



East Suffolk
Community
Partnerships

Bringing ideas to life

East Suffolk Community Partnerships Board - Transport and Travel Task Group

East Suffolk Travel and Transport Improvement Programme

Projects Update

BACT DRT Programme – Lowestoft Buzzabout

Update

- Bookings on new service averaging around 6 per week, 3 per day - target is nearer 10 per day
- Further comms activity planned, but more support required
 - Social media campaign running for 2 weeks across the key areas
 - Poster and bus stop campaign
 - Promotion from local councils in council magazines - TBA
 - New mailout
 - New PR (Suffolk News)
 - Bus trip for local parish councils

Buzzabout Launch Media

- Beccles & Bungay Journal – 5/7/22
- EADT – 5/7/22
- EDP – 5/7/22
- Lowestoft Journal – 8/7/22 (online 5/7/22)
- BBC Radio Suffolk – 4/7/22

Next Steps

- Launch a survey to understand how the service is being used and get user stories for marketing
 - Survey delivered by the service
 - Aim is to improve the service, increase patronage and identify members for our app working group
- Further comms and marketing planned

BACT DRT Programme – Lowestoft Buzzabout



BUZZABOUT 
YOUR NEW LOCAL BOOKABLE
BUS SERVICE

Connecting the villages
north of Lowestoft

NEW
Local
bus service

BOOK NOW

CALL 01986 896896

Booking line is open
Monday - Friday 9am-4pm

Provided by:



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SPECIAL OFFER

Cut price fares until July 2023



DRT Application Development

New Progress:

- App ownership model and contracting proposed by ESC IT team
- Suggested contracting arrangement proposed - approaching legal and procurement
- Feedback on preferred supplier sought (Dr Claire Darwin - Service Lead: Suffolk Psychology and Therapeutic Services - Analysis of Additional Needs Screening Tool)
- New research completed for Swaffham Flexi Bus+, DigiGo in Essex

Next Steps

- Begin contracting for workshop
- Identify model users
- Set up workshop
- Hold Inception meeting
- Start tendering process for app development

Katch Marketing Support

Update

- New contract agreed in May to extend the pilot to the end of the year.
 - Change in subsidy arrangement
 - New route added towards Snape
 - Bookings increasing gradually, but subsidy requirement high
- Promotional Activity ongoing:
 - Strong Snape Malting promotional activity linked to events
 - Loyalty scheme* (lots handed out and being stamped- 14 completed with free rides claimed)
 - Signage/bus stop campaign, plus Snape Malting promotion
 - Discover Suffolk Promotion
 - Train station posters and timetable adverts for service
- More promotion planned:
 - Your Community News Mailout
 - Website updates to increase visitor conversion
 - Social media targeted campaigns
 - Blaxhall business visits and Youth Hostel promotion
 - App upgrades

Katch Marketing Support



Opportunities

- Contact with Framlingham Castle (National Heritage) to improve promotion
- Further ESC promotion via linked initiatives

Google Reviews – 4.7/5 Stars from 31 reviews

Tom C – “...Our driver Shafi phoned me to ensure I was aware that the trains were not running and that I still wanted to travel. Colour me impressed. And the service was great - he showed up perfectly on time, was friendly and courteous too. I'll be sure to use Katch again when I'm local.”

Michelle M – “Absolutely love having this service. My son has got a part time summer job in Framlingham & I am not always around to drive him. Being able to book him on the bus to & from Campsea is a God send. I really hope the service stays.”

Sarah G – “The drivers were absolutely brilliant: friendly and relaxed - we ordered the return service too. All perfect. Thank you. More please!”

Tracey B – “The Campsea Ashe katch bus is an absolute life line for us with no car, we would be lost without it, getting to the doctors, shops, post office etc would be impossible without the katch service. Friendly fantastic driver too.”

Other Projects: CATS DRT Programme, Community Transport Business Feasibility Study, Active Travel Enabler

CATS DRT – currently on hold

- Following the success of the BACT launch, the campaign will be replicated to support the CATS DRT service to raise awareness of its existence.
- This lighter touch comms campaign will be boosted once the app is available

CT Feasibility & Business Planning T&FG

- Meeting booked to finalise recommendation report
- The aim would be to test the concept of the transport community business in one CP area, as recommended by East Suffolk Council Business & Enterprise team

Active Travel T&FG – currently on hold

- This workstream is on hold until after the September cabinet meeting to determine whether support can be provided to the mobility hub concept