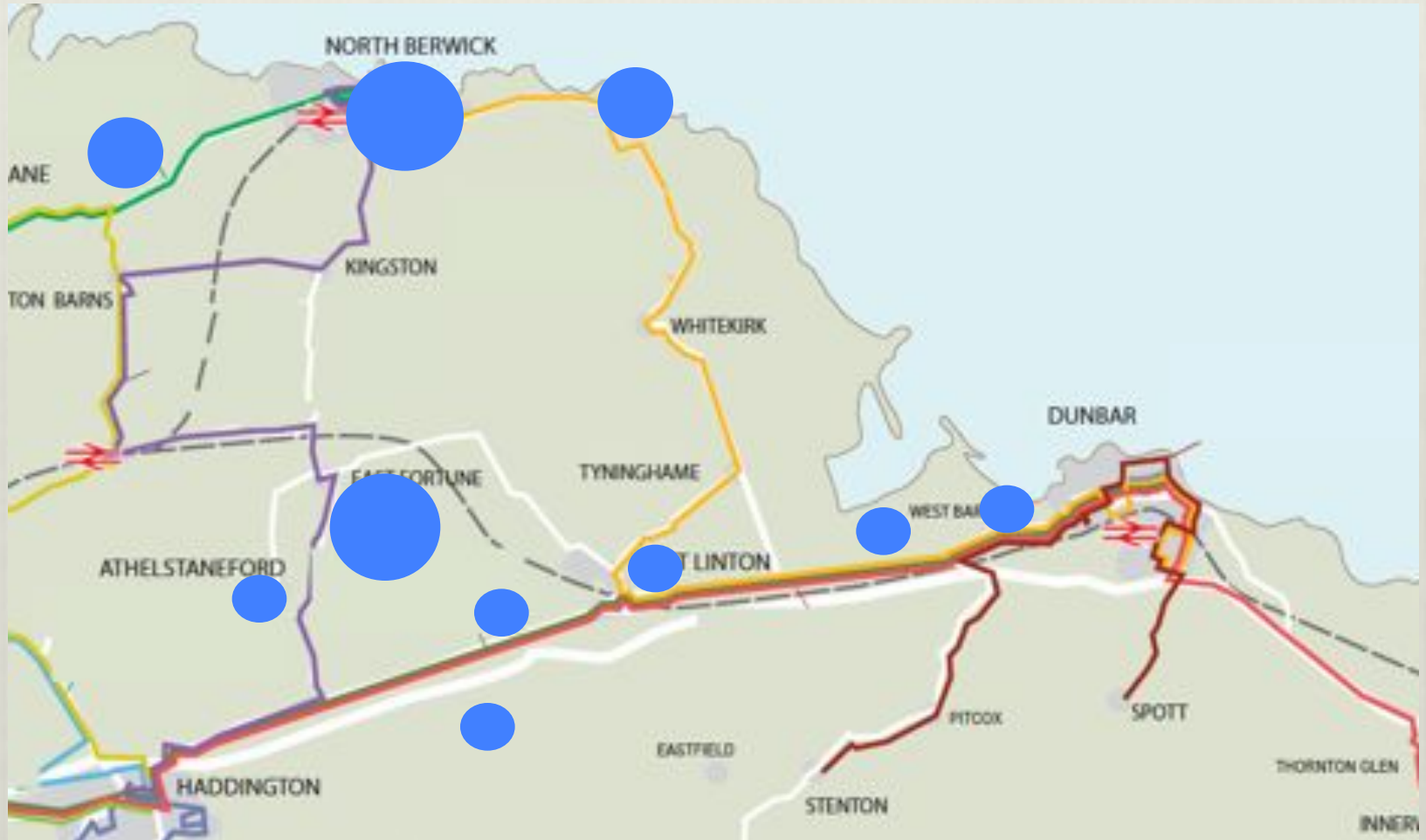
Recent ELC Efforts

- ❖ Audit of bus stop timetables/panels
- ❖ Plans for generic hub timetables & colour-coded maps
- ❖ Re-draft of 120 & 130 timetables giving
 - ❖ better coordination with trains and other services
 - ❖ simpler and easier to use timetable for the 130
 - ❖ more direct North Berwick-Dunbar provision
- ❖ Establishment of the EL Bus Forum
- ❖ Improved public transport info on ELC website
- ❖ New service 110 - major improvement on 328

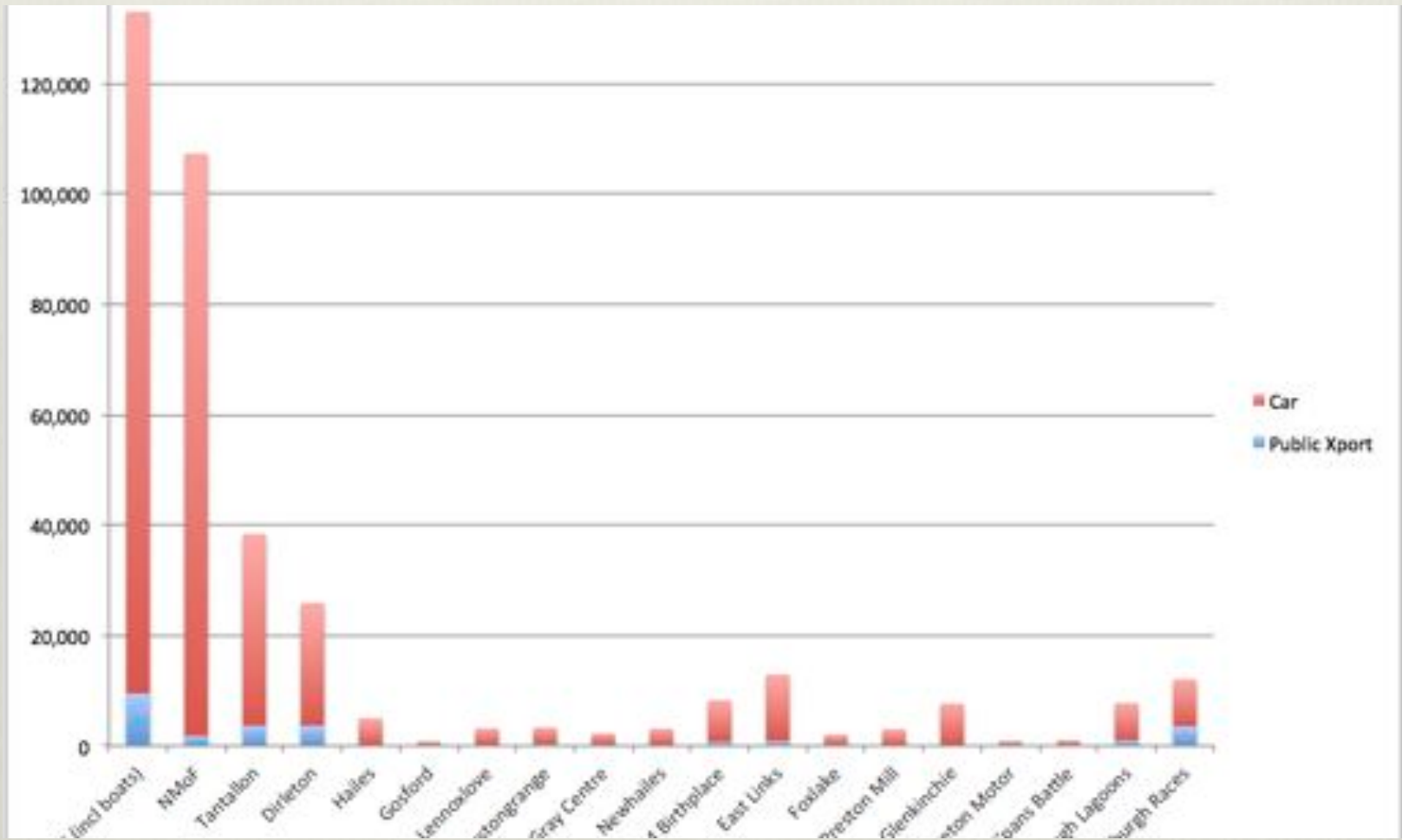
Attractions (West)



Attractions (East)



EL Attraction Visitors



Reasons to Visit

- ❖ Coast and countryside (beaches & walks)
- ❖ Golf
- ❖ Single attraction (SSC; NMoF; Tantallon; Dirleton)
- ❖ Longer-stay (mostly summer lets & caravans)
- ❖ Passing (ferry/England <—> E'burgh/H'lands)
- ❖ Festivals (Fringe by the Sea; Lennoxlove; 3 Harbours)
- ❖ Touring (e.g. bicycle; history; genealogy)

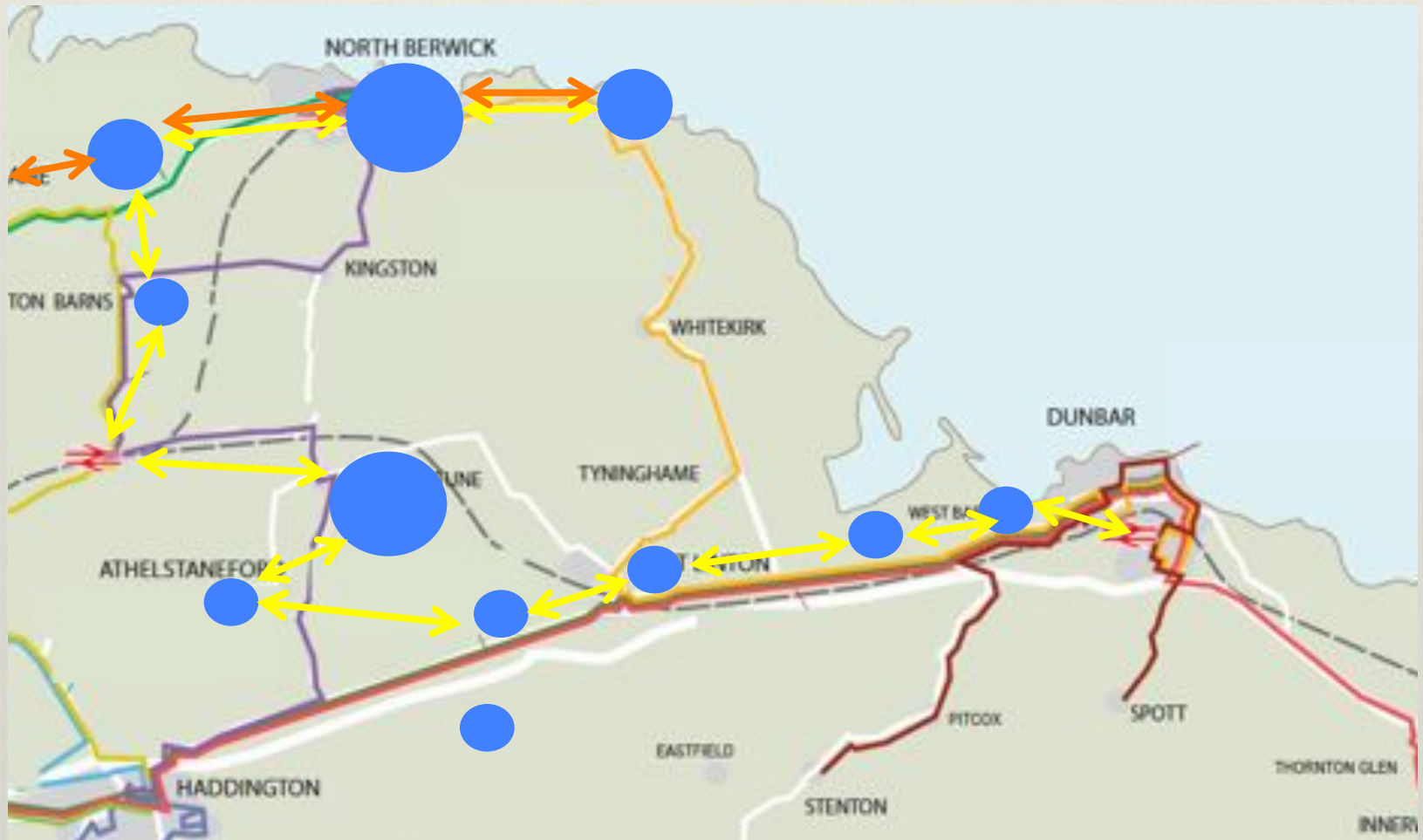
Reasons to Drive

- ❖ Public transport incoherent w/fragmented ticketing
- ❖ Public transport expensive, especially for families
- ❖ Timetable chaos, especially lack of connections
- ❖ No single town information point/timetable
- ❖ Infrequent services in all but N-W corner of county
- ❖ No incentives to use public transport (e.g. discounts, joint ticketing or linked entries)

Tourist Route (West)?



Tourist Routes (East)?



Tourist Bus Issues

- ❖ Needed primarily weekends and school holidays
- ❖ Run at same mins each hour & connect with trains
- ❖ Little demand prior to 10am or after 6pm
- ❖ Irrelevant to golf tourism (>90% car/limo-based)
- ❖ SSC & MoF main attractions (250k & 100k visitors)
- ❖ Castles 2ndary attractions (38,000 & 25,000 p.y.)
- ❖ All others tertiary (<10,000 per year)

Suggested Route T1

- ❖ Runs Sat + Sun + School holidays
- ❖ Could be variant of existing X24/124 service
- ❖ Hourly service 10am to 6pm
- ❖ Route: Tantallon—Tesco—SSC—NB ScotRail—Dirleton—Gullane—Longniddry ScotRail—Seton Sands—Mining Museum—Wallyford ScotRail—Racetrack—QMU

Suggested Route T2

- ❖ Runs Sat + Sun + School holidays
- ❖ Hourly service 10am to 6pm (interlinked w/T1)
- ❖ Route: Tantallon—Tesco—SSC—NB ScotRail—Dirleton—Fenton Barns—Drem—Merryhatton—NMoF—Athelstaneford—Overhailes—East Linton—Preston Mill—Tyninghame—Foxlake—East Links—Dunbar Stn

Operation

- ❖ Run by small (24-seat or less) buses
- ❖ Both T1 & T2 scheduled to meet trains where possible
- ❖ Operate joint half-hourly service Tantallon—Dirleton
- ❖ Free use with coastal car park ticket
- ❖ Free w/entry to attraction (pre-purchase)
- ❖ Free transfer to/from trains & other buses
- ❖ Nominal (£1?) charge for any distance otherwise

Making It WORK

- ❖ Commit to run for 3 seasons (Easter, Jul/Aug & w/e)
- ❖ Timetables linked and set the previous season
- ❖ All operators include timetable in their publicity
- ❖ Active support from VisitScotland publicity & TICs
- ❖ Training of drivers in local knowledge & PR
- ❖ Literature to all Lothian EAE & Landmark sites
- ❖ Attractive badging of buses and routes

