



Britain's only nation-wide train to bus ticketing scheme

Giles Fearnley - Chairman
Journey Solutions partnership

PLUSBUS is simple



- bus travel using a train ticket
- consistent standards across whole country
- available now using existing technology
- successful integrated ticketing on a budget

PLUSBUS customer offer

- **adds unlimited bus travel to any train ticket**
single, day return, period return
season tickets: 7-days, month, 3-months, year
- **unlimited bus travel** around whole urban area of town, at start, finish, or both ends of train journey
- **most/all buses (& some trams)** participate
- **one easy purchase transaction**, for entire door-to-door journey by train and bus

PLUSBUS travel zone map



PLUSBUS customer benefits

- **275 towns & cities** across Britain
- **over 200 bus** operators participate
- **cheap bus travel** from £1.50 a day
- **discounts** for children & Railcard holders
- **value for money**, cheaper than parking or taxi
- **convenient** to buy & use



destinations nation-wide

● PLUSBUS day ticket & season tickets available

● PLUSBUS day ticket available only

★ London Bus Pass or Travelcard (TfL ticket)

www.plusbus.info

Valid from 2 January 2010 to 15 May 2010

PLUSBUS can now be bought
online with train tickets



PLUSBUS retail channels

- all **National Rail** station ticket offices
- 'phone: 08457 000 125
- self-service vending machines (selected stations)
- **online** by 15 train ticket retailing websites
e.g. www.thetrainline.com
www.firstgreatwestern.co.uk

***PLUSBUS* successful growth**

- issuing **44,000 tickets** every 4 weeks
- 70% are day tickets, 30% seasons
- **20% sold online** (web-based retailing started Sept. '09)
- **80% year-on-year growth** in ticket issues

PLUSBUS future development

- further **raise awareness** of existing integrated ticketing, through better nation-wide promotion of ***PLUSBUS***
- more comprehensive retailing by self-service vending machines
- ***PLUSBUS*** to be included in all Smartcard projects
- Part of wider '***Door-to-door Journeys***' programme

Quick win recommendations

Information improvements:

- Bus information posters at 100 stations
- station staff briefing guide for onward travel
- NRE website to have more connectional information

Integrated ticketing - marketing & retailing of **PLUSBUS**

Interchange infrastructure - signage good-practice guide

Co-operation & campaigns:

- database of contacts for operators to use
- co-ordinate a series of 'Integration showcases'

Passenger research - identify successful initiatives



[**www.plusbus.info**](http://www.plusbus.info)

Thank you!