

Over **200** supporters

“

It was a wonderful opportunity to speak to the staff and young apprentices who keep our buses on the road

Mary Creagh MP ”

#CTBW and #CTBW2015 reached **4,222,920** impressions

Engaged with **23** MPs and many more local politicians

## Catch the Bus Week 2015



@transportgovuk · Jun 29  
@AJonesMP celebrates #CTBW with @GreenerJourneys



## Catch the Bus Week 2015



Catch the Bus Week 2015, which is spearheaded by Greener Journeys, took place from 29 June-5 July 2015. Now in its third year, the support from operators, local authorities and passenger transport groups was overwhelming. A staggering 215 stakeholders got behind the week by running competitions and events aimed at encouraging people to use the bus. This is more than double the participants from last year. Importantly, up and down the country MPs got behind the campaign, with 23 parliamentarians raising awareness of the benefits of bus travel through a range of activities.

There was a huge amount of chatter on social and traditional media, with the whole nation being urged to hop on the bus. The promotional activity on offer across the country was creative, varied and exciting, from bus selfie competitions to a radio broadcast live from the bus.

As we look back on Catch the Bus Week 2015, it is great to see the fantastic activity that took place all over the UK, which helped to connect local people and demonstrate the importance of the bus in bringing communities together. We are so grateful to all that got involved and already can't wait for next year's Catch the Bus Week, which will run from the 4 – 10 July 2016.

## Parliamentary engagement

It was another fantastic year in terms of parliamentary engagement during this Catch the Bus Week, with 23 MPs and Buses Minister Andrew Jones MP showing their support for the campaign.

We launched the week with a photo call on Westminster Bridge, where Greener Journeys Chief Executive Claire Haigh was joined by Andrew Jones MP, Leon Daniels of Transport for London and a number of key figures in the bus industry. With help from TfL, we were able to secure a lane of Westminster Bridge for the shot, and with a bus kindly provided by Go Ahead, the final photographs looked great. Kicking off the week with such a wealth of political support from TfL and the Department for Transport perfectly set the tone for Catch the Bus Week.

Elsewhere, MPs up and down the country held bus surgeries in their local communities and many took the bus to work that week. Former Shadow Secretary of State for Transport Mary Creagh MP penned a blog about Catch the Bus Week which was published on the *Huffington Post*. She also visited her local bus depot, speaking to staff and apprentices about the ways in which the bus helps to keep Wakefield moving.

The screenshot shows the top of a Huffington Post article. At the top, it says 'HUFF POST POLITICS UNITED KINGDOM'. Below that are social media sharing options for Facebook (188k likes), Twitter (Follow), and Newsletters. A search bar for 'Huffington Post Search' is also visible. A navigation bar includes links for FRONT PAGE, NEWS, POLITICS, BUSINESS, TECH, YOUNG VOICES, ENTERTAINMENT, CELEBRITY, COMEDY, LIFESTYLE, PARENTS, and BLOGS. Below the navigation bar, there's a breadcrumb trail: Politics > 100 Days Of Dave > Waugh Zone > Budget > Tories > Labour > SNP > Lib Dems > Ukip > David Cameron > George Osborne > Boris Johnson > EU. The article is by Mary Creagh, Labour MP for Wakefield and Shadow Secretary of State for International Development. The title is 'Catch the Bus Week'. It was posted on 03/07/2015 at 16:27 BST and updated at 16:59 BST. Below the title are engagement metrics: 1 Like, 7 Shares, 0 Tweets, and 0 Comments. There are also buttons for Like, Share, Tweet, G+ Share, and Comment, along with a print icon.

**Buses are the lifelines of our cities, towns and villages. They reduce congestion, get people to work, drive economic growth and keep communities alive.**

Speaking about Catch the Bus Week, Mary Creagh MP said:

“Buses are the lifelines of our cities, towns and villages. They reduce congestion, get people to work, drive economic growth and keep communities alive. I hope Catch the Bus Week encourages more people to ditch their cars and hop on one of our local buses. I had a fascinating trip to my local bus depot and it was a wonderful opportunity to speak to the staff and young apprentices who keep our buses on the road.”



Ben Howlett MP said:

“With a pressing need to cut greenhouse emissions and ease traffic congestion in a city like Bath, I was delighted to be involved with Catch the Bus Week and I have supported it locally by campaigning for greater use of public transport.

“The campaign was a great way for people to learn more about their local bus services, including some of the more unknown benefits such as the extra exercise and reducing stress levels that bus travel provides. It was also a great opportunity for bus companies to learn about their consumers and their needs to help provide better services in future.”

Huw Irranca-Davies MP took a bus journey as a blind man in conjunction with the Royal National Institute of the Blind, while Justin Tomlinson MP and Robert Buckland MP visited Thamesdown Transport and held a photocall in support.

Chi Onwurah MP held a bus surgery where she met with local constituencies to discuss issues while on a bus. Other MPs also supported the campaign in their local media or through social media.





**Martyn Day MP** @MartynDaySNP · Jun 29

This week is catch the bus week highlighting the benefits of using public transport, supporting greener travel! #ctbw



**Simon Kirby** @SimonKirbyMP · Jun 29

CATCH THE BUS WEEK a week-long national celebration of bus travel, encouraging people who don't usually take the bus to give it a try. #CTBW

← ↻ 7 ★ 1 ⋮



Justin Tomlinson MP retweeted



**Greener Journeys** @GreenerJourneys · Jun 29

Great to see @JTomlinsonMP and @RobertBuckland supporting #CTBW with @thamesdown



← ↻ 2 ★ 3 || ⋮

View photo



**Jason McCartney MP** @JasonMcCartney · Jun 29

This Week (29th June-5th July) is Catch the Bus Week #CTBW - a celebration of bus travel aimed at encouraging people to give the bus a try

← ↻ 2 ★ 3 ⋮



**Daniel Zeichner** @DanielZeichner · Jun 29

#commuting by bus is 33% less stressful than by car! De-stress during @GreenerJourneys Catch the Bus Week! #CTBW bit.ly/1JNleoF

← ↻ 9 ★ 4 👤 ⋮

## Local radio engagement

At the start of Catch the Bus Week, Greener Journeys held a successful radio day, featuring interviews with Greener Journeys Chief Executive, Claire Haigh, and psychologist Phil Graves from Mindlab who discussed the social benefits of taking the bus and also told listeners about how to get involved in Catch the Bus Week.

Claire and Phil featured on a total of **15** radio shows that day, including BBC Radio Northampton, BBC Radio Shropshire, Radio Yorkshire, Juice 107.2 and Imagine. In total, they spoke to staggering **1.5 million listeners** through the day.

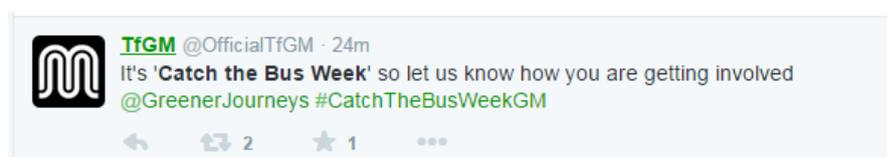
## Social media engagement

There was plenty of buzz on social media during Catch the Bus Week. The hashtags #CTBW and #CTBW2015 were seen by a staggering 4,222,920 users and the Catch the Bus Week website was visited by 6,195 users.

The revamped website proved a huge hit, with a significant uplift in visits over the course of the week. A graph of the surge in visitors to the website can be viewed below.



However, just as impressive as the sheer volume of engagement, was the incredible number of groups and individuals getting involved online. Below are just a handful of tweets from industry and the public in support of the week.



Retweeted 21 times

**Dept for Transport** @transportgovuk · Jun 29  
 Transport Minister @AJonesMP celebrates #CTBW with @GreenerJourneys

21 11 View photo

**Mumsnet Exeter** @MumsnetExeter · Jul 1

At launch of the snazzy new E/F bus with WIFI for Catch the Bus Week. V happy boys. @StagecoachSW #CTBW

4 1 View photo

**Better Transport** @CBTransport · Jun 27

Next week is Catch the Bus Week - where will you be travelling by bus? #CTBW  
[catchthebusweek.co.uk](http://catchthebusweek.co.uk)

11 3 View photo

## How supporters got involved

### Midlands

There was a fantastic amount of activity right across the Midlands to mark this year's 'Catch the Bus Week'.

**Centro** launched a number of events during Catch the Bus Week including a 'bus selfie' competition for customers, bus tours and competitions for staff, who got a free one day bus ticket in the West Midlands. Centro got behind their competitions on social media, and posted information and promotions at bus stations and information centres locally. Throughout the week, Network West Midland's tweets were seen by **120,020** people.



**Catch the bus and stay connected**

**get online**  
All of our buses are fitted with free WiFi meaning you can keep yourself entertained on the move.

**green machines**  
Take the bus, save our planet! We have one of the most environmentally friendly bus fleets in the UK.

**get there fast**  
Many routes in Oxford city centre offer dedicated bus lanes so you can get where you need to be quickly.

**budget travel**  
With our key travel smartcard you'll be able to find a product to suit your budget and travel needs.

**oxford bus company**

**CATCH THE BUS WEEK**  
29th June - 5th July 2015

If everyone switched just one car journey a month to the bus it would save two million tonnes of CO<sub>2</sub>.

1% of commuters would have to change or leave their jobs if their bus service ceased to exist.

Congestion costs the UK economy at least £11 billion each year.

On Friday 3rd July, **Oxford City Bus** held an event with a day full of activities and promotional offers, which included giveaways and information on the benefits of catching the bus. The giveaways included free travel passes to the first 20 people who visited the local branch and a raffle with 90 tickets to be won.

**Oxford City Bus** also offered students a £1 travel offer during Catch the Bus Week. There were further efforts to promote Park and Ride by giving customers a £2 return voucher. This was promoted through on-bus advertising and an article in trade publication *Route One* informing drivers of the event.

**Arriva** held colouring competitions at schools held throughout the Midlands and encouraged

schoolchildren to draw their mascot Alfie. The prizes were a family trip to Drayton Manor Park and Twinlakes, and runners-up received Arriva goody bags.





**Lincolnshire Council** collaborated with **Stagecoach, Brylaine Travel, PC Coaches, Centrebus** and **CallConnect** to run the Catch the Bus Week Roadshow, hosting events and offers across the region during the week. The event helped demonstrate and promote connectivity between rural feeder services and mainline timetabled services.

The week started with 'Mega Monday' where CallConnect passengers could buy a return journey ticket for the price of a single ticket. And on Saturday 4 July, all CallConnect journeys were free!

The roadshow toured the county during the week, with members of the transport team and CallConnect team on hand. Also available were taster bus tickets and competitions. Stagecoach provided one of their open-top buses and their 'Rocky the Bus' character for part of the week, whilst Brylaine gave away free tickets across their network. Brylaine also took the chance to update passengers about their up and coming RTI App (Real Time Information) and smartcard system.

**First Midlands** held a bus surgery with Bus Users UK which provided free day tickets for customers who completed a questionnaire on the service, as well as journey vouchers for non-bus users who visited the stand.

**Stagecoach East Midlands** held a twitter competition to spot the Catch the Bus Week Hand on the bus, with free travel prizes for the winners. The operator also held competitions in primary schools to design their perfect bus, with the winner's class receiving an outing on the Lincoln City Tour.

Many other operators across the Midlands also got involved, including **Diamond Buses, NX, TrentBarton Live, Derby City Council** and **Walsall Transport** who all took part through competitions and giveaways for the public – all helping to show people why it's great to take the bus!



**SYPT** supported Catch the Bus Week with promotional and press activity to mark the occasion. **120** employees from Sheffield's Fargate and Orchard Square shops made the switch to public transport for **28 days**, starting from the first day of Catch the Bus Week. The move which was started by **Inmotion** encouraged their staff to ditch their car and instead cycle or walk to work.



**System One Travel** and **i-Travel York** launched a free bus app and also held a selfie competition. **Stagecoach** actively involved children by holding an event with Year Six school kids to show them how to catch the bus independently.

### South West

**Plymouth Bus** held the 'PCB Bus in the City Centre' offering information, giveaways and a very special promotion offering a family of six travel for £6. Their messages went to 20,000 customers and achieved a 10% open rate.



**Stagecoach South West** unveiled 18 new buses as part of Catch the Bus Week and marked the occasions with a fantastic partnership with **Mumsnet Exeter** and **Mumsnet Devon**. Together they challenged commuters to park the car and hop on the bus instead, offering some fantastic ideas for days out. The promotion offered £1 child add-on tickets and days out on the bus.



**Salisbury Reds** held a fantastic discussion on the benefits of bus travel with Spire FM, with the radio show itself being broadcast from a moving bus! The network also celebrated 100 years of service by giving away 100 bus tickets.

**Thamesdown Transport** and **First West** gave away a four-week travel pass and there was also an exciting photo call with Justin Tomlinson MP and Robert Buckland MP. A primary school tour featured as part of the events, alongside the launch of the new Bristol Pound Note which brought in high levels of commuters. **Bath and North East Somerset Council** ended Catch the Bus Week with the Big Commuting Challenge.



## Wales

In Wales, **Pembrokeshire County Council** offered tickets to travel anywhere on their network for just £14.50 a week, with 16s and under paying only £6.50 a week. **Silcox** offered passengers entry into a prize draw to win an Away day to Cardiff if they mentioned them on Facebook or Twitter. There were also a string of councillor bus surgeries and the offer of £3.50 free credit on Freedom Smartcards with **Newport Bus**.

**Cardiff Bus** and **Traveline Cymru** both had a great time supporting Catch the Bus Week 2015. **Traveline Cymru** sponsored an article for **Wales Online** where they shared facts about bus travel. They also ran a bus selfie competition during the week, with £100 shopping vouchers up for grabs. People were asked to share their bus selfie on twitter using the hashtag #ctbw2015.

**Cardiff Bus** launched the week outside of City Hall, marking the start of a full week of action packed fun, with BBC Wales on hand to film the launch. Many other bus operators were there, along with representatives from local government. They also ran a competition on Facebook and Twitter, giving away two tickets to see the Cardiff City vs Fulham match. On Wednesday, year six pupils were shown the control room in the local bus depot where supervisors interact with drivers. They were also



given the chance to meet and greet engineers who were hard at work in the 'pits', and even travelled through the bus wash! The packed week ended with another giveaway with a family ticket to see Room on the Broom on offer, alongside free travel for an hour on Friday. Both organisations were actively sharing information about the campaign on social media during the week.

**Edwards Coaches** offered a multitude of special offers throughout the week, and were joined by RCT Councillors, whilst **Transport in Monmouthshire** held a bus surgery to discuss services in the area. **First Cymru** collaborated with Royal National Institute of Blind People (RNIB) blindfolding staff (and Huw Irranca-Davis MP) on their journey to meet the managers.

## Scotland

**First Aberdeen** took a fun approach to Catch the Bus Week, with a four-week ticket up for grabs if customers tweeted a photo of their bus ticket and completed the sentence "I like getting the bus because...".

**Stagecoach** extended their 'Spot the Green' hand competition North of the Border with winning tweeters able to claim 7 days free travel from staff on hand at bus stations.

**Lothian Buses, Community Transport** and **McGills** looked inside their own organisations, using internal communications to get staff onto buses as well as publishing a piece about community bus services. More broadly, **Community Transport** promoted the week through a variety of avenues, posting blogs to their website and LinkedIn page, as well as producing some local PR and radio ads. Incredibly, **Prentice** held a live radio show on ECFM Scotland, broadcasting live from a moving bus. They also launched a Scratch card phone app with special offers to promote the week.

## South East

**Buckinghamshire County Council** promoted the week through local media and through a bus selfie competition, with the most creative and zany selfies winning four weeks of free travel.

**Brighton and Hove's Metrobus** distributed free taster tickets to non-bus users in shopping centres around Brighton, in addition to rewarding existing customers through competitions on social media. During the week, **More and Bluestar (Southampton)** held activities at Canford Heath Junior School summer fete to mark the occasion. These included 'spin it to win it wheel', a number of freebies given away and schoolchildren given the opportunity to have their photo taken in cabs. **Arriva** encouraged people to get creative, holding a poetry competition in which customers were invited to submit their poems based on what the bus means to them, with the top 10 winning a free weekly pass.

**Unlink** encouraged them to give up their parking space for the week and take the bus. **Damory and Southern Vectis** looked at the health benefits of taking the bus, issuing press releases about health and wellbeing which gave the public a guide to unique walks in the area to reach by bus.

**Stagecoach South East** held a huge 'Spot the Green hand' bonanza across the South East, with bus users encouraged to tweet pictures of the hidden hands in order to win a prize. The celebration also included a number of town centre events promoting Catch the Bus Week with advice on taking the bus and giveaways for customers.

In Reading, employees at **Reading Buses** dressed up as buses in the town centre, just to make sure that no one missed the giveaways they were handing out.



**Kent County Council** also launched 'Kent Smarter Travel Challenge' during Catch the Bus, allowing people to log their journeys.

**First Essex** customers were asked to send in any **First** weekly ticket purchased during Catch the Bus Week and were immediately entered into a prize draw to win an All Essex/FEC Network three-month pass.

## North West

David Crausby MP joined **First** to celebrate Catch the Bus Week and announce free Wi-Fi and Real Time Passenger Information across **First Manchester** buses from July. Mayor of Calderdale, Councillor Lisa Lambert also joined **First** to celebrate the campaign and welcome the first of seven new Halifax buses.



**Transport for Greater Manchester** promoted Catch the Bus Week on social media and encouraged employees to leave their car at home and take the bus that week.

A screenshot of the Lancashire Telegraph website. The header includes the site name, a 'FINALIST ONLINE MEDIA AWARDS 2014' badge, and a search bar. A navigation menu lists categories like NEWS, SPORT, ROVERS, and BURNLEY FC. The main content area features a news article titled 'Passengers offered thousands of free rides in bid to encourage more people to use buses'. The article includes a photo of a bus driver, Chris Reid, and a social media sharing sidebar with icons for Facebook, Twitter, Google+, and email. To the right of the article is a WFP (World Food Programme) banner with the text 'Help families affected by Typhoon Haiyan in the Philippines' and a photo of a woman.

There was a 'Back of the Bus' mystery tour with New Zealand Company Java Dance which was hosted by **TransDev Lancashire**. Goats were also taken on buses to help out local charities in Harrogate and Knaresborough.

**Stagecoach** used the occasion to launch the new Hazel Grove Park and Ride site, which is Britain's first privately funded park and ride.

**Merseytravel (Arriva)** took a Roadshow event across the region, touching down in Crosby Village and St Helens.

## East Anglia

**Ipswich Buses** offered an all-day adult ticket for only £2 as well as handing out vouchers and free giveaways in Ipswich town centre on Monday and Wednesday. There was also a chance for the public to see the newly unveiled refurbished buses.

**Konnect Bus** held social media competitions, giving away free return tickets as well as giving customers the chance to 'guess the location' on various bus routes.