

Catch the Bus Week 2017



Another successful year!

Over 400 supporters

Including operators, local authorities, schools and MPs

119 pieces of coverage

Including one national, 100 regional, 16 trade and 2 broadcast

38

MPs and local politicians got involved

1

Teddy bear mascot in support of #CTBW

12.5m

Impressions across social media

“Catch the Bus Week is an important initiative and I’m pleased to be launching it. I warmly encourage commuters to try the bus this week”

Jesse Norman MP, Buses Minister

Catch the Bus Week 2017, which was spearheaded by Greener Journeys, took place from 3 – 9 July. Now in its fifth year, the annual bus celebration received widespread support and participation from passenger organisations, bus companies, local authorities, passengers and Members of Parliament. Over **400** stakeholders celebrated the week, including more than **35 MPs and local politicians**.

Once again, we were bowled over by the inventive ways that people marked the week. We saw #TBT tweets of old buses from Transport for West Midlands, revamped buses in Reading, Lego buses in London and competitions up and down the country.

As we look back on Catch the Bus Week 2017, 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, new research underlined the value of bus travel, complementing the creative activity taking place throughout the country.

To coincide with this year’s campaign, Greener Journeys worked with KPMG LLP to update the Benefit-Cost Ratios (BCRs) of bus travel, illustrating how investment in buses delivers value for money. This new analysis reveals that every pound spent on local bus infrastructure can generate more than £8 of benefits for local businesses, communities and the environment.

We are extremely grateful to everyone that got involved and we’re already gearing up for next year’s Catch the Bus Week. In 2018, the week will run from **2 – 8 July** and we’re looking forward to building on the fantastic momentum we have made this year.

Political engagement

Despite falling just after the General Election, Catch the Bus Week had fantastic support from political stakeholders again this year. The week got off to a fantastic start with a launch at Arriva's Bus Depot in Brixton, where industry stakeholders and Arriva staff were joined by the new Buses Minister, Jesse Norman MP.

Mere days after he arrived at the Department for Transport, it was great to have the support of the new Minister, who pledged his support for bus travel and for Catch the Bus Week. After a tour of the depot and a session with the leading lights of the bus sector, Mr Norman said:

"Catch the Bus Week is an important initiative and I'm pleased to be launching it. Buses are vital for connecting people, communities, homes and businesses. I warmly encourage commuters to try the bus this week."

9 MPs pledged their support for the week, meeting with local operators and posing with the trademark 'Green Hands' and more than 25 councillors got behind the campaign.

It was fantastic to see support from across parties and all corners of the country, and gives us a fantastic foundation for future campaigns during this parliament.





Jackie Doyle-Price, MP for Thurrock kicked off the week with a visit to her local bus operator, Ensignbus. She took to Facebook and Twitter to thank them for their service in her constituency.

Both Penny Mordaunt, MP for Portsmouth North, and Louise Haigh, MP for Sheffield Heeley, pledged their support on Facebook, setting out full details about the campaign and linking to the Catch the Bus Week website.



Elsewhere, MP for Liverpool Riverside and outgoing Chair of the Transport Select Committee Louise Ellman posed with her green hand and praised the role buses play in getting people to work.



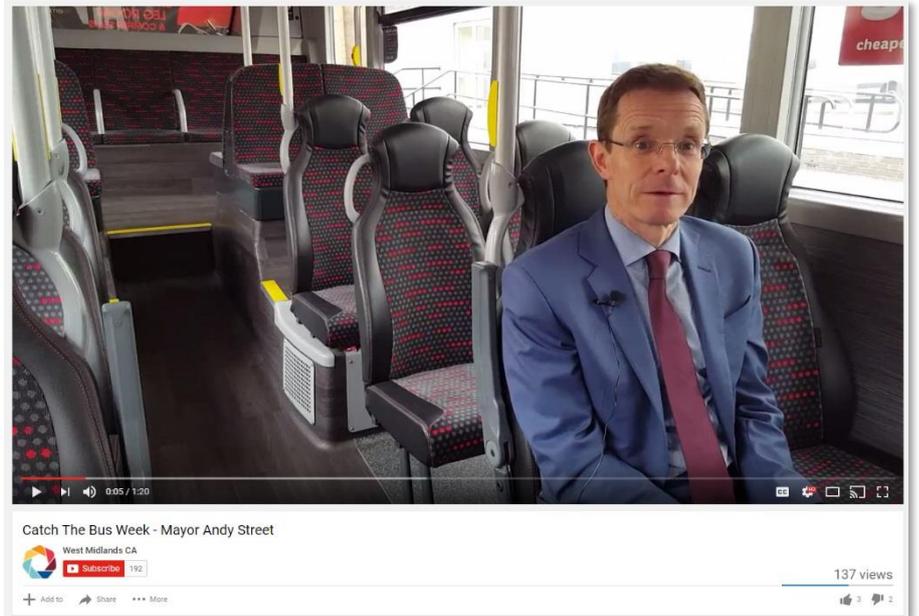
At the end of the week, MP for Cambridge Daniel Zeichner met with the Regional Manager at Stagecoach and posed on board to promote the bus travel options in Cambridge.



The MP for Glasgow East, David Linden showed his support for CTBW throughout the week on Twitter, posing with a green hand and showing his support by using buses for constituency appointments and surgeries on the Thursday and Friday. The MP also shared a video blog on the final day of CTBW.



A number of politicians made videos to show their support for the week and to encourage their constituents to take the bus. Newly elected Metro Mayor for the West Midlands Andy Street made a video in which he said “Bus travel is a clean, comfortable and safe way of getting out and about, with more vehicles now boasting features such as Wi-Fi and leather seats. If you’ve not been on a bus lately then leave the car at home and see for yourself just how good it can be.”



In Lancaster, local MP Cat Smith wrote a column in the *Lancaster Guardian* criticising developers causing delays and congestion and highlighted the effort that we can all make to limit congestion. She praised Catch the Bus Week, calling the campaign a “timely reminder” that travelling in a car takes up more road space than alternatives.

The MP for Chatham and Aylesford Tracey Crouch wrote a similar piece in praise of Catch the Bus Week in the *Kent Messenger*.

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 119 pieces of coverage for Catch the Bus Week, including 1 piece of national coverage, 100 pieces of regional coverage, 16 trade and 2 broadcast.

West Midlands Mayor Andy Street backs campaign to encourage people to use public transport



West Midlands Metro Mayor, Andy Street took to YouTube to share a video in support of Catch the Bus Week, which was shared in several local papers in the West Midlands, such as this clipping from the **Solihull Observer**.

The **Milton Keynes Citizen** profiled local MP Iain Stewart, who is chair of the APPG on Smart Cities visited an Arriva depot in his constituency as part of CTBW activities.

MP climbs aboard to discuss future of bus services in Milton Keynes

Published: 10:10
Saturday 05 August 2017



MP Iain Stewart visited the Arriva depot to discuss the future of bus services for Milton Keynes.

Mr Stewart, MP for MK South, dropped in in support of this year's 'Catch the Bus Week' campaign, where he climbed aboard one of the company's new buses.

He discussed bus services across Milton Keynes, Arriva's investment in clean air [technology](#) with its latest hybrid vehicles, the use of internet and mobile phone apps to make travelling easier, and the success of Arriva's ground-breaking fleet of electric buses which are currently being trialled in Milton Keynes.

Mr Stewart is chairman of the All-Party Parliamentary Group on Smart Cities and was particularly keen to hear about innovations with vehicle and digital app technology.

Social media activity

There was plenty of buzz on social media during Catch the Bus Week with a fantastic number of tweets celebrating the week. Posts on social media about the week were seen by a staggering 12,583,012 users.

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.



Transport Minister, Jesse Norman attended the launch of CTBW at Brixton Bus Depot alongside representatives from the bus industry and apprentices.



THINK! Road Safety also took to Twitter to share their support for Catch the Bus Week.



Other stakeholder activity

As ever, we were astonished by the amount of activity taking place throughout the country and the sheer creativity on show.

South



Hampshire County Council rolled out a vibrant social media campaign to show how far buses have come since the 80s. The team there also promoted the huge number of bus journeys made in Hampshire over the year – 31.5 million!

Heathrow Commuter also joined in this year's Catch the Bus Week, sharing their support for affordable and sustainable modes of transport. They encouraged their huge workforce to think about the sustainable travel choices on offer to them, and inspired hundreds to try a greener commute.



Stagecoach South featured several Greener Journeys 'bus facts' on their Twitter feed throughout the week. Stagecoach South's Operations Manager, Rob Vince, and the wider team also visited several locations across the South to promote bus travel, such as in Brighton where they met with the City Mayor.



B&H Buses

@BrightonHoveBus

Following

Some pictures from our event @ChurchillSquare yesterday. It was great to see everyone 😊👏 #CTBW @GreenerJourneys



Brighton and Hove Buses also took part at a roadshow in Churchill Square, where alongside other bus operators, they met with the Mayor, and CEO of Bus Users UK, Claire Walters.

Staff from across Brighton and Hove buses also took to the streets to speak with passengers and encourage people to switch to a more sustainable method of transport.

The eco-friendly bus service based in Brighton: **The Big Lemon** also got involved, showing off the UK's first zero emission Solar Bus in Brighton. They promoted the week on Twitter with CTBW facts and encouraged the public to consider the bus for the first time.

The Big Lemon @thebiglemon · Jul 3

We'll be at @ChurchillSquare tomorrow for Catch the Bus Week #CTBW with the UK's first zero emission #SolarBus 🍋🚍🌞 Come & say hello!



7 20



Travel Devon @travel_devon · Jul 9

.@GreenerJourneys Catch the Bus Week 2017 ends today – don't forget to catch the bus! #CTBW



Catch The Bus Week 2017

Catch the Bus Week is a national celebration of the benefits of bus travel, organised by Greener Journeys.

catchthebusweek.co.uk

7 20

This year, **Travel Devon** also took to Twitter to promote CTBW, share CTBW facts throughout the week, and share eye-catching images to encourage the people of Devon to explore the bus.



Reading Buses unveiled two Catch the Bus Week branded buses which both featured a series of 'better by bus' key messages. They also launched the new open-top 'rooftop' bus to coincide with Catch the Bus Week activity and promoted the campaign throughout the week on Twitter.



In Essex, **First Essex** visited Chelmsford High Street as part of their CTBW activities. They met with shoppers, families and potential bus customers to convince them of the benefits of bus travel. They also visited local universities to encourage students and staff to choose sustainable transport methods.

Midlands

Nottingham City Council launched a new bio-gas bus service on 5 routes during Catch the Bus Week and ran a series of promotional campaigns and competitions promoting bus travel during the week.

The Council also announced the installation of their 1000th electronic real-time information display in the city as well as the near completion of the £500,000 renovation of Nottingham Victoria Bus station.



Transport for the West Midlands shared a blog on 'Bus Alliance' during Catch the Bus Week alongside a selection of #TBT pictures of buses in the West Midlands. **Network West Midlands** ran several roadshow events and offered customers free tickets. TfWM also shared CTBW facts on Twitter, including the 'Green Hands' logo.

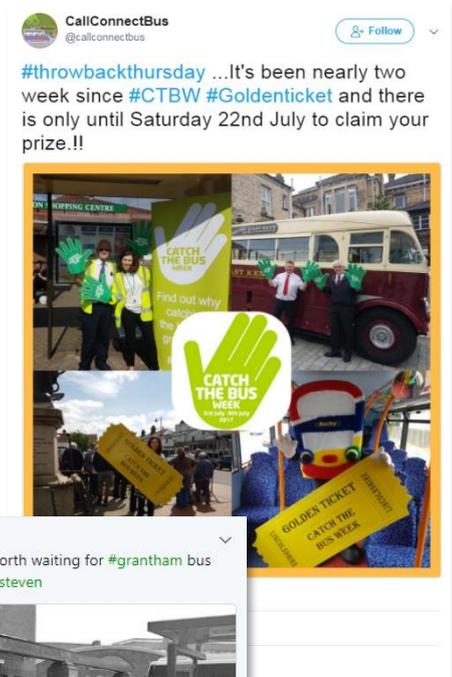


Stagecoach East Midlands ran a superb campaign on social media to promote the week, as well as holding a series of roadshow events in towns across the East Midlands. At each of the roadshows, passengers posed with a cut-out bus and the



trademark green hands and were given the chance to win prizes including free travel and golden tickets.

Call Connect Bus held a competition for passengers, encouraging members of the public to take the bus and find their own “golden ticket” for a chance to win a variety of different prizes. They also promoted the campaign and the benefits of bus travel on their social feeds.



North East



Bus operators across the North East took to Twitter to celebrate Catch the Bus Week, **Go North East** joined in and had a social media giveaway, where free Family Day Tickets could be claimed.

In a tongue-in-cheek social media campaign, **First West Yorks** encouraged drivers to “cheat on your car” by taking the bus. Their campaign set out the many benefits of taking the bus, from burning calories, to feeling happier.



In Leeds, **Arriva Yorkshire** arrived in style in the city centre with their Sapphire buses flush with celebrities. Passers-by were invited to pose with George Clooney and Beyoncé lookalikes, and the even more famous green hands, on the red carpet. Passengers could also get their hands on Arriva prizes and £1 bus tickets.

South Pennine Bus promoted Catch the Bus Week on Facebook and Twitter and ensured all of their regular customers knew that Catch the Bus Week was upon us. Passengers old and young were provided with green hands throughout the week to pose for those all important snaps.



North West

Merseytravel partnered once again with Arriva and Stagecoach to bring Catch the Bus Week to Liverpool and the surrounding area. Launching the Better by Bus campaign, the three groups encouraged people to think again about how they travel around Merseyside, and consider catching the bus. The campaign visited Liverpool, Southport, St Helens, Huyton and Birkenhead, offering journey advice, free tickets and guidance on using the mobile apps.



Throughout the week, **Blackpool Transport** shared Catch the Bus Week facts on social media as well as running competitions, handing out free tickets and getting out and about to encourage people to take the bus.

Once again **Transport for Greater Manchester** generated some fantastic support for the week, including setting up camp at Manchester Eye Hospital to promote bus travel. Partnering with First Manchester and Stagecoach Greater Manchester, there were balloons, treats and green hands galore, encouraging drivers to leave their cars at home and give the bus a try.



12:36 PM - 5 Jul 2017

4 Retweets 5 Likes



2 4 5

Wales



Cardiff Bus hosted a bus driving experience competition on Twitter during Catch the Bus Week and shared a number of Greener Journeys' bus facts to promote bus travel on their feed. Holding a number of public events, representatives from Cardiff Bus also visited a local councillor's surgery as part of the week's activities and invited local primary school children on a tour of a bus depot. As part of broader awareness raising activity, Cardiff Bus also organised a treasure hunt in support of the campaign.



Traveline Cymru, the public transport information service for Wales, also got involved and supported CTBW on Twitter, by sharing infographics with their followers that included interesting facts and encouraged people to take the bus in support of the campaign.

N.A.T. Group
@NAT_Group Follow

Some images from Catch The Bus Week across South Wales. Thanks to all for the support! #CTBW

2:23 PM - 11 Jul 2016

1 Like

Bus Operator 'New Adventure Travel Group' also took part in Catch the Bus Week, and shared posts on Twitter of passengers enjoying the bus, images with their local mayor and plenty of green hands!

NAT Group also organised road shows throughout the week, where they had free tickets and timetables on hand.

N.A.T. Group @NAT_Group · 9 Jul 2016

In Spytty Park today until 2pm with timetables & free tickets. Come & let us know what you think about our services. #CTBW @GreenerJourneys

1 Like

Scotland



In Glasgow, the **Children's Hospital Charity** celebrated Catch the Bus Week with young patients by creating a Catch the Bus Week gallery which promoted the benefits of bus travel in the hospital. Their mascot, a cuddly teddy bear, was one of the more unusual supporters we've had over the years.

Stagecoach East Scotland spent the week sharing excellent infographics with their followers, and promoting the week across social media. The team also ran a number of competitions on the Stagecoach Bus Facebook page, offering the chance to win free travel and various goodies.



West Coast Motors in Glasgow distributed green hands around bus depots, and partnered with Glasgow Live for a competition that included winning a City Sightseeing Tour in Glasgow. They also ran special promotional packages such as 'Town for a Pound' and 'Kids Go Free' to encourage people to catch the bus.