

Almost 300 supporters

“ Bus services help people get around and get on... Catch the Bus Week is an excellent initiative. ”  
Andrew Jones MP, Buses Minister

#CTBW and #CTBW2016 generated  
**11,517,306 impressions**

Engaged with over **35** MPs  
and local politicians

**Catch the Bus Week  
2016**





Catch the Bus Week 2016, which was spearheaded by Greener Journeys, took place from 4 - 10 July. Now in its fourth year, the annual bus celebration received widespread support and participation from passenger organisations, bus companies, local authorities, passengers and Members of Parliament. A staggering **273 stakeholders** got behind the week as well as **18 MPs** and over **20 local councillors**.

The week marked a special opportunity for these groups to join together to celebrate sustainable travel choices, as well as raising awareness and promoting the benefits of catching the bus nationwide. As the week rolled on, we were bowled over by the outstanding array of support through social media, events, competitions, giveaways, educational initiatives and charity partnerships.

As we look back on Catch the Bus Week 2016, we are reminded of the vital role that buses play in our lives – helping to create jobs, protect the environment and reduce social isolation. This year's event succeeded in this regard by not only promoting public transportation, but also educating the public about the wider benefits of catching the bus.

We are extremely grateful to everyone that got involved and we're already gearing up for next year's Catch the Bus Week. In 2017, the week will run from **3 – 9 July** and we're looking forward to building on the fantastic momentum we have made this year.

## Parliamentary engagement

It was another fantastic year in terms of parliamentary engagement during Catch the Bus Week, with 18 MPs including the Shadow Transport Secretary and Buses Minister Andrew Jones MP showing their support for the campaign. Greener Journeys marked the week with a bus driving lesson for the Minister at a depot in Brixton. Mr Jones voiced his support for the week and the bus sector, noting that “bus services do the hard yards, delivering more than 4.5 billion passengers to their destination each year.” He went on to say that Catch the Bus Week was an “excellent initiative”.

This support for the week was echoed by parliamentarians across the country – some calling for the protection of bus services, others encouraging non-bus users to give the bus a go, and the majority posing with a trusty green hand!



To kick off the week, Michael Dugher, MP for Barnsley East, tweeted about the importance of buses to communities, and even shared his story with *The Star* newspaper in Sheffield, encouraging his constituents “to visit [travelsouthyorkshire.com](http://travelsouthyorkshire.com) and defend their local bus services.”



Mary Creagh, MP for Wakefield, also marked the week, sporting her green hand in this picture and encouraging those who do not normally take the bus when traveling to give it a go.



Andrew McDonald MP, the Shadow Transport Secretary, showed his support for #CTBW2016 by tweeting a picture with the green hand, and promoting awareness of the benefits of taking the bus.

Daniel Zeichner, MP for Cambridge, said:

“Encouraging more people onto buses is one of the ways to help tackle Cambridge’s congestion and help tackle pollution. In other parts of the country and the world, catching the bus is the obvious choice. So I would encourage people who don’t normally take the bus in Cambridge to give it a try here too.”

Robert Buckland, MP for Swindon South, said:

“Catch the Bus Week is a fantastic time to raise awareness of the benefits of taking the bus and I am pleased to be here today supporting the campaign as a local bus user myself. I hope to see the campaign grow from strength to strength in the future as more and more people see how easy it is to travel by bus.”



### Press activity

As ever, Catch the Bus Week generated a great deal of media interest across the country. The sheer creativity of promotional activity always ensures appetite from local media, and this year was no different with 96 pieces of coverage for Catch the Bus Week, including 75 pieces of regional coverage, 11 broadcast and 10 trade.

### Social media engagement

There was plenty of buzz on social media during Catch the Bus Week with a fantastic number of tweets celebrating the week. The hashtags #CTBW and #CTBW2016 were seen by a staggering 11,517,306 users, more than a 100% increase on last year’s visibility.

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.

You Retweeted

 **Merseytravel** @Merseytravel · Jul 5  
Celebrate @GreenerJourneys Catch the Bus Week - get involved this week. #CTBW

1 retweet, 1 like

 **Leeds Highways** @Leeds\_Highways · Jul 6  
It's Catch the Bus Week 2016 between 4-10 July so why not get on board?  
#CTBW @GreenerJourneys @WestYorkshireCA

 **Cardiff bus** @Cardiffbus · Jul 8  
Bus users make up 29% of city centre spending. High streets should see a boost during **Catch the Bus Week!** #CTBW

1 like

 **Nat Ex Group** @natexgroup · Jul 11  
Catch the Bus Week in #Coventry on Friday #CTBW



 **TfGM** @OfficialTfGM · Jul 5  
RT @transportgovuk: 4-10 July is Catch the Bus Week #CTBW Visit [catchthebusweek.co.uk](http://catchthebusweek.co.uk) to plan your bus journey @GreenerJourneys

2 likes

### How supporters got involved

The beauty of Catch the Bus Week is its sheer scale. From nationwide campaigns with offers, celebrity lookalikes and new buses being launched, to colouring competitions in schools, the bus sector puts on something for everyone in the UK.

## Midlands

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

**Network West Midlands** teamed up with **Freeradio** to launch a number of creative 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. The launch featured a brand new bus courtesy of Arriva, with local operator Diamond and Johnsons also on hand to support the event and promote bus services in the area.



The event was fun filled with a colouring competition for youngsters. There were also Simon Cowell and Cheryl Cole lookalikes in attendance to offer the general public selfies, as part of Arriva's 'Bus Like a Star' campaign.

Elsewhere, **Stagecoach East Midlands** offered its twitter followers the chance to win free bus travel during the week, as well as using the campaign to raise money for the Children's Health Fund and promote a healthier way to travel. The tastiest way we saw the week celebrated was Stagecoach's #CTBW Cake Competition in Lincoln. Delicious!





One particularly eye-catching offer came from **Trentbarton** who kicked off #CTBW with the ingenious “Green Hair, No Fare” deal. If your bus arrived and the driver was sporting a green wig, then your fare was waived.

For **First Group**, it was all about the offers. **First Potteries** travel centre staff were randomly giving away free day tickets worth £4 each on Monday 4<sup>th</sup>, Wednesday 6<sup>th</sup> and Friday 8<sup>th</sup> to encourage people to give bus travel a try. For customers buying season tickets for one month or longer, First gave out three day tickets to give to friends, family members or colleagues to try the bus.

Across the Midlands, **Plusbus** supported #CTBW with a £2 online offer for day tickets for anyone who travels by train in July or August. To launch the promotion they took over station activity in Cambridge, Milton Keynes, and Reading railway stations, to capture the imaginations of commuters and promote riding the bus.

## The North



In Liverpool, **Merseytravel** took over Williamson Square to launch Catch the Bus Week. In a fun-filled day, the group celebrated the week with Arriva North West and Stagecoach MCSL giving away £500 worth of prizes. The sun shone down on the square as the coalition spoke to bus users and drivers alike to talk about the vast benefits of taking the bus.

Elsewhere, **Stagecoach** ran a competition in local schools to find the perfect Stagecoach Bus. Ten year-old Jasmine Skiba beat hundreds of entries with her creative and colourful, three dimensional bus design. Her school was awarded £250 worth of art supplies for Jasmine's winning design, which will be displayed on Stagecoach buses for a month.



**Arriva North West** had a whole raft of offers and giveaways throughout the week to encourage people to give the bus a try. They were giving away a half price day m-ticket throughout Catch the Bus Week, as well as offering customers the chance to win a tablet.



In the North East, **Stagecoach, Arriva and Connect Tees Valley** joined forces to encourage workers to give the bus a go. Arriva and Stagecoach toured locations across the Tees Valley giving away 'Pop Pay As You Go' smartcards pre-loaded with £15 which could be used on buses across the North East. As in previous years, bus drivers were put at the heart of the campaign, and this year's slightly tongue in cheek campaign features a young toddler who aspires to be a bus driver when he grows up.

**First Manchester** joined forces with **Transport Focus** to promote the benefits of using the bus including the easy and convenient way to pay for travel through mobile ticketing. They were promoting the mTicket app – easy to use and available for free via the App Store and Google Play.



**First Rotheram** marked the week by launching six new Wrightbus StreetLite single deck buses. The £1m investment in new vehicles featured luxury e-leather seating and included EuroVI microhybrid technology.



In Yorkshire, **South Pennine Buses** promoted Catch the Bus Week and community transport by offering free rides throughout the week on selected buses for those passengers who showed a driver's license. The perfect way to get drivers involved and onto buses, and it's always great to see youngsters helping out too!

**SYPT** promoted Catch the Bus Week via Travel South Yorkshire and Inmotion! The group published figures during the week showing that eight out of 10 people taking part in a 28-day 'Busboost' public transport trial said they would stick with sustainable travel for some journeys, and 43% have committed to continuing their commute by bus, tram or train.



In support of this activity, a Catch the Bus Week 2016 cover image was added to all Travel South Yorkshire social sites and the Travel South Yorkshire Website. Finally, SYPTE used the week to announce that young people living in South Yorkshire can get cheaper travel on public transport with a MegaTravel or a 16-18 Student Pass.

## The South

In the south of England, there was just as much going on to celebrate the week.

**Plymouth Bus teamed up with Plymouth City Council** to develop a unique travel scheme for Catch the Bus Week 2016. From July 4 – 10 their passengers were able to buy a ticket that allowed them to travel anywhere in Plymouth, with any operator. The City Council partnered with local bus companies to extend the 'Skipper' range, allowing for unlimited travel throughout the city and in surrounding areas including Torpoint, Saltash, Roborough, Langage, Ivybridge, Wembury and Heybrook Bay, on all Plymouth Citybus, Go Cornwall, Stagecoach South West, Target Travel, Jackett's Coaches and Tally Ho buses.



**Thamesdown Transport** teamed up with local MPs Robert Buckland and Justin Tomlinson to urge people to get on board to be part of the 8m plus passenger journeys it makes every year. To encourage involvement from the public, Thamesdown Transport gave away five four-week TravelPasses via a competition asking people to answer questions about Swindon. In addition to their own

competition, the local radio station SAM DM promoted the week, including an interview with Thamesdown's Peter Oliver.



In Somerset, the **Somerset Catch the Bus Campaign** celebrated Catch the Bus Week 2016 by organising a challenge to all Somerset County Councillors to travel by bus, with a pledge map created to show who participated. 19 local councillors signed up to take part, and the team went on to promote the week in Frome town centre and on Frome FM and BBC Somerset.

Elsewhere in the region, David Warburton MP and Ben Howlett MP lent their support for the week, noting the importance of buses in the area for uniting the community.

Once again, **Reading Buses'** mascots were out in force, delivering offers to bus travellers and finding out why bus users loved to travel with them. With answers ranging from the time to browse the internet, to the refurbished vehicles, it was clear that bus travel is a very popular choice in the town.



In Hastings, **Stagecoach South East** headed to King Offa Primary School to talk to pupils about the role of a bus driver, hoping to inspire the next generation of drivers and commuters. The team also handed out goodie bags at Hastings Rail Station and encouraged followers to retweet messages in a competition.

**Royal Borough of Windsor and Maidenhead Council** ran a campaign encouraging people to 'Discover Great Days Out by Bus'. This was done through GreenRedeem, which is an online points scheme that rewards residents for sustainable action across a range of activities from waste recycling to sustainable transport. The council negotiated up to 500 free family day tickets that could be redeemed with any one of three local operators and GreenRedeem developed a campaign around this, where residents could earn points in return for pledging to 'Discover a Great Day Out by Bus'.

In the South West, **Cornwall Council** got involved in Catch the Bus Week by holding two competitions to win free bus travel for five days. The first encouraged people to share the 'Catch the Bus Week' logo around Facebook (Cornwall Council) and the second encouraged people to tweet Cornwall Council (@CornwallCouncil) a picture of a Cornish scene taken from the window of their bus journey for Catch the Bus Week.

## Wales

**Traveline Cymru** had a great time supporting Catch the Bus Week 2016. The group sponsored a blog post to kick off the week, to celebrate and raise awareness about the benefits of taking the bus. They hosted a number of events throughout the week, including the Risca Summer Festival on Saturday 9<sup>th</sup> July. They also hosted two additional events including a 'Your Bus Matters' event and a local bus surgery event in partnership with **Cardiff Bus**.

**New Adventure Travel** got involved in several ways. Its managers travelled on the N1 and N4 services over school and commuter time, to get a sense of what it was like to take the bus during these periods. The N.A.T. also ran events during the week in which it gave away 100 free bus tickets to encourage new bus users, handed out bus timetables to passengers, free bus tickets and listened to suggestions from customers. The group also offered free rides to football fans wearing their jerseys on Wednesday, July 6, the day of the Wales v. Portugal semi-final game. Hopefully the free ride helped ease the pain of defeat!



**Bus Users Cymru** ran a poster competition with YGG Bronllwyn school, with the winning poster judged to be the most creative and artistic representation of the week.

## Scotland

North of the border there was a whole host of activity put on to promote the week.

**McGil's Buses** showed their support by sporting green hands at work (though not when driving the bus!) They frequently tweeted throughout the week to demonstrate how they were celebrating #CTBW and discussed the benefits of bus travel.

**Lothian Buses** ran a social media campaign to gather #onthebus photos from their customers. Bus users were given the chance to win a year's Ridacard if they shared photos from their journey.





hospital.

**NHS Greater Glasgow & Clyde Trust** promoted Catch the Bus Week by working with Glasgow Children's Hospital Charity to promote public transport with the help of charity mascot Kami the Bear. NHS Greater Glasgow & Clyde had a number of discounted staff tickets available for commuters on Stagecoach and First Glasgow services. The Trust also distributed colouring-in sheets of bus related images to children at the