

**A few thoughts on how GB public transport
could more conveniently serve the needs
of existing users
and attract those who don't use it.**

***IT'S TIME TO
DEFRAG!***

**I would like to go
from Clitheroe to Keswick
by public transport**

Where does the planning start ?

Journey Plan

Home (<i>dep</i>)	08.55	20 minute walk	Alternative bus forces a
Clitheroe station (<i>arr</i>)	09.15		30 minute wait at Clitheroe station

Clitheroe (<i>dep</i>)	09.25
Blackburn (<i>arr</i>)	09.47

7 minute connection 34 minutes after December !

Blackburn (<i>dep</i>)	09.54
Preston (<i>arr</i>)	10.21

Clitheroe to Penrith - £27.50 single

21 minute connection

Preston (<i>dep</i>)	10.42
Penrith (<i>arr</i>)	11.34

46 minute wait for the bus

Penrith (<i>dep</i>)	12.20
Keswick (<i>arr</i>)	13.00

Penrith to Keswick - £8.20 single

Total journey time = 4 hr 5 min

Total single fare = £35.70

Period return = £55.80

Most people
will use
National Rail Enquiries

Outward Thu 16 Jun

Earlier trains

Long journey? Why not upgrade to First Class from £21.20

Single from £27.50

Based on 1 adult

Dep. From	Dur. Chg.	Arr. To	Status
Departs at 08:25 Clitheroe [CLH] Platform 1	2h 06m 2 change(s) view details	Arrives 10:31 Penrith (North Lakes) [PNR] Platform 2	✓
Buy from Avanti West Coast			
Departs at 09:25 Clitheroe [CLH] Platform 1	2h 10m 2 change(s) view details	Arrives 11:35 Penrith (North Lakes) [PNR] Platform 2	✓
Buy from Avanti West Coast			

CHEAPEST FARE

£27.50 **Buy Now**

Off-Peak Other tickets

Other services you can travel on

£27.50 **Buy Now**

Off-Peak Other tickets

Other services you can travel on



Tickets are available from a choice of 22 train operators AND two 3rd party providers !

WHY ?

Penrith to Keswick – BY BUS

A separate enquiry is necessary

First find out who runs the service www.stagecoachbus.com

Then enter journey details –

but Penrith Rail Station is not searchable (so use Penrith Bus Station)

Finally realise the waiting time after leaving the train at Penrith is 46 minutes

And the fare will be £8.20

Expensive at 48p per mile

The train was ‘only’ 30p per mile

A few problems with GB journey planning

1. Bus stop timetables only give departure times (and no fares);
2. Often impossible to find out bus fares;
3. Smaller railway stations have abandoned ticket offices and poster timetables;
4. It is difficult to find out about bus services to the 'last leg' to the destination;
5. It is far from easy to find out the overall cost for a multi-operator journey.
6. etc. etc. etc.

The future of GB public transport ?

There needs to be a holistic approach

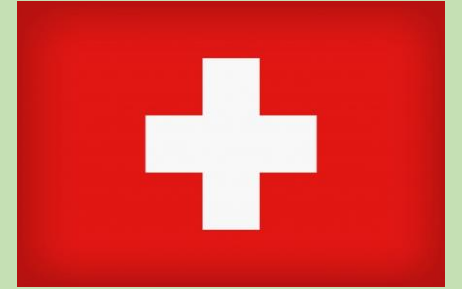
Public transport should be treated as a single entity

TRAIN **BUS** **TRAM** **FERRY**

Integrate the lot !

Here's an example
where transport integration works
for the benefit of users and operators alike

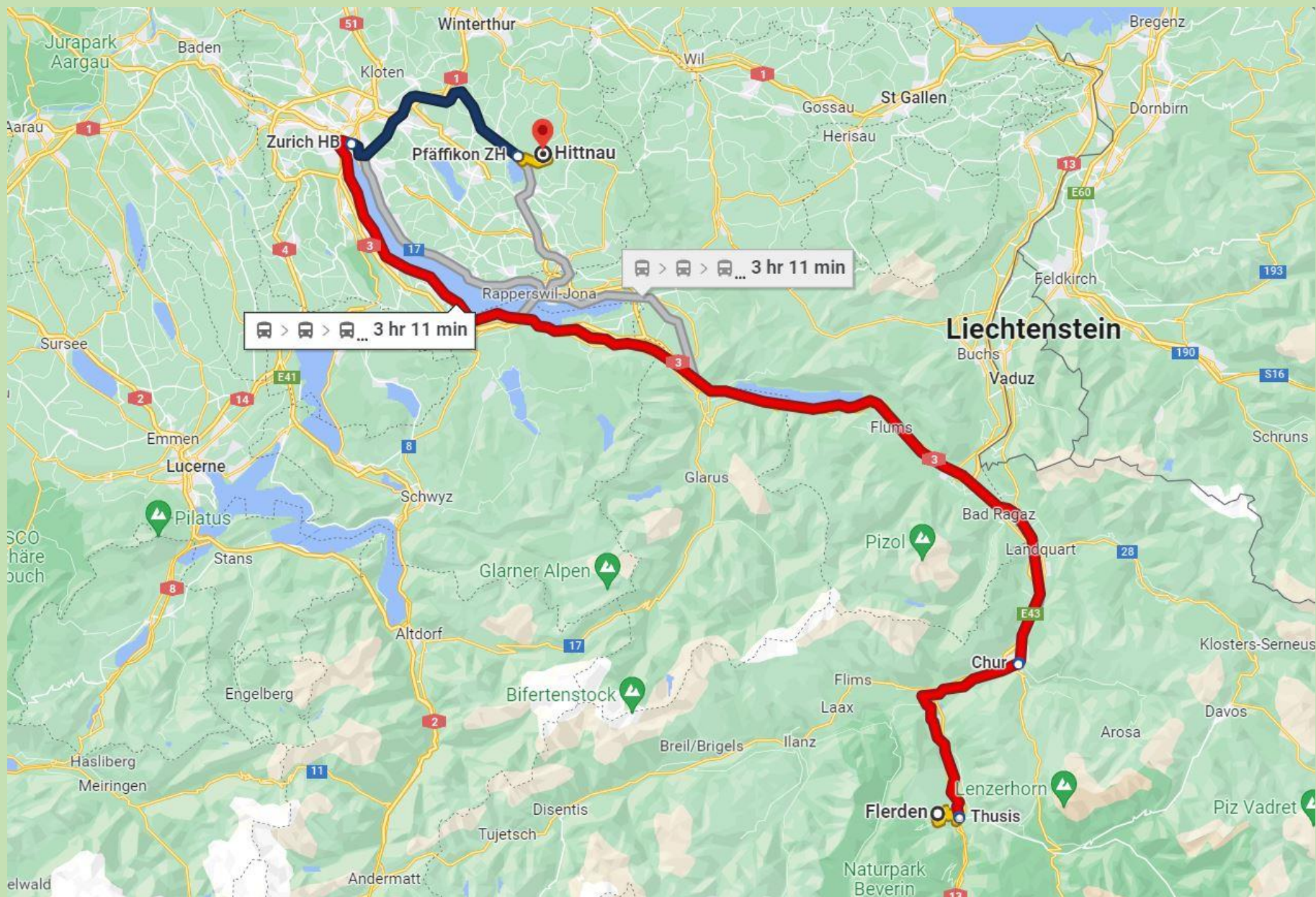
I want to travel



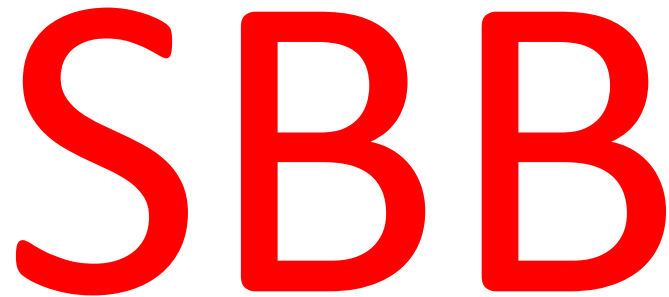
FROM *Flerden* (a mountain village in the Graubunden –
south east Switzerland)

TO *Hittnau* (in the north east Swiss lowlands)

A Google search shows the quickest route:



Then follows a single enquiry
using the nationwide multi modal search engine

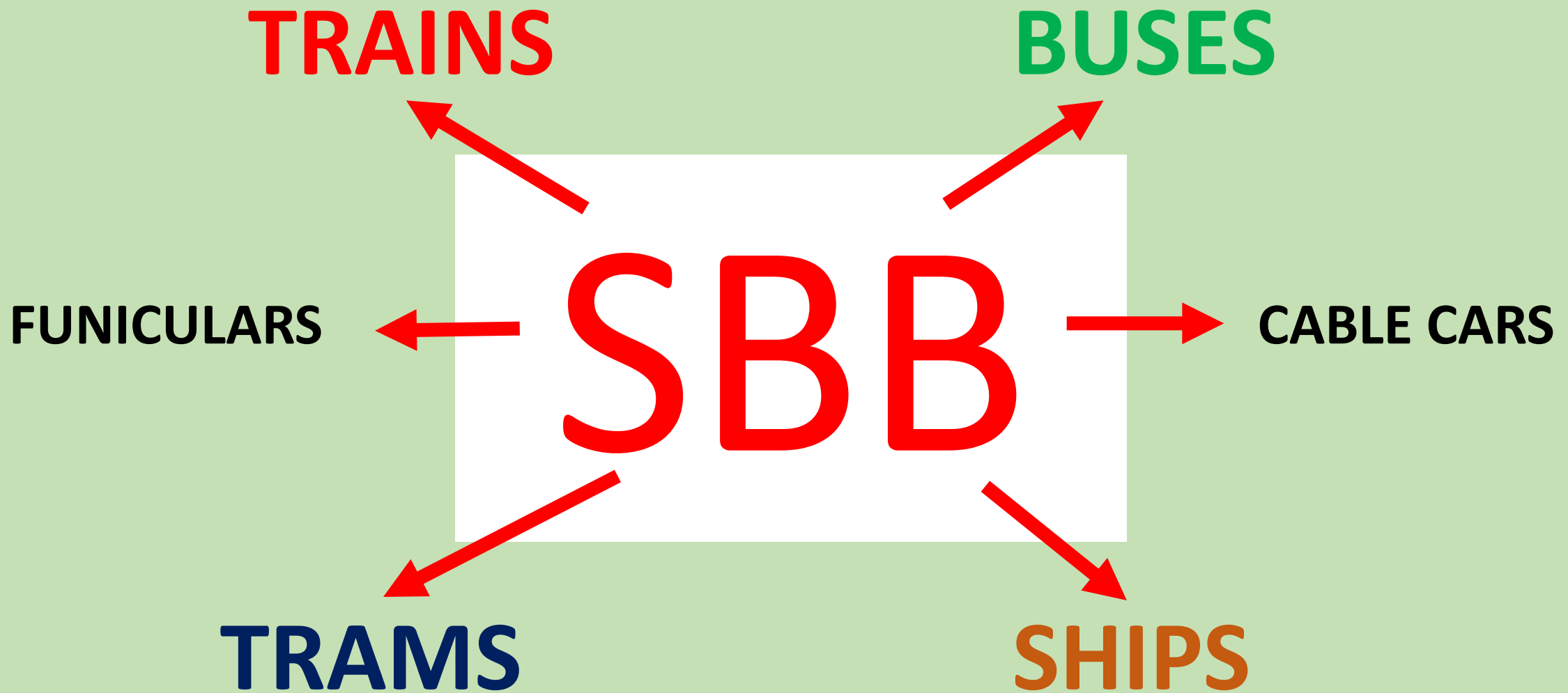
The logo for the Swiss Federal Railways (SBB) is displayed in large, bold, red capital letters on a white rectangular background.

Schweizerische Bundesbahnen

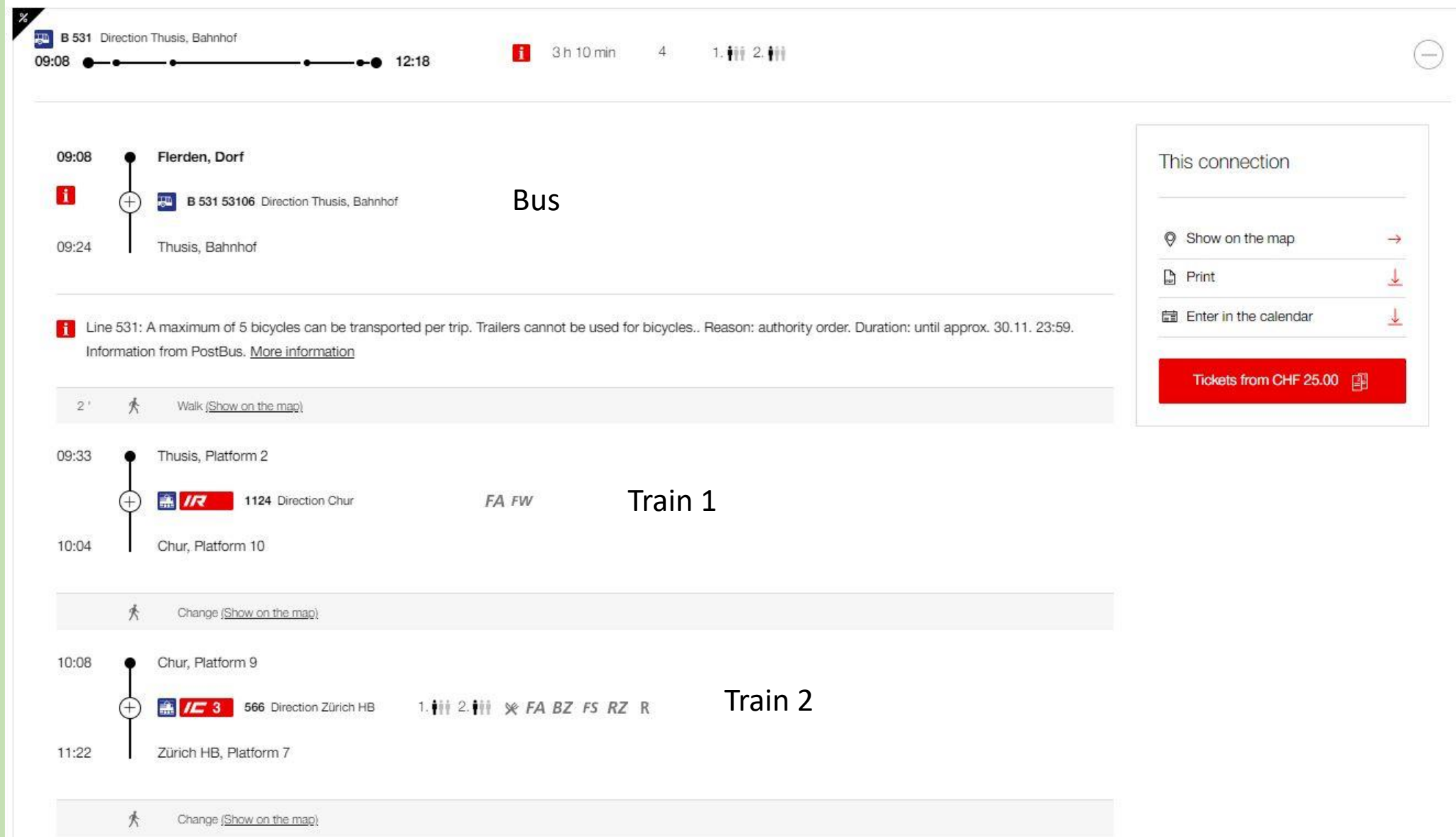
Chemins de fer fédéraux suisses

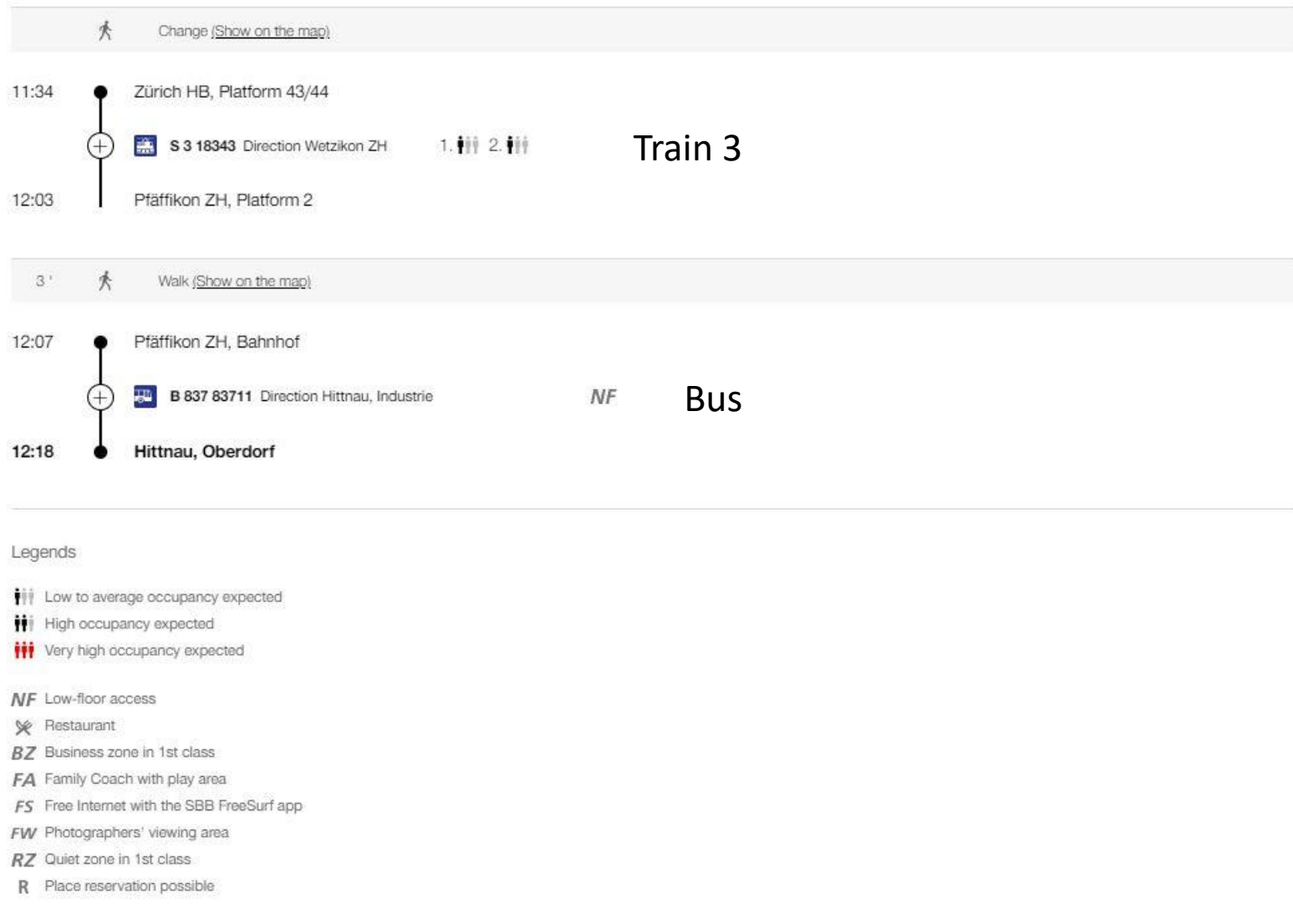
Ferrovie federali svizzere

The online portal for trains
and other modes of public transport

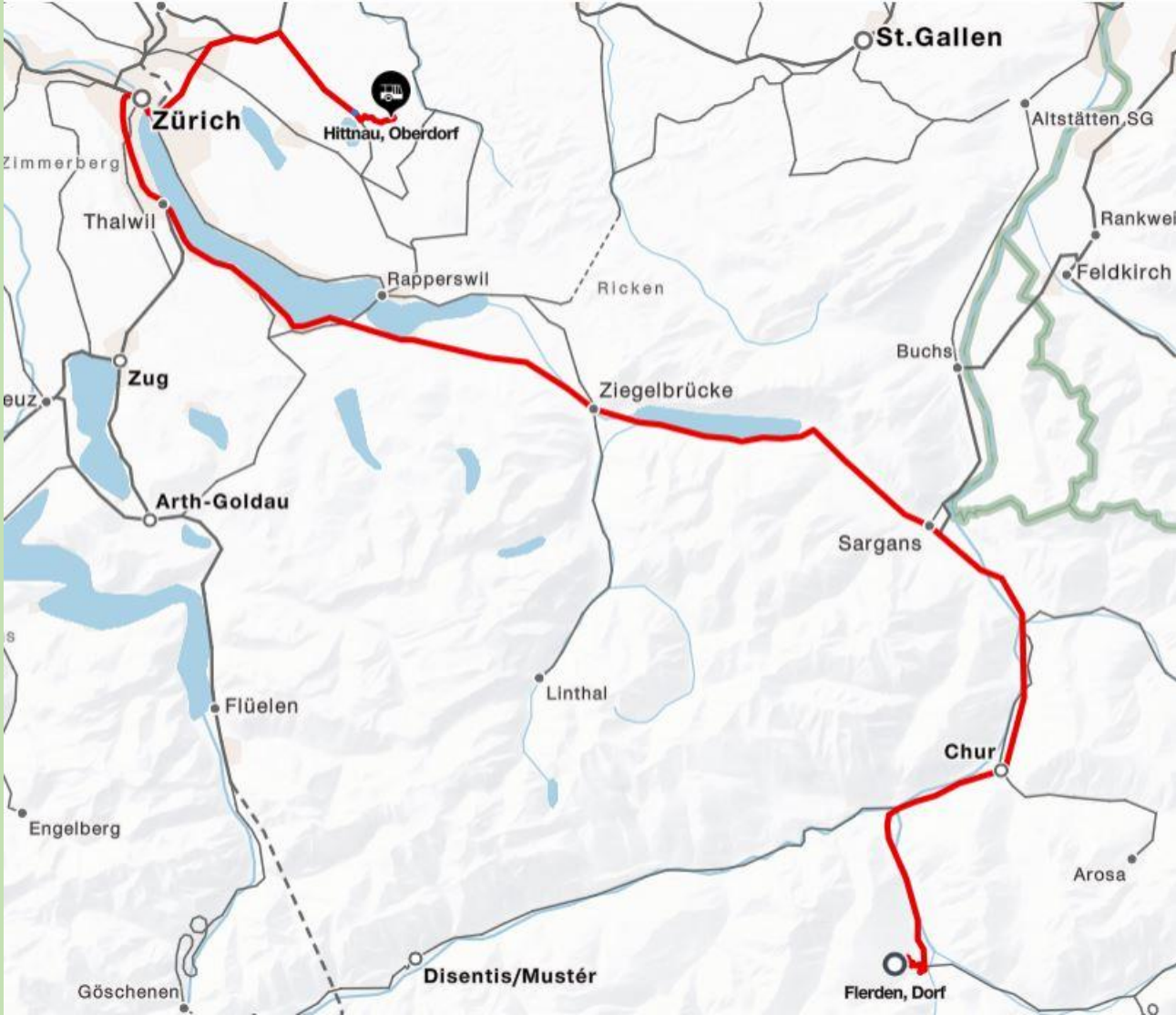


COMPLETELY DE-FRAGGED !

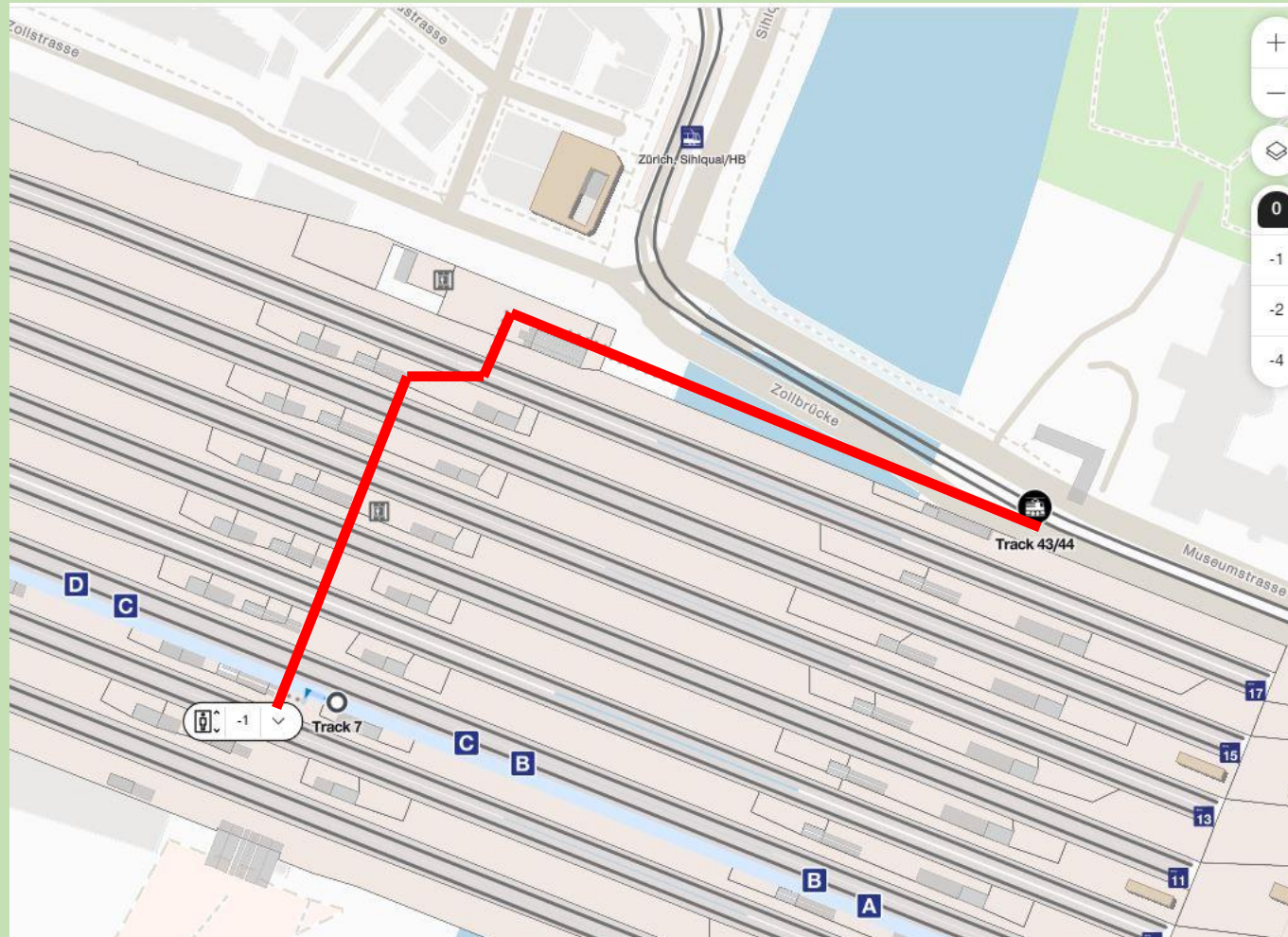




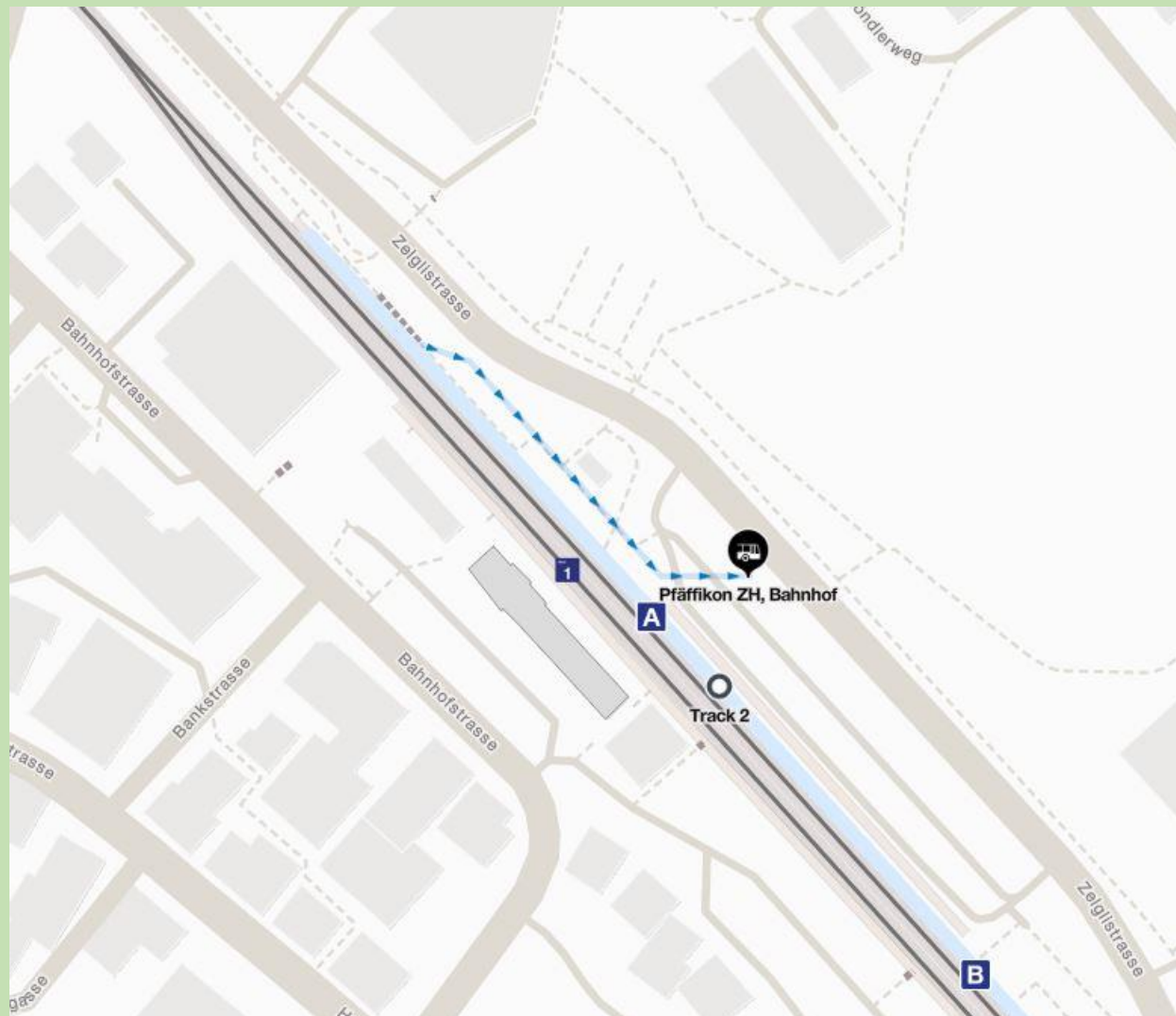
A route map is provided



A map showing how to navigate around Zurich's 26 platforms is provided



... and also at Pfaffikon (if really needed)



Instant interchange at Pfaffikon



What can we learn from the Swiss model?

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This will provide user access to a
FULLY INTEGRATED public transport system

Advantages for the customer

A single web point of contact

No need to decide which company to buy tickets from

At present 22 train websites offering ticket sales !!

Bus websites of varying quality or nothing

Advantages for the customer

A single web point of contact

A detailed overview of the whole journey

Each stage of the journey is clearly shown for all modes

Advantages for the customer

A single web point of contact

A detailed overview of the whole journey

The cost of the whole journey is displayed

Just one overall payment is necessary

Bus fares are no longer 'state secrets'

Advantages for the customer

A single web point of contact

A detailed overview of the whole journey

The cost of the whole journey is displayed

Other journey information is available:

Local access plans

Connection information, including maps

Advantages for the operators

A single, all embracing, travel brand . . . **GBT!!**

Customer confidence in the product will bring increased income

22 operator websites become ONE – with major cost savings

A central publicity operation – emphasis on multi-modal travel

The 'London Experience' replicated nationwide

. . . . so finally

A fully integrated public transport system in GB will be a **WIN WIN WIN**

for **PASSENGERS**

and for **OPERATORS** alike

***FULLY
DEFRAGGED!***