

East Coast Buses win Travel Info award

The bus service which runs all the way from the city centre to Dunbar, and many places in between, has won an award at the National Transport Awards.

They were recognised for Excellence in Travel Information and Marketing.

The company is a wholly owned subsidiary of Lothian and began life last year when First Scotland East Ltd withdrew their services from East Lothian.



Now after significant investment in new vehicles, premises and its people, East Coast Buses are a regular sight out to the east carrying over 70,000 customers per week, supporting the local economy and providing vital transport links for the whole community.

Newcroutes and services including a new Nightbus have been introduced in the last year and this has resulted in growth of over 22 per cent to date.

The most recent award recognises the implementation of a strong marketing and Customer Information strategy which was required from the day East Coast announced it would run the services and continues to raise awareness of the services and promote the benefits of travelling by bus.

Promotion was achieved through a blend of expert development of the new East Coast Buses brand, advertising, high levels of community engagement, marketing partnerships and digital collaboration. The award for Excellence in Travel Information and Marketing recognises the outstanding contribution and

efforts that the business makes to ensure that customers know about its services, reinforcing the operational excellence that is delivered every day.

Richard Hall, Managing Director of East Coast Buses' parent company Lothian, said: "East Coast Buses is a totally autonomous operation and our General Manager, Mark Heritage and the team do an amazing job delivering a great travel experience for over 70,000 customers per week.

"In the last 14 months we have invested heavily in our people, our fleet and our premises and this award recognises our ability to win back trust from the East Lothian community, at a time when bus travel across the industry is in decline.

"We're pleased our work to introduce and develop these services has been recognised at national level as part of these prestigious awards and look forward to being part of the local community for years to come."

To mark a year of operation and the completion of the refurbishment of its Musselburgh Garage, East Coast Buses will open its doors tomorrow Saturday 21 October between 10.00 am and 2.00 pm to the public.

Showcasing its investment in new vehicles and the refurbishment of its premises, the business is inviting visitors of all ages for a behind-the-scenes look and a trip down memory lane with some vintage buses of yesteryear on display.