

Client: Countryside Yellow News
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Partnership between First Essex and developer sees four new vehicles in use

Beaulieu residents get their own bus service

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A LOCAL operator has launched a brand new bus service for residents of a Chelmsford housing development.

First Essex began its 57 bus service, which runs from Beaulieu into Chelmsford, on April 2.

The direct service provides residents with a fast journey time of less than 20 minutes into Chelmsford city centre, with arrival times coordinated with rail departures to allow commuters to travel to Liverpool Street station

in less than an hour.

Four new high specification buses have been introduced, each fitted with luxurious e-leather seating, CCTV and free Wi-Fi.

In addition, each bus has dedicated floor space for a wheelchair and pushchairs.

The service is expected to be popular with residents as buses will run every 20 minutes Monday to Friday, every 30 minutes on Saturdays and run hourly on Sundays.

The partnership between First Essex and the residential developer Countryside is the first of its kind, with travellers able to use a ground-breaking mTicketing facility.

Passengers can simply download the First mTicket app which then allows them to buy and

renew a ticket using their mobile phone.

The passenger then shows a valid ticket stored on their phone to the bus driver when they want to travel.

Trials undertaken by First Bus have shown this innovation can dramatically reduce boarding times on buses.

Steve Leonard, general manager of First Essex, said: "Exciting times are ahead. I am pleased to be announcing a joint investment with our partners at Countryside of £640,000 in four new buses to the First Essex bus fleet

that will start operation on our new 'Service 57' serving the Beaulieu development.

"Our mTicket app will also provide many benefits for residents taking advantage of the bus service, as it provides a seamless, no hassle, convenient way to pay for bus travel.

"Through the partnership with Countryside, many residents on the new Beaulieu development have signed up to a transport scheme providing them with annual bus tickets to use on the brand new service.

"The popularity of the service even before it has started operating has been exceptional."

Andrew Carrington, managing director of Strategic Land at Countryside, said: "We are

pleased to offer our residents this brand new bus route and we are delighted that First Essex have come up with a fast efficient process to help speed up boarding times along the route.

"At Countryside, we are dedicated to making our homes and developments as environmentally friendly as possible and this scheme will help to keep cars off the road in rush hour."



BEAULIEU BOUND: The service is expected to be popular

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