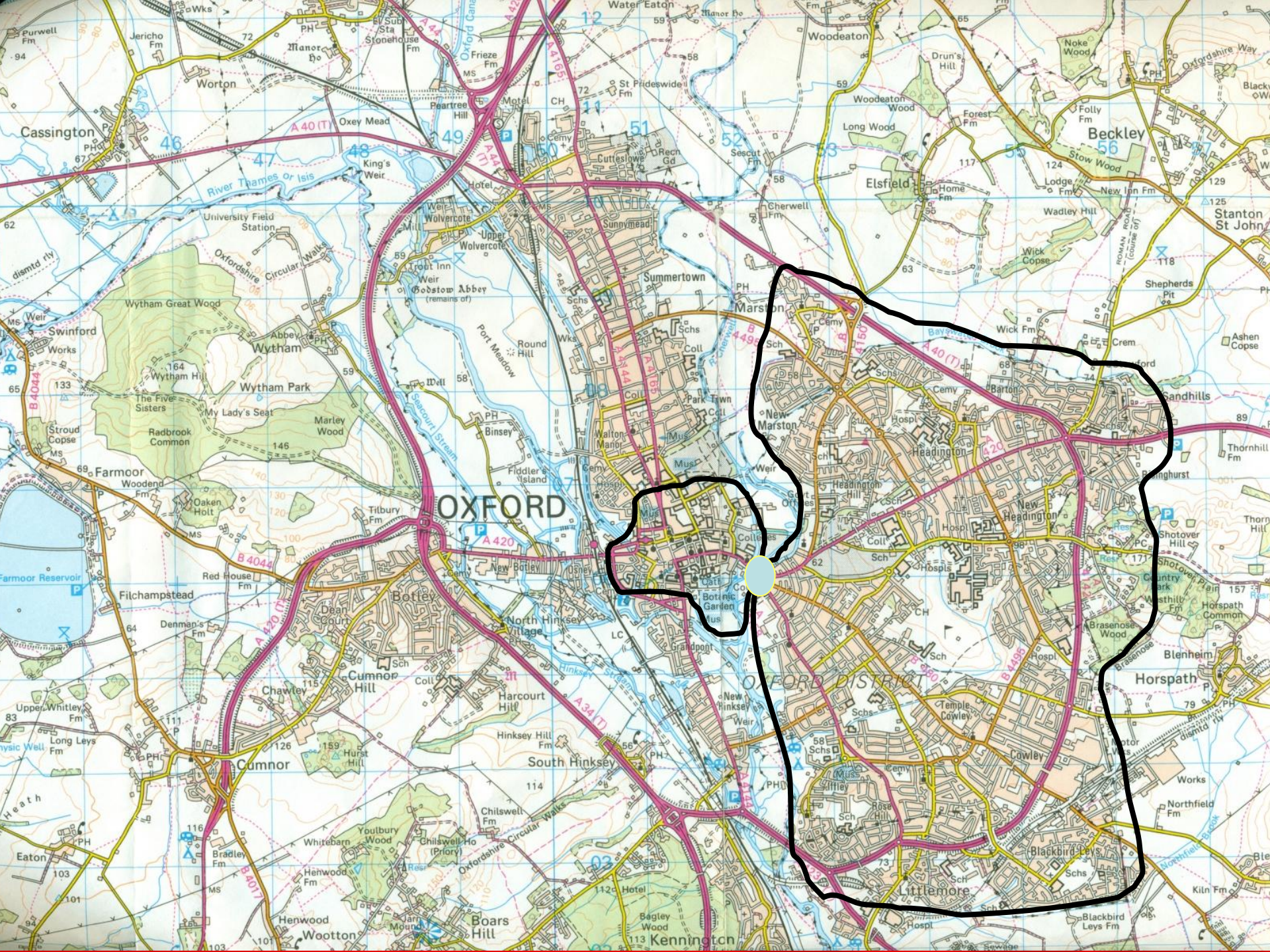


# Bus Services in Oxford Recent Developments (and a bit of history)

Louisa Weeks

Operations Director, Oxford Bus Company









BEAUMONT ST

BROAD ST

QUEEN ST

HIGH ST

CINEMA

COUNCIL OFFICE

PLAZA

WORKSHOPS

TRINITY COLLEGE

ST JOHN'S COLLEGE

ST JOHN'S COLLEGE

BOSSLEY COLLEGE

EXETER COLLEGE

JEFFREY COLLEGE

WADSWORTH COLLEGE

LINCOLN

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Christ Church Meadow

THOMAS SHARP  
PLANNING CONSULTANT

























# 1973: Balanced Transport Plan

- Objective:
  - to contain/reduce private traffic in Oxford
- Measures:
  - Control and pricing of car parking
  - Establishment of Park & Ride
  - Encourage modal shift
- Achieved:
  - Containment of private traffic in Oxford











# 1999: Oxford Transport Strategy

- Objective:
  - Improve pedestrian experience
  - to reduce private traffic in central Oxford
  - to eliminate cross town traffic via centre
- Measures:
  - Closure of High Street to general traffic
  - Pedestrianise Cornmarket Street
  - Establish “Bus Priority Route” around centre















# Oxford: Public Transport Success Story

- “Honey Pot” destination
- Local authorities determine environment in which commercial bus can thrive
- Operators match this by providing attractive bus services
- Result: spectacular modal shift without resource to public funding



# Recent Developments

- Environment
- Ticketing
- Transform Oxford



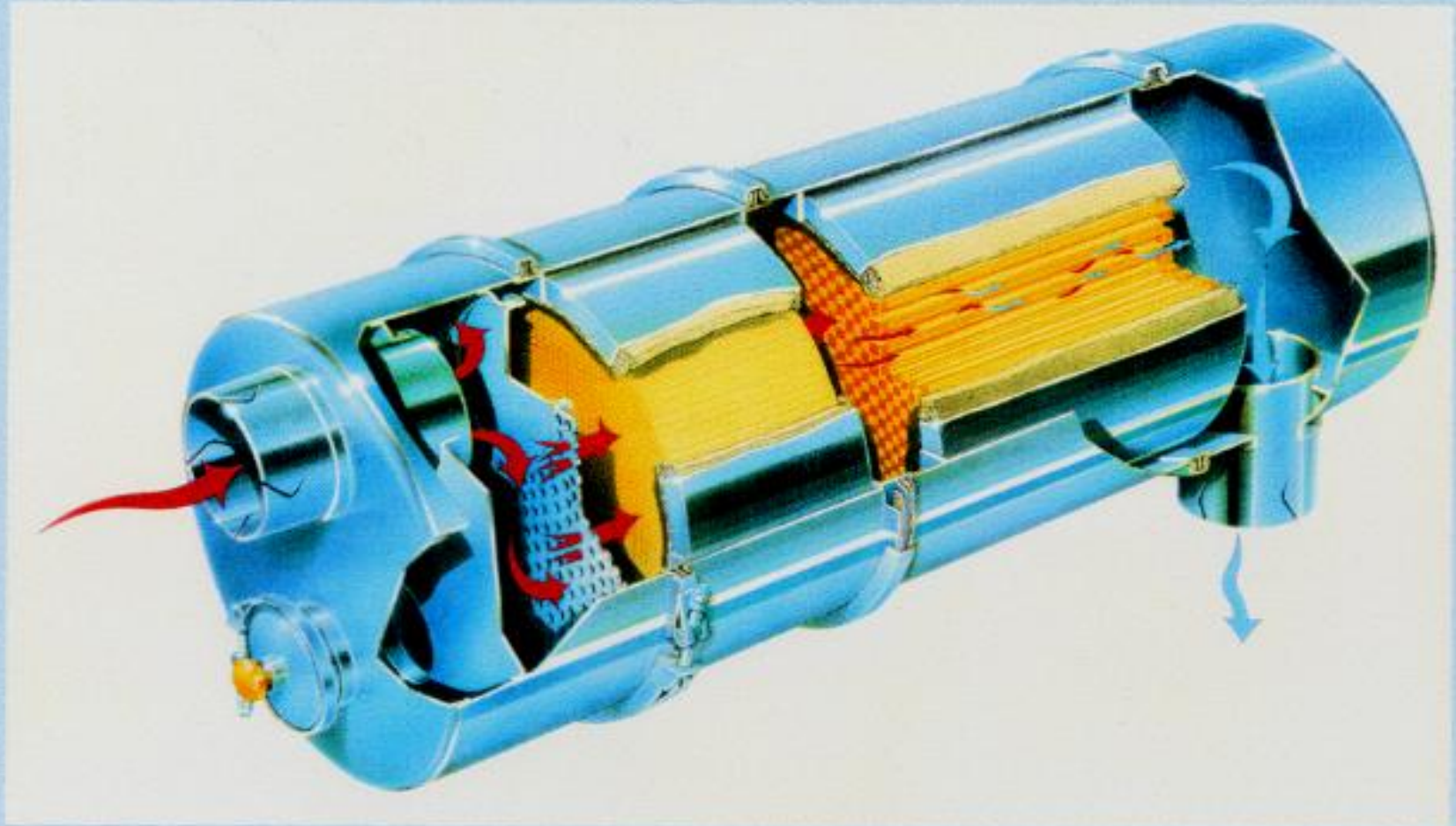
# Environment

- Central Oxford = 'canyon effect'
  - Narrow roads
  - High buildings
  - Little dispersal
- OBC policy since 1995
  - Minimise effect of buses in central area
  - Invested heavily in new vehicles
  - Fitted emissions suppression equipment



# **CRT**

## **Continuously Regenerating Trap**





# Emissions Report 2008 (Updated)

Go Ahead Group  
August 08



**Table 6: Operator League Table – Average Carbon Monoxide Emissions**

Rank	Company	CO Fleet Ave
1	The City of Oxford Motor Services Limited	0.17
2	Brighton and Hove Bus and Coach Company Ltd	0.64
3	Go North East Group	1.62
4	Yorkshire Coastliner Limited	1.88
5	First York Limited	2.19

**Table 8: Operator League Table – Average Emission of Nitrous Oxides**

Rank	Company	NOx Fleet Ave
1	The City of Oxford Motor Services Limited	2.00
2	Brighton and Hove Bus and Coach Company Ltd	2.94
3	Go North East Group	4.22
4	Yorkshire Coastliner Limited	4.44
5	First York Limited	5.01

**Table 7: Operator League Table – Average Emissions of Hydrocarbons**

Rank	Company	HC Fleet Ave
1	The City of Oxford Motor Services Limited	0.15
2	Brighton and Hove Bus and Coach Company Ltd	0.17
3	Yorkshire Coastliner Limited	0.42
4	Go North East Group	0.45
5	First York Limited	0.67

**Table 9: Operator League Table – Average Emissions of Particulates**

Rank	Company	PM <sub>10</sub> Fleet Ave
1	The City of Oxford Motor Services Limited	0.01
2	Brighton and Hove Bus and Coach Company Ltd	0.05
3	Yorkshire Coastliner Limited	0.07
4	First York Limited	0.10
5	Andrews (Sheffield) Limited	0.10

**Table 10: Average Combined Emissions League Table**

Rank 2008	Rank 2007	Company	Combined g/kW	CO Fleet Ave	HC Fleet Ave	NOx Fleet Ave	PM <sub>10</sub> Fleet Ave
1	1	The City of Oxford Motor Services Limited	2.33	0.17	0.15	2.00	0.01
2	4	Brighton and Hove Bus and Coach Company Ltd	3.80	0.64	0.17	2.94	0.05
3	3	Go North East Group	6.39	1.62	0.45	4.22	0.11
4	5	Yorkshire Coastliner Limited	6.81	1.88	0.42	4.44	0.07
5	7	First York Limited	7.97	2.19	0.67	5.01	0.10

clean air rating



[oxfordbus.co.uk/air](http://oxfordbus.co.uk/air)





D&B FAMILY ALE D&B

RELIEF

OXFORD

grap

NWL 714

NWL 75



Seacourt 400

307

400 Seacourt

the easy way  
into Oxford by car

**park ride**

**park ride**

HG11 OXF

**Ox**  
oxford





**oxford**  
bus company

always going that bit extra

# The Key

- Introduced in 2006
- Fully commercial
- Switched to ITSO standard 2010
- 60,000 issued
- Fewer than 50% of passengers now pay on bus



# Transform Oxford

- Introduced joint ticketing
  - Acceptance of return tickets
  - ‘SmartZone’ smartcard products

} Office of Fair Trading  
Guidance on Block  
Ticketing Exemptions
- Coordinated timetables
  - Evenly spaced departures
  - Reduced number of journeys
  - Larger vehicles

} Local Transport Act  
2008
- What took you so long?
- Competition authorities still very watchful

# What's To Come?

- Lower/zero emission buses (match LEZ)
- Ticketing developments
- Everything is possible
- Who Pays?
- City bus network virtually self-supporting
- No huge demands on infrastructure
- Very large flows on fewer and fewer roads



A close-up, low-angle shot of a green Oxford Bus Company bus. The bus is parked on a street, and its side features the 'park&ride' logo in white and green. The number '302' is visible on the front of the bus. The background shows a city street with buildings and other vehicles.

# Thanks for listening!

Louisa Weeks, Oxford Bus Company