



Northampton

Richard Todd
Head of Operations

uno

What are we about?

What do we aim to
achieve?

- We are a major player in university life
- Be an extraordinary company giving exceptional service
- Make a positive contribution to the university
- Be great communicators
- Be great ambassadors as a university bus company
- Providing frequent affordable transport links to all staff and students.
(currently 50p and £1.00 travel zones)



The brand

giving easy affordable
student, staff travel

open to all

4x routes

18,19,20,21

with identity

23x buses in fleet

BRAND allows us to
enhance the customer
experience

New Buses, range of
ticketing, Engagement,
Staff Training, Publicity
improvements

USB, Wifi on board

1st upgrade = route 19 “Violet”



Route 18
“Foxglove”
Park & Ride
showcase
commenced
August 2018



Foxglove , Route 18

Park and ride service to Waterside.

15min frequency at required times



Violet – Route 19
Boughton Halls to Waterside via Town
Attractive 15 minute frequency



- 15 minute fast regular service.
- Discounted fares for UON staff, student & NCC staff tickets.
- UON Open days extra services
 - Security staff on site

Northampton Bus station - Publicity upgrade & m-tickets advert



Lilac – route 21

Town centre cross town route to Weston Favel

15 min frequency.



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NORTHAMPTON Chronicle & ECHO



THURSDAY
SEPTEMBER 20 - 26, 2018

£1.50

ON £1.30 IF PAID
BY 10.00 AM
SEE PAGE 50

BRING OUR BUS BACK

THREE YEARS ON...



...WHAT'S HAPPENING?

SEE P6



WE DESERVE BETTER

SEE P9

How YOU can help campaign to bring lifeline back to community **Sign our petition on pages 10 & 11**

Re-instatement of service 19A to help the community of Kingsley. Positive story resulted in additional links with Avenue & Waterside Campus with in ADDITION to intercampus bus Route 20.

Region's Number 1 based on Readme data for sales across the region over
CROK between 1st April 2017 - 1st April 2018 across the region.



GRAHAM



UON Graduation ceremonies

Bespoke transport
provider
Success story!

Graduation shuttle event - Derngate theatre
Four days, 10x buses July 24th-27th 2018.
9,444 customers carried
Organised by Local manager Jason Ball





Engagement - “a little goes a long way”

Random Acts of Kindness events on campus



Drivers and staff spreading a bit of winter cheer 2018 KitKat with your morning tea anyone!



Having drivers involved, helping to spread some cheer at the new campus



Feb 2018 UON bus users day event. In cab
On bus selfie competition winners held at waterside campus main bus stop! Very popular each getting a free months travel voucher.





REAL TIME ! Upgrade to ticket machines giving contactless & real time info on all routes during 2018.





Fresher's week 2018

Town centre event

Engagement with new
students & local residents



Yes we do several options for ticket purchasing and fast loading times.

- Contactless-first bus company in the Town to do so.
- Mobile discounted ticketing platform.
- Free Wi-Fi
- Bus tracking App. Zip trip.



2018 Fresher's week promotion at New campus waterside Learning Hub, buses and info giving very popular. Uno manager Jason Ball



Thank you for your interest

Questions?

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