



A Journey by design?



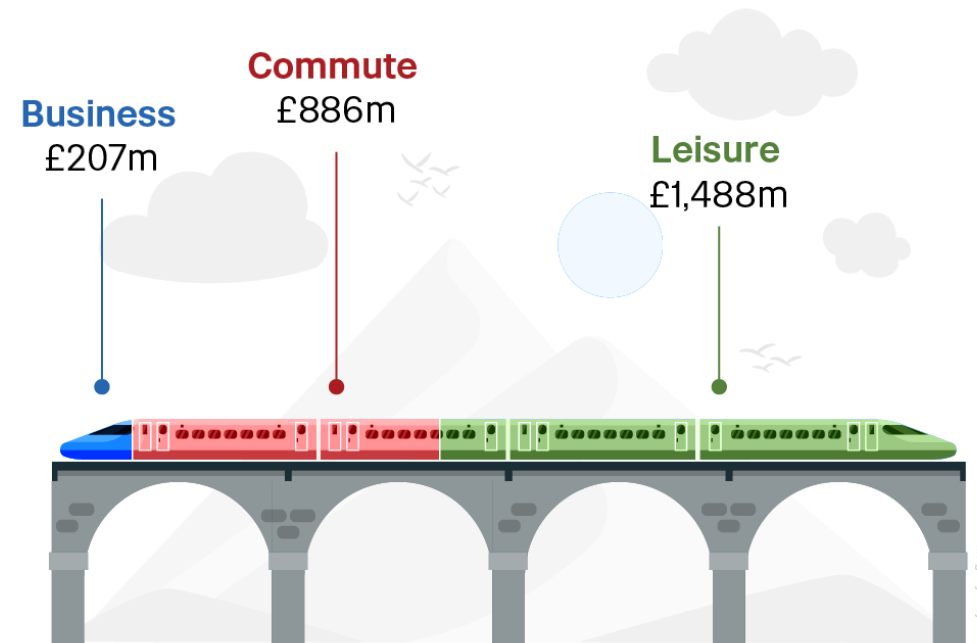
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Why do we need to
think bigger about
the look and feel of
public transport?

Because the market
is changing

Leisure is the new growth area for
rail

Why are people travelling by train?



Rail passenger revenue by journey purpose, 1 July – 30 September 2023

Because buses
are struggling
with decline

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20 Feb 2024

‘How much as we as a [bus] industry put into research and development in the last five years? We’re getting worse, not better, and we have to change that.’

Brian Souter, Stagecoach

‘The automotive sector is the EU’s number one investor in R&D, responsible for 31% of total spending and totalling €59.1 billion annually.’

European car manufacturers association

Because the car industry prioritises R&D - even if public transport sometimes doesn't

Because of the
opportunity from a
new era of public
control and provision

National rail (potentially post-election), trams in West Mids, South Yorks. Light rail in Tyne and Wear. Buses in London, Northern Ireland, Greater Manchester, Wales, Liverpool city region, West Midlands, South Yorkshire, West Yorkshire





I have questions about the look and
feel of public transport today...

...and some pointers towards answers

The image shows the interior of a train car. In the foreground, there are grey upholstered seats with a light-colored wooden table attached to the back of the seat in front of it. A large red speech bubble is overlaid on the center of the image, containing white text. In the background, a large window looks out onto a brick building. A sign with the numbers '2' and '4' is visible outside the window, along with some directional arrows.

Why are seats on some long distance rail services less comfortable than those on local bus services?

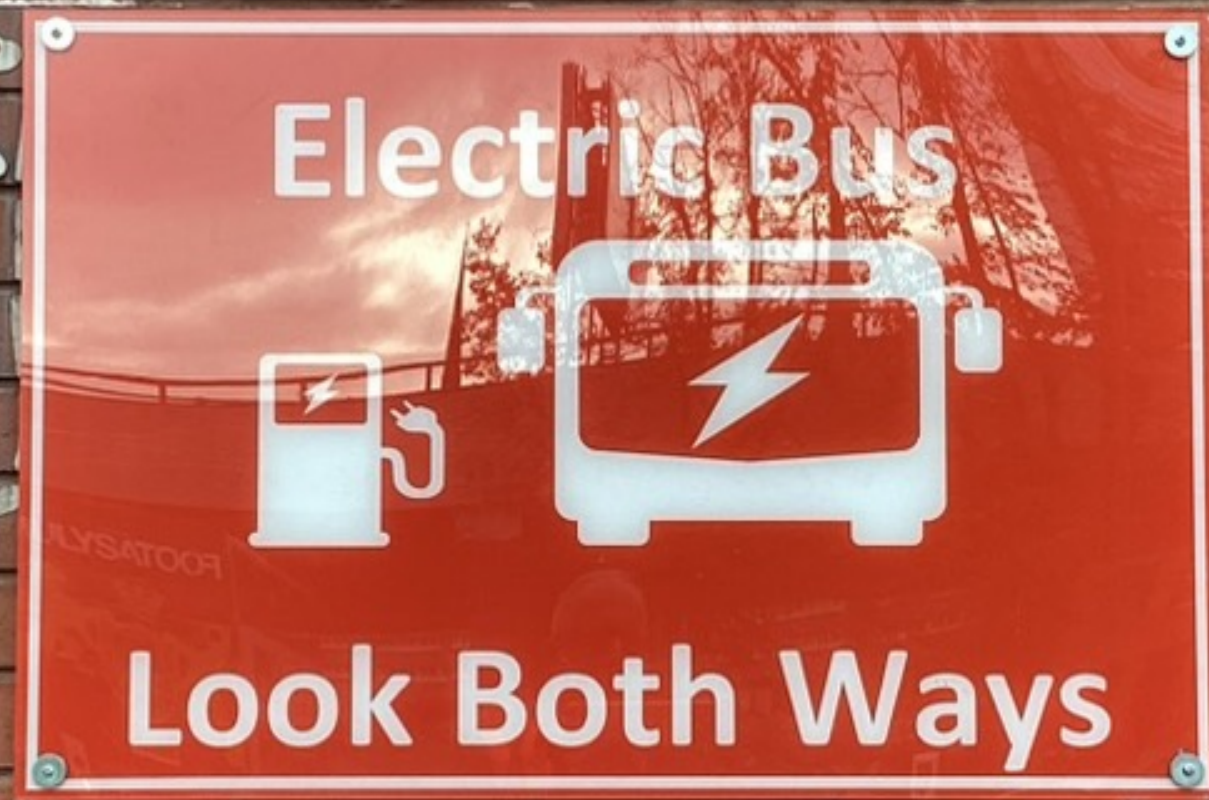
Many European countries have a national long distance rail network and a high spec national train which has high brand recognition (eg Italy, France, Germany)

The background of the left side of the image is a photograph of a bus interior. It shows a grey textured wall, a window with a view of greenery outside, and a wooden floor with a yellow safety strip. A red speech bubble is overlaid on the image, containing white text.

Some people think
public transport is dirty.
Is it ever acceptable to
live down to that
expectation?

**I have never been on a Lothian Bus
which hasn't been clean and well
maintained**

.



Are we focusing enough on the co-benefits of zero emission buses?

Travel West Midlands report higher patronage, smoother ride and fewer accidents on a route operated with electric buses when compared to an equivalent route and type of bus (but powered by diesel)

TfL encouraged bus drivers to use the bus PA system to communicate with passengers over delays etc alongside automated audio visual stop info

How do we ensure that there is a guiding hand looking out for bus passengers throughout their journey?



We may have more physical kit on public transport vehicles to improve their accessibility but are we as good at the softer side (info, support, plan B when the kit doesn't work)



How do we
accommodate the
diversity of types of
people using public
transport?

Family space on long distance rail services in
Europe is becoming more common



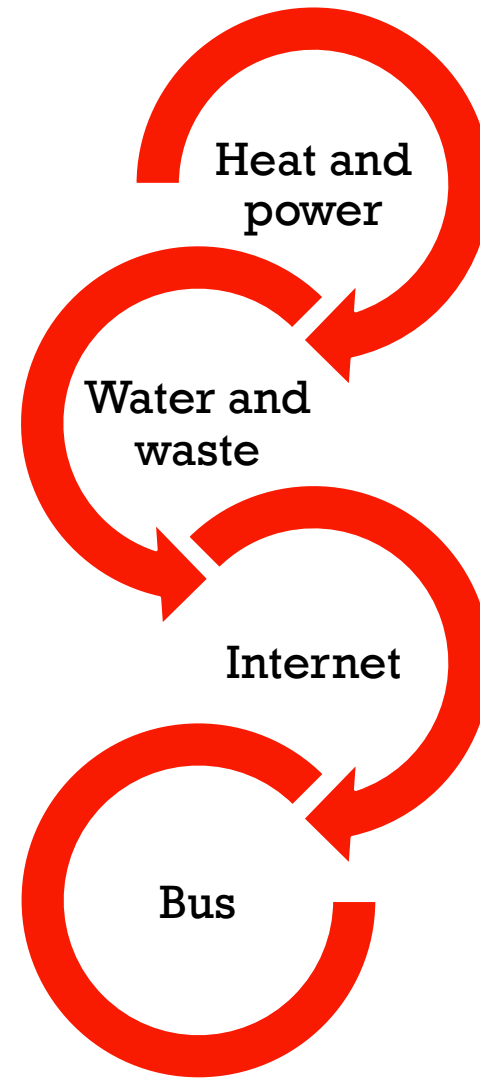
Do we need a
typology of vehicles
for different types
of services?



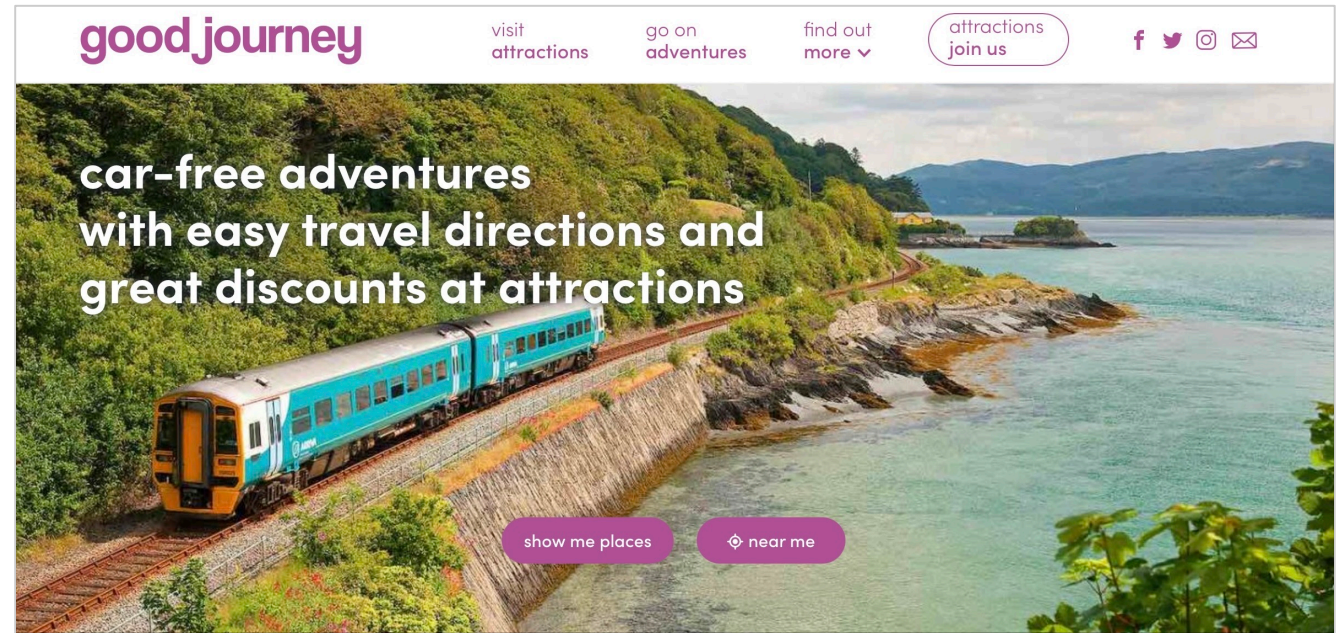
Modern trains on local services (including scenic routes) in places like Poland and the Czech Republic often now have big picture windows

Does the urban bus
need bells and
whistles or should it
just do the basics
right (green, cheap,
clean, reliable)?

Urban
utilities



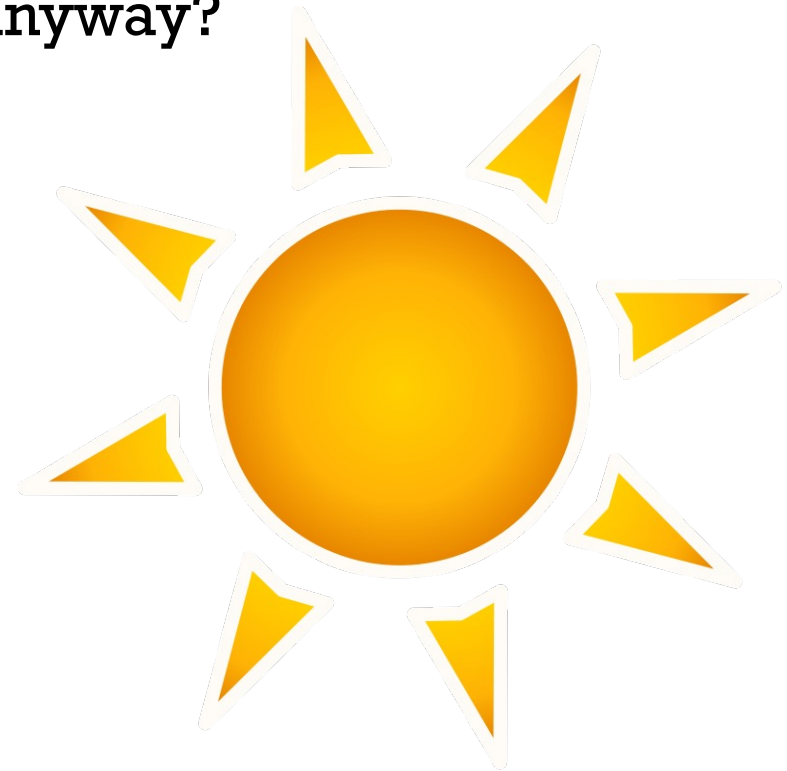
If leisure is the growth market how can we better integrate public transport provision with visitor attractions



There's a not for profit purpose built to help bring public transport providers together with leisure attractions

Can we improve
ride quality /
passenger comfort
on bus and rail?

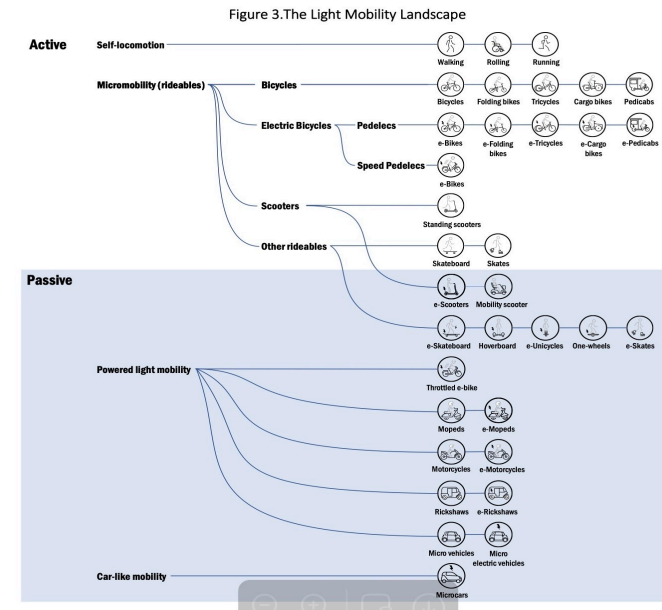
Air con for buses adds
weight, cost and complexity
but hotter and weirder
weather means do we need
it anyway?



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How do we respond to the growth and diversity of 'light mobility' (from e-scooters to mobility scooters)?

This diagram from the International Transport Federation sets out the range of light mobility modes that are now out there – many with implications for space on public transport vehicles as well as at stops, stations and interchanges



How do we go beyond 'off the shelf' design?



These locally owned new hydrogen powered buses in Merseyside also have innovative and high specification interiors following an intensive process with the manufacturers and design agency to produce something special. It includes: decluttered interiors, comfortable seating, bamboo flooring with accent lighting, skylights, bespoke moquette, and twin wheelchair spaces

How can we
involve users
more in vehicle
design?

Merseytravel undertook an extensive consultation and engagement exercise on the design of the new Merseyrail Electric fleets – including setting up a passenger panel with Transport Focus.



What can we do to
ensure new public
transport vehicles
support local jobs?



New trains for the Tyne and Wear Metro

How can vehicle
design reflect local
identity?

In the Upper Silesia (Poland) metro area the seat coverings on the tram system reflect the area's historic association with mining and heavy industry



How do we
incorporate
sustainability in
construction and
operation



**On board recycling bins on new
electric buses in Harrogate**



What do we do about low level anti social behaviour (feet on seats, 'sodcasting', sneaky vapers, man spreading etc)?
Or does it matter?

A number of public transport systems (including those in Madrid and Barcelona) have sought to tackle 'man spreading' through signage and information campaigns

Can on train
catering go
green / local?

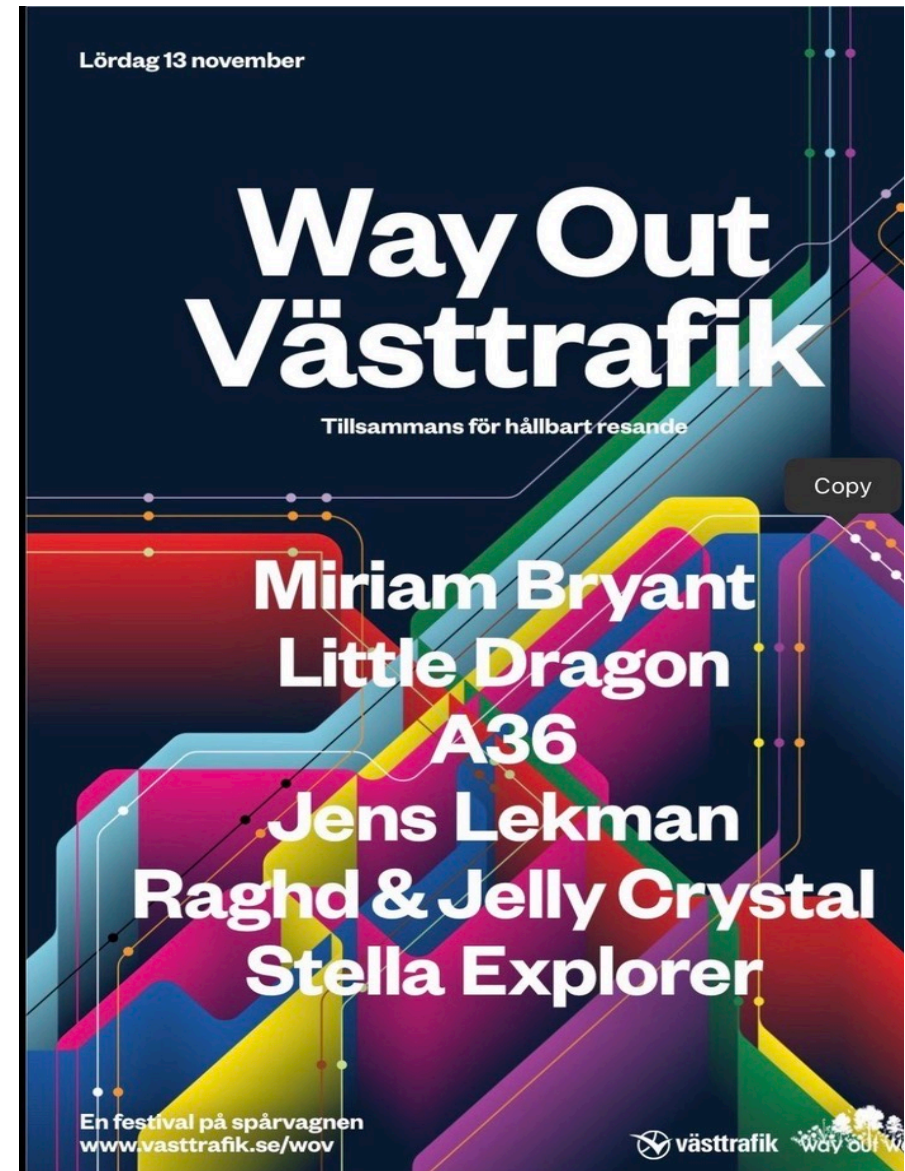
50% of German railways on-board catering
is vegan / vegetarian



Are we doing enough to
celebrate / involve people in
public transport culture?

Gothenberg turned a tram into a music venue for
the night

Gothenburg's club on a tram



Include...

- Cost
- Different vehicles have to do more than one type of trip in a day (never mind a lifetime)
- People will sacrifice comfort for price (eg Ryanair or SNCF's OuiGo)
- The content of this slideset reflects my background and preoccupations and there's always a danger of seeking to universalize your own predilections

Very
reasonable
objections

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large, solid red oval is positioned in the center-right of the frame. A dark gray, curved shape, resembling a thick comma or a stylized 'C', is located to the left of the red oval, partially overlapping it.

Let's think bigger again

Are we going to realise
the full benefits of rail
nationalisation (if it
happens) for the look
and feel of rail travel?

British Rail had a national intercity network promoted nationally provided by a national train. It also had a design panel and extensive research and development capability



Transport authorities
could work together on
jointly specified and
procured bus orders to
drive down costs and
improve specification



Municipal transport operators and authorities in Germany and Austria jointly launched a **EUR4 billion tender to procure 504 tram-trains for their respective systems under their trade association (VDV)**

We have consolidated
around core bus design
before (with local specs)



Nearly 3000

Routemaster buses

7,000 Leyland National
single deckers

15,000 Leyland
Atlantean double
deckers

We have done it
before and can do it
again

