

30th November 2021

Stagecoach East fare simplification

I am writing to make you aware of our planned changes to fares and tickets across the East of England on Tuesday 4th January 2022. We have recognised the need to carry out a full fares and ticketing revision to ensure that our ticket offering is suitable for the changing needs of those travelling with us, and so we have liaised with the Local Authorities to make adjustments to our ticketing structure.

There are three key objectives for our fare changes:

- Remove complexity of fares to make it easier for passengers to identify their best value ticket option and to be able to attract passengers back to bus
- Introduce ticket types which reflect the change in travel habits and working patterns, something we believe will be a long-term impact of the pandemic
- Encourage a shift towards app based, digital ticketing to reduce boarding time and cash handling

We have carried out customer and driver research and used passenger analysis both pre-pandemic and based on current usage to develop a much simpler ticket structure for all passenger types. The changes will result in 92% of customers paying the same or less for their fare, as we will be reducing most of our single and DayRider ticket price points. We're also revising our multi-journey ticket zones into three easy categories; Town, Plus and East. This means that we can offer consistent pricing across all of our ticket zones, for various passenger types, including adults, youth and groups.

We understand that a lot of younger people rely on our bus services across the network and so we have introduced new Youth tickets which allows under 19's and students to travel for less, with tickets priced at 33% lower than adult ticket equivalents. This will make bus travel much more affordable and accessible for younger people.

Due to the success of our recent flexible ticket trial in Cambridge, we have also expanded the Flexi 5 and Flexi 10 ticket offering to our entire East operating region. The new flexible travel products are ideal for those working from home more often but who will still need to make less frequent journeys to the office. Customers will be able to buy bundles of 5 DayRider tickets for the price of 4 with the Flexi 5, and 10 DayRider tickets for the price of 7 with the Flexi 10, on the Stagecoach Bus App. This means they can benefit from unlimited travel in their chosen zone on the days they need to, as tickets are valid for 12 months.



For many of those travelling new range of products will offer better value and meet both current needs and those of the 'new normal'.

I have attached our new digital Guide to Fares and Tickets to this email, which provides all the detail on our new ticket zones, prices, customer options and where to buy. Please feel free to share this information with your colleagues and stakeholders. If you'd like any further information, please do not hesitate to contact me.

Kind Regards,

Amber Clark

Marketing & Communications Manager

Stagecoach East

E: Amber.clark@stagecoachbus.com

T: 01223 433 250