

Liverpool City Region Bus Alliance:

How we're making a difference...



Aims:

- Increasing fare paying bus patronage by 10% by end of 2017/18
- Best in class customer satisfaction scores

We're building from a good starting point:

- National Bus Passenger Survey results March 2017 (Transport Focus)
- 90% for overall customer satisfaction – best LCR score to date (85% average in other metropolitan areas)
- Satisfaction with value for money has shown a sharp increase – 62% in 2013 to 73% (66% other met areas)
- Satisfaction with punctuality has remained constant at 78% – 72% in other areas.
- Customers in the LCR are much more satisfied with their driver than in other areas at 91% – 87% in other areas

We are also reversing a decades-old trend in declining patronage, with fare paying patronage growth of 16.2% exceeding the 10% target set by the Bus Alliance

To date, Bus Alliance partners have invested £52,173,000 through a joint annual business and investment plan.

These are our 'top 10' achievements:

£37.5 million investment in new buses

01

- Average fleet age of no more than 7 years
- Every new LCR bus is fitted with free-to-use Wi-Fi and USB charging points – retrofitting ongoing.
- Lower emission buses now make up almost 70% of the fleet (including many hybrid, gas and electric* buses (*from Oct 2017))

A better deal for young people, leading to a 142% growth in journeys

02

- Value day ticket, MyTicket, allowing unlimited journeys across the City Region– any bus, any time. 12.7 million sold and at least 24.3 million journeys made.
- 50% discount on adult-priced tickets
- The benefits don't end at 16 – they are up to and including 18 years old.

Tickets better suited to journeys people want to make – choice, value, simplicity & some fare reductions

03

- New 'Solo' day ticket that can be used on any bus, meaning no-one in the LCR should pay more than £4.70 for a day's travel
- New young person's 4-weekly Solo ticket
- Scrapping of zonal fares for all types of Solo tickets. Your ticket takes you further, or previous 'all area' customers could be saving up to £260
- Operator flat fare structures introduced meaning clear and consistent ticket prices.
- Coming soon: ability to buy Solo day ticket 'bundles' on Walrus– more convenience for less frequent users and part time workers.

Improved customer information, helping reduce the 'fear of the unknown' for infrequent bus users

04

- Introduction of 'one point of contact' for bus customers by phone and email
- Simpler info at bus stops– where the bus is heading and when and 'en route' locations, removing confusing numbers and codes
- 'No surprise' timetable changes, with set dates four times a year, reducing 'ad hoc' changes and supporting a more stable network.
- Choice of apps and information sources

Walrus – the smart card for the City Region

05

- The most used smart card outside London. 2.5m tickets have been loaded onto Walrus since its launch in November 2014.
- Tickets available from more than 800 PayPoint outlets across the LCR and some on bus.
- Increasing number of ticket types available on Walrus – tickets that allow travel on any bus (Solo/ Saveaway), as well as Arriva Weekly and Stagecoach Megarider weekly tickets.
- Plans to introduce online sales

Innovative customer service training for drivers

06

- Help drivers in handling real-life situations to better support customers
- Aiming to further improve customer satisfaction rates from the current 91% (Transport Focus, 2016)
- 1070 drivers to be trained by March 2018

In-service cleaning

07

- Pooling resources to clean buses after the morning peak to help keep them tidy and inviting for the rest of the day

Improved services to Liverpool John Lennon Airport & for night time

08

- Dedicated, bespoke airport vehicles with room for luggage and free-to-use wifi – benefitting passengers and staff who work at the airport. Bus journeys have increased by more than 20%
- Two new 24-hour bus routes, supporting the night time economy and shift workers

Helping get buses to people on time

09

- Tackling congestion with local authorities and a range of bus operators through investment in traffic signals, bus stops and junctions – £1.43 million 'Better Bus Area' funding by March 2018
- LCR one of the top scoring areas for punctuality – 78% (Transport Focus, 2016)

Trailblazing campaign – launch of 'better by bus'

better by bus 10

- Speaking as 'bus', not as individual operators with competing messages and tactics
- Digital, media and face-to-face. In the first six months– 20,000 advert views, 16,000 + unique website visits, 1000+ game downloads, 37 schools visited, 4,700 new members of the better by bus' club, 4,000 face-to-face employee engagements
- Get more people to try bus and those who use it, to use it more often- leisure, commuting, families & young people.