



Cumbria & North Lancashire

Behind the Bus

About Us

- Stagecoach Cumbria & North Lancashire is a subsidiary of Stagecoach Group Ltd. owned by DWS infrastructure.
- Largest bus operator in the UK with 23,000 employees and 8,200 vehicles
- 500,000,000 passenger journey made with Stagecoach annually
- £1,630,000,000 gross value added contribution to the UK economy each year



1995

- 1980 founded by brother & sister Sir Brian Souter & Ann Gloag
- 1987 Stagecoach acquires several National Bus Company businesses
- 1992 Stagecoach Rail launched; 1998 JV with Virgin; exits rail in 2019
- 1992 listed on the London Stock Exchange
- 2003 launches Megabus; disposes to Scottish Citylink JV in 2022
- 2022 acquired by DWS Infrastructure and taken private

2024



General Overview

Operational performance

Service Changes: *Punctuality, tendered services, operating challenges*

Operating Bus Services and their challenges

Building a Bus Network

Economic Reality

- Running buses costs money
- Irrespective of which entity controls the network, decisions need to be made to keep bus networks sustainable
- Buses and the facilities needed to operate them are capital investment heavy. Investment will always be required to maintain a viable operating position beyond the short term

Desire, Cost, Time

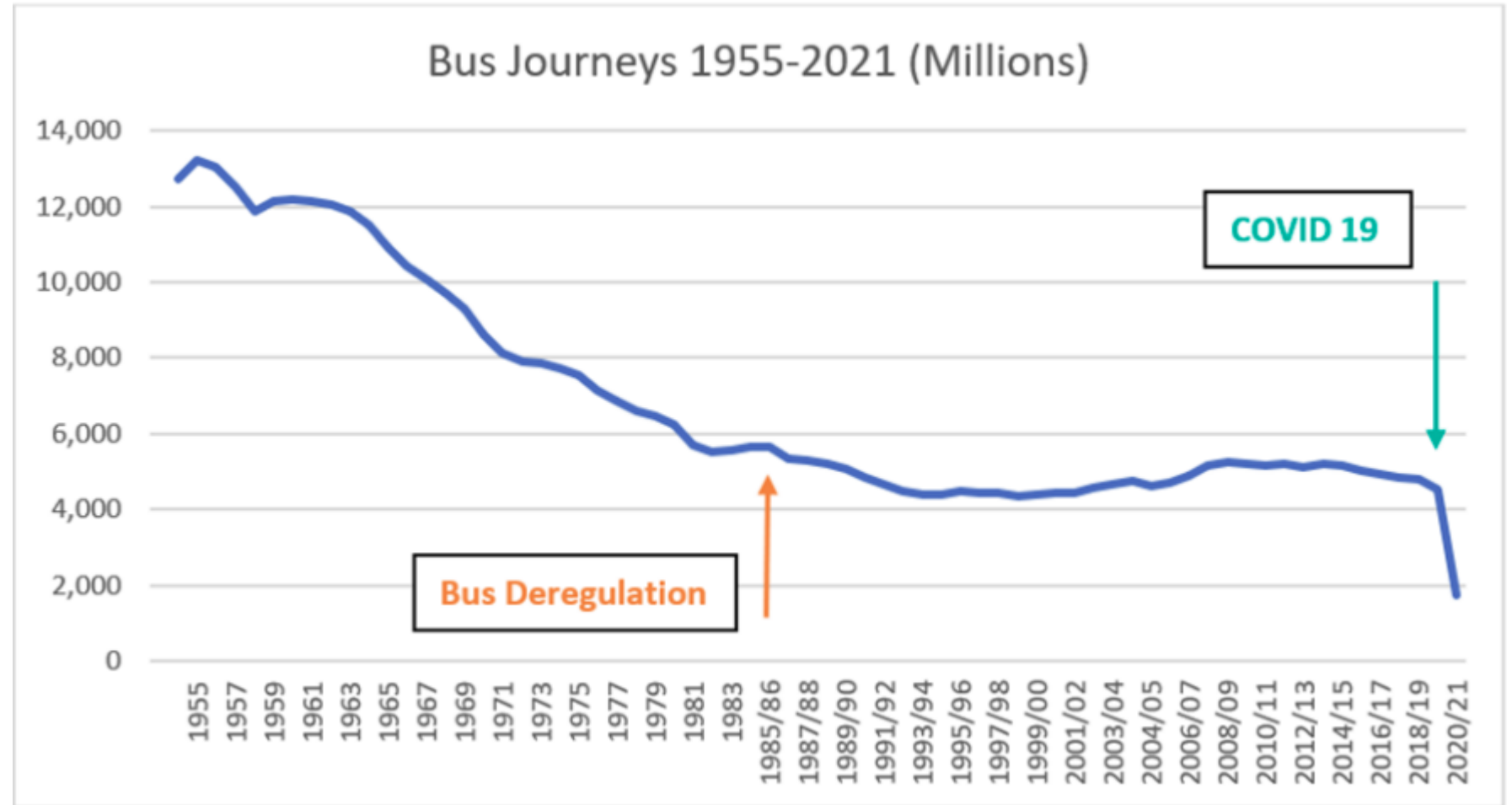
- Do people want to travel?
- How much will it cost?
- How long will it take?

And what is the alternative...



The desire to travel

- Why are less people travelling by bus?





Trends in trips, distance and time spent travelling

In 1965...



945 trips



3,665 miles



349 hours

per person per year

In 2014...



921 trips



6,488 miles



361 hours

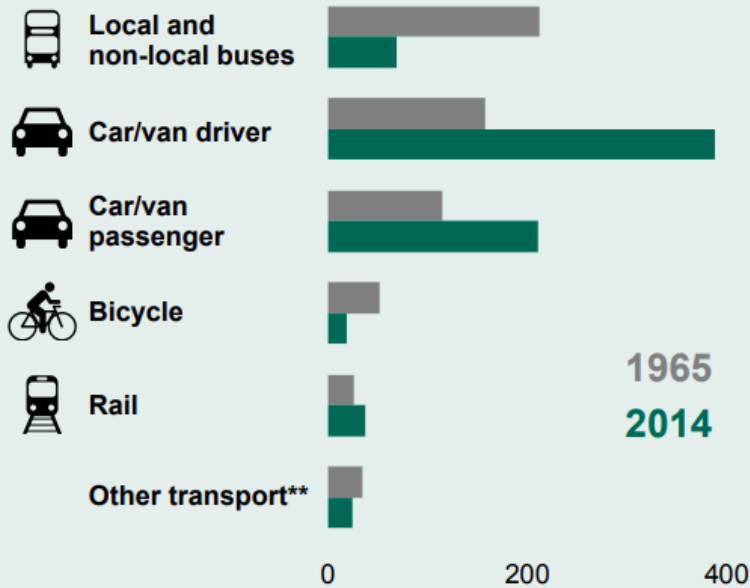
per person per year



Changes in mode of travel

► **Spread of car use:** Modes of travel have also changed over 50 years. The number of stages made by car, both as a driver and as a passenger, has increased, while stages made by bus and by bicycle have decreased since 1965.

Average number of stages travelled by mode (excluding walks): 1965 and 2014



** Walks of all lengths excluded for comparability reasons.



This change in mode of travel is not only due to the increase in car availability. Both people in households with and without cars have seen an increase in car trips. People in households without cars make more trips as car passenger in 2014 than in 1965.



Even if bus and bicycle use have decreased over 50 years, the bus still remains the most common mode of travel for people in households without cars (excluding walks).

Definition: a **trip** (a one-way course of travel with a single main purpose) consists of one or more **stages**, defined by a change in the form of transport.

“I would catch the bus but...”

Reversing the trend

- Value for money
- Speeding up journeys
- Identify social good
- Decarbonisation
- Increase sustainability & accessibility



• In 2022, the average adult three mile bus fares for:

- a single ticket cost £2.47,
- a day ticket, £5.29
- and weekly ticket, £19.37

* *CPT National Bus Fares Survey 2022*

• In 2022, the average cost of running a car was.

- £218.10 per month
- £2,617.20 per year

Time, Speed and Distance

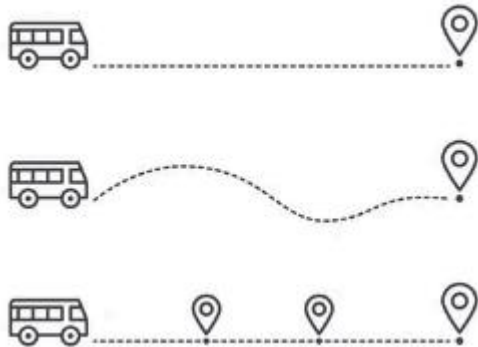
Speed: 15 mph Journey time: 82 mins Buses needed: 9 4293 daily passengers needed to cover costs Daily operating costs: £6,525



Speed: 10 mph Journey time: 123 mins Buses needed: 13 6201 daily passengers needed to cover costs Daily operating costs: £9,425



Speed: 12 mph Journey time: 103 mins Buses needed: 11 5247 daily passengers needed to cover costs Daily operating costs: £7,975



Buses as a social good

A 10% improvement in local bus service connectivity in the 10% most deprived neighbourhoods in England would;

- Reduce income deprivation by 2.8%
- Reduce employment deprivation by 2.7%
- 1.4% increase in those with adult skills
- 2,596 fewer years of life lost

Sustainable Transport for the Future

- February 2019: **Lancashire County Council Declares a 'Climate Emergency'** and commits to making the operations and activities of Lancashire County Council Carbon Neutral by 2030. and Recognises that answering the challenge of climate change is not work that can be done individually and therefore commits to working in partnership with councils, businesses, organisations and residents across the county to meet this challenge.
- **Cumberland Council Delivery plan 2024 to 2025:** we will proactively engage in making Cumbria carbon neutral by 2037
- **Westmorland & Furness Climate Action Plan:** We are determined to embrace innovation and opportunity, and deliver inclusive, green economic growth while reducing environmental inequality

