



PRESS RELEASE

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Stagecoach West Scotland picks up two nominations for prestigious transport awards

Stagecoach West Scotland has made it to the final of the 2020 Scottish Transport Awards, having been nominated for two awards.

The team's Ayrshire Express Network has been recognised in the 'Best Bus Service' category, for connecting the towns of Ayr, Prestwick, Irvine and Kilmarnock to the city of Glasgow. The Ayrshire Express fleet includes the latest Plaxton Panorama Euro 6 double decker coaches, carrying an average of 100,000 passengers every month.

Stagecoach West Scotland's marketing team has been announced as a finalist for the 'Excellence in Travel Information and Marketing' category for its innovative campaign 'Love My Bus'.

The campaign aims to increase the awareness and understanding of bus travel and promote positive attitudes to travelling by bus, especially in relation to health. 'Love My Bus' is recognised as the first public transport marketing campaign that specifically encourages people to choose the bus for better health, for themselves, their community and the planet.

Now in its 18th year, the Scottish Transport Awards bring together the transport community to recognise and celebrate industry achievements across Scotland.

Supported by the Scottish Government and Transport Scotland, this year's ceremony will be held in Glasgow on 24th September 2020.

Jacqueline Rowan, Marketing Manager at Stagecoach West Scotland, who led on the Love My Bus campaign, said:

"Being recognised for our work and having the opportunity to be in the final of the Scottish Transport Awards is fantastic for the whole Stagecoach West Scotland team. Our work with Transform Scotland has been a great experience for our team, who have worked really hard to push the boundaries in traditional marketing approaches within the bus industry."

"We're looking forward to celebrating our efforts at the awards in September."

Fiona Doherty, Managing Director at Stagecoach West Scotland, added:

“I’m very proud of the Stagecoach West Scotland team receiving these nominations for their creativity and the improvements we’ve delivered over the past 12 months.

“Throughout the COVID-19 outbreak, we have gone the extra mile to keep our customers and key workers safe and moving, supporting them in their important roles in kick-starting our economy. Congratulations to our team once again and we look forward to the awards ceremony in September.”

Stagecoach West Scotland provides local bus services throughout Ayrshire & Arran, Dumfries & Galloway, Inverclyde and Glasgow. Operating over 400 buses and employing over 1,000 staff.

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Notes to editors

All details are correct at the time of award entry submission – February 2020.

Stagecoach

Stagecoach is one of Britain's leading public transport businesses, helping connect communities for 40 years.

Our team of 24,000 people and our 8,300 buses, coaches and trams are part of the fabric of daily life in England, Scotland and Wales.

We connect people with jobs, skills and training, bring customers to our high streets, connect tourists with visitor attractions, and draw families, friends and communities together.

Stagecoach is Britain's biggest bus and coach operator. We run megabus, the market-leading value coach operator, and Scottish Citylink, which connects 200 locations across Scotland. In Sheffield, we also operate the Supertram light rail network.

We are proud to serve communities in major cities including London, Manchester, Liverpool, Newcastle, Hull, Sheffield, Oxford and Cambridge, as well as rural locations from the Highlands and Islands of Scotland to Wales and south-west England.

Our impact is about far more than transport - we support the economy, help cut congestion on our roads, protect our environment and air quality, boost safety on our roads, and contribute to a healthier nation.