

Case study template - Do you have an interesting bus story to tell?

From 1st April 2008 people aged 60 and over and eligible disabled will be able to travel on local off-peak buses anywhere in England for free, following the launch of the new national bus concession.

We are looking for people eligible for the new pass who have an interesting or unusual 'bus travel' story to tell or for whom the bus has been their preferred way to travel such as:

- Meeting their future wife/husband on the local bus
- Making the same journey for decades and how it has changed so much
- How the local bus 'saved the day' - maybe got you to the church on time for your wedding or to the hospital for the birth of your first child
- Proudly never learnt to drive or owned a car and so the bus has been the only or preferred way to travel
- The strangest item you've had to take home or seen someone try to take onto the bus

No doubt there are many, many more interesting 'bus stories' which you might wish to share.

Your unique story could feature in a local magazine, a newspaper or maybe even on the radio or TV, helping us to raise awareness of the national bus pass for those who need to know their entitled to it.

With your permission we would like you to be interviewed by a journalist who will be writing about bus travel and the concession card scheme, who would also like to include your name and possibly a photograph in the story.

If you have any further questions or have already decided that you'd like to tell get involved, please either call Leigh Morrison on 020 7815 3902 or email [contact leigh.Morrison@munroforster.com](mailto:leigh.Morrison@munroforster.com) providing your contact details and a short description of your story. All correspondence with Leigh is confidential until you agree to your story being used in the media.

For more information on the new national concession please visit www.direct.gov.uk/buspass.

Name: _____

Address: _____

Telephone number: _____

Email: _____

Are you? Over 60 Eligible disabled

What it means to be a case study

1. How does speaking to the media help to raise awareness of the new national bus concession?

To some people, free bus travel is no big deal, yet to others, it provides an essential lifeline for key services, greater freedom to visit new areas, and an independence to live your life as you see fit. Your personal anecdote about the importance of bus travel to you can really bring to light what an important role bus travel plays to many people.

2. What does an interview involve?

We'll get in touch each time a relevant interview comes up to check if you want to do it. If you do, we'll arrange for it happen at a time that suits you.

An interview with a journalist will usually take place over the phone or face-to-face somewhere you are happy with. On rare occasions it could take place in a studio. Either way, a member of the publicity team will help you through the process. We'll give you tips on getting your point across in interviews and we'll also make sure journalists have all the information they need about the new bus concession, so you can focus just on talking about your own experience.

3. What kind of questions do journalists usually ask?

The journalist will want to get to the heart of your story and find a personal, emotional angle. If there's something you don't want to answer, remember that you don't have to!

4. What will happen after the interview?

Someone from the PR team will be in touch the same day to check you were happy with how the interview went and to update you on when the interview will be published or aired.

You may be asked to submit a photograph of yourself or a photographer may need to visit you.

5. I'm keen to help, what now?

Contact Leigh Morrison on 0207 815 3902 or email Leigh.Morrison@munroforster.com

We will contact you within 24 hours to introduce ourselves and answer any remaining questions you might have.