



Growing Bus Patronage

The Bus Builder's Role



Agenda

- **What do travellers want?**
- **How bus builders can add value**
- **Case study**
- **What else needs to be done?**



What bus passengers want

- Well researched industry
 - Annual bus passenger surveys
 - Operator research
- Common themes
 - Reliability
 - Frequency
 - Passenger engagement & Branding
 - RTPI
 - Fares & ticketing
 - Drivers
 - Cleanliness, Comfort & Safety



Bus Passenger Survey
Autumn 2017
Summary of key results

Using the bus: what young people think Summary report February 2016 transportfocus

Foreword

From young people use the bus than any other single group of passengers. Yet despite the importance of bus to younger people we know from our Bus Passenger Survey (BPS) that they are the least satisfied group of passengers. So, for this important group, there is a clear challenge to Government, bus operators and local authorities to make the bus a better experience.

Several bus operators and authorities have seized the opportunity by introducing initiatives to improve their service and encouraging young people to make more bus trips.

But these initiatives are patchy across Great Britain.

So what more could we do to help young passengers and encourage Government and the industry to make buses more attractive and, in turn, a sustainable choice for younger people?

Our new research set out to understand the current experiences and views of young bus passengers, and how the industry could attract and retain them as the bus users of tomorrow.

The work reinforces what we have learned from other Transport Focus research: improving value for money, punctuality and reliability are constant priorities. The industry – bus operators, local authorities and Government together – need to deliver: focus on delivering these basics. Getting the essentials right, alongside a more effective and targeted approach to customer relations, will help build trust and loyalty to make using the bus a viable long-term proposition for young people.

As part of the new research we also took the opportunity to explore the experiences and needs of young people under the age of 16, an age group that our current BPS work does not cover. This new work contributes to understanding what the important 14-15 age group needs and wants from bus services today to encourage them to be tomorrow's bus users.

Anthony Smith
Chief Executive
Transport Focus

Find out what young people want from bus services...

"Sometimes you get on a bus and don't know anyone on there... but if you do something, because it's a different experience, it's having some independence."
Sub 14 16



How bus builders can add value

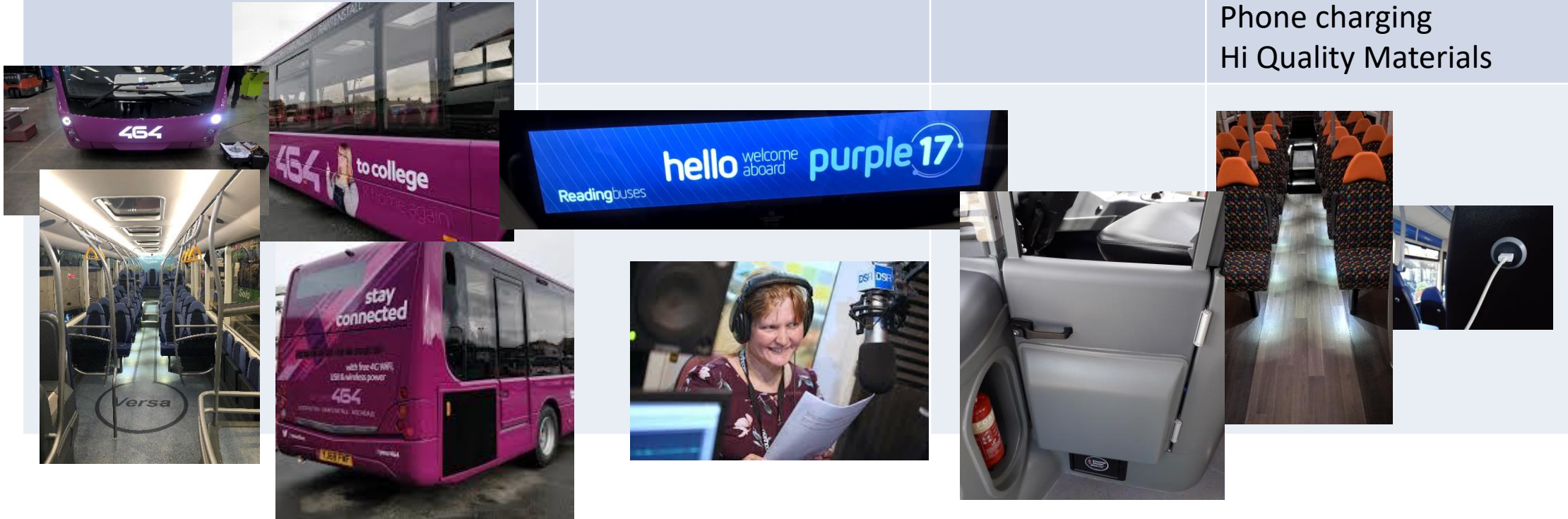
- Bus is a large part of customer experience
- Strong link between bus investment & growth
- Important to use investment to operator's advantage
- Bus is a blank canvas for operators to make their mark
- End to end partnership between operator, OE & vendors



How bus builders can add value

- Bus adds value across key requirements

Passenger Engagement	RTPI	Drivers	Comfort & Safety
Internal Route Branding External Route Branding Paint, Wrapping & Vinyl	On Board RTPI TfT Screens Bespoke announcements	Cab design Seating Storage	Lighting Seating WiFi Phone charging Hi Quality Materials



Case Study – Blackburn Route 6 & 7

- Re-launch of existing service with fleet replacement in 2016
 - Blackburn Bus Company. Coincident with “Pennine Reach” initiative
- High specification route branded bus
 - Wifi + USB phone charging
 - Colour coordinated interior & exterior
 - Bespoke seat & floor design. Buggy Bay & Wheelchair bay
- Media launch with customer follow up
 - 90% “Very satisfied”. 97% recommend to a friend
- 10% patronage growth in first year
- Model for all future fleet replacement



What else needs to be done

- **Bus is only part of the solution. Part of wider action:**
- **Limit access to city centre parking to dissuade car use**
- **Contactless ticketing**
- **MAAS. Real time schedule information**
- **Investment in bus services!**

