

# FlexiBus East Leeds

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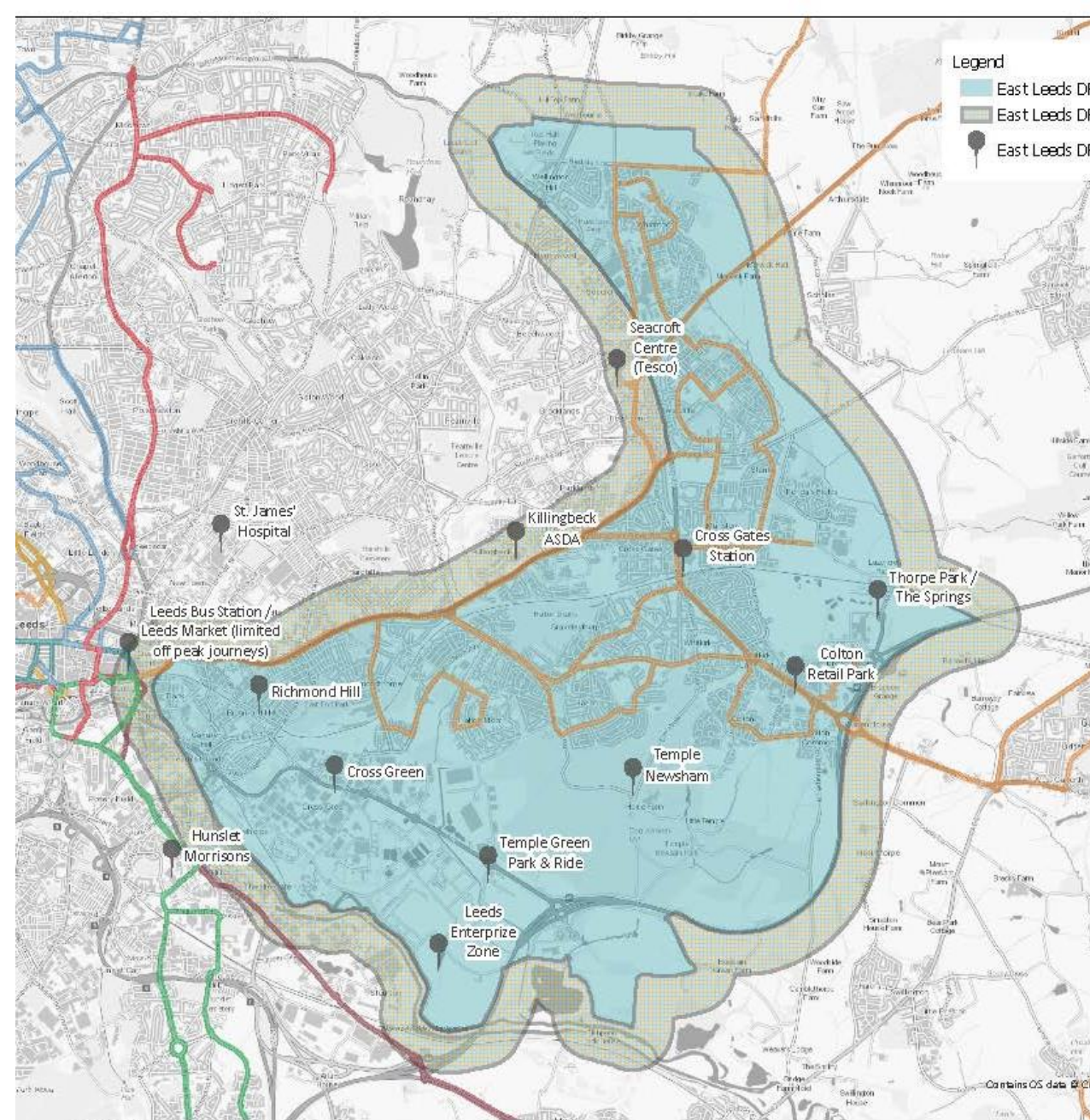
Transport Committee 17 September 2021

# Background

- **The FlexiBus East Leeds (FBEL)** is a project within the Combined Authority led Bus Delivery Package that is part of the Leeds Public Transport Investment Programme (LPTIP)
- **FlexiBus East Leeds** is a research trial of **Demand Responsive Transport** using small electric buses at a time of new travel patterns emerging post pandemic

The purpose of the project is to:

- Trial the delivery of a **Demand Responsive Transport (DRT)** service using electric buses
- Operate within a **defined zone** in East Leeds and provide improved **links to employment , local centres, and key transport hubs** (bus/rail/Park&Ride)



# Electric vehicles

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- Seven (7) small electric ORION E bus from Mellor's have been ordered. Mellor's are based in Rochdale, Lancashire
- Vehicles have:-
  - Range of approximately 100 miles
  - USB charging points
  - Low floor accessible
  - Wheelchair space
  - Electronic front destination display
  - Zero emissions
  - Max eleven 11 seated passengers, plus one wheelchair user





# Booking & Fare

- Passenger App – Flexi route
- Corner-to-corner service
- Book 60mins or more ahead of journey, You can make regular/repeat bookings
- Pay on-board with contactless bank cards and white Mcards or pay in advance using MCards or MCard Mobile App
- Ability to book by phone

## Fares and tickets

- £2 single fare for any journey. Free onward journey if linking with First services at Seacroft
- MCard multi-operator/multi-modal products accepted to link with wider network.
- Senior/disabled concessionary passes accepted after 9:30 – Mon-Fri, all day Sat/Sun. Over 12s may travel unaccompanied.
- Will not refuse travel if space available.

# flexiroute



# Branding

- A brand name of **FlexiBus East Leeds** has been agreed for the pilot
- Behaviour change specialists **Magpie** have been appointed for the marketing and launch of the service following competitive tender
- Locality marketing and communications activity, three streams are developed for **community**, **business** and **housing developer** engagement
- There will be a strong emphasis on local community engagement

