

**Board**

**Date: 1 July 2015**

**Item: 2014 Year of the Bus**

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## **This paper will be considered in public**

### **1 Summary**

- 1.1 Transport for London (TfL) and the London Transport Museum (LTM) used 2014 to mark a number of significant milestones for the bus industry. We communicated the vital role the bus plays in the economic and social wellbeing of London and how technology is improving passenger services.

### **2 Recommendation**

- 2.1 **That the Board notes this paper.**

### **3 Background**

- 3.1 The programme set out to achieve the following outcomes:
- (a) demonstrate the significant contribution the bus network makes to the economy and culture of London and the UK, drawing on the network's past, present and future;
  - (b) communicate how the bus network enables London's growing population through its 700 routes and 8,500 vehicles;
  - (c) engage, motivate and inspire our staff and those of our contractors to deliver better customer service;
  - (d) show progress and innovation, including the provision of high quality customer information and environmental advances; and
  - (e) deliver the programme entirely funded by third-party sponsorship.

### **4 Events and Public Engagement**

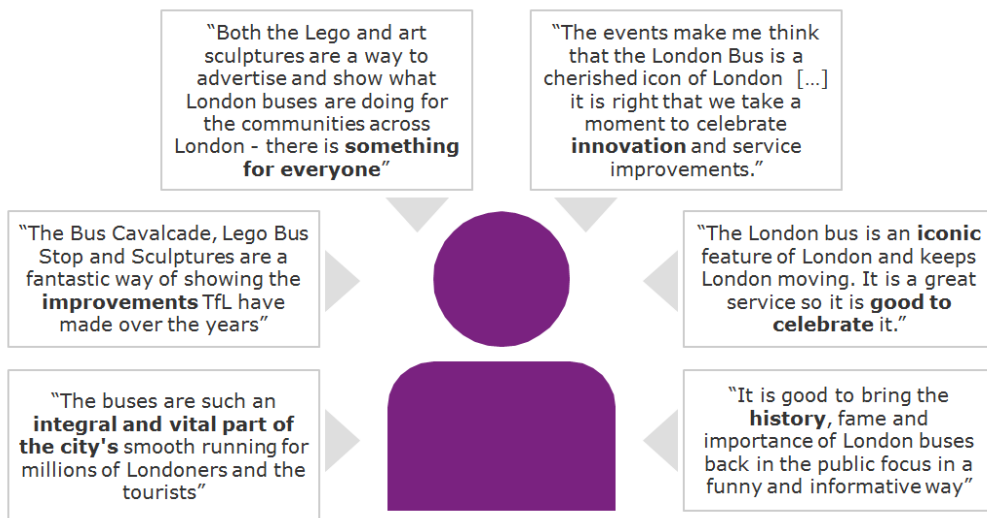
- 4.1 An integrated programme was delivered across 12 months with some of the key public engagement activities summarised below:
- (a) Year of the Bus Cavalcade in Regent Street – The flagship event of the campaign was held in Regent Street on 22 June 2014. It attracted over 400,000 people who came to see a chronological display charting 185 years of history of the London bus. The Regent Street Association reported a 15 per cent increase in retail sales on the day;

- (b) Bus Garage Open Days held at Catford, Alperton, Stockwell, Fulwell, Potters Bar, Walworth and Dartford allowed the public and families unique access behind the scenes of their local bus garage. Over 17,500 people attended and over £15,000 was raised for various local charities;
- (c) B-Type 'Battle Bus' Restoration Project – The LTM restored one of only four surviving B-Type London buses built in 1914. It toured London, as well as towns in France and Belgium so that people had a chance to see and learn about the contribution the bus service made during the First World War. A wreath was laid on behalf of TfL and LTM at the Menin Gate to recognise the transport staff that lost their lives in the conflict;
- (d) Bus Sculpture project – TfL produced 60 sculptures, painted by well known and aspiring artists, based on the New Routemaster, across four walking routes around Westminster, the River and City, Queen Elizabeth Olympic Park and Croydon. We then brought all 60 sculptures together in the Queen Elizabeth Olympic Park and 15,000 people visited them over 24-25 January 2015. A charity auction of the buses was held on 24 March 2015, raising over £100,000 for three charities: Kids Company, the LTM and Transaid; and
- (e) Lord Mayor's Show – The B-Type 'Battle Bus' and a New Routemaster participated in the annual Lord Mayor's Show. 50 members of staff took part in the procession.

## **5 Campaign Evaluation and Research**

- 5.1 The business community is strongly behind our investment programme and continues to be a powerful independent advocate to Government for sustained investment in transport infrastructure. Our latest research shows major improvements in agreement levels that London Buses help London's economy. The level of agreement that London Buses contribute to London's economy is now at 69 per cent, up seven percentage points from 2013. In addition, business leaders acknowledge the importance of having a good service from London Buses to businesses. The importance score is significantly higher for business leaders in London (76 per cent) and London and the South East (61 per cent) than those outside the South East.
- 5.2 The Year of the Bus campaign had a positive impact on people's perceptions of London Buses and TfL. Research showed that 15 per cent of Londoners were aware of the Year of the Bus Cavalcade event and 17 per cent were aware of the LEGO bus shelter. Section 5.3 highlights some of the customer feedback.

### 5.3 Customer feedback on the Year of the Bus campaign:



## 6 Financial Implications

- 6.1 The 2014 Year of the Bus programme was funded through sponsorship and at no cost to the tax payer. Appendix 2 includes a list of the sponsors.

## 7 Legacy

- 7.1 Bus Garage Open Days – These events were particularly popular with bus operational staff and allowed engagement with local communities across London in 2014. TfL and LTM will continue to support these community events in 2015 with open days planned at Epsom, Camberwell, Willesden, Barking and Westbourne Park.
- 7.2 Better Customer Information – Following a successful trial on a route 141 bus in 2014, the upper deck seat indicator trial has been expanded to a whole bus route, 59, which runs between King's Cross St Pancras and Streatham Hill. Bus passengers will now benefit from new technology which analyses information from the on board CCTV system and display seat availability on the upper deck on a screen at the base of the stairs. It enables passengers to make an informed choice on whether to use the upper deck and may reduce crowding on the lower deck of the bus.
- 7.3 Better Customer Information – The 'Bus Station Digital Sign' is a TfL service which displays TfL's live bus arrival information for multiple routes serving stops at bus stations. The information displayed is the same as on all other TfL Live Bus Arrivals services and includes details of service disruptions affecting local routes to the bus station. In 2014 we trialled signs at Vauxhall and Harrow Bus Stations, and in May 2015, TfL announced that five more bus stations and Victoria Coach Station will now benefit from these real-time digital information screens.
- 7.4 The 2014 Year of the Bus programme helped to remind Londoners and stakeholders the vital role the bus service plays in London, which carried 2.4 billion passengers in 2013/14, and we will continue to invest in this vital public transport service for our customers and visitors to London.

**List of appendices to this report:**

Appendix 1: Year of the Bus Events and Public Engagement  
Appendix 2: List of sponsors

**List of Background Papers:**

None.

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## Year of the Bus Events and Public Engagement

### Year of the Bus Cavalcade



Figure 1 - B-Type bus on Westminster Bridge, 22 June 2014.



Figure 2 - Crowds gathering in Regent Street, 22 June 2014.



Figure 3 - Family activity on offer – children's theatre production 'Don't Let the Pigeon Drive the Bus', 22 June 2014.

## LEGO Bus Stop and Shelter



Figure 4 – LEGO Bus Stop and Shelter was installed on Regent Street outside Hamley's Toy Store



Figure 5 – LEGO Bus Shelter installed on Regent Street



Figure 6 – The LEGO Bus Stop flag was fully operational listing all bus routes

## Bus Garage Open Days



**Figure 7** – Bus Garage Open Day at Catford, hosted by Stagecoach, 10 May 2014



**Figure 8** - Bus Garage Open Day at Stockwell, hosted by Go Ahead, 21 June 2014



**Figure 9** – Bus Garage Open Day at Walworth, hosted by Abellio, 19 July 2014

## B-Type Bus Restoration Project



**Figure 10** - The restored B-Type bus was unveiled to the media and public in Covent Garden, 12 June 2014.



**Figure 11** - The 'Goodbye Piccadilly' exhibition at the London Transport Museum, May 2014 – March 2015.



**Figure 12** - The B-Type bus was converted to khaki livery for a commemorative tour of France and Belgium, September 2014.



## Lord Mayor's Show



**Figure 13** - Staff and volunteers from TfL, LTM and the London Bus Operators at the Lord Mayor's Show, 8 November 2014.



**Figure 14** - The B-Type 'Battle Bus' passes crowds gathered outside St. Paul's Cathedral.



**Figure 15** - The B-Type 'Battle Bus' and a New Routemaster bus in poppy livery

## Year of the Bus Sculpture Project



**Figure 16** - Launch of the bus sculptures in Trafalgar Square, 17 October 2014.



**Figure 17** - Family Open Weekend, Queen Elizabeth Olympic Park, Stratford, January 2015.

### List of Sponsors

- Exterion Media
- Abellio
- Arriva London
- Clear Channel UK
- Go-Ahead London
- Metroline
- RATP Dev UK
- Stagecoach
- Wrightbus
- Optare
- Telent Technology Services
- Cubic Transportation System Ltd