



## Making the connection between bus use and better health: Project from Stagecoach West Scotland & Transform Scotland

### 1. The Campaign

Stagecoach West Scotland and Transform Scotland, with local partners, are delivering **an aspirational campaign to promote the benefits of bus travel to health and well being.**

The campaign is increasing awareness, understanding and positive attitudes to bus travel, especially the benefits to health, lifestyle, reduced stress and improved relaxation. It aims to inspire commuters to choose bus over car for everyday journeys for their own health, well-being and quality of life as well as for the health of their family, wider community and world.

The project is also gaining a better understanding of what encourages commuters to choose bus over car and recommendations to inform local and national government support for bus travel and the associated health benefits.

#### For updates on the campaign follow:

[@loveybus\\_](#) on Twitter  
and [@loveybus\\_](#) on Instagram

### 2. Target audience

The key target audience for this pilot is **commuters travelling between Ayrshire and Glasgow.** Existing and potential commuters using services X77 and X76 from Ayr to Glasgow and Kilmarnock to Glasgow, age group mid-20s to mid-40s.

This is an area of declining bus patronage, and to achieve serious modal shift this is the demographic that needs to aspire to use public transport over the car. So far national transport strategies have failed to make progress on moving these commuters from car to bus use.

This demographic does not benefit from concessionary fares and may have access to cars, but could make a choice to move from the car to the bus for everyday journeys. Inspiring modal shift with regular commuters will be key to any cultural shifts in behaviour change nationally.

Outcomes from this project will be a valuable contribution to this learning about modal shift from car to bus, and recommendations will be produced from surveys and feedback.

A campaign from:



Supported by:



### 3. Need

**Decline in bus patronage:** "Bus patronage in Scotland has fallen from 436 million trips in 2011/12 to 409 million trips in 2015/16 with provisional patronage estimates for 2016/17 falling to 393 million. The decline in patronage has been more pronounced in the non-concessionary segment and in the South West and Strathclyde region. Outside the South West and Strathclyde patronage levels have been more stable and in some regions, such as the Highlands, patronage levels are growing." Scottish Government: Scottish Transport Statistics No 35, 2016 Edition, February 2017."

**Health inequalities:** There is an increasing health risk from less active, sedentary lifestyles and this campaign would promote healthy, active lifestyles by promotion of choosing bus instead of the car; improve confidence in using the bus and sustainable travel planning, to improve access to opportunity and participation for those without cars. (Poverty Action Framework)

**Congestion, stress, air pollution and greenhouse gas emissions:** The M77 suffers from congestion and affects all those travelling into and out of Glasgow, including commuters to and from Ayr/Kilmarnock. This campaign aims to encourage modal shift to improve physical and mental health and well being, reducing stress, improving quality of life, increasing active travel, reducing air pollution and greenhouse gas emissions from car use.

**Low public investment in bus infrastructure and services:** This project will research, monitor and share learning about external factors that affect bus use and accessibility. It may identify need for investment, infrastructure, policies and planning for buses to be sustainable solutions and to address regional and national transport difficulties that deliver many co-benefits for improved mental and physical health for commuters, their families and wider community.

### 4. Campaign activity

The campaign features:

- **Research:** understanding the context, including barriers to overcome.
- **Positive messages** for target audience based on research.
- **Creative public facing campaign and social media;** six key events and intermediate local events in Ayr and Kilmarnock.
- **Co-operative working** with Active Travel Hubs.
- **Champions:** with incentives including free bus travel for a year.
- **Public engagement** through broadcast, press and social media.
- **Key stakeholder engagement** at public and local events, employers, Transform Scotland members, Councillors and MSPs.
- **Report on recommendations** for bus companies, local authorities and Government.

### For more information contact:

Jess Pepper, Transform Scotland at [jess.pepper@transformscotland.org.uk](mailto:jess.pepper@transformscotland.org.uk) or  
Jacqueline Rowan, Stagecoach West Scotland at [Jacqueline.Rowan@stagecoachbus.com](mailto:Jacqueline.Rowan@stagecoachbus.com)

