

The Blackburn Bus Company (and friends)



Indulge me for a moment

- Paul Turner, Commercial Director Transdev Blazefield Ltd
- Born in Lytham St. Annes
- Work experience at Fylde "Blue Buses" in 1993
- Tram Conductor Blackpool Transport 1998, then bus driver
- The TAS Partnership 2000-2012 Apprentice > Consultant > Senior > Principal > Director
- Firstbus 2012 to 2017 Business Development Director and Head of Commercial
- Transdev 2018 to date



Key Figures Worldwide

French HQ

66% owned by Caisse des Dépôt,

34% by Rethmann

2,900



zero
emission
vehicles *

19

countries

12

millions

Passengers carried
everyday

16

transportation
modes

102,000

team members



€9.3

billion
revenue

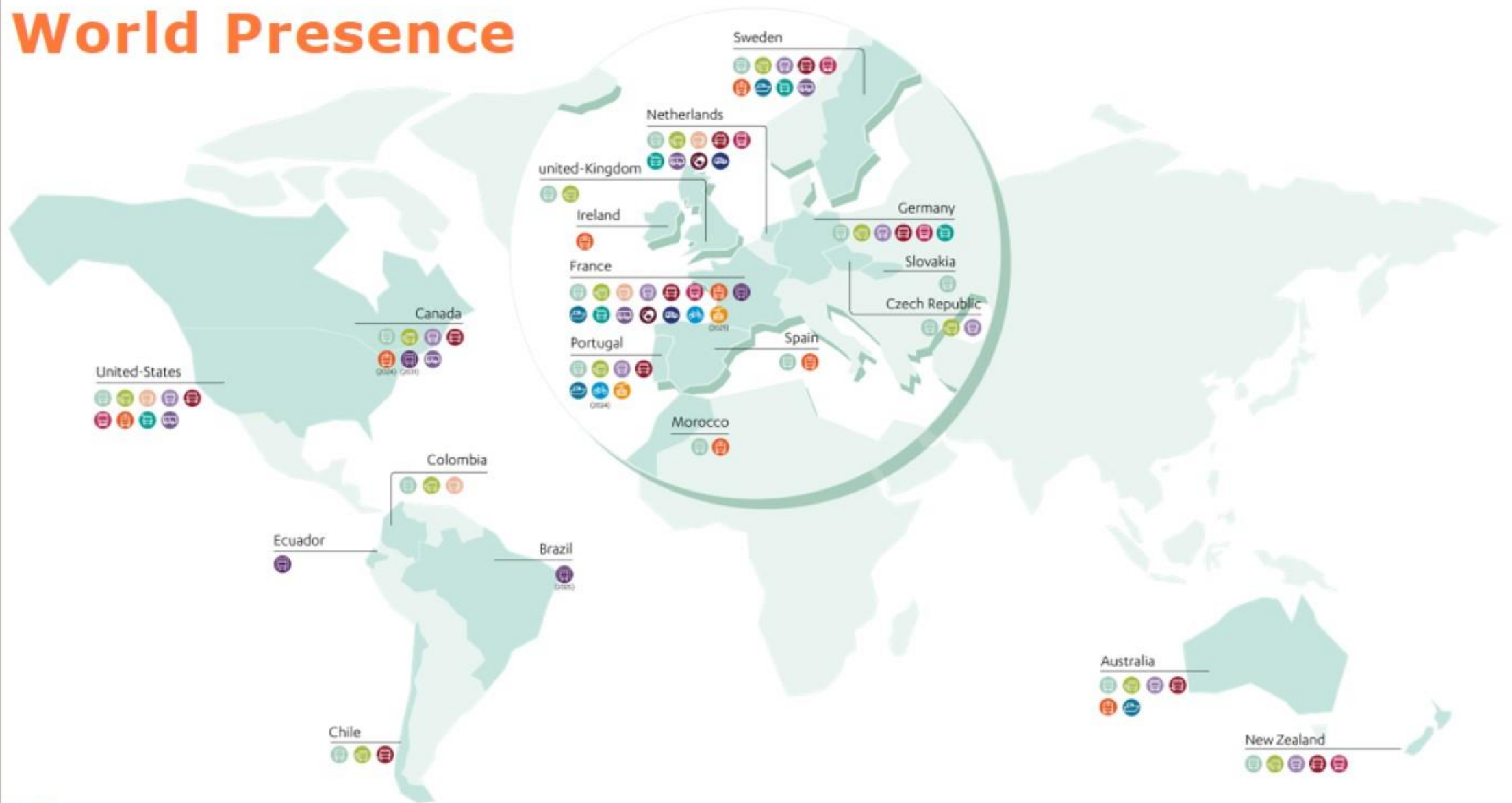
94%

Of employees on
permanent
contracts

57,800

vehicles
operated

World Presence



Bus



Electric and hydrogen bus



Bus Rapid Transit



Coach



Transportation On-Demand



Rail



Light Rail



Metro



Water borne transportation



Autonomous vehicle



Paratransit



Community bus



Ambulance



Bicycle share-service



Cable car/Funicular

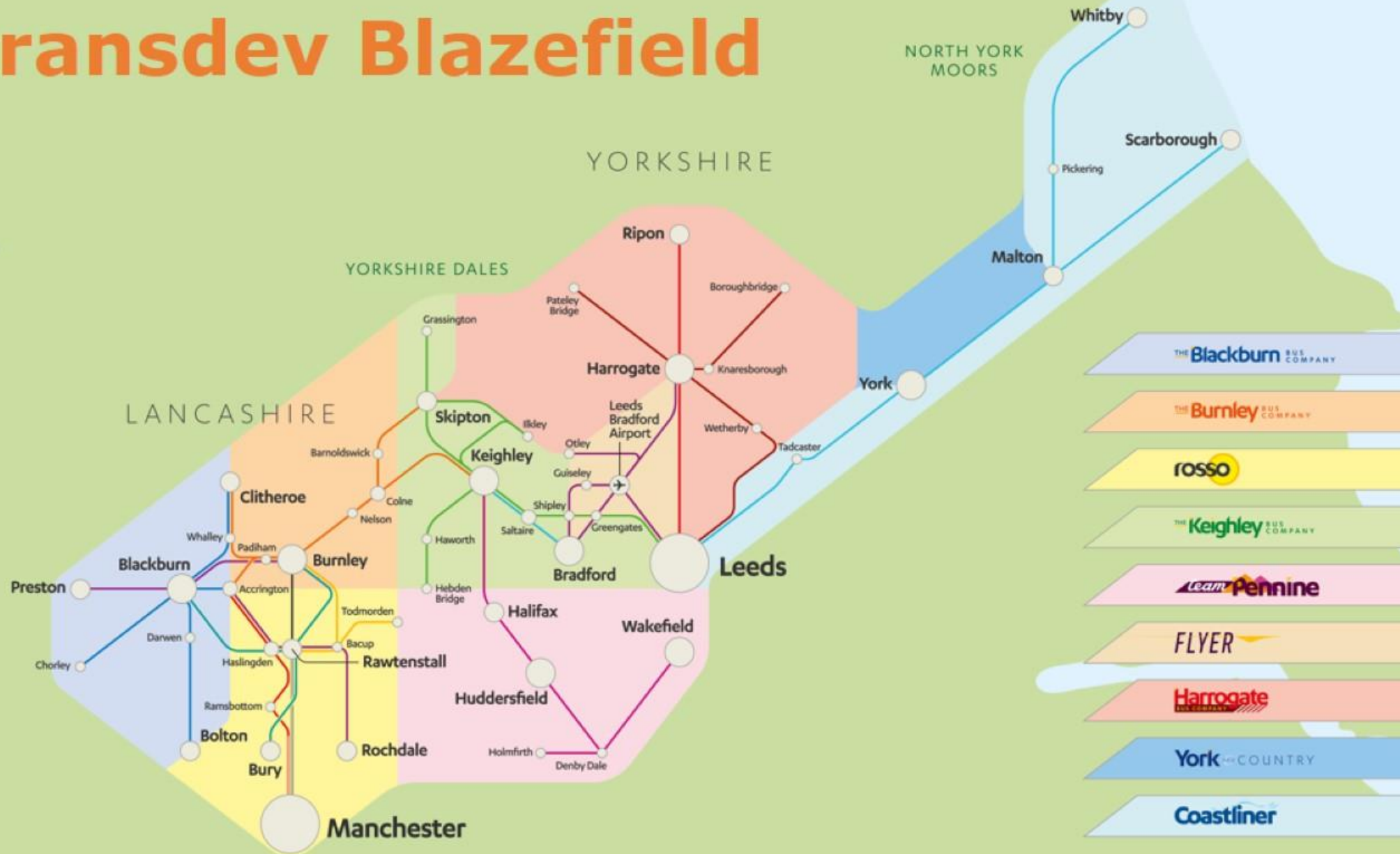
overview of Transdev in the United Kingdom

our UK activities



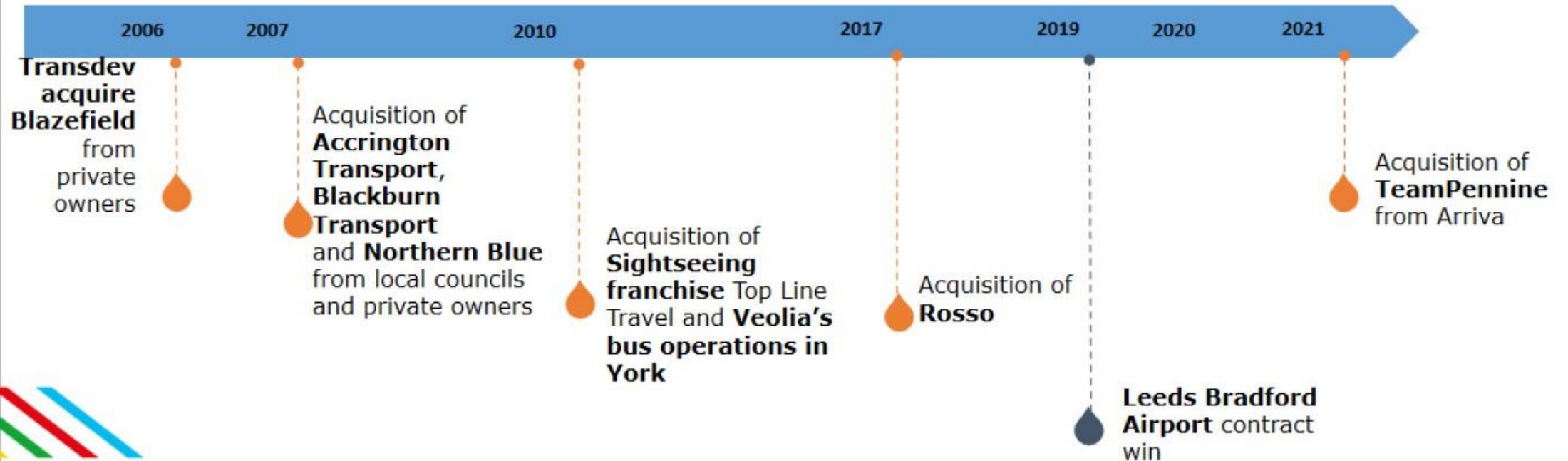
	TD Blaze field	TD Airport services	CCH
segment	B2G2C Schools	B2B with airport	B2B with airlines
description	Urban and Interurban Public transport service in the North of England	Passenger transportation at Heathrow land/airside. Bus & Coach stations Mngt. Heathrow fleet maintenance.	Airlines crew transportation at London Heathrow airport
buses	500	102	59
people	1400 including 1100 drivers	229	99
others	Tendered contracts are 1 to 3 years Line commercial licenses have no time limits Electric bus implementation in 2024 (12% of the fleet)	Start of contract on 1st April 2020 11-year contract	

Transdev Blazefield



Transdev Blazefield Development

- 1990s Stagecoach developed in Lancashire buying Ribble in 1989, Hyndburn in 1996, Burnley & Pendle in 1996/7
- Stagecoach sold East Lancashire to Blazefield Holdings in 2001
- We bought Blazefield in 2006



Today in Lancashire

Great Harwood Preston
Blackburn
 Accrington Rawtenstall
 Rochdale
 Clitheroe



THE **Blackburn** BUS COMPANY

- **Intack Depot**
- 59 buses
- 142 drivers, 26 maintenance
- To Bolton, Preston, Burnley, Clitheroe, Accrington
- And within Blackburn with Darwen
- Red Express Accrington to Manchester

Nelson Bury
Burnley Skipton
 Clitheroe Padiham
Manchester
Colne



THE **Burnley** BUS COMPANY

- **Queensgate Depot**
- 74 buses
- 163 drivers, 30 maintenance
- Local network of five routes
- Mainline network six routes
- Witchway to Manchester
- College buses

Rawtenstall
 Haslingden **Rochdale**
 Bacup **Burnley**
Bury Waterfoot
 Accrington



rosso

- **Intack and Queensgate Depots**
- 32
- 83 drivers, 5 maintenance
- 464 Accrington to Rochdale
- Irwell Line Bury-Blackburn/Burnley
- Rossendale locals
- School buses

hotline

464

Mainline

Witchway

red EXPRESS

The Last Five Years

- Customer numbers back to 2019 levels (15.3mn). 2020 (7.8mn), 2021 (9.8mn), 2022 (13.6mn)
- Recover from staff shortage
- National Bus Strategy
- New training schemes to upskill colleagues
- Major growth in young persons
- Concessionary Travel market still suppressed post covid
- TWT working patterns impact



Lancashire and Blackburn BSIP

BSIP £34.2mn for Lancashire and Blackburn with Darwen	BSIP2 £4.5mn LCC £1.0mn BwdC	BSIP3 £7.025mn LCC £0.88mn BwDC	LCC tender budget £6.1mn V £4.9mn in 2019
£1 Evenings A Transdev 2020 recovery idea – still going and now countywide	£1 Sundays 2023 Weekender ticket replaced by £1 fare across Lancashire	Under 22 ticketing In design	National £2 fare cap
Nov 22: Evening Clitheroe service started	Sept 23: Blackburn 4 evening service added	Oct 23: 59 extend RBH to Accrington ev hr daily replacing 90m M-S service	Oct 23Tendered 15 Accrington to Clitheroe inc to hourly
Nov 23: New Burnley evening services	Jan 24: evening services in Hyndburn improved	July 24: Improved evenings on Irwell Line and Hotline	Sep 24: Frequency increase 2 (Blackburn to Chorley)

Infrastructure

Key BSIP work in East Lancs:

- Accrington Bus Station bus priority at exit
- Colne town centre – improve access to bus station
- Rawtenstall gyratory bus gate
- Whalley Road corridor review – signal improvements and potential bus lane
- Oswaldtwistle town centre – parking review

Levelling Up:

- Up to 115 Real Time Passenger Information screens
- Accessibility improvements at up to 84 bus stops including upgraded shelters, raised curbs and removal of street furniture
- Upgrading traffic lights at traffic lights at up to 20 junctions for intelligent bus priority



Recovery to Chorley

- The Blackburn Bus Company 2 runs from Blackburn to Chorley every hour.
- Started in 2014 after a Stagecoach cancellation
- Reduced from 2bph to hourly in 2017
- 2022 BRG Network Review identified it as an 'at risk' service as only 80% customer recovery was achieved on a marginal service
- Stronger into Blackburn at peaks due to college flows
- Engaged with LCC
- Negotiated a school day extension to replace a school bus adding 40 scholars per day to the peak
- Route change to replace a tendered route section in Chorley
- Bus Recovery Grant extended then replaced by BSOG+
- LCC funded improved Eve/Sun services (run by Stagecoach)
- Now BSIP 3 funding from BwDC and LCC
 - Increases daytime service to 30m
 - New trips run via Chorley Hospital creating loop in Chorley
 - First ever through bus from Blackburn and Chorley villages to Hospital



Our Academy

- Our Industry experienced a c20% staff shortage in early 2022
- Just as customer numbers were growing again and we needed to expand.
- Our Academy stepped up
 - Refurbished training suite at Burnley covering Lancashire operations
 - Extra training vehicles
 - New training administrator
 - More instructors trained
 - New in house examiner qualified
- Focus on local residents close to our depot
- Cycle to work scheme implemented to help colleagues get to work
- We are now fully staffed and our turnover rate is less than 4% (10% is norm for our industry)



CUSTOMER SATISFACTION

84% customer satisfaction
(v 80% for all England)



83% satisfaction with value for money
(v 67% for all England)



75% satisfaction with timekeeping
(v 71% for all England)



87% satisfaction with the driver
(v 85% for all England)

MARKETING



...be running a new route on #Witchway in #Manchester today.

● Buses into Manchester will run the same route as now

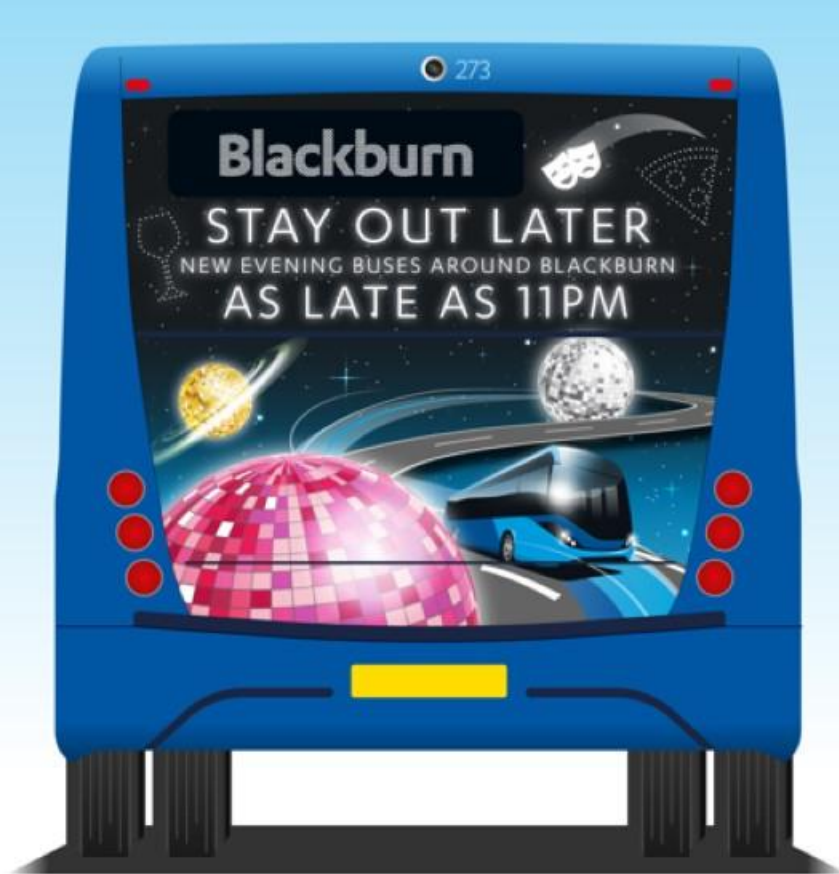
■ Leaving Manchester, our route will change, with a hand outside M&S.

➡ More info > tinyurl.com/yx92jn92



THE Burnley BUS COMPANY

Greetings from Manchester



INVESTING AND INNOVATING

- Burnley has England's highest spec buses:
- £3.8m investment in 2020 in 14 double deck buses for Witchway express between Burnley and Manchester
- Unique Sky Class specification inspired by customer insight to drive modal shift from cars
- Luxury seating set in duo and individual lounge layouts, with group and twin tables,
- Full colour next stop displays showing live bus, Metrolink tram and train connections, as well as live arrival times at terminals
- A brand new seating type in the UK devised in conjunction with KIEL – tall enough to be comfortable, yet short enough to maintain forward vision with enhanced legroom and unpopular backward-facing seats replaced by workstations
- Double glazing with tinted glass for relaxing travel, plus a glazed ceiling
- Wireless and USB mobile device charging at every seat, with fast and free Wi-Fi
- Low emission Euro VI engines and removal of 50mph speed limiters to enable fast motorway running and improved timekeeping
- A free onboard Book Club to swap and read titles



commuter club

digital media

Including; TV screens
within Harrogate Hospital,
twitter and Facebook
social posts...



...all social pages are
updated daily!

frequent buses to the hospital
from Harrogate & Knaresborough
the 1 every **10** mins



all day **£5**

all week **£17.50**



commuter club

printed media

Including; a variety of flyers held in designed flyer holders, maps, posters, brochures, pop up banners...



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which gives
you money off
your bus travel

EXCLUSIVE DISCOUNTS
FOR **NHS** EMPLOYEES

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by  transdev

commuter club

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PRICE DROP

printed media

Including; bus rears and vinyls for the sides of buses, vinyls for bus stations, flyers and posters



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printed media

Including; Twitter, Facebook and Instagram social posts and website headers

PRICE ▼ DROP

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MAX SINGLE
within Greater Manchester

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Thank You for Listening

