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Go North East's simplified zones and tickets set to be launched on Better Bus Fares Tour ahead of changes on Sunday

Go North East, the region's largest bus company, will be taking to the streets tomorrow (19 July) to launch their new simplified zones and tickets which come into effect on Sunday 21 July as part of its annual review of fares.

The Better Bus Fares Tour, which will call at the below places tomorrow, will have Go North East Managing Director, Martijn Gilbert, and Commercial Director, Stephen King, on board to promote the new offers and answer any questions.

- Gateshead – 8.30am until 9.30am
- Stanley – 10am until 10.30am
- Consett – 11am until 12pm
- Sunderland – 1pm until 2pm
- Wallsend – 2.30pm until 3.30pm

They will be promoting the simplified ticket offering, which sees a move from 7 zones to just 4 zones, so customers will be able to travel further for their money.

Prices will start at just £5.30 a day and £20 a week – and will be even cheaper in Go Local Saver zones. The saver zones will include a new ticket in Gateshead, as well as tickets for those travelling locally in Chester-le-Street, Washington, Sunderland, Consett, Stanley, North Tyneside, South Tyneside, Seaham and Murton.

There will also be reductions to all zones tickets, with the day option being reduced from £8.20 to £7, the week option reduced from £35 to £25 when bought on the Go North East app, and the monthly option reduced from £110 to £95.

Whilst most fares are frozen or reduced, a small amount will increase, including some single and return tickets, so 1 day, 7 day and 28 day tickets will continue to provide the best value for money on longer journeys or journeys in our Go Local Saver zones.

Bus users are reminded that most fares will change from Sunday, so they are advised to check the best fare with our friendly team of drivers.

Go North East's Managing Director, Martijn Gilbert, said: "Thanks to a radical new look at fares and tickets, our annual review this year includes a number of better value tickets for regular bus users either through price reductions to many day and weekly tickets, or more and longer journey coverage in our new larger fare zones.

"Whilst many fares are changing in line with the usual year on year increases in bus running costs such as fuel and wages, we've worked hard to ensure that our most popular period tickets offer better value to help make using our bus services more attractive. This includes a new Gateshead saver ticket for

£4.50 a day and £17 a week, and sizeable price reductions from places like Consett.

“Prices for our existing local area saver tickets are also frozen. There will still be a small number of fares increases to some single and return tickets, plus on our trunk X9 and X10 routes, but we’re confident that these still offer good value when compared to the cost of motoring or rail.

“With ongoing investment in the latest low emission buses and many now offering free wi-fi, USB charging points, table seating and more, plus this new range of reduced price tickets, there’s never been a better time to get on board to give our buses a try, save money and improve the carbon footprint of your journey!

“You can find out more on our website, by contacting our customer services team or by coming down to talk to us at our pop-up launches on our Better Bus Fares Tour.”

For more information about Go North East’s new zones and tickets, visit gonortheast.co.uk/better-fares.

[Go North East website](http://gonortheast.co.uk)