



Thursday 23 January 2025 ~ Park Plaza London Riverbank

15:45-16:30 The New Customer

Customer perceptions and expectations of bus and coach are changing, as are the ways in which our sector is engaging with existing and potential passengers. This session will look at where opportunities to grow our customer base exist, what the key drivers are for encouraging people to choose bus and coach, innovation in marketing, and the role of Governments in facilitating sector efforts to grow bus and coach use.



Sara Collier – Senior Public Affairs Manager (Scotland), CPT (Chair)

Sara Collier is Senior Public Affairs Manager for CPT Scotland, and joined the organisation in November 2022. She works with the CPT Scotland Director and Policy and External Relations colleagues across the UK to ensure CPT's key messages and policy positions, are successfully represented to the Scottish Government, Scottish Parliament, local authorities, the media and other decision makers and stakeholders.

Sara has worked in policy and public affairs roles in the public, private and third sector in Scotland for over 15 years, is a CIPR Accredited PR practitioner and a member of the Climate Emergency Response Group.

Sarah Bartlett – Senior PR Manager, FlixBus UK

Sarah Bartlett has been the Senior PR Manager for FlixBus UK for nearly three years. FlixBus is the fastest-growing coach brand in Britain, now connecting over 70 destinations across England, Scotland, and Wales. It operates as part of the expansive global Flix network, which spans 45 countries and four continents, offering affordable, sustainable and reliable travel for millions of passengers worldwide.

Sarah is responsible for leading communications within the UK market, enhancing its brand reputation and growing its visibility through media relations, public affairs, and stakeholder engagement. Her role involves devising and executing cohesive PR strategies to strengthen consumer awareness of the benefits of coach travel as well as highlighting the growth of FlixBus as a major player in the UK transport industry.



With more than a decade of experience in communications, Sarah has an impressive track record working with PR agencies to deliver impactful campaigns across corporate, B2B, consumer, and not-for-profit sectors. Her previous clients include Govia Thameslink Rail, Roadchef, and the RNLI. Sarah holds a Master's Degree in International Public Relations and Global Communications Management from Cardiff University.

Cora Woodhouse, Marketing and Customer Service Director, Arriva UK Bus

Cora Woodhouse is a marketing and customer service expert who leads the way in her field at transport company Arriva. She blends behavioural science and creativity with her innate sense of doing the right thing to ensure fighting the customer's corner is at the heart of all she does.

Cora's had a successful career spanning two decades in leading commercial growth through focusing on customer experience and behavioural change. Before becoming director of marketing and customer service at Arriva, she worked in the automotive industry before cutting her customer and marketing leadership teeth in one of the fastest-growing financial services start-ups.

As someone who's adept at influencing change at a pace, Cora led Arriva's brand relaunch in 2019. The 'Connecting Communities' brand was all about how much customers care about the people and places they love or need to be at more than the journey itself. Understanding this means Cora's been able to lead a team which has moved away from the product-driven marketing traditionally seen in the industry and refocused on the connections, not the product, which has led to material growth. Whilst regularly representing bus operators as part of Marketing and Customer focused CPT projects.

