

Claire Walters: Notes for presentation to Young Bus Managers Network

Bristol 18th October 2018

1. Are passengers really at the heart of your transport/business strategy? What does that mean in practice?

It should be clear to all of you that you need to see your business as part of the retail environment – satisfaction scores infinitely better than most retailers and much, much better than rail or airlines so we need to hear that from you more often! We often feel we promote the bus industry more than you do...

2. How do you know what your passengers need or would like? How do you know what they would like to have?

How about people who don't currently use your buses?

Are you monitoring social media? Checking what the buzz is locally and generally and working out how to connect your strategy to that? Are you following Bus Users [@BusUsersUK](https://twitter.com/BusUsersUK) ?

Are you talking to Bus Users? Have you read our responses to the various government consultations? Open Data? Rural Transport? Active Travel?

<https://www.bususers.org/publications/#consultation-responses>

Those might give you some statistics you might not have come across, for instance the one that shows that 20% of people in the UK have no access to a car, and not just the elderly and under-age but lots of adults who choose not to drive or have lost their licence even temporarily for one of the 182 different reasons for which the DVLA requires notification...

You'll also see we're calling for a National Bus Strategy, without which there'll never be any joined-up thinking about bus travel and without a strategy, there's no real direction for anyone, including those who want to be helpful.

We're also calling for an exemption from fuel duty for bus and coach, to bring you into line with rail and aviation industries

3. What are you doing about barriers to bus travel?

Accessibility: Are you all aware that the Passenger Rights exemptions on Disability training expired last year? Have you realised this doesn't just mean drivers need awareness training as part of their CPC? All front-line staff now have to have disability awareness training AND

disability assistance training in order to not be breaking the law... We have published guides on our websites for all operators, those running long distance and those who aren't – it affects everybody. <https://www.bususers.org/publications/#quick-guides>

How about Economic Accessibility? Would it surprise you to know that 1.6million UK working adults have no bank account at all? 8 million more working adults have a basic bank account with no smartcard or contactless option.

How about Technological access? Everyone has a smartphone now don't they? No, still 15% of people in the UK have neither internet access anywhere they go nor access to a smartphone.

Even more startling, 5% of those are young people.

So how do those people find out about what you offer when the trend is towards stopping having printed information anywhere and all the best offers have to be booked online...

4. So how do you move from where you are now to where you need to be?

We've developed a course to help you do just that: **Be the Manager your Passengers Need**

- Starting in January 2019, you will need to be put forward by Senior Management.
- It will require a lot of work over 3 months with 3 full days of training in London
- It will culminate in you presenting a new strategy to your Senior Management Team or Board and a follow-up from Bus Users to see how it was implemented and what impact it had.
- Places will be limited and it will only run once a year.
- If you're interested, you can email managementtraining@bususers.org and we will keep you informed of next steps.
- We will start promoting this course to your senior colleagues in the near future so you may want to let them know this is coming.

I hope to see you there!