



Delivering solutions that support the
NATIONAL BUS STRATEGY
 Bus Back Better

ATTRACT PASSENGERS WITH HIGH QUALITY BUS SHELTER INFRASTRUCTURE

PROVEN TO INCREASE BUS RIDERSHIP

High quality, modern, attractive, well designed bus shelter infrastructure is vital in encouraging ‘modal shift’. The ‘shop window’ for the bus service, bus shelters are a key marketing platform from which to ‘attract and retain passengers’.

The ‘customer experience’ begins and ends at the bus shelter.

The National Bus Strategy requires all eligible local transport authorities to submit a Bus Service Improvement Plan by the end of October. Trueform’s team of experts are available to advise those producing a plan on the important role our smart, eco-friendly bus shelters and digital passenger information displays can play in attracting and retaining travellers to the bus network. These are vital building blocks in encouraging and retaining modal shift.



Increase Bus Ridership

Innovative, smart, sustainable bus shelters and digital displays play an important role in increasing bus ridership.



The ‘Customer Experience’ Starts & Ends at the Bus Shelter

The bus user ‘customer experience’ starts and ends with the bus shelter.



First Impressions Count

Customer experiences of stops and shelters forms an important impression of the bus network.



Powerful Marketing Platform – Attractive Shop Window

Roadside infrastructure is the shop window for the bus service – a powerful marketing and PR platform for the promotion of bus services.



Proven to Increase Bus Travel

Extensive customer research has shown better bus shelter environments to be the improvement most likely to encourage increased bus travel.



Strategically Important Investment

There is a strategic need to invest in improved bus shelters and stops to bring in more passengers. **The Customer Experience Starts Here!**

The next year provides a unique opportunity to deliver significant improvements for passengers. The National Bus Strategy sets a fast-paced agenda to transform bus services and encourage the return of passengers by promoting modal shift. To reverse the decline in bus patronage we need to invest in and transform customers’ perceptions and experiences of bus travel.

Contact us to let us help define your vision. We are the leading producer of roadside infrastructure, with over 40 years of experience internationally. We can provide technical guidance and budgetary pricing to enable you to achieve your goals.

Contact our sales office on **020 8561 4959**, email us at **sales@trueform.com** or visit **www.trueformshelters.com**

“ **Buses** are the *easiest, cheapest* and *quickest* way to **improve transport** and **reduce pollution**.

Building a new railway or road takes years, if not decades. *Better bus services* and **improved roadside bus shelter infrastructure** can be delivered in months. Experience shows that relatively small sums of money, by the standards of transport spending, can deliver *significant benefits*. ”

“ ...because **buses** have been neglected, there remains *substantial scope* for **improvement**.

Our task is both to unlock the **substantial untapped potential** in the existing service by *enhancing roadside infrastructure*. ”

“ **Buses** are *vital* to ensuring the economy meets **Net Zero carbon emissions** and driving the *green transformation*. In congested areas, substantial **modal shift** away from the car will soon be needed if *clean air targets* and the Government's broader **climate goals** are to be met. The only mode capable of *sufficient expansion* in the time available is the **bus**. ”

“ **Roadside bus infrastructure** spending works and is *high value for money*. A department for Transport (DfT) analysis of 33 major bus schemes found an average **benefit cost ratio of 4:2**, in other words, they delivered *benefits* worth more than **four times their cost**. **Buses** generate a *significant proportion of benefits* which accrue to other **road users** and to *society at large*. ”

“ Our goal is to get **bus back** to what it was before the pandemic. Then we want to *increase patronage* and **raise buses' mode share**. We can only do these things by ensuring that **buses** are an *attractive alternative* to the car for far more people. **Improved roadside infrastructure** and **quality waiting environments** is a **major key** to achieve this. ”

“ We must promote **buses** aiming to *improve* their image. Research shows that many people have negative perceptions about **buses**. We as, Government, have a role to play in **promoting the use of buses**, to attract both previous and new users onto **buses**. To do this, we will support an industry led *Back to Bus Campaign* to promote and encourage people to use the bus. *Attractive, innovative roadside infrastructure* is therefore *vital*. ”

“ We will support more **Bus Rapid Transport** networks. *BRT* systems feature **comfortable vehicles**, **real time passenger information** and *high quality waiting environments*. Costs are typically much lower than for rail based schemes, owing to **fewer engineering planning** and *land acquisition constraints*. ”

“ A *fully loaded* double deck bus can take **75 cars off the road**, helping to *reduce congestion* and reduce the *impact of transport* on the **environment**. We must do everything in our power to *promote* and **encourage bus usage**. ”

“ We will provide the **financial support** to *scale up quickly*. The upfront capital costs of **roadside bus infrastructure** can act as a barrier to the public use of new **zero emission buses**. In the short term we will play our part by *providing funding* to address this challenge. **High quality, attractive bus shelters** and **waiting environments** are a **vital marketing tool** for enticing people to *use the bus*. ”

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