

Blackpool Transport Services Customer Experience Policy

At Blackpool Transport our mission is simple. We strive to offer a great experience for our customers, staff and wider communities by providing a reliable and frequent network of bus and tram services across the Fylde Coast.

The pursuit of Customer Experience Excellence is at the centre of everything we deliver, and our top priority is the health, safety and well-being of everyone who comes into contact with Blackpool Transport.

We are on a journey of continuous improvement, and listen to our customers who help us to improve our transport fleet, develop our services, drive our success and make the town of Blackpool the best it can be.

Many Blackpool Transport vehicles offer premium features such as WiFi, USB charging points and E-leather seats; what better way to travel around the town! With over 125 years of experience in moving people from A to B you can be confident that you'll be able to enjoy everything on offer in Blackpool and beyond.

Whether you're a visitor to the town or local to the area, using Blackpool Transport to get around offers a low cost way to enjoy all of the attractions and facilities this cheery coastal town has to offer. There's plenty to do and see, so hop on board and let us take you there!

Our people are the heartbeat and lifeblood of our company and we value them greatly. We aim to have the right people in the right job to deliver a fantastic experience to our customers.

Our Values

Reliability. People. Customers. Communication. Safety

- o We offer reliable and frequent services
- o We will invest in our people to provide well-trained and professional staff
- o We will listen to our customers and provide the best possible experience
- o We will provide accurate information that is clear and easy to understand
- o We will make sure that safety is at the forefront of everything we do

Our team are committed to acting on these values to create a memorable Blackpool Transport Experience for everyone.