

# Making buses a priority

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## National Transport Strategy and consumer priorities

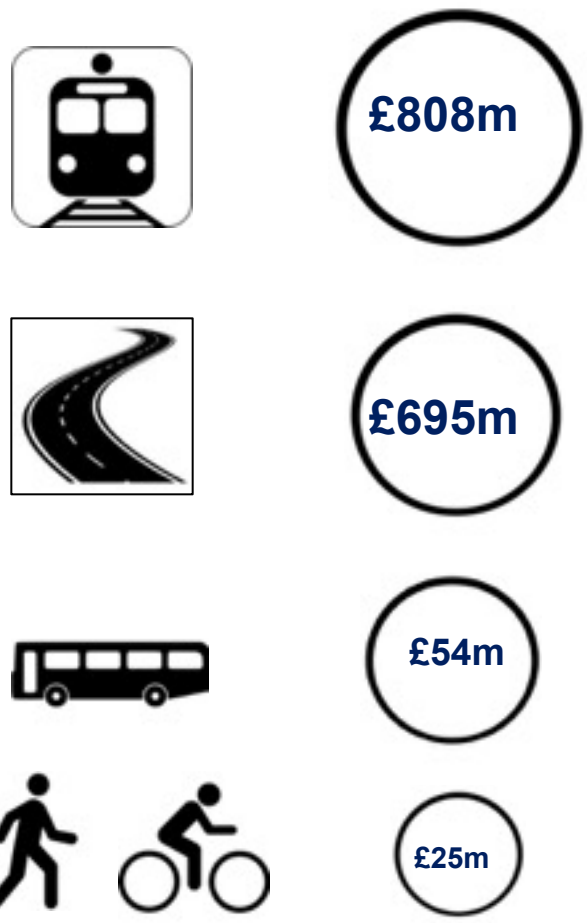
- Better journey times and connections
- Reduced emissions
- Improved quality, accessibility and affordability

- Convenience
- Value for money
- Reliability
- End-to-end journeys
- Customer service
- Environmental performance

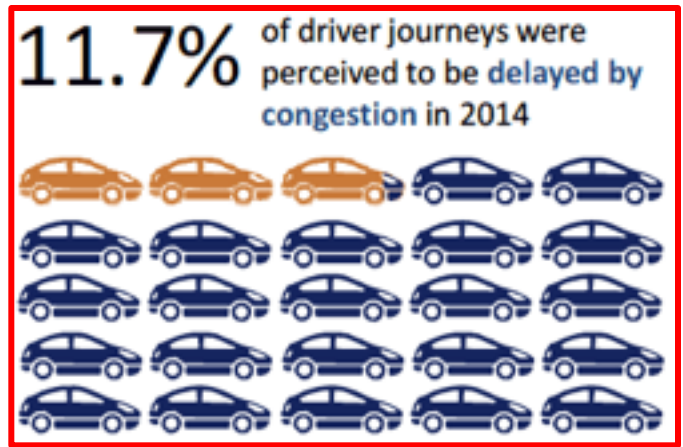
**INVESTMENT  
POLITICAL WILL**



## Strategy v reality?



### Scale of congestion in Scotland

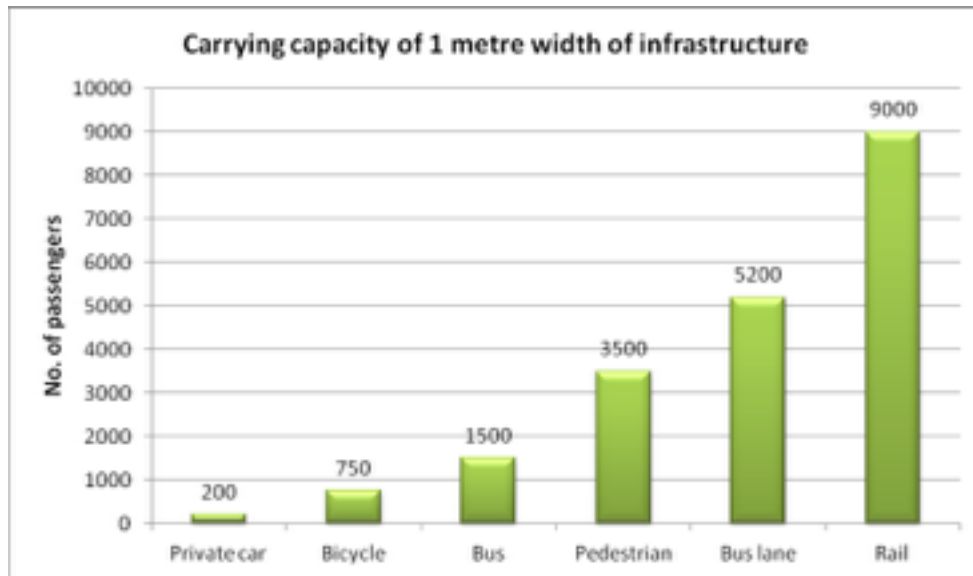


**21.7%**  
of commuters



- Bus journey times: up to 12.5% higher in Scotland
- Operational inefficiency: 10% more buses used than needed
- Drag on economy: £11bn annual impact across UK

## Prioritise most efficient transport modes



Source: Commission for Integrated Transport, 2001

## A real bus priority strategy - 1

- **National bus infrastructure strategy**
  - Long-term investment
  - Stable funding environment
  - Flexible package of practical infrastructure measures:
    - bus lanes
    - junction priorities
    - bus gates
    - park & ride
    - interchanges



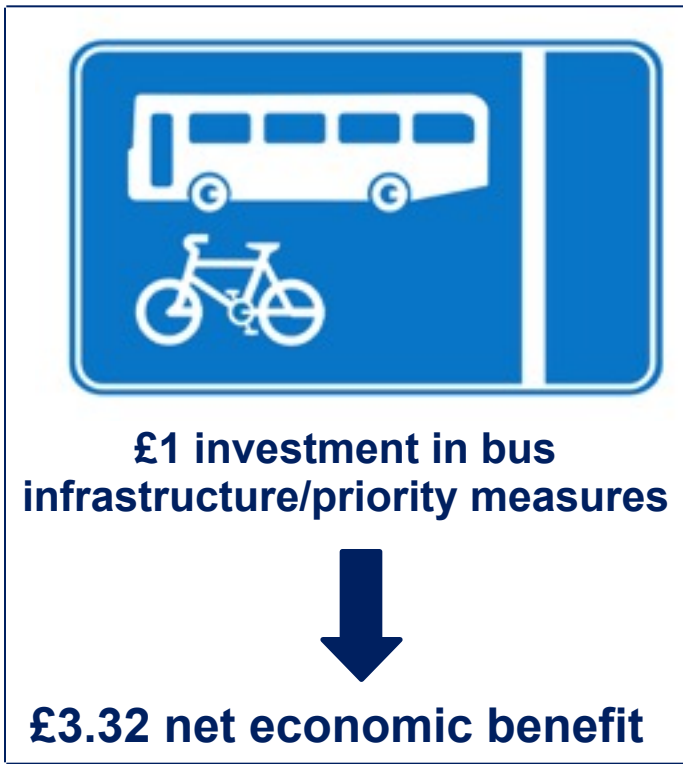
## A real bus priority strategy - 2

- **Accountability**
- **Targets and incentives for local authorities**
  - minimum bus speeds
  - management of roadworks
- **Complementary policies**
  - car parking regimes
  - planning decisions
  - smarter streets
  - cycling strategy



## A strategy that works

- **Business:** buses take more people to work than all other public transport combined
- **Retail:** bus users account for 29% of all city centre spending
- **Road users:** buses cut congestion for motorists and freight transport
- **Communities:** buses connect with education, training, healthcare and social provision, helping young people and senior citizens in particular
- **Growth:** the bus is key to facilitating economic growth at national/local level



Source: KPMG/Greener Journeys

# Making buses a priority

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