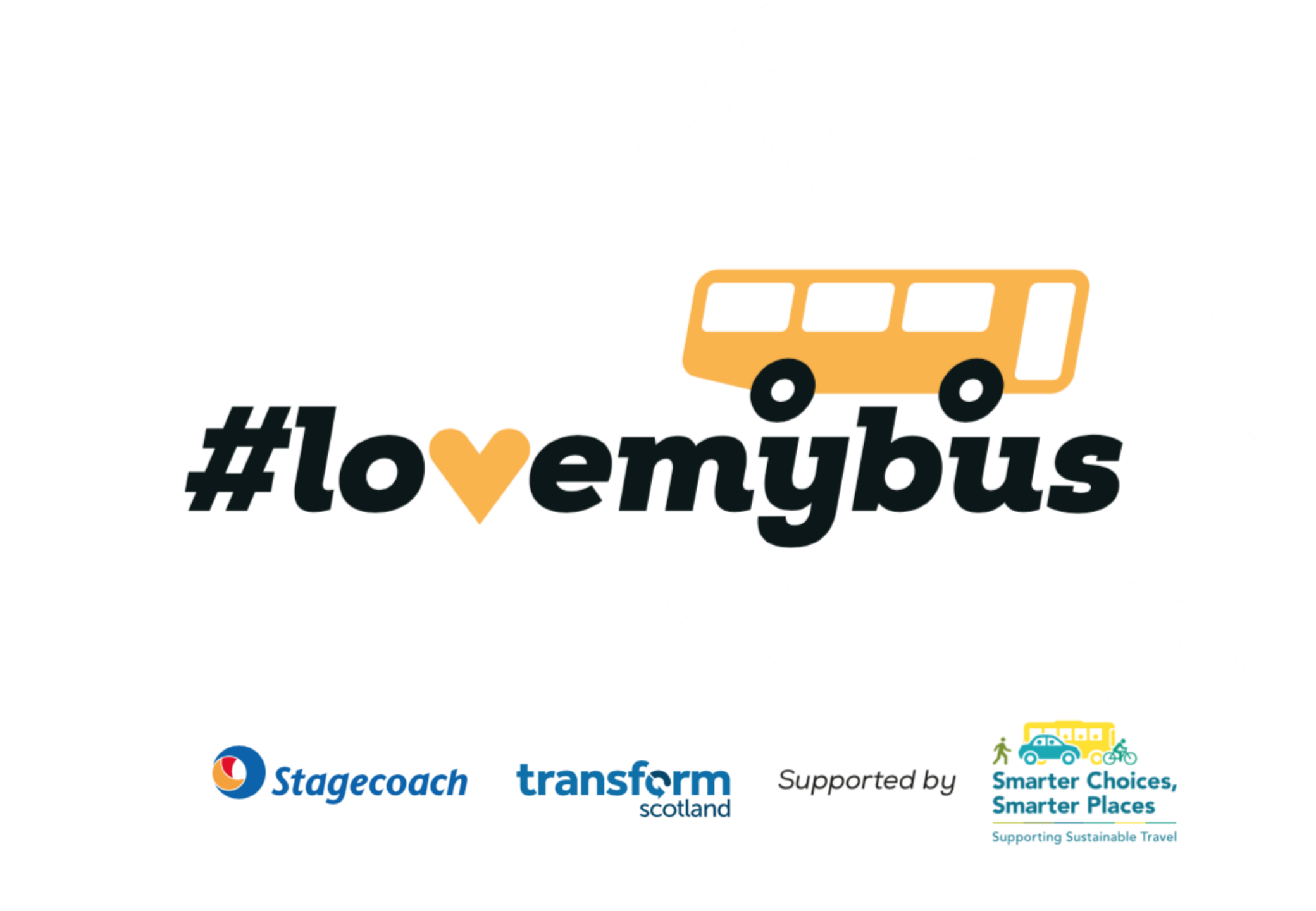




#lo♥emybus



Supported by





#LOVEMYBUS PARTNERS

- Transform Scotland
- Stagecoach West Scotland
- Supported by Smarter Choices, Smarter places

A campaign from



Supported by



THE OVERVIEW

THE CAMPAIGN AIMS:

- To increase the awareness, understanding and positive attitudes to bus travel, especially in relation to health.
- To generate feel good about bus travel.
- Produce better understanding of what encourages commuters to choose bus over car
- Deliver recommendations to inform local and national government support for bus travel

Need:

- To address the decline in bus patronage.
- Health inequalities.
- Congestion, stress, air pollution and GHG emissions – as modal shift.
- Low public investment in bus infrastructure and services.

Research & Themes:

- We are working with Professor Adrian Davis from Napier University.
- With his knowledge and research, informing accessible academic content that makes the case for bus use.
- Six key themes #active, #save, #relax, #me-time, #cleanair #planet

DESIGN MESSAGES

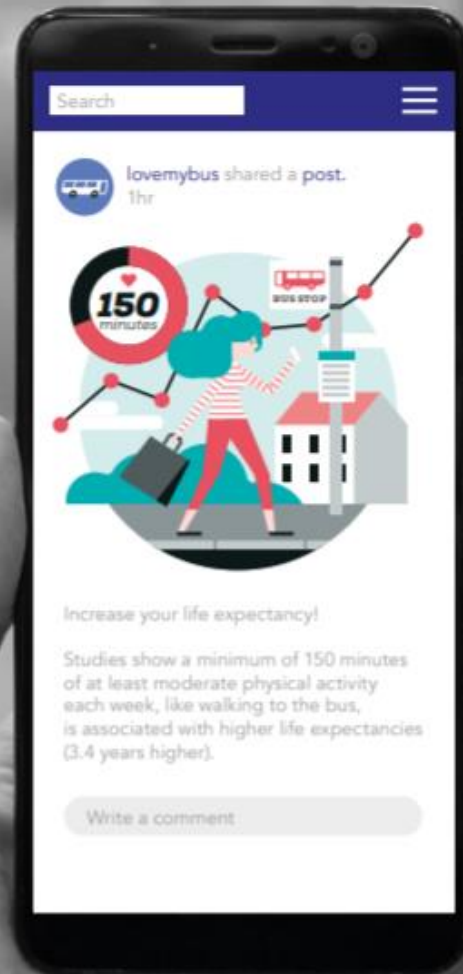
Sit back and relax...

#lo♥emybus



#LOVEMYBUS DESIGN: SOCIAL MEDIA

SOCIAL MEDIA



#LOVEMYBUS DESIGN: POSTER

SAMPLE POSTER

Illustrated posters depict scenes of people benefitting from using buses. Different combinations of background and accent colours can be used.



*10-15 minutes commuting to
work by walking or cycling
to take the bus leads to
**healthy weight and
wellbeing!***


#loemybus

#LOVEMYBUS DESIGN: BILLBOARD



BILLBOARD

EVENTS

#LOVEMYBUS LAUNCH : SCOTTISH GRAND NATIONAL 2019



KEY EVENTS

Working with Active Travel Hubs, Local Authorities we have attended and hosted events to promote #lovemybus

- 20 June - Clean Air Day in Glasgow
- 21 June - Awareness raising in Ayr & Kilmarnock
- 21 September - Ayr Gold Cup, Fresher's Fairs
- 6 October - Active Travel Hub Walk Auchincruive
- 3 October - Ayr #lovemybus reception
- 24 November - CPG, The Scottish Parliament
- Jan- March - Pop ups in Kilmarnock, Ayr, Glasgow
- 2 Feb - Active Travel Hub Family walk.



CAMPAIGN STAGES

Scope of project

- Target audience commuters age 25-45
- Service users of Express X76 & X77 between Kilmarnock & Glasgow, and Ayr & Glasgow

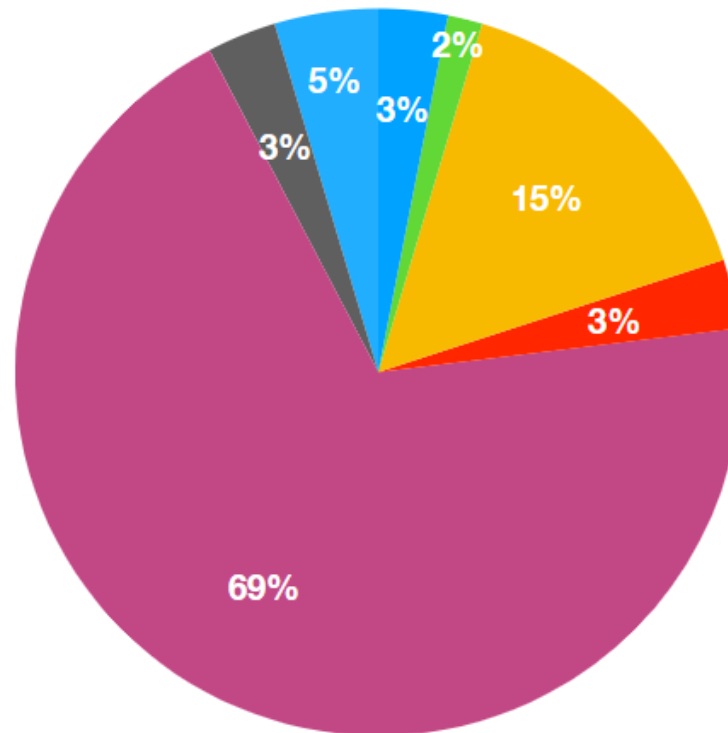
CAMPAIGN STAGES: RESEARCH

Surveys are conducted on buses and at key events to look into the reasons people choose and choose not to use the bus and the key barriers to overcome.

Academic research has been compiled into a bespoke set of 'essential evidence', to inform the messaging and design of infographics - focusing on health benefits of choosing the bus over car; for physical, mental health and wellbeing but also that of community, place, world.

CAMPAIGN STAGES: SURVEYS

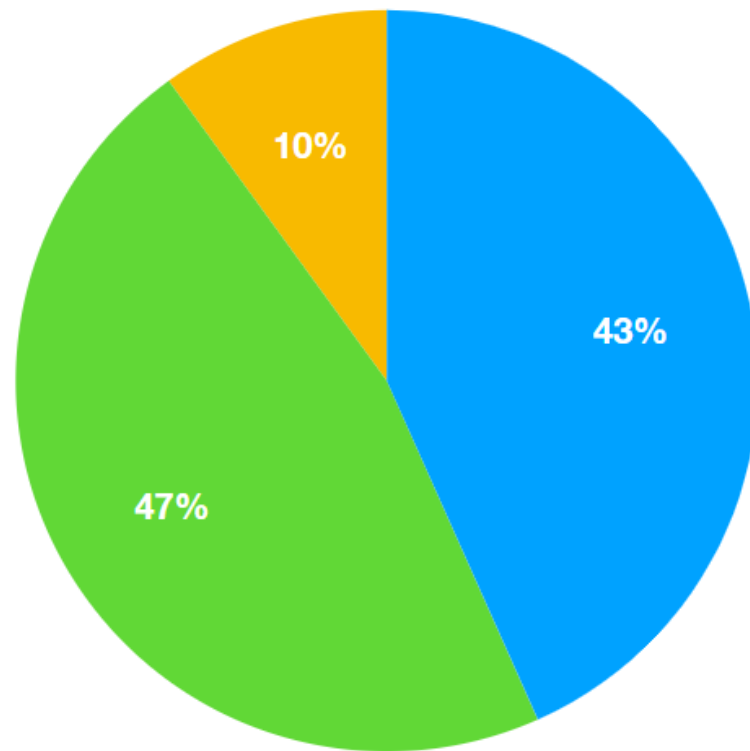
Q3 How do you usually travel to work?



● Walk ● Cycle ● Bus ● Train ● Car ● Other ● No answer

CAMPAIGN STAGES: SURVEYS

5) If you normally travel by car, have you considered using the bus?



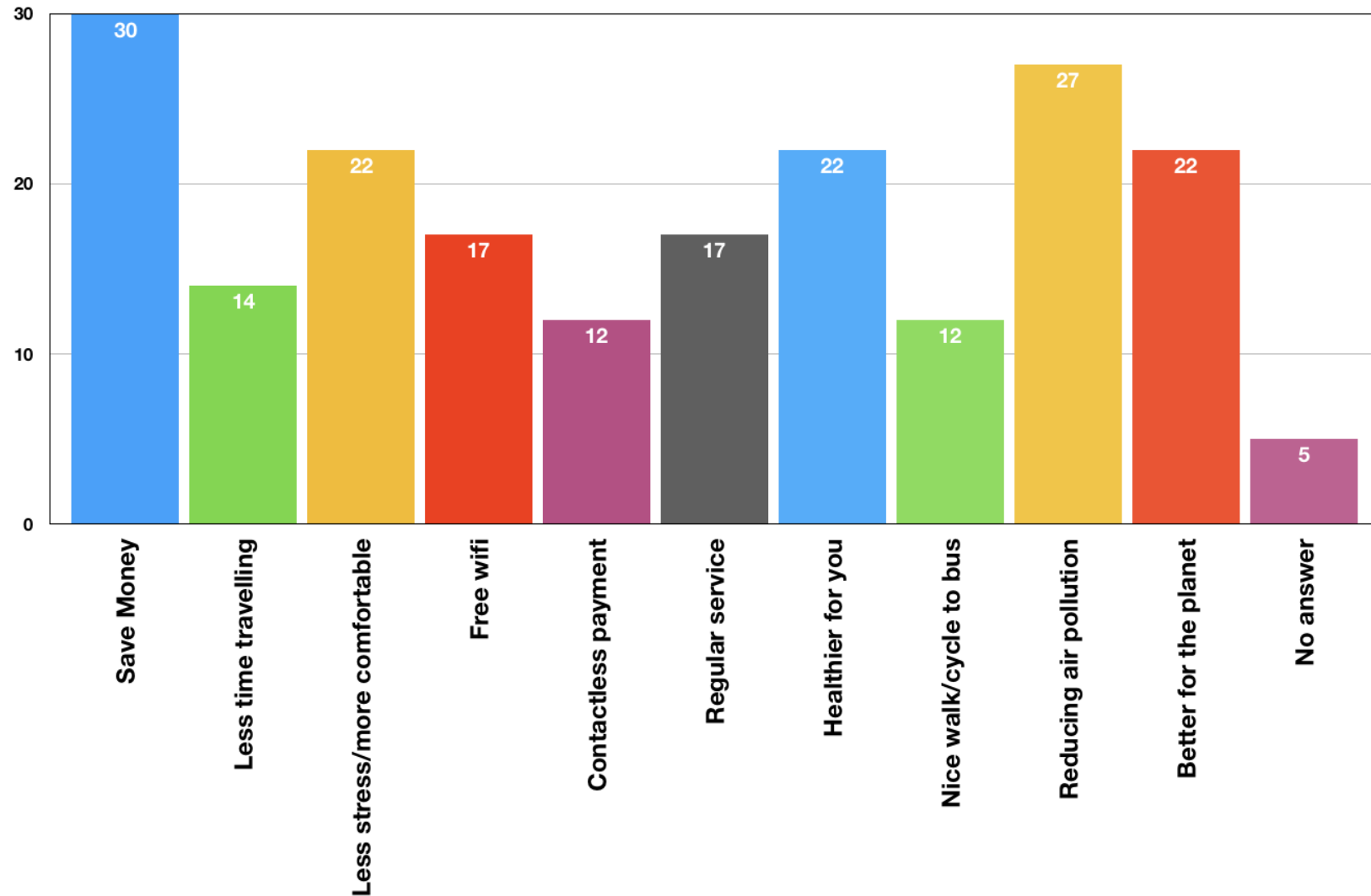
● Yes

● No

● No answer

CAMPAIGN STAGES: SURVEYS

**Q7 Which of these things do/could encourage you to use the bus?
(multiple answers)**



CAMPAIGN STAGES: POSITIVE MESSAGING

A key aim of #lovemybus is to create a positive message around bus use, through public facing campaigns, social media, at our key events and in all our messaging.

CHOOSE BUS FOR HEALTH!



Regular **walking**,
to and from the bus daily,
improves **health and wellbeing**

#lo♥emybus

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scotland

CHOOSE BUS TO RELAX!



Bus use promotes **mental health**
and **wellbeing** by **providing**
opportunity to **relax**

#lovelybus

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scotland

CHOOSE BUS TO SAVE!



Bus is valued for **quality of service**,
cost saving compared to other modes,
plus **frequency** and **speed**

#lo♥emybus

Supported by



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scotland

CHOOSE BUS FOR CLEAN AIR!



By choosing to **commute by bus** instead
of **car**, Scotland can **tackle congestion**
and **cut air pollution**

#love**mybus**

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CHOOSE BUS FOR ME-TIME!



Enjoy using **time** the
bus provides for **positive**
journey experiences

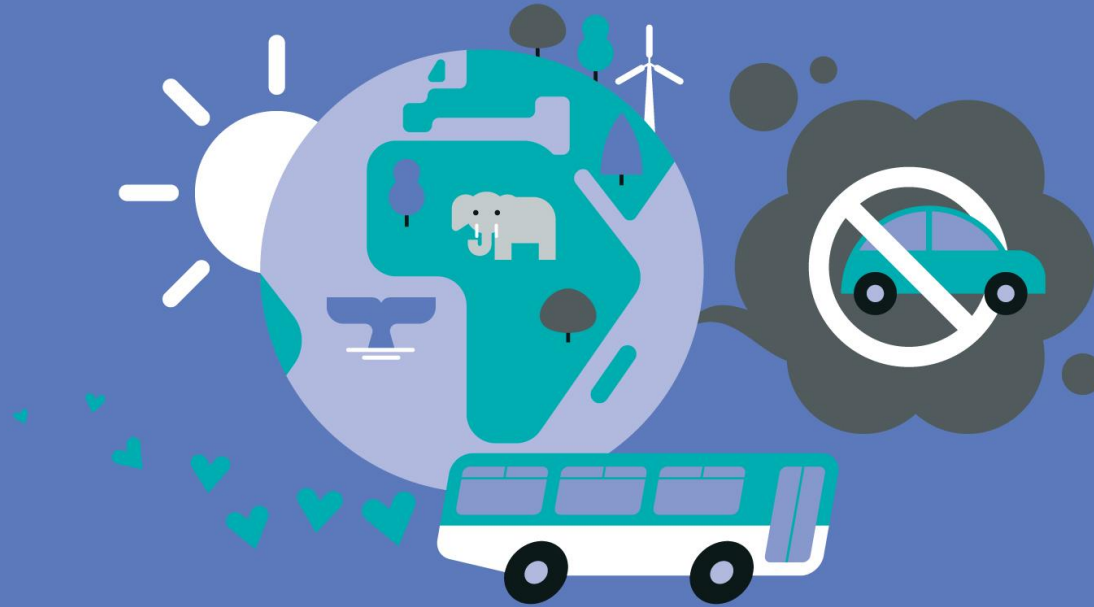
#lo♥emybus

Supported by



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CHOOSE BUS FOR PLANET!



Choosing to **travel by bus**
instead of **car** can significantly
reduce climate emissions

#lo♥emybus

Supported by



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scotland

CAMPAIGN STAGES: CHAMPIONS

Six champions were recruited who choose bus instead of car to commute, these Champions are the faces of #lovemybus!

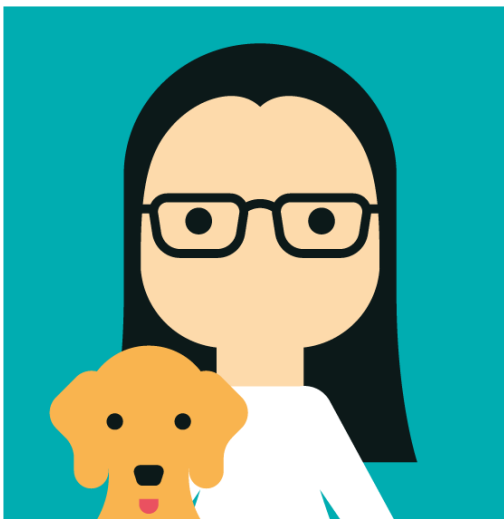
The Champions get:

- Free bus travel for a year
- Opportunities to attend events and goodies.

Champions share interviews, attend key events, feedback on their experiences, share their stories on Social Media.



CAMPAIGN STAGES: CHAMPIONS





Thread



Mikey Reynolds

@MikeyR20



Been getting the bus to work for about six months now since I moved back to Killie and it's been an eye opener. Even with the traffic in the mornings, it gets me from deepest darkest Ayrshire to the city centre in 40-50 mins [#lovemybus](#)

7:34 AM · Nov 7, 2019 · [Twitter for Android](#)

3 Retweets 10 Likes



Mikey Reynolds @MikeyR20 · Nov 7

Replying to [@MikeyR20](#)



I can see it becoming more popular too even in the short time I've been getting the bus. Would love to see a joined-up transport strategy that brings in bus lanes on the M77 to make it even quicker. Maybe that's just being selfish, but as good a time as any to shout about it...



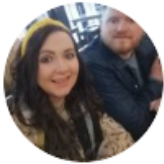
6





Tweet

↻ You Retweeted



Bronagh Kelly

@BronaghK91



CRAZY traffic on the motorway this morning. Wish more people would opt for the bus especially at peak times.
[#reducingyourfootprint](#) [@loveybus_](#)

6:17 PM · Nov 18, 2019 · [Twitter Web App](#)



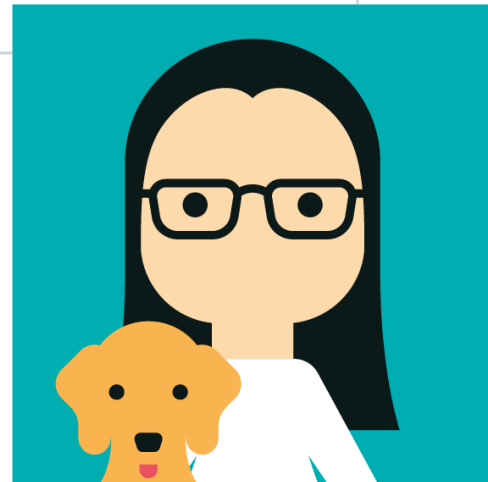
Good news, less expenses always a good thing.



Emma J @emm__jackson · Nov 12

About to go down to a one car household from two cars! Thats what happens when you favour the bus for your commute 🙌 @StagecoachWScot @lovemybus_ #lovemybus

6:54 AM · Nov 13, 2019 · [Twitter for Android](#)



↺↻ You Retweeted



Lewis Campbell

@Lewis7373



So glad I don't have to worry about traffic this morning!
If only there were less cars on the road [#lovemybus](#)

3:12 AM · Nov 18, 2019 · [Twitter for Android](#)

2 Retweets 8 Likes



CAMPAIGN STAGES: STAKEHOLDER ENGAGEMENT

Key Stakeholder engagement vital!

MSPs, local councillors and other key stakeholders have been contacted for their support of #lovemybus.

Working together, sharing learning, stories, barriers, ideas, promotion and support - active travel goodies, social media, opportunity to promote what we are all doing - connections and all the co-benefits.

CAMPAIGN STAGES:STAKEHOLDER ENGAGEMENT

↳ You Retweeted



Active Travel Hub KK @Travelhubkk · Oct 31, 2019

It is increasingly recognised that transport mode choice can significantly affect the amount of physical activity commuters accumulate during the course of a typical work day without planned or coordinated exercise programmes [#activetravel](#) [#lovemybus](#) [@lovemybus_](#)



← **Tweet**



Paths for All
@PathsforAll

We ❤️ these stories from the [#lovemybus](#) Champions who are using the bus for a year and blogging about the benefits. Supported by our Smarter Choices, Smarter Places Open Fund, the campaign is raising awareness of what's great about bus travel.
[#ActiveNation](#) [#scsp](#) [@transcotland](#)



@lovemybus @lovemybus_ · Oct 28, 2019

'Community, easy and taking cars off the road' – Emma's [#lovemybus](#) journey.

Read all about our next champions [#bus](#) experiences:
stagecoachbus.com/news/west-scot...



OUTCOMES

- Increased numbers on X76, X77
- Positive shift in assumptions, perception of bus travel: social media, media, anecdotal
- Increase in media/social media traffic, positive about bus

OUTCOMES - BUS VISION!



IMPORTANCE OF BUS

- Scotland makes buses
- Global bus operators and manufacturers are based in Scotland.
- Buses key to every day journeys to school, work, play & services.
- Bus use is good for health of individuals, communities and planet.
- Buses are key to tackling #ClimateEmergency
- Half the world's buses will be electric by 2025
- Yet, contribution of bus to public health, addressing inequalities, reducing air pollution & emissions often overlooked.

IMPORTANCE OF BUS

- Latest advice from the UK Climate Change Committee (Dec 2019): 8 recommendations to tackle the emissions from transport
- Seven recommendations on EVs, vans and HGVs
- One proposes 'policies to address the decline in bus usage' along with active travel.
- Yet, this industry is critical to our economy, health, everyday lives and climate.
- We can do so much more with bus!

We will bring forward a step change in investment to make bus services greener and more punctual and reliable, so that more people make the choice to take the bus. Our actions include:

- investing over £500 million in improved bus priority infrastructure to tackle the impacts of congestion on bus services and raise bus usage
- beginning plans to reallocate road space on parts of the motorway network around Glasgow to high-occupancy vehicles such as buses
- working with the Scottish National Investment Bank, the bus sector and potential investors to explore the potential for new forms of patient and innovative financing to radically accelerate the deployment of zero emission buses across Scotland

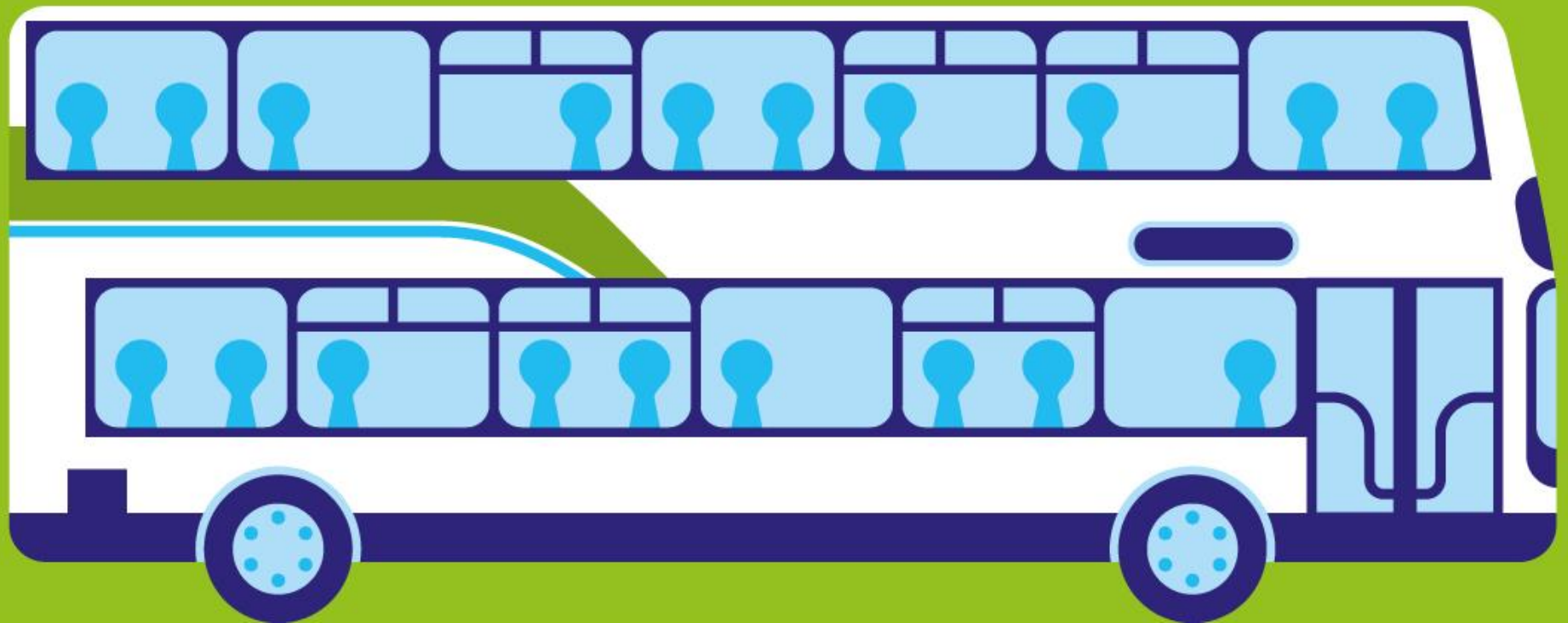
NEXT STEPS

- Phase 2: West Scotland
- Roll #lovemybus out nationwide
- Vision 2030: Bus



Vision 2030: Bus

Global leadership from Scotland to tackle the #ClimateEmergency





Caution
moving
vehicles

#loveybus



Stagreen

For more information

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Jacqueline.Rowan@stagecoachbus.com

Follow the campaign on twitter and instagram on @lovemybus_

