

PRESS RELEASE

20th April 2016

Arriva brings back bus by popular demand

Arriva has announced its plans to reintroduce Route 12 to its Luton network thanks to the persuasive powers of people living in Stopsley, who asked the bus operator to bring back their popular link into Luton town centre.

Route 12, which operated a service every 10 minutes between Stopsley and Luton before being merged with Route 27 in 2015, will be back on the streets from 1st May as a direct response to the feedback Arriva received from many local people who had missed the service levels that the route had previously provided.

“Customers are at the heart of everything we do,” explained Linsey Frostick from Arriva. “So when people were compelled to speak-out in favour of restoring the Route 12 to its former glory, we knew we had to listen.

“The people of Stopsley recognised the many benefits bus travel could offer them, but they quite rightly pointed out that the new network wasn’t working for them the way that it should, and we wouldn’t be doing our jobs right if we didn’t sit-up and take notice of those kind of comments.

“We are always grateful for the feedback we receive from our customers as we can use it to refine and improve our networks on their behalf. So the fact that we have been able to make their suggestions a reality with the reinstatement of Route 12 is both great news for us, and for the people of Stopsley, as they will now be able to enjoy easier access into Luton.”

From 1st May, Route 12 will once again run every 10 minutes, with day tickets from just £4.40 for one day of unlimited travel.

For further information about local services, or to plan your journey visit www.arrivabus.co.uk



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