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# Managing Public Transport in a Recession



# Historic Recessions

good for supply

bad for demand

inflation tests elasticity



# 2008/9 Recession

concerns over fuel

environmental awareness

low inflation



# Attitudes Can Change

willingness for modal shift

distaste for congestion

new customers less prejudiced

carrots before sticks



# Not Rocket Science

attractive frequencies

value for money

modern product presentation

de-stigmatised bus

concessionary and young people



# People Respond To:

saving money

Park & Ride

Quality of Service

Healthier lifestyle

Environment

Specific marketing techniques



# ... But Not Everywhere

inter-urban and country routes

settle for stopping decline

no magic formula





# Partnership Inputs

Park & Ride

Parking Policy

Priority for Buses

Planning Measures



# Recession Challenge

Costs will still rise

Resistance to pricing

Return on Investment

Reliability biggest threat



**Make the Most of our Strengths**

**Minimise our Weaknesses**

**Pushing at Open Door?**

