



HIGHWAYS AND TRANSPORT OVERVIEW AND SCRUTINY COMMITTEE
8 JUNE 2023

QUESTIONS ASKED UNDER STANDING ORDER 34

Question asked by Mr. Mike Jelfs

'My question is related to the promotion of the government initiative of the £2 single bus fare, which I believe has now been extended to October. I have not noticed any physical advertising on Buses or on Bus stops or promotion on social media of this, surely it is worth investing a sum of money on this to get more people to try using the bus instead of their car?'

Reply by the Chairman

Bus operators are responsible for managing advertising and promotional activity both on their buses and through their own social media channels and websites. The majority of bus operators in Leicestershire are taking part in the scheme and have posted information around the £2 capped fare on their social media channels and websites. As the Department for Transport has encouraged all operators participating in the scheme to publicise it as widely as possible, they will have therefore taken a decision on whether to utilise on-bus advertising space for this purpose. Information on the scheme has also been posted on the Council's Choose How You Move website: www.choosehowyoumove.co.uk

The County Council does not own any advertising bus shelters, and its shelter estate has limited space for printed matter which is prioritised for timetable and service departure information. The Council, however, plans to undertake some promotional activity through its social media channels following the recent news of the scheme extension.

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