

UK Bus Summit; Getting Passengers on Board Buses

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Why buses are vital to the Liverpool City Region (LCR)

- 147m bus passenger journeys per year in LCR
- 80% of public transport journeys by bus despite a thriving local rail network
- Locally, buses are critical to economic growth, social capacity and access to education

Because of this, it is critical that the long term trend of patronage decline was reversed



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LCR Bus Alliance

The Alliance has achieved a number of improvements since its inception, including:

- £52m + investment in new buses for the LCR
- Ticketing improvements including multi-operator day ticket and scrapping zonal fares system
- Improved customer information at bus stops
- One smart card platform for the LCR
- Newly designed customer service training course for all drivers
- Improved links to John Lennon Airport and new 24/7 services
- Young Persons Fare Deal

16.5% growth in fare paying passengers

142% growth in young persons journeys

90% customer satisfaction

Over £50m invested in the bus offer



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Buses in LCR; The Future and Next Steps

- Currently undertaking Business Case work, investigating all options under Buses Act 2017
- Mayor's Big Buses Debate
- Post 19 Offer
- “Cherish the Driver”
- “Fool Proof Information” – Audio Visual, RTI, Route Livery and Branding

THANK YOU....

....Questions



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