

## Appendix 4

### ArrivaClick Promotional Activities and Codes

ArrivaClick offer a number of ongoing promotions and discount codes that users can access as follows:

- Vaccine 1, Vaccine 2 and Covid Booster – all codes are available to anyone allowing free travel to and from a vaccine centre, set up during the height of the vaccine roll out programme. The codes are still available today to anyone visiting a vaccine centre.
- First Ride Free – giving new riders an opportunity to “try before you buy” and also gives current riders an opportunity to take a free ride.
- Refer a Friend – This scheme allows passengers to refer friends to the service and be rewarded with £7.50 ride credits. The recipient of the code will also receive £7.50 in ride credits.
- Click Now – a free ride code used in a welcome email
- Free Hub – free return journey set up to use as part of the Healthy Hub at Watford Mosque.
- Harry Potter World – 30% discount off of journeys to and from Warner Bros Studios
- 30% Off Next Ride – a generic code that is provided for users who may have experienced any issues with their booking/journey.

#### Publicity Campaigns 2021-2022:

- Vaccine Centre codes as detailed above.
- Great Big Green Week 18<sup>th</sup> – 26<sup>th</sup> September 2021. Travel for £1 offer.
- Free Travel Week as part of the Queen’s Jubilee Celebration and the Centenary Event in Cassiobury Park. Free travel all week from 30<sup>th</sup> May – 5<sup>th</sup> June 2022.
- International Friendship Day 30<sup>th</sup> July – refer a friend promotion.
- September 2022 student promotion with West Herts College.
- Great Big Green Week 24<sup>th</sup> September – 2<sup>nd</sup> October 2022 - £1 travel all week.
- World Car Free Day – 22<sup>nd</sup> September 2022 (possible stand in the Market).
- Centenary Day 18<sup>th</sup> October 2022 – promotion to be agreed.
- Christmas Lights Switch On – November 2022 – promotion to be agreed.
- International Day of Persons with Disabilities 3<sup>rd</sup> December 2022 – promotion to be agreed.

#### Other Initiatives:

- Working with WBC Communications to create a new video to raise awareness of the service and demonstrating a number of customers using the service including students, disabled users, families with buggies/prams, friends out in the town etc.
- Use of the electronic blinds within the ArrivaClick buses to advertise current and future promotions, having a visual impact as buses travel around the borough.
- Periodic use of the digital display boards in the High Street to advertise the service.
- Marketing meetings take place fortnightly with the Contract Manager and ArrivaClick.
- Marketing meetings take place fortnightly with the Contract Manager and WBC Communications to ensure promotions and campaigns are added to the work programme and resources are allocated.