



Stagecoach launches new smartphone ‘busy bus’ indicator to help customers plan journeys

- **App will use data and artificial intelligence to help customers socially distance**
- **Traffic light indicator will give easy guide to quieter services on bus networks**
- **Part of a range of extra safety measures to help customers travel with confidence**

Stagecoach, Britain’s biggest bus and coach operator, is launching a new smartphone “busy bus” indicator to help customers plan their journeys as services increase across the country.

The new feature on the Stagecoach bus app will use extensive data and artificial intelligence to provide a traffic light indicator to help customers choose quieter services and maintain social distancing.

The app is now being rolled out to iOS and android users and is planned to be fully in place by 18 June via the app store and Google Play platforms. The “busy bus” tracker will provide a regularly updated guide to how busy individual bus services are in networks across the UK.

It is part of a comprehensive package of safety measures in place to help people travel in confidence as the economy and daily life reopens at different speeds across England, Scotland and Wales.

Each service in the live map on the app will be colour coded, with quieter buses showing in a green bus icon indicating ‘not too busy’, through to amber ‘quite busy’ and dark amber ‘very busy’.

Customers can also see where their bus is on the map and when it will be arriving, providing all the information they need at their fingertips.

Stagecoach’s app already has the UK’s most advanced real time bus tracker and this latest development will help people to confidently and easily plan when they want to travel.

The new feature is the latest addition in an extensive range of measures by Stagecoach to help customers feel confident in using buses as they continue to provide a vital link to work, retail and leisure facilities.

Stagecoach is continuing to increase capacity on bus services to support social distancing. Strict cleaning regimes continue for all buses, which includes at least a daily clean of all buses with an anti-viral sanitiser. Contactless payment is also available on all buses.

The latest Scottish government advice states that everybody travelling on public transport should, and is expected to wear a face covering. Stagecoach's guide on how to travel safely and comfortably can be found at: stagecoachbus.com/coronavirus.

Carla Stockton-Jones, Interim Managing Director UK for Stagecoach, said: "We are pleased to be welcoming more people back onto our buses as things start to open up around the country.

"We have already put a range of extra measures in place to make sure our customers feel confident in using our services, including strict cleaning regimes and social distancing measures, which we know are the biggest priorities for travellers. The launch of our new busy bus indicator is an extra step to give people an easy, at a glance guide on the best times to travel and to plan their journeys to avoid busier times.

"Buses continue to play a vital role in connecting people with work and leisure facilities. At a time when people across the country are starting to be reunited with friends and family, this investment in new technology will help to ensure that people can be completely prepared and confident in using our services."

The Stagecoach app is available on both the UK Bus iOS and Android platforms. For more information about Stagecoach, visit stagecoachbus.com/coronavirus.