Making bus a better choice for young people

Birmingham/Colchester/Exeter/Oxford/York workshops

February and March 2019

transportfocus

Get the basic service right

- Young people are put off by poor quality.

- They don't want to waste time – at the stop or on the bus.

- They may have negative perceptions of bus – especially non-users.

- Top three improvements young people want to see:
  - value for money
  - availability of Wi-Fi
  - more buses at the times you wish to use them.

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Help them feel more confident

- Young people may feel anxious about 'getting it right'.

- They don't want to be embarrassed in public

- They may not know where to get information

- Interaction with the driver can be an area that causes concern.

"I am going to Norwich city centre to get my nails done. I am feeling a bit anxious about the journey as I haven't been on a bus in a long time."

Norwich, 17-19

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Use technology to engage them

- Young people want an intuitive, easy-to-use system.

- Space on phones is limited – apps must earn their place.

- Other sectors are seen as doing it better.

- Reliable, real-time information is key – at the stop, on the bus and online.

- Information should be personalised.

"The best solution would be to have the electrical signs or an online thing where you could track your bus, so then I can judge when I need to leave home."

Essex, 17-19

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Offer simple, consistent fares

- Young people find fares confusing.

- More than half buy a day ticket.

- A third buy out of their own pocket.

- There is limited awareness of discounts and offers.

- Eligibility for reduced fares is not well-understood.

- They don't feel like promotions are targeted at them.

Conclusions

- Young people want a **punctual**, **reliable**, **value for money** journey – like all passengers!

- There are some other key issues they want to see addressed:

  o **they don't feel services are designed with them in mind**, or that enough is being done to encourage them and make them feel valued

  o **not knowing how the system works** or what to do is a barrier and a source of anxiety

  o **improving the quality of the journey experience is important**; young people notice poor quality provision

  o **there is a need to design systems better**, learning from other industries

  o **Fares for young people are confusing and inconsistent**.

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