

## 291 **PLUSBUS** destinations across Britain, including:

Aberdare	Corby	Kidderminster	Runcorn
<b>Aberdeen</b>	Cowdenbeath*	Kilmarnock	Sandwell & Dudley*
Aberystwyth	Cradley Heath*	Kings Lynn	Scarborough
Accrington, Blackburn	Crawley, Gatwick	Kirkcaldy	Scunthorpe
Aldershot, Camberley	Crewe	Lancaster	Skegness
Altrincham	Cwmbran	Leamington Spa	<b>Sheffield</b>
Andover	Darlington	<b>Leeds</b>	Shotton
Aylesbury	Deal, Sandwich	<b>Leicester</b>	Shrewsbury
Ayr	<b>Derby</b>	Letchworth	Slough
Banbury	Dewsbury	Leyland	Solihull*
Bangor	Didcot	Lichfield	<b>Southampton</b>
Barnsley	Doncaster	Lincoln	Southend
Barnstaple	Dorking	Linlithgow*	Southport
Barry	Dover	Liskeard	St Albans
Barrow-in-Furness	Droitwich Spa	<b>Liverpool</b>	St Austell
Basildon	Dumfries	Llandudno	St Helens
<b>Basingstoke</b>	<b>Dundee*</b>	Loughborough	Stafford
Bath Spa	Dunfermline	Lowestoft	Stalybridge
Bathgate, Livingston	Durham	Luton, Leagrave	Stanford-le-Hope
<b>Bedford</b>	Eastbourne	Macclesfield	Stevenage
Benfleet	Eastleigh	Maidenhead	Stirling
Billericay	East Grinstead	<b>Maidstone</b>	Stockport
<b>Birmingham*</b>	<b>Edinburgh*</b>	<b>Manchester</b>	Stoke-on-Trent
Bishops Cleeve	Elgin*	Mansfield	Stroud, Stonehouse
Blackpool	Elstree & Borehamwood	Margate, Ramsgate	Sunderland
Bodmin	Evesham	Merthyr Tydfil	Sutton Coldfield*
Bolton	<b>Exeter</b>	<b>Middlesbrough</b>	<b>Swansea</b>
<b>Bournemouth &amp; Poole</b>	Falkirk & Larbert	Milton Keynes	<b>Swindon</b>
Bracknell	Falmouth	Morecambe	Tamworth
<b>Bradford</b>	Fareham (for Gosport)	Nelson, Colne	Taunton
Braintree	Flitwick, Harlington	Newark	Telford
Brentwood	Folkestone	Newbury	Tonbridge
Bridgend	Fort William*	<b>Newcastle-u-Tyne</b>	Totnes
Bridgwater	<b>Glasgow</b>	Newport (Wales)	Truro
<b>Brighton &amp; Hove</b>	Gloucester	Newquay*	Tunbridge Wells
<b>Bristol</b>	Gravesend	Newton Abbot	Wakefield
Bromsgrove	Great Malvern	<b>Northampton</b>	Walsall*
Broxbourne	Great Yarmouth	Norwich	Ware
Burnley	Grimsby, Cleethorpes	<b>Nottingham*</b>	<b>Warrington</b>
Burton-on-Trent	Guildford	Nuneaton	Watford
Bury St. Edmunds	<b>Halifax</b>	<b>Oxford</b>	Wellingborough
Caerphilly	Harlow	Penzance	Welwyn
Camborne & Redruth	Harpenden	Perth	Weston-super-Mare
<b>Cambridge</b>	Harrogate	Peterborough	Weymouth
Cannock	Hartlepool	<b>Plymouth</b>	Whitstable, Herne Bay
Canterbury	Harwich	Pontypool	Wickford
<b>Cardiff</b>	Hastings, Bexhill	Pontypridd	Widnes
Carlisle	Hatfield	Port Talbot	Wigan
Carmarthen	Havant	<b>Portsmouth</b>	Winchester
Castleford	Haverfordwest	Potters Bar	Windermere*
Chatham, Rochester	Haywards Heath	Prestatyn	Windsor & Eton
Chelmsford	Hemel Hempstead	<b>Preston</b>	Witha
Cheltenham Spa	Hereford	Prudhoe	Woking
Cheshunt	Hertford	Radlett	Wokingham
Chester	Hexham	Rayleigh	<b>Wolverhampton*</b>
Chesterfield	High Wycombe	<b>Reading</b>	Worcester
Chichester	Hitchin	Redditch	Worksop
Chippenham	Huddersfield	Redhill, Reigate	Workington
Chorley	<b>Hull</b>	Retford	Worthing
Clacton-on-Sea	Inverness	Rhyl	Wrexham, Ruabon
Colchester	Ipswich	Rochdale	Wye
Colwyn Bay	Keighley	Rotherham	Yeovil
<b>Coventry*</b>	Kettering	Rugby	<b>York</b>

\* = **PLUSBUS** season tickets **not** yet available.

## Journey Solutions partnership

### **PLUSBUS** online offer

This year's online offer was very successful at raising awareness of **PLUSBUS** and generating new sales, especially from longer distance train travellers going to larger cities.

**PLUSBUS** day tickets for £1.50 were on-sale through 14 online rail ticket retailers (all those that use [thetrainline.com](http://thetrainline.com) retail system) from 28 April through to 31 July 2011. Travel had to be made during June & July 2011 to qualify for the £1.50 fare. All **PLUSBUS** destinations took part in the offer this year.

Over the whole period of the promotion a total of **40,264 PLUSBUS** day tickets for £1.50 were sold online, worth a total value of **£60,396**.

The graph (below) shows the total number of **PLUSBUS** day tickets issued during periods surrounding the online offers (**period 3 in 2010 & periods 3 & 4 in 2011**).

Total **PLUSBUS** day ticket issues in the two main periods of the online offer in **2011** were:

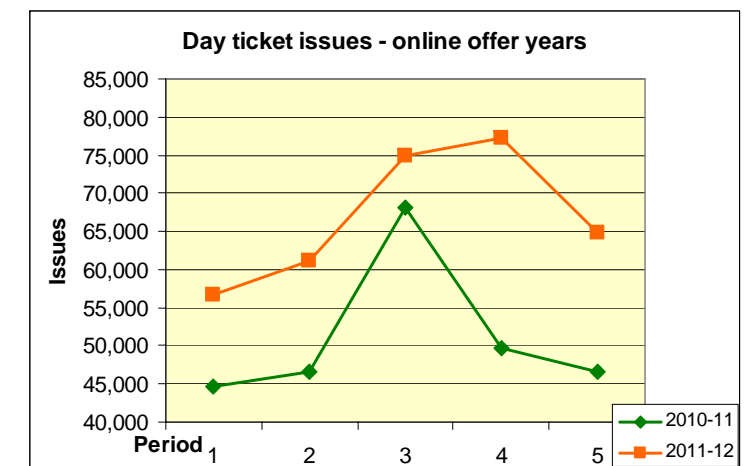
Period 3 = **74,857** of which **22,683** were bought online for £1.50, and  
 Period 4 = **77,255** of which **17,411** were bought online for £1.50.

During the two months of the online offer 28% of **PLUSBUS** day tickets issued were priced at £1.50. Therefore, **nearly three quarters of all PLUSBUS day tickets were actually sold at their normal prices**

(either at ticket offices or online by non-participating websites). It would seem that the advertising undertaken to promote the online offer also raised general awareness of **PLUSBUS** amongst all train travellers. This led to an overall increase in ticket sales through all retail channels.

### Top selling destinations

As with our first online offer in 2010, large city destinations, especially those on longer-distance inter-city rail routes (e.g. Manchester, Birmingham, Bristol, Oxford, Cambridge, Leeds) sold very well during the period of the 2011 online offer. This reflects the fact that most customers buying train tickets online do so for longer-distance journeys and to want take advantage of cheaper advance purchase rail fares.



## Commuters could save £170 a month!

Over the last five years there's been an explosion in the number of cost comparison websites. The cost of all sorts of products and services can now be compared easily and quickly online. A wide range of tactics are being used to entice us to visit such websites, including meerkats! However, until now there's not been **a website comparing the price of bus travel to train stations with the cost of station car parking fees.**



So, we've recently conducted a survey comparing the cost of car parking at 30 main railway stations across Britain, with the cost of a **PLUSBUS** season ticket for the same town. The results are staggering! A typical commuter could **save up to £170 a month** simply by travelling to the train station by bus using a **PLUSBUS** season ticket (instead of driving and paying station car parking fees). In these times of tight family budgets that's got to be a saving that cost-conscious train travellers would appreciate!

To view our survey and see how much commuters could save, visit: [www.plusbus.info](http://www.plusbus.info)

## Plans for 2012

**PLUSBUS** is Britain's only commercial nation-wide train to bus ticketing scheme. Like all businesses, we set ourselves a number of targets to achieve each year.

Our key performance targets for 2012 include:

- increase the number of **ticket issues to 930,000** (from 754,673 in 2010-11);
- increase the number of day tickets **sold online to 60%** of the total (from 50% now);
- increase the number of season tickets sold online to 20% of the total (from 2% now);
- introduce consistent and automatic vending of **PLUSBUS** day tickets by self-service ticket machines at stations;
- introduce a trial of **PLUSBUS** ticket fulfillment on ITSO Smartcard.

## Development continues

From **2 January 2011**, Royston (Hertfordshire) will become the 292<sup>nd</sup> rail-served town to be covered by **PLUSBUS** ticketing. **PLUSBUS** season tickets will become available for **Bathgate, Dundee, Linlithgow** and **Livingston** in Scotland.

Also from January 2012, **Blackpool trams** will start accepting **PLUSBUS** tickets for travel on their services.



## Self-service progress

**Journey Solutions**, (the partnership behind **PLUSBUS**) is now working with leading train companies and their self-service ticket machine suppliers<sup>1</sup>, to ensure that all vending equipment offers **PLUSBUS** in future as standard. The intention is that once the customer has selected their rail destination and ticket type, they will automatically be asked if they want a **PLUSBUS** day ticket for bus travel around their destination town.

Jonathan Radley of **Journey Solutions** explains: "Selling **PLUSBUS** to the rail passenger when they buy their train ticket, means we have a much greater chance of making them use the bus. Without having already bought a **PLUSBUS** ticket, the passenger would arrive at their destination station where they'll be greeted by a queue of taxis touting for business – in this case, sadly, the bus is unlikely to be their mode of first-choice. Possession of a **PLUSBUS** ticket tips the balance in favour of them hopping on a bus"

1 = Shere & Schiedt&Bachmann

## Journey Solutions partnership

**PLUSBUS** is brought to you by **Journey Solutions**, a not-for-profit partnership of Britain's leading bus and train operating groups. We aim to **share best practice** amongst operators, with particular emphasis on making complementary interchange between train and bus services easier, more convenient and better value-for-money for passengers.

The **Journey Solutions** partnership is funded by: **Arriva, ATOC, CPT, First, Go-Ahead, National Express, Stagecoach** and **Veolia Transdev**. James Freeman (of Reading Transport) represents the interests of 'album' (the Association of Local Bus Managers). Ian Morgan of Wellglade Group (owners of award-winning TrentBarton bus company) and the **CPT chairman** also joined the Journey Solutions partners in 2010.

Each transport group has a director that sits on the **Journey Solutions** board, which decides the strategic direction of the initiative and monitors business progress.



Jonathan Radley (*pictured*) is the Commercial Director, who has more than 25 years experience working in commercial and marketing roles in a number of Britain's leading bus and train operating companies.

For more information about the **Journey Solutions** partnership and our work to improve integration between Britain's bus and train operators, visit: [www.journeysolutions.com](http://www.journeysolutions.com)

For information about **PLUSBUS**, visit: [www.plusbus.info](http://www.plusbus.info)

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