



#GiveBusAGo
transportfocus.org.uk

transportfocus 

Give Bus A Go

People who use the bus love the bus! Almost nine out of ten bus users told the Transport Focus Bus Passenger Survey they were satisfied with their most recent journey. Research also indicates that around a fifth of car journeys could well be made by bus. Yet many people don't view the bus as a transport mode of choice.

Reducing barriers to bus travel is vital - to help more people choose bus and make buses a more attractive and sustainable choice.

Existing bus passengers want more reliable, frequent services going to more places, simpler fares that are better value for money and more useful information.

As the independent bus passenger watchdog, Transport Focus has chosen to work in-depth in the West Midlands. The region is bucking the national trend of falling passenger numbers. This is no accident - the West Midlands has a large population, engaged local authorities and bus operators, and a dynamic regional Bus Alliance that Transport Focus chairs.

Transport Focus is now launching a campaign to encourage many more people in the West Midlands to Give Bus A Go.

The campaign aims to:



Identify the **barriers to bus** as a mode of transport choice for people in the West Midlands.



Identify interventions to **break down these barriers** by concentrating on key passenger priorities – value for money, punctuality and more useful bus information.



Share the learning and **emerging best practice** gained to influence operators, local authorities and governments across England, Scotland and Wales.

...to encourage more people to use the bus.

This September... Give Bus A Go

To kick start the campaign Transport Focus is working with people in the West Midlands - 'busketeers' - who rarely or never travel by bus to Give Bus A Go in September.

These individuals have agreed to use bus for some of their day-to-day journeys and to feedback on their experiences to Transport Focus using an app and over social media using #GiveBusAGo. Transport Focus will use these to highlight benefits of bus travel and to provide feedback to the industry on how to improve any relevant areas of the journey.

Meet the busketeers



Andy

"Parking at stations can be quite difficult, and there's no fun in driving sometimes, so I'm giving the bus a go."



Bernadette

"As somebody who's self-employed, being able to get around the West Midlands flexibly is important to me."



Anish

"I'm always keen to try new things and the bus is very convenient for me because I have a SWIFT card."

By highlighting the busketeers' experiences, Transport Focus hopes to encourage other people to Give Bus A Go over the following months and to share their journey experience with Transport Focus.

What do people in the West Midlands who aren't regular bus users think?

83%

think a good bus network is important to the local area

41%

think travelling by bus is a good way to get about

25%

wouldn't mind making more journeys by bus

50%

believe that buses can play a part in reducing air pollution

The **top two reasons** people don't get the bus are because they think it will take too long and cost too much.

Breaking down the barriers

Transport Focus will be looking in-depth at three priority areas of improvement for passengers. It will work in partnership with bus operators and local authorities across the region to understand the current challenges and to trial new initiatives to improve the passenger experience.



Value for money

What are the key elements of the journey that make people feel that they are getting good value for money from any bus journey? Transport Focus wants to understand what value for money means to people.



Bus punctuality

Transport Focus wants to understand how passengers feel about delays and identify where new operator interventions could increase bus patronage and drive up passenger satisfaction.

Transport Focus will seek to understand what is being done by Transport for the West Midlands, highway authorities, National Express and other operators to tackle delays.



Passenger information

How is new technology shaping the expectations of non-users and less frequent bus users? What lessons can Transport for the West Midlands and bus operators learn about how best to communicate with existing and potential customers? Transport Focus will carry out research to better understand how to reduce any barriers to bus travel that arise from inadequate information.

#GiveBusAGo



Any enquiries about this report should be addressed to:

campaigns@transportfocus.org.uk