



The 'Feet Seat' concept is demonstrated by Zoe Gibbons from Go North East's Customer Services team and Stephen King, Commercial Director, along with Managing Director Martijn Gilbert (right).

Mar 08, 2019 14:02 GMT

## Go North East tackles feet on seats with a quirky new solution

The region's biggest bus company, Go North East is launching a quirky new solution to the age-old problem of people putting their feet up on rear facing bus seats.

Dubbed the 'Feet Seat', it is a folding seat that leaves a flat surface for passengers to put their feet up, whilst the seat can be pulled down for sitting on, just like a normal seat, if the bus is busy.

Go North East is actively encouraging its customers to stretch out, put their feet up and relax in its feet seat zone when it's not needed for seated passengers.

Three buses with the new design of seat will go on trial on the operator's 309 and 310 bus routes across North Tyneside between Newcastle, North Shields, Whitley Bay and Blyth, which run up to every 7-8 minutes Monday-Saturday, and up to every 15 minutes on Sundays.

Commenting on the idea, Go North East's Managing Director Martijn Gilbert said: "We're continuing to enhance the bus travel experience for our customers. The idea of the feet seat aims to tackle the problem of people putting their feet on seats, by providing a way for people to do this without getting the seat dirty and making things unpleasant for their fellow travellers.

"Modern buses like ours provide a high-quality experience, with comfortable seats, free Wi-Fi, power socket charging points and more. With great value weekly tickets as well, there's never been a better time to get on board and give the bus a try."

A £14 North Tyne WeeklySaver ticket is available for use on the buses, as well as all Go North East services in the North Tyneside area, including journeys to and from Newcastle City Centre, and on the 309 to Blyth.

The bus operator hopes to expand its 'Feet Seat' concept to other buses in the future if the trial proves successful.

For more information about Go North East, visit [gonortheast.co.uk](http://gonortheast.co.uk).

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