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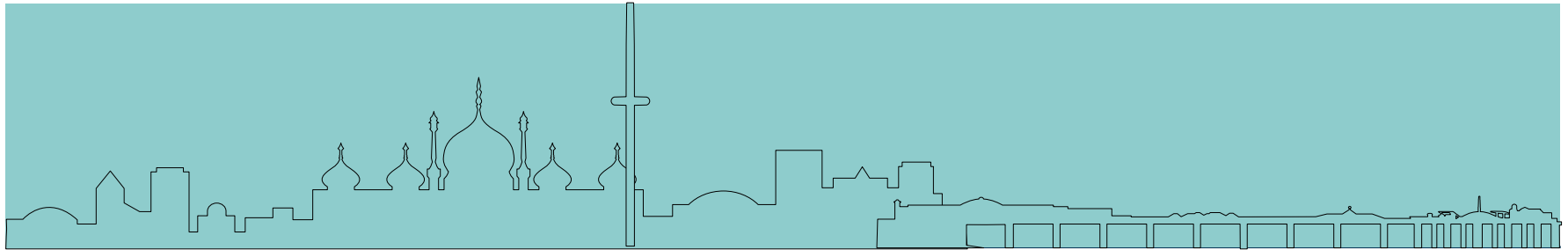
York Bus Forum 17 November 2020



Re-thinking the way we market our bus services: taking the best of the past and plotting the future

What has been important and worked well for us and elsewhere?

What will serve us best going forward?



So what about Brighton & Hove and Metrobus?

- Doubled passenger volumes in the last 20 years
- Highest usage of buses per head of population outside London
- Post lockdown 2 still higher than Reading, Southampton or Portsmouth in 2019
- 'Leader' Inclusive Transport Leaders Scheme (DfT)
- 89% - 93% Passenger satisfaction (Transport Focus)

What is a brand when it comes to bus services?

- Fleet
- Fares
- Presentation and cleaning
- Frequency
- Reliability and punctuality
- Customer service
- Communications
- Design
- Reputation as an employer
- Reputation in your communities and as a neighbour
- Personality (who you are/ values)
- And much more besides

Four cornerstones to a successful bus brand

- **Keep it Local**
- **Stay relevant**
- **Focus on ALL customers**
- **Brilliant Basics**

“Whilst customers seek for a basic consistent level of service, I’d say that they yearn for character, market differentiation and a feeling that the operator has tried to provide a proposition that reflects the needs of the customers it serves”.

(Alex Warner)

“If you look at every bus company in the UK, they all have branding that puts to shame their counterparts at train companies. I’m not just talking the usual excellent suspects, Transdev Blazefield and Trent Barton – take a cursory look at any bus company website and they’ve all got brands and products that are in a different stratosphere to their rail counterparts.

(Alex Warner)

What is important locally? Carbon

OVER THE LAST
FOUR YEARS:

Mpg has
improved by **7.5%**

With fuel consumption
dropping by **1 million litres**

Site energy has improved
Electricity by **28%** – Gas by **6%**

CO² emissions combined have
improved by **16%** at 29,000 tonnes

4% of UK
roadside emissions
come from existing buses



On the right route: cleaner diesels and hybrids

EXTENSIVE
INVESTMENT IN
LOW CARBON FLEET:



EuroV1 technology augmented by Microhybrid advances – **82 buses in Brighton since 2015.**

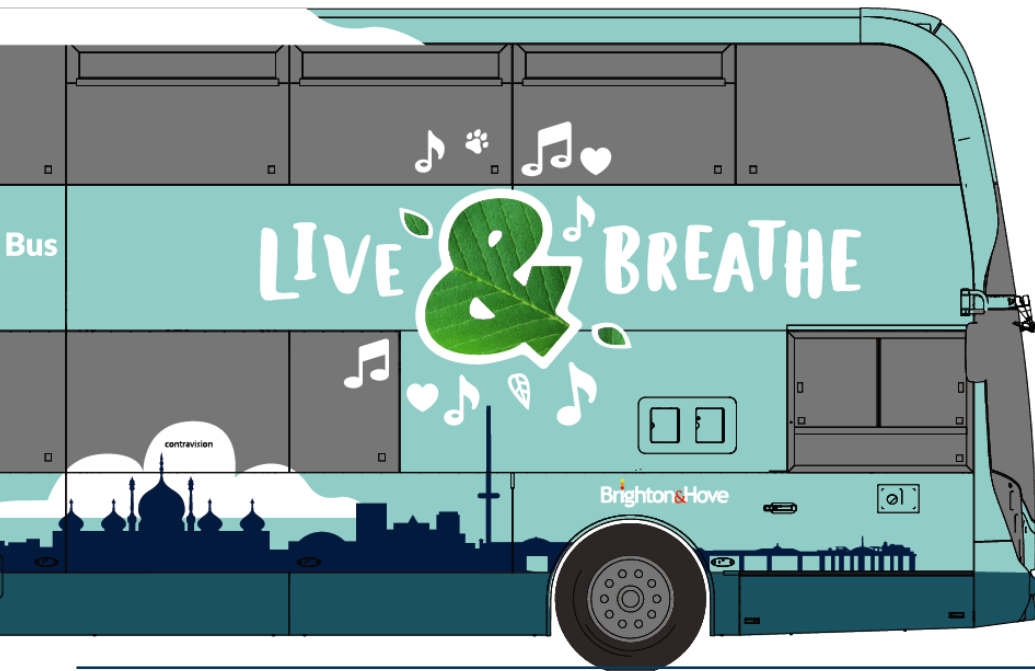


Upgrade of SCRT equipment to a further **90 buses in the Brighton fleet**, further aids air quality improvement.



31 Microhybrid EuroV1 buses since 2015 for Metrobus.

On the right route: extended range electrics



54 ADL E400ER hybrid electric buses with geo-fenced zero emission electric only operation through the city's Ultra Low Emissions Zone delivering **244,000 miles of zero emission bus travel every year over 2-3 million passenger journeys.**

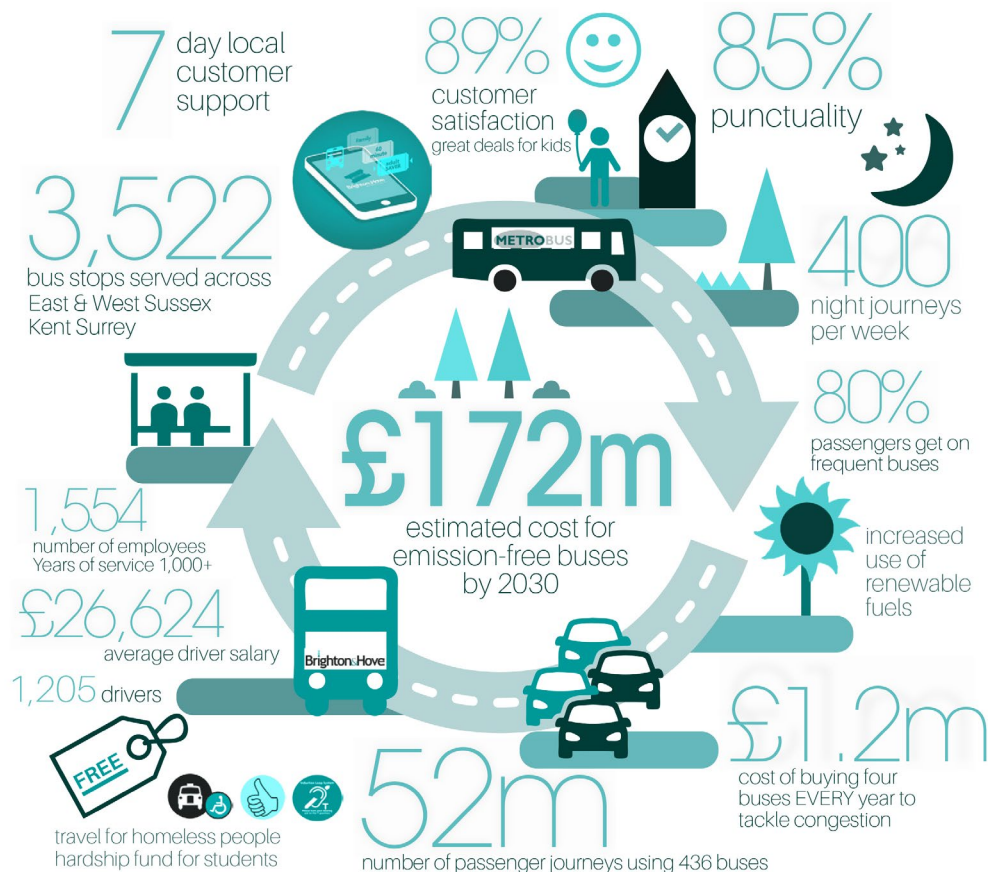
On a new route: hydrogen fuel cell buses



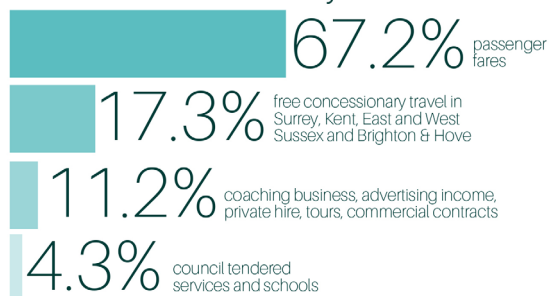
- Range of up to 370 miles per day (2nd generation HFC bus).
- Low impact in mining of heavy metals.
- Low impact of electricity draw from grid.
- Short refuel time.
- Funding from EU, UK government and other partners.
- Due winter 2021 on Fastway route first.
- Collaboration with other heavy vehicle fleets.



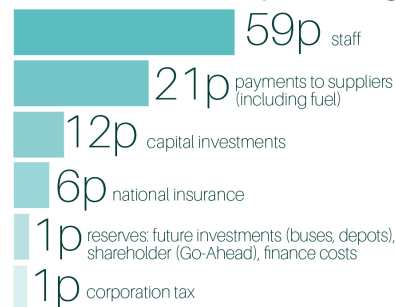
The value of your fare



Where does the money come from?



Where does every £1 go?



Tap to pay and you're on your way

Contactless is now available
on all of our buses.



Cardholders must be 18 years or over and must be using a card that is linked to a valid bank account. Some cards may not be accepted.

Find out more at buses.co.uk

Brighton & Hove Bus



Reflect your local culture and communities



It's about real people and real work



How closely do you work with and are part of the communities we serve?

- **Santa Bus most missed event this year - council;**
- **Listen to this - Mark Steel in Town in Brighton Radio 4 Thursday 12 November**

Our Diversity Bus



JUNE 2017 : PRIDE DIVERSITY BUS - PHOTO © CHRISJEPSON.COM

Watch this

- **Roger French's video on responding to the pandemic**

<https://www.youtube.com/watch?v=qu9bk54l80w>

Transport Focus Customer Research

- **75% public transport users feel safe**
- **40% non users would feel safe**
- **Cleaning standards maintained**
- **Digital, no paper ticketing**
- **Flexible payment structures**

Partnership structure in Brighton & Hove

Local authority:

road design;
infrastructure; fund some
school journeys; fund
social add-ons to
commercial network; fund
community transport

Operators:

commercial services;
risk; set fares;
investment in fleet and
premises; operate
contracted services

Together:

quality bus partnership;
multi-operator ticketing;
social ticketing;
accessible standards
and initiatives

Reshare road space to buses and bikes to reverse congestion

Zero emission ambitions need to be matched with bus priority measures that reverse the decades of damage to bus journey times from traffic congestion and create the conditions for much greater modal shift towards all sustainable active travel modes, and maintaining vital access to city centre areas that people want to travel to.

The power of the bus

People want a fairer, greener, more community-oriented future.

*Buses are a powerful enabling force in the wider
Fight against climate change, and more.*

- Zero emission buses with better journey times and access prove real alternatives to private cars, improving carbon impacts and local air quality.
- Better buses deliver strong returns for the local economy and deliver better public health and wellbeing outcomes.
- Our partnerships can enable hydrogen for other heavy vehicle fleets, sharing investment and bringing down cost: refuse and delivery vehicles, and other buses.

Climate Assembly and Youth Climate Assembly

- Buses are a critical part of the solution.
- Reshare road space and maintain access to central areas to realise potential.
- Reduced costs and improved revenues increase investment and deliver lower costs for users.
- Lobby nationally for support for investment and locally for resharing the road space.
- So challenge us and everyone in our public transport system to get it moving.
- But challenge all other vehicles too - the other 96% of roadside emissions.
- And challenge the way we heat our homes, and the way we produce and consume our food.

Thank you

Looking forward to our discussion