

News Release



NEW FAST BUS FROM GILBERDYKE AND BROUGH TO HULL

A brand new express bus route between Gilberdyke, Elloughton, Brough and Hull is to be launched by East Yorkshire Motor Services on Monday 26 April, providing the quickest-ever bus journeys from the Brough area into the heart of Hull.

The route will also go through the city centre rather than going direct to the Interchange with all journeys passing Princes Quay and peak time journeys serving the Guildhall and Hull College. Scheduled time between Brough centre and the city centre will be under 35 minutes, cutting up to 13 minutes off the time taken by the long-established 155 route which serves other villages on the way.

Using brand new single deck buses in a special livery the 'PETUARIA EXPRESS' will initially provide ten return journeys on Mondays to Fridays but the company says that if successful it will certainly consider increasing the service.

The journeys are carefully timed to suit commuters working in Hull and journeys between the peaks should prove ideal for shoppers. The route also passes the door of HRI so should also be good for hospital staff and visitors.

EYMS claims that from the centre of Brough to the centre of Hull will be as quick if not quicker than the train allowing for walking times to Brough station and from Hull Paragon to the Old Town area. At just £5 return and £20.50 for a weekly ticket the fares also compare favourably with the train especially if station parking costs are added. Even a comparison with the car is good when rising fuel costs and city car park charges are taken into account.

The population of Brough in particular has expanded a great deal recently with more houses still being built and the new route is the first significant improvement in public transport provision in the area for many years and is designed to cater for the growing population, many of whom work or shop in Hull.

The route will be 'branded' on a Roman theme, reflecting the fact that Brough was a significant Roman settlement called Petuaria, and the new route coincides with the 1600th anniversary of the year the Romans finally left Britain in 410AD.

The single deck buses will have a very eye-catching livery incorporating the Roman theme but also based on the traditional EYMS colours of indigo and primrose which were used by the Lee and Beulah company which was based in Elloughton and was one of the companies from which EYMS was formed in 1926.

ENDS

Issued by
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Chairman and Chief Executive
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