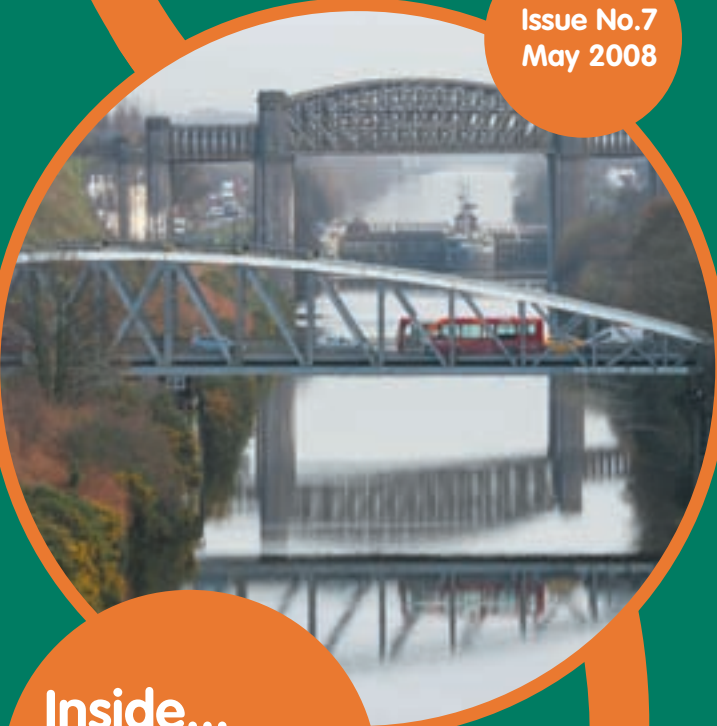


networkwarrington  
warrington borough transport

# Network News

Issue No.7  
May 2008



## Inside...

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# Satisfaction guaranteed or your money back

Warrington Borough Transport is the first bus company in the region to offer a "no-quibble money back guarantee" for customers unsatisfied with their bus journey.

We are dedicated to providing good quality, trouble-free passenger transport backed by friendly and professional customer service to over 8 million passengers per year. However, we recognise that things can sometimes go wrong, so if a journey does not live up to our promise, we'd like you to write in and an investigation will be carried out. If the circumstances are within our control, we promise to repay the fare in full.

Visit our all new website at:  
[warringtonboroughtransport.co.uk](http://warringtonboroughtransport.co.uk)

Warrington Borough Transport,  
Wilderspool Causeway,  
Warrington WA4 6PT  
Tel: 01925 634296

# Sixty free!

Since 1st April 2008, over 60s\* have been able to use their National Concessionary Travel Passes to travel for free on bus services throughout England.



The new passes can be used from 0930 to 2300 on Monday to Friday and at any time on Saturday, Sunday and Public Holidays. Warrington pass holders can also make free local journeys in the Warrington area up to midnight every day and pay only half fare before 0930 on Monday to Friday.

Bus travel offers plenty of opportunities for great days out without the stress of driving and parking, while also reducing congestion and helping the environment. From Warrington Interchange you can reach Earlestown, Wigan, Leigh, The Trafford Centre, Manchester, Altrincham, Northwich, Chester, Runcorn, Liverpool and St Helens, so the possibilities are endless.

To make the most of your day out, information for Network Warrington services is available from our office at Warrington Interchange, or you can call **01925 634296**. For details of other operators services try the Warrington Borough Council Travel and Information Centre at the Interchange or call the National Traveline on **0871 200 2233**. Alternatively, if you fancy surfing the web, **[www.warringtonboroughtransport.co.uk](http://www.warringtonboroughtransport.co.uk)** or **[www.traveline.info](http://www.traveline.info)** both have all the details you need to plan your next trip.

*\*and eligible Disabled Persons.*

# Staff stories hit the streets

A new marketing campaign has been created to celebrate the real reason for Warrington Borough Transport's continued success – our people.



The new visual campaign is called 'My Journey' and will appear in the local press, on our website, on bus panels and timetables and at Warrington's new Bus Interchange. Each poster features an image of one of our members of staff complete with a little story about what it's like to work for WBT and how they got where they are today.

Above all, we wanted to convey the unique passion and commitment of our staff here at WBT and how vital their contribution is in helping us deliver an industry-leading transport service for the local area.

Our Managing Director John Bannister commented:

"People constantly ask me how we have been able to achieve sustained patronage growth in Warrington and a 98% customer satisfaction rating. In my mind, the sheer passion of our people is without doubt the single most crucial factor. We love doing what we do and this poster campaign captures our staff contribution to the business beautifully."

Featured members of staff include Sue Reid who already has 25 years service, current WBT Employee of the Year and bus fitter Steve Stringer, and Inspector Winston Bygrave who joined the company in 1984 after emigrating from Jamaica.

# In the name of local heroes

**Warrington Borough Transport recently honoured a group of well-known local Warrington heroes with the rare tribute of naming a bus after them.**



After launching 'The Pride of Warrington' campaign to celebrate community pride and local heroes last year, we invited the community to nominate people they believed to be committed Warringtonians. Several local residents were awarded the initial honour last summer and now a group of some of Warrington's most respected leaders have been credited for their dedication to the community and attended a naming ceremony on 18th April 2008.

The esteemed individuals recognised this time are:

- Steven Broomhead, Chief Executive of the Northwest Regional Development Agency (NWDA) and former Chief Executive of Warrington Borough Council
- Paul Cullen, former player and head coach of Warrington Wolves
- Lord Hoyle, former Warrington MP and now Chairman of Warrington Wolves
- The Reverend Stephen Kingsnorth, of Warrington Borough Ministry, who has worked tirelessly on behalf of local faiths and voluntary groups
- Michael Hancock, Managing Director of Warrington's Independent Department Store and Chairman of Warrington Town Centre Partnership
- Paul Hafren, Principal of Warrington Collegiate

Speaking about the honour, Mr Broomhead said, "I have a long association with Warrington, not only with the NWDA but with the Council, Warrington Collegiate and Warrington Wolves, and I also take a keen interest in the town's affairs. I am honoured that my name is being recognised alongside esteemed Warringtonians on our vital public transport system."

# Eau de Network Warrington

**We've added something unique to the transport experience in Warrington by launching our very own on-board bus fragrance, 'Eau de Network Warrington'.**



All 125 of our vehicles have now been fitted with air fresheners programmed to maintain a subtle perfume throughout the bus and make every journey as pleasant as possible for all of our passengers. This recent innovation was provoked by discussions with the community about ways in which we could improve our service, and the name of the scent itself was actually chosen by a local focus group.

John Bannister, Managing Director at WBT, explained: "We are committed to providing a relaxing, safe and clean environment for our passengers and the new on-board fragrance will further support this. We have cleaning and maintenance staff based both at the town centre's new bus interchange and back at our head office, and the full operational WBT bus fleet is cleaned every single day without fail. With the additional support of these air fresheners, customers new and old are welcomed on-board with pleasant, fresh and clean surroundings, and after some great positive feedback from our passengers, we've even ordered extra sachets for anyone who would like to take 'Eau de Network Warrington' home!"