

# Making Buses Sexy

Presentation by  
Venn Chesterton  
Transport & Travel Research Ltd

11-12-2013

# London Context

Approximately:

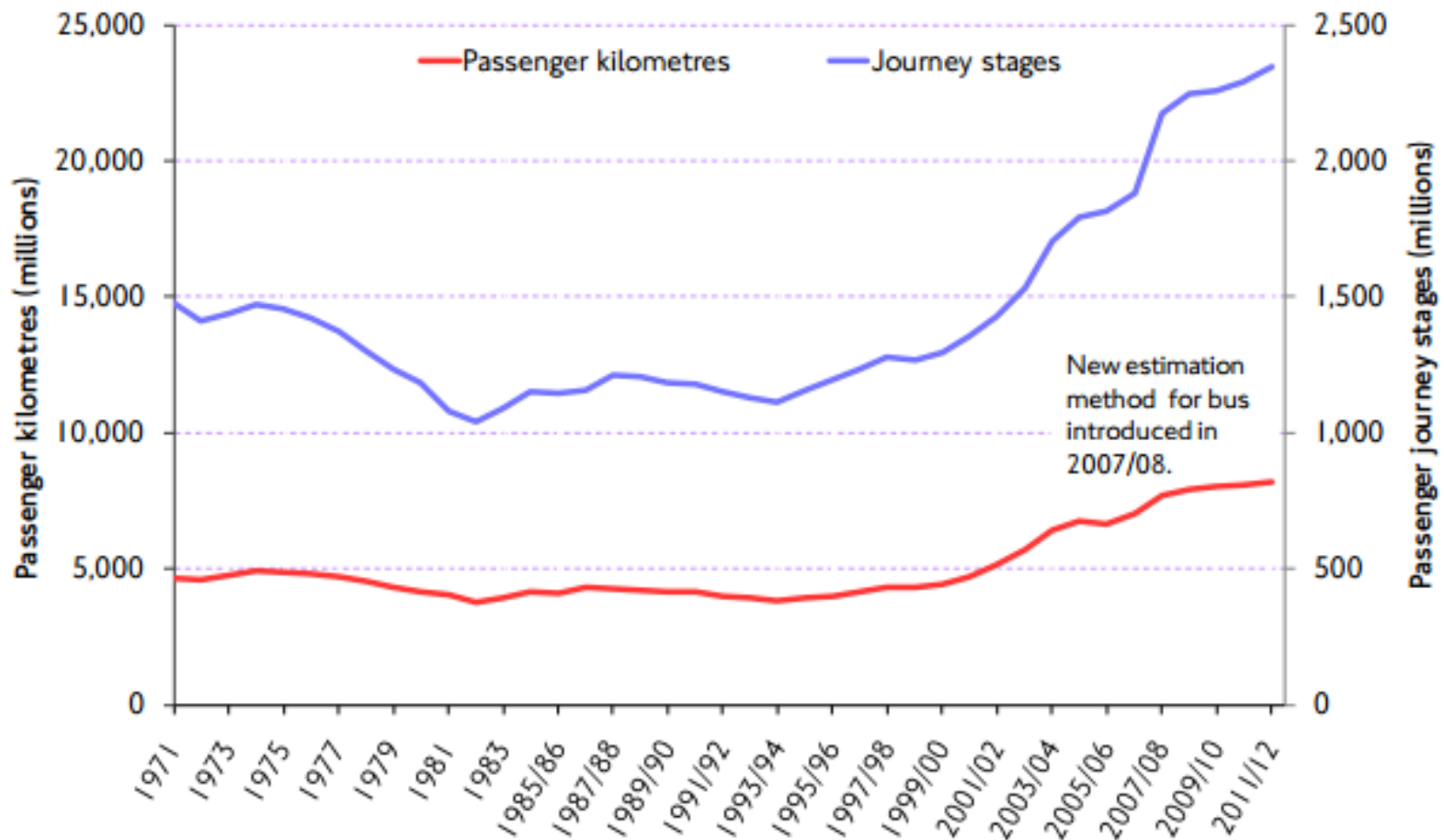
8 million inhabitants

45km diameter

8000 buses

50 million bus journeys a week

# Passenger Kilometres and journey stages



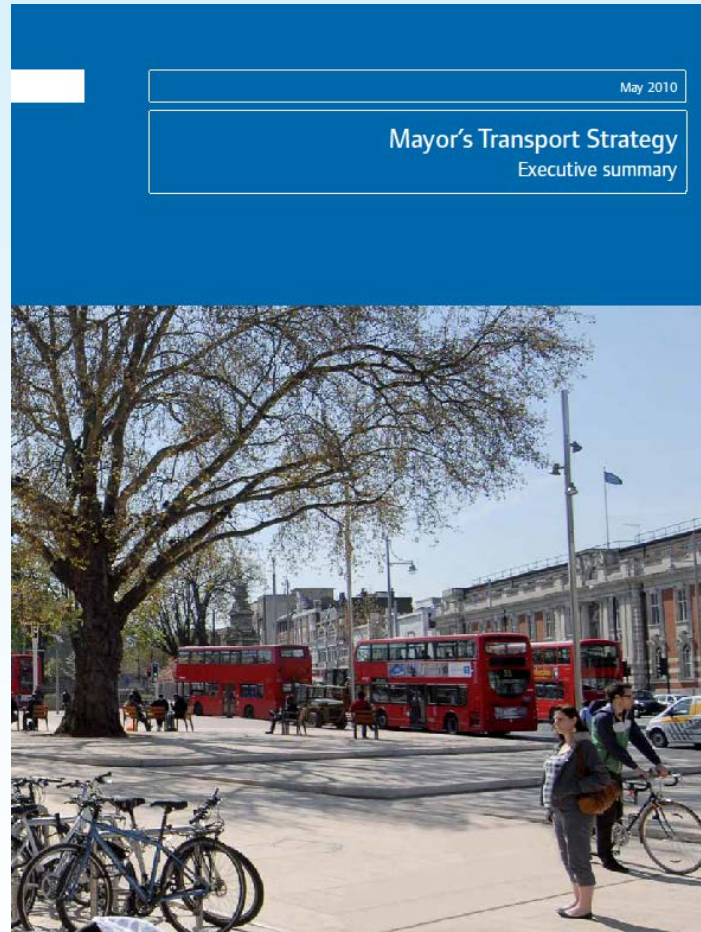
# Single leadership



**Transport  
for London**

**MAYOR OF LONDON**

# Mayors Transport Strategy



**MAYOR OF LONDON**

# Prioritisation of Road Space



# Increase in Frequency



Transport for London

Search:  Search

Home Live travel news **Getting around** Tickets Road users Corporate Business & partners

Europe return from €98,- [Find tickets](#)

Getting around **Journey Planner** 1 2 3 English Go

Add us to your website  
Large text version

**Your journey details**

**From** Map: Tube | Street  
Enter start location...  
Station or stop in...  
London

**To** Map: Tube | Street  
Enter end location...  
Station or stop in...

**Your travel preferences** Save

**Public transport** Cycling & Walking

**I need step free access...**

- From the street to the platform
- From street to the train, bus, etc.
- I can use escalators but not stairs
- I can use stairs but not escalators
- I have no mobility requirements

**I prefer...**

- The fastest routes
- Routes with the least changes

# Ticketing





# So...

- Unifying leadership
- High level planning
- Circa 50% public subsidy
- Prioritisation of buses
- High frequency and good quality information
- Simple ticketing

# New Bus for London



# London Event

March 2014

Central London

More details to follow

**Thank you for your attention**



**Presented by**

Venn Chesterton [venn.Chesterton@ttr-ltd.com](mailto:venn.Chesterton@ttr-ltd.com)

[www.ttr-ltd.com](http://www.ttr-ltd.com)

***Transport & Travel Research Ltd***

