

Marketing of the Service since August 2017

- As part of the new contracted service, the fare structure for the Park and Ride has been simplified to make the service easier to use. A weekly ticket and a family or group return are offered to provide savings on the normal return fare.
- 10,000 leaflets have been printed containing information about the new service showing a map of the site, the route and the fares and have been distributed to a wide range of outlets and businesses with Lancashire, including UCLAN and Preston Crown Courts. Leaflets have also been left in shops in the main shopping area of Preston, within the County Council at Reflections and the new Exchange conference facility is including a leaflet in their correspondence to colleagues and customers.
- Large posters produced and fitted at the site, Jacson Street and bus stations.
- Adverts have been included in the Bus Service Changes leaflet (distributed widely across the county) and in Bus Service Changes posters in bus stations
- The LCC Webpage has been updated with the new service details and there have been Social Media posts on both LCC Facebook (x 2) and Twitter (x 3)
- Notices have been posted on the LCC Staff Intranet and the service was listed in the LCC Monthly update newsletter/ email distributed by Corporate Communications.
- The entrance signs on site are being updated with new branding and the updated LCC logo.
- From the end of November, promotion of Christmas shopping late night openings via social media, Facebook and twitter and an advert in the Bus Service Changes leaflet for December.