



Low CVP Bus Working Group 9 November 2010

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Introduction

- Focal point for Government and stakeholders to engage with industry on climate change agenda
- Government policy chiefly focussed on achieving CO₂ reductions through technology
- Reframe debate to include focus on reducing CO₂ emissions from transport by modal shift from car

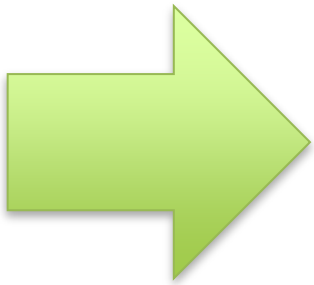






Our overall objective

- Deliver modal shift from car to bus and coach by creating a more bus friendly policy environment, and by mobilising consumers to change their travel behaviour



Take one billion car journeys off the road

Our 4 year plan

4 year plan delivered through three key work streams

- Political influencing
- Building partnerships
- Consumer campaign

2010: build relationships, test new approaches

2011-14: full scale delivery

Consumer Campaign

Objectives to 2014

1. To develop a communications campaign to inspire consumers to switch from car to bus and coach
2. Deliver 'one billion fewer car journeys' by achieving modal switch
3. Objective for 2010: develop and run a campaign to deliver proof of concept; forward momentum; and to measure success and inform development of 2011-14 campaign

2010 Activity

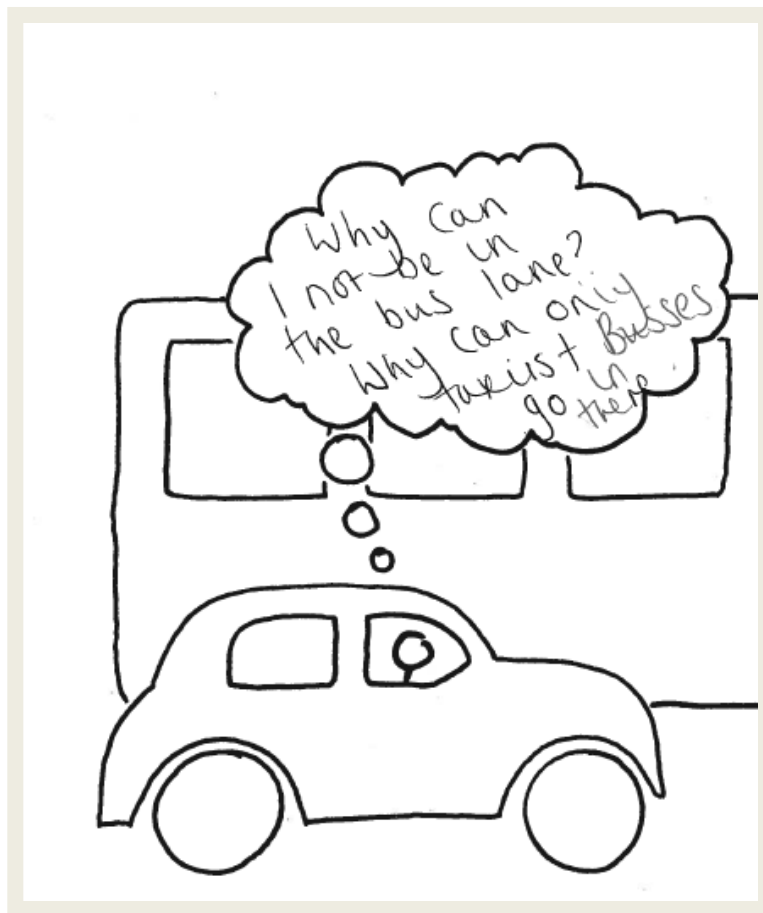
First ever national communications campaign

1. Three regional pilot marketing campaigns encouraging behaviour change
2. National PR campaign
3. Major ticket giveaway

We need to share the road with the car

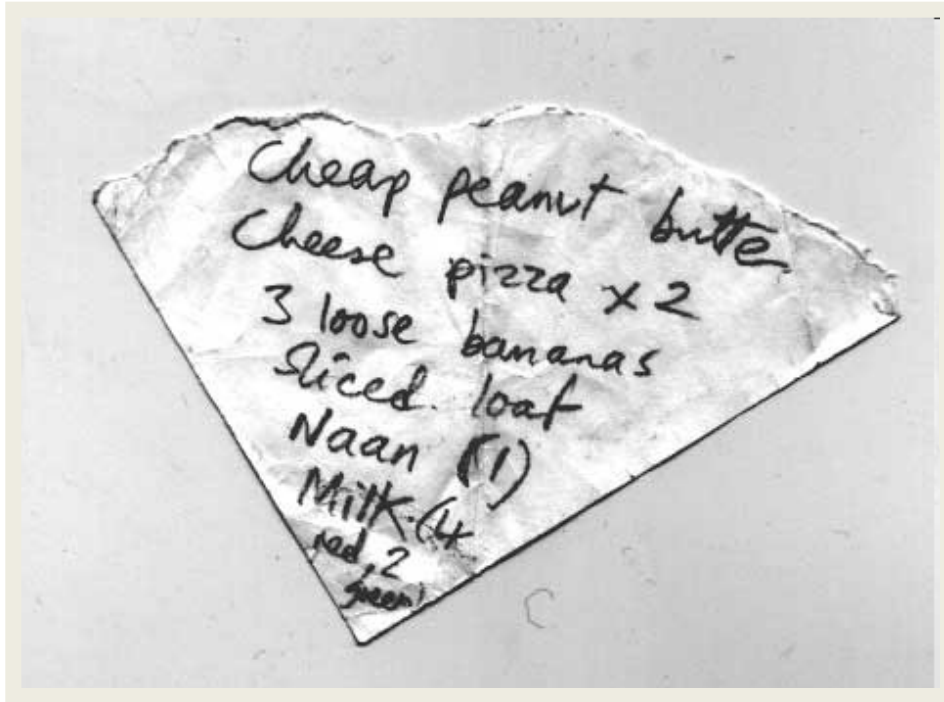


The bus is purpose built for certain journeys



"I took the bus to town shopping and just sailed past loads of people in cars."

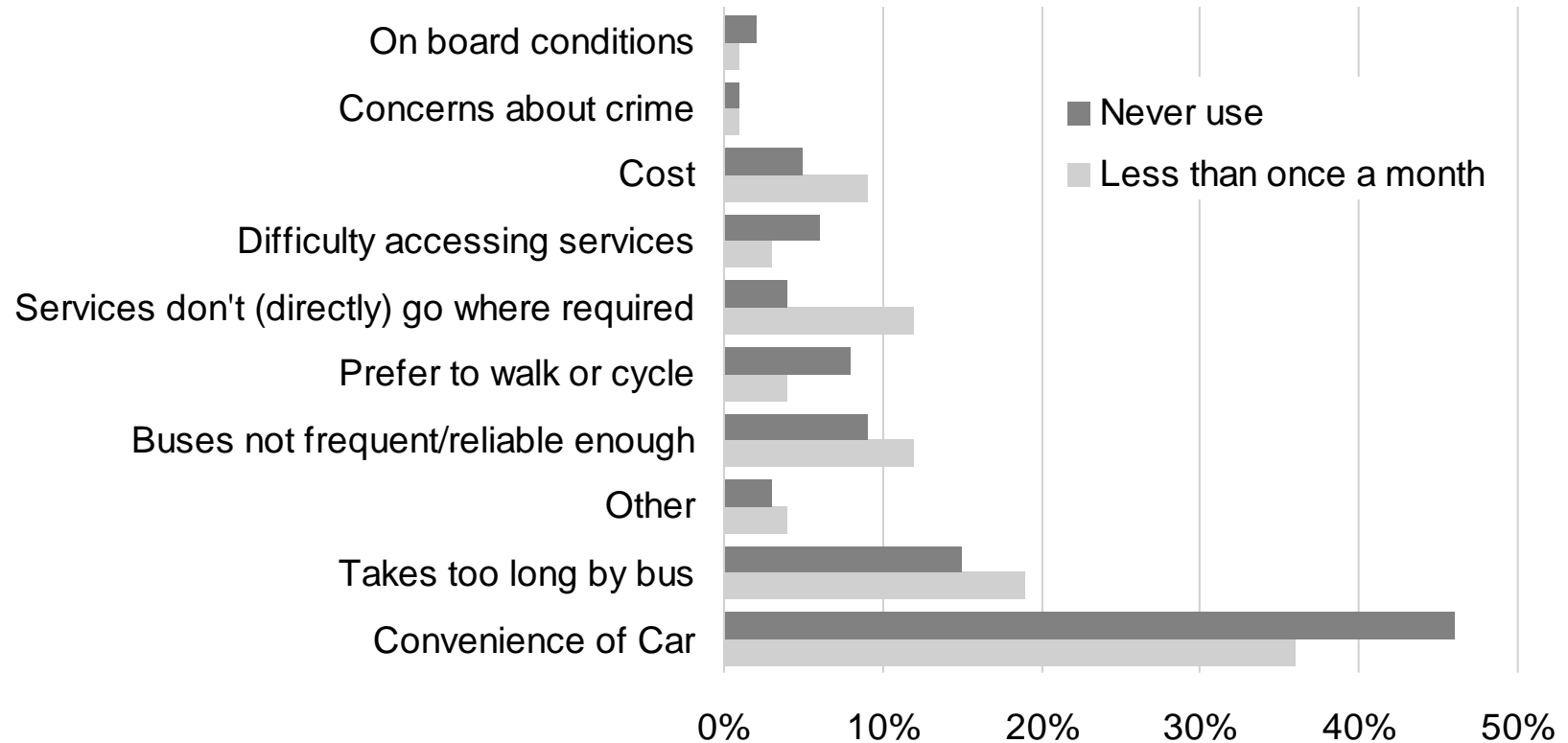
It's about finding a place on the shopping list, not rewriting it



“We’re never going to give up cars, but everyone can find a journey where it makes sense”

Our enemy is habit, not the car

Main reason for not using local bus services (more often), by current level of use



We need to switch off autopilot



“The car is just there... I don’t even think about it”

“I’m dreadful – I have an off-licence, grocery shop and Tesco just down the road but if I go to the shops I will still get in the car”

Campaign idea





Heading to the pub?

**SOMETIMES YOU CAN'T
BEAT THE BUS >>>**

Plan your journey at greenerjourneys.com



Heading out for a bite?

SOMETIMES YOU CAN'T
BEAT THE BUS >>>



Night on the town?

SOMETIMES YOU CAN'T
BEAT THE BUS >>>

Plan your journey at greenerjourneys.com

Million-Fares promotion



**THE
MILLION-FARES
CLUB**

1 single-fare journey

Simply hand this to the driver between the 1st and 28th
November 2010 in exchange for 1 single-fare bus ticket on
participating operators only

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(see reverse for list of operators and T&Cs)

**SOMETIMES YOU CAN'T
BEAT THE BUS >>>**



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greener Journeys

**beat
the bus**

Test your driving skills in a race against the bus!



Why get the bus

For some journeys, you can't beat the bus. Buses cruise straight into the centre of town without you having to endure all the stress of driving, finding somewhere to park and then pouring money into the meter. Instead you can relax, chat or knit — and then concentrate on having a good time when you get there, without worrying about driving back.

Find out why sometimes you just can't beat



make the switch to bus and coach

Make your car more environmentally friendly.

Leave it on the drive occasionally and take the bus.

A full bus can take up to 75 cars off the road. So next time you're popping out for a drink or a bite to eat, or even heading to work, why not try the bus. It's not only good for congestion, but good for emissions, and good for the environment too. Which is why at Greener Journeys, we aim to cut car journeys by as much as 1 billion by 2014. All we need is a little help from you. If you can switch just 1 in 25 journeys from the car to the bus, then we'll achieve it. That's how easy it is to cut congestion, reduce emissions, and do our bit for the environment. That's the magic of the bus.



Plan your journey at greenerjourneys.com

SOMETIMES YOU CAN'T BEAT THE BUS >>>

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