

RECEIVED 17 FEB 2020

Ms Emma Smith
Clerk
Belper Town Council
St Johns Chapel
The Butts
Belper
Derbyshire

12 February 2020

Dear Ms Smith

We say goodbye to rapid one

From 29 March 2020 trentbarton will no longer operate rapid one. The fast bus service between Ripley, Heanor, Langley Mill and Nottingham has been run by trentbarton for over 8 years. The brand, which is well known locally, has built up a strong customer base over this time, which is largely due to the small but dedicated friendly driving team. Unfortunately, the loyal customer base is predominantly focused around peak times, with off peak journeys not carrying sufficient customers to substantiate the service commercially.

Over the life of rapid one we have taken many steps to improve the success of the brand. This includes numerous research projects to better understand the needs of our customers; a critical cost review to maximise efficiency and reduce waste; and the introduction of customer comforts such as USB charging points, free superfast 4G WiFi and air conditioning. More recently we introduced newly refurbished vehicles, with a refreshed and bold colour scheme to remove confusion along corridors common to its sister brand rainbow one.

Despite our efforts we have been unable to reach a position where rapid one can commercially support itself, and therefore have no choice but to withdraw the brand.

rainbow one will continue to operate between Ripley, Heanor, Langley Mill and Nottingham with frequencies of 30 minutes. Frequencies between Eastwood and Nottingham on rainbow one are even better, seeing a bus every 10 minutes.

There will be no job losses as a result of this change as all members of our driving team will be redeployed onto other routes. We give huge thanks to all of our customers who have supported the brand over the years.

Kind regards



Tom Morgan
Group Commercial Director
trentbarton



Mansfield Road, Heanor, Derbyshire DE75 7BG
www.trentbarton.co.uk

Trent Motor Traction Company Ltd registered in England no.131912
Barton Buses Ltd registered in England no.2347412
registered office as above

