

#### Northampton

## Richard Todd Head of Operations



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 1<sup>st</sup> upgrade = route 19 "Violet"

## Route 18 "Foxglove" Park & Ride showcase commenced August 2018







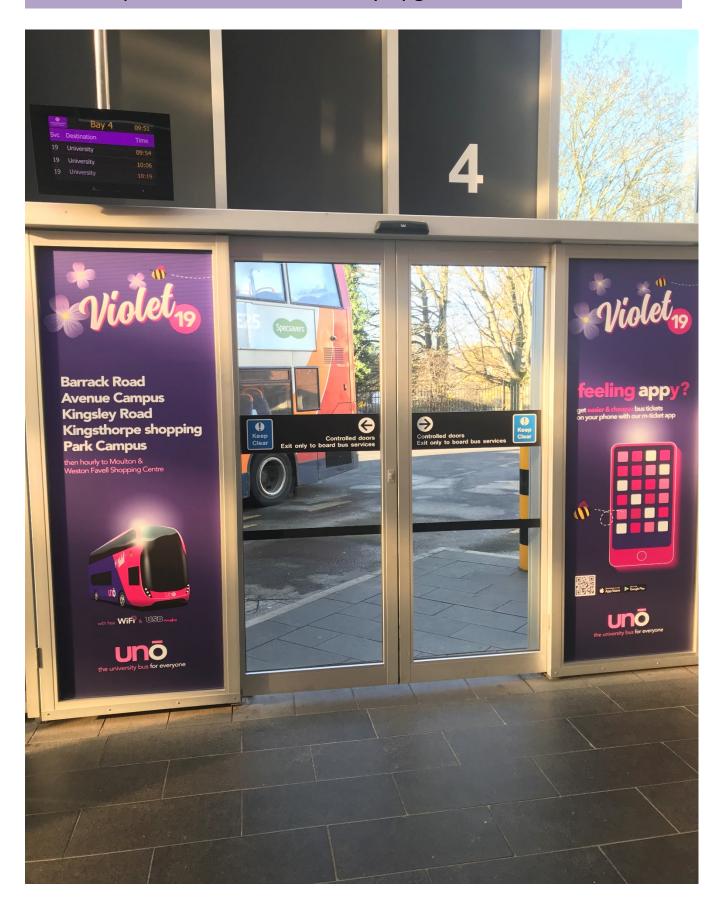
- 15 minute fast regular service.

 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





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### Chronicle & ECHO

THURSDAY
SEPTEMBER 20-26, 2018
21.50
OR 61.50 F FEOR

#### BRING OUR BUS BACK



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





WE DESERVE BETTER
SEEP9

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's based on Representation for talks across on properties are \$2000, between 1st April 2017 - 1st April 2018 scroes on recen



GRAHAM

# UON Graduation ceremonies

Bespoke transport provider
Success story!

Graduation shuttle event - Derngate theatre Four days, 10x buses July 24<sup>th</sup>-27<sup>th</sup> 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











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





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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