

Dart SLFs make a return to the streets of Oxford



# Fleet Digest

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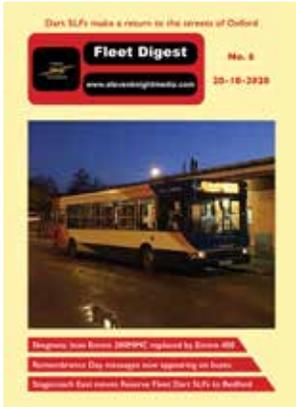


**Skegness: loan Enviro 200MMC replaced by Enviro 400**

**Remembrance Day messages now appearing on buses**

**Stagecoach East moves Reserve Fleet Dart SLFs to Bedford**

# On the Cover



Stagecoach Oxfordshire has put two Dart SLFs into service from its Oxford depot, including 34881.  
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Just three of the buses in Peterborough on 28th October 2020 carrying outdated advertising.  
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# Has bus advertising lost its way?

Besides the loss of revenue as a result of 'lockdown' and then the ongoing reduction in onboard capacity and passenger numbers, bus companies have also lost thousands of pounds in lost advertising revenues.

We can understand that when the 'lockdown' was imposed in March 2020 new advertising campaigns were put on hold and visits to bus depots by advertising contractors staff were paused.

In recent weeks we have seen new advertising campaigns appearing on buses but will anyone take notice of them? I ask because buses in many areas are still carrying adverts for campaigns that were current in March 2020.

Looking around Peterborough has revealed that adverts promoting films that were current in March this year are still on display seven months later.

There is no excuse.

The key question, and its one for the advertising contractor, is this. If people see outdated adverts on buses will they even bother to look at them in the future?

The contractors must know which adverts are fitted to which buses.

It really is time for them to act.



# Skegness: one out and another one in!

## Stagecoach East Midlands

ADL 11.8m Enviro 200MMC 26256 was in service in Hull on 27th October 2020, having returned from Skegness after being

on loan there.

Now on loan at Skegness is former Stagecoach East Park & Ride Enviro 400 19297 from Lincoln.



ADL Enviro 400 19297 at Spalding Bus Station having worked an Interconnect 57 service from Skegness via Boston. © Adam Marlow

Back in Hull is 11.8m ADL Enviro 200MMC 26256 after spending time on loan to Skegness. It carries the new Stagecoach 'Local' livery but without the white area under the windscreen. © Ian Knott





Dart SLF 34829 is now in service with Stagecoach Oxfordshire from its Oxford depot  
© Theo Freeman

were in use on routes 800 and 900 on 27th October 2020.

## Stagecoach Oxfordshire

Stagecoach Dart SLFs have returned to the streets of Oxford with the entry into service of a pair of former **Stagecoach East** examples, 34829 and 34881. They

## Stagecoach East

Reserve Fleet Dart SLFs 34828 and 34834 were not used at Peterborough and were transferred across to Bedford on October 27th 2020.

## Stagecoach Midlands

Further to our story in Fleet Digest No. 5, WiFi branding has now been removed from the Stagecoach Gold-branded ADL Enviro 400MMCs allocated to Kettering depot. © Steven Knight Media





Remembrance Day messages are now starting to appear on destination screens.

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