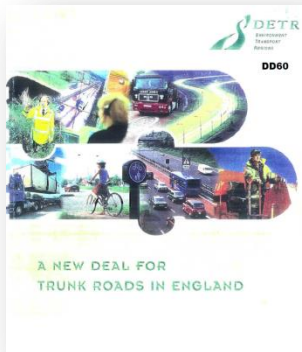


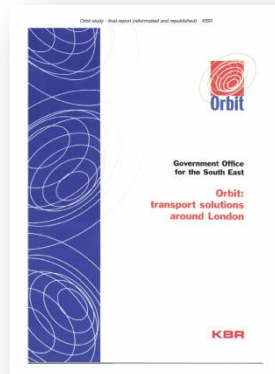
When Policy Recommendations Get Lost in Translation:

An Examination of the Express Coach 'Niche' as a Missed Sustainable Mobility Opportunity in the Dominant Inter-city Travel Regime

Ben Clark and Graham Parkhurst
With thanks to
Peter Miller (ITO World Ltd)



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Overview

1. The socio-technical transition perspective
2. A chronology of express coach policy
3. Express coach vs the 'dominant regime'
4. Case studies of success
5. Potential for innovation
6. Prospects for future breakthroughs
7. Research agenda

The Socio-technical Transitions Perspective

Wider material and non material aspects of society
Paradigm
Technological trajectories

S-T regime: the rules/grammar that
coordinate and orientate activities
Lock-in
Incremental innovations

Protected space for *radical* innovations to
be nurtured and improved
'Hopeful monstrosities' (Mokyr, 1990)

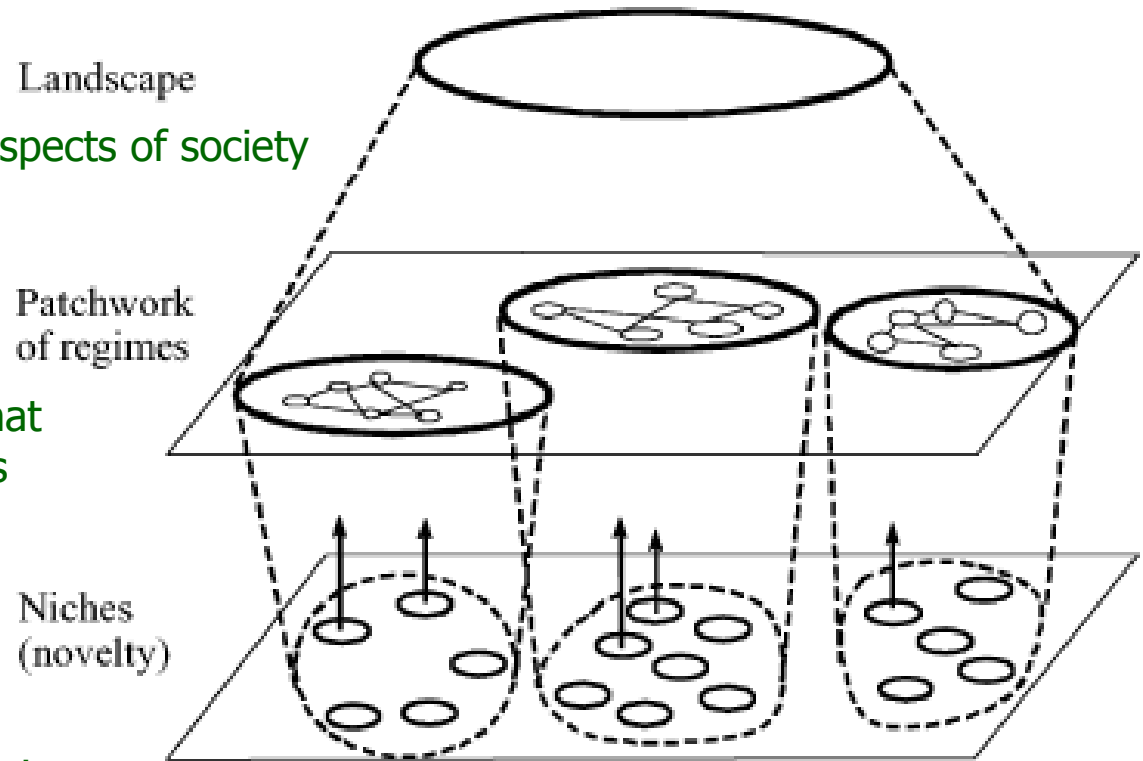


Fig. 3. Multiple levels as a nested hierarchy.

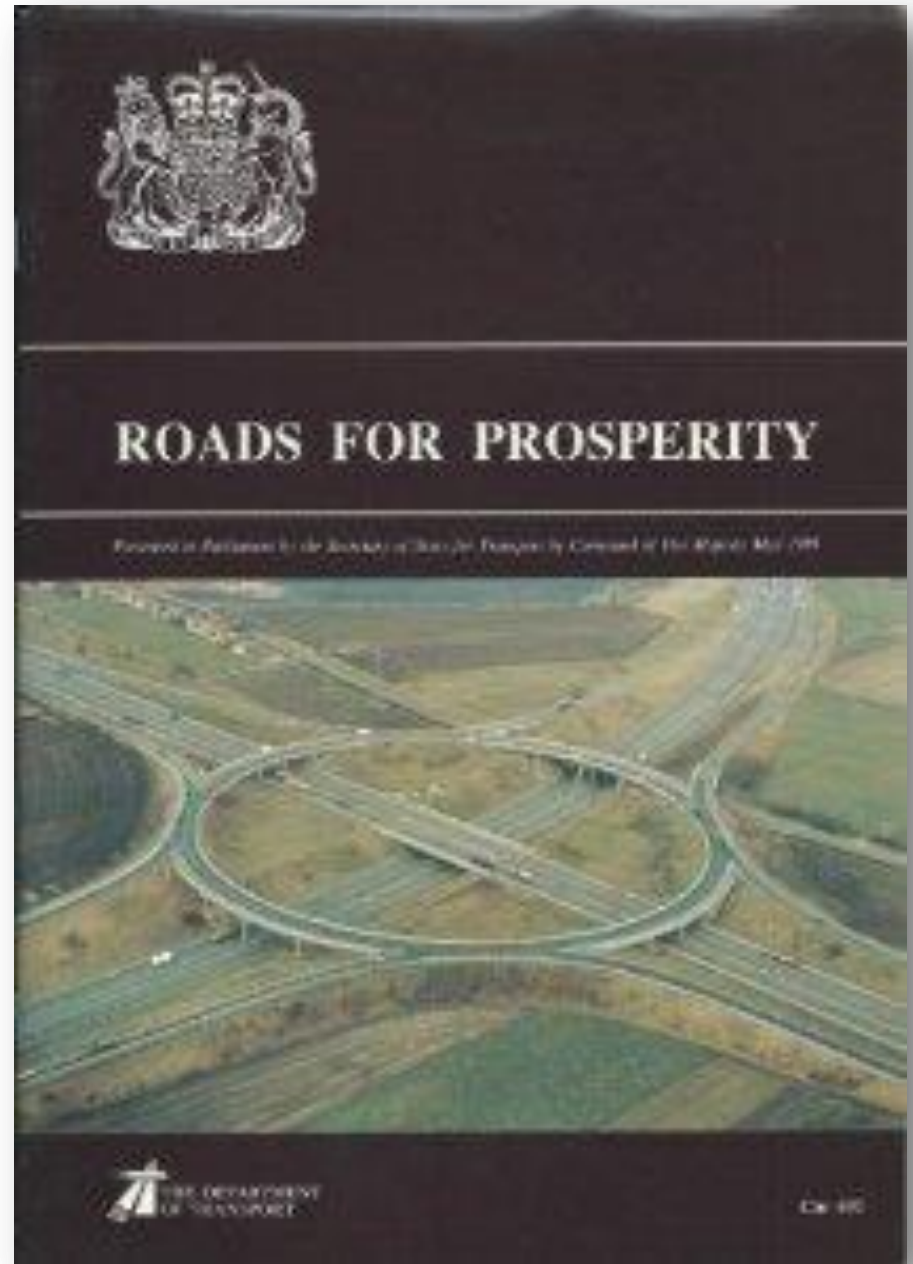
Early policy chronology

Era	Development
1913	Mass production of the Model T Ford
1920s	First scheduled coach services (privately operated)
1930s	1930 Transport Act – Coaches subject to 30mph speed limit. Speed limit removed for private cars
1950s -	Motorisation – Policy accommodates and encourages private car ownership
1960s	1968 Transport Act – Nationalisation of coach operations
1970s	National Bus Company later branded as National Express
1980s	Transport Act 1980 – Deregulation of the coach market

1989

Continuation of a
major roads
programme

But...



1992 – Changing public mood



1994

Roads induce traffic

Alternative approach
required

Demand
management

Trunk Roads and the Generation of Traffic: SACTRA Report

Transport, Dept. of

1994

The views of an expert panel:

“the most **energy-efficient** mode is **express coach**”

“We recommend that transport and land-use planning **recognise the role of express coach services** and **provide full facilities** for them in traffic management schemes and at transport interchanges”

“We recommend that, in considering where high vehicle-occupancy lanes should be designated on interurban roads, highway authorities **place considerable weight on the potential benefits to express coach services**”.

Transport and the Environment

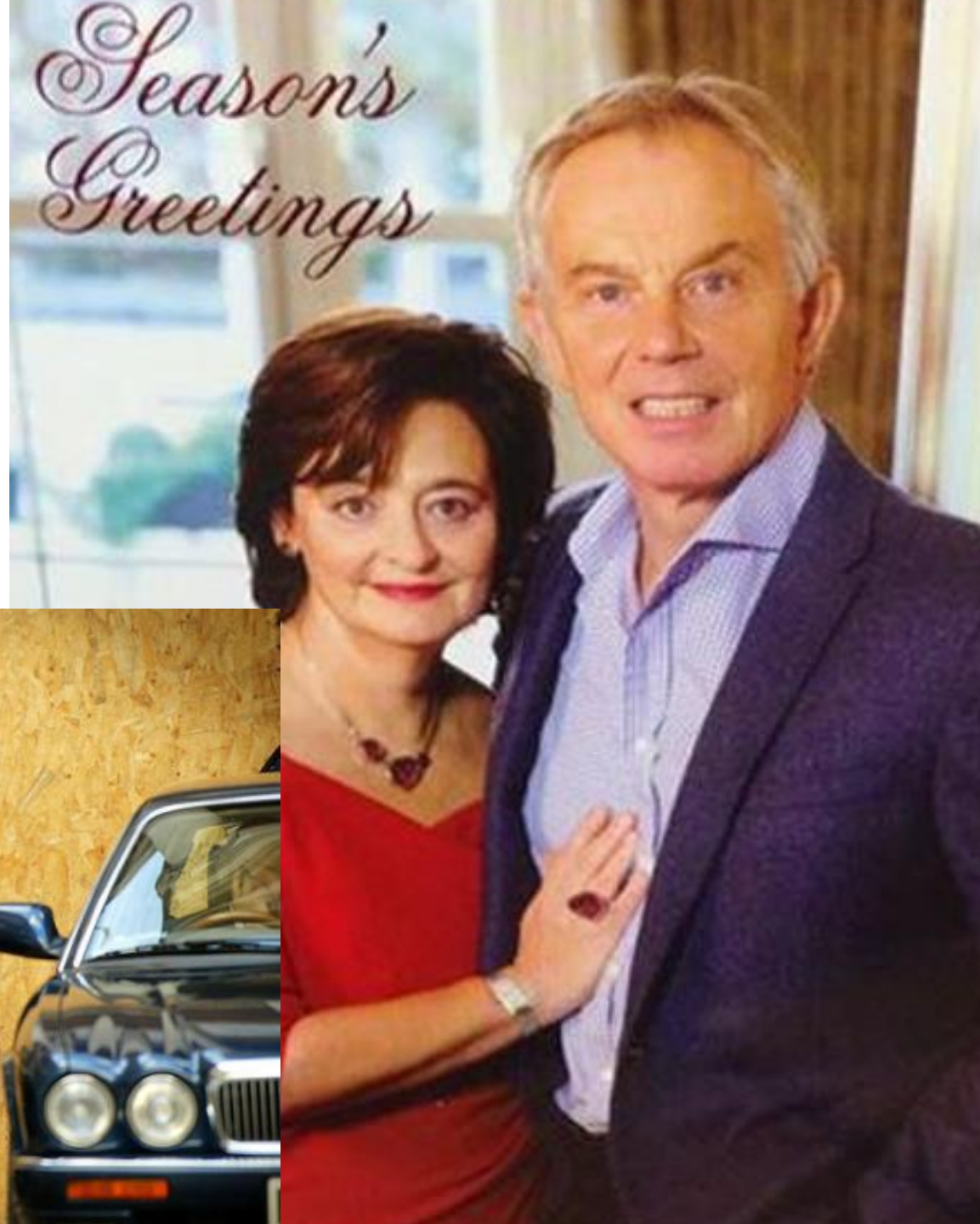
A blue-tinted photograph of a city street. In the foreground, the rear of a dark-colored vintage car is visible, showing a license plate that reads 'W111 AG'. Behind it, a modern white bus is partially visible. The background shows city buildings and other vehicles, creating a sense of urban traffic.

*The Royal Commission on
Environmental Pollution's Report*

1997

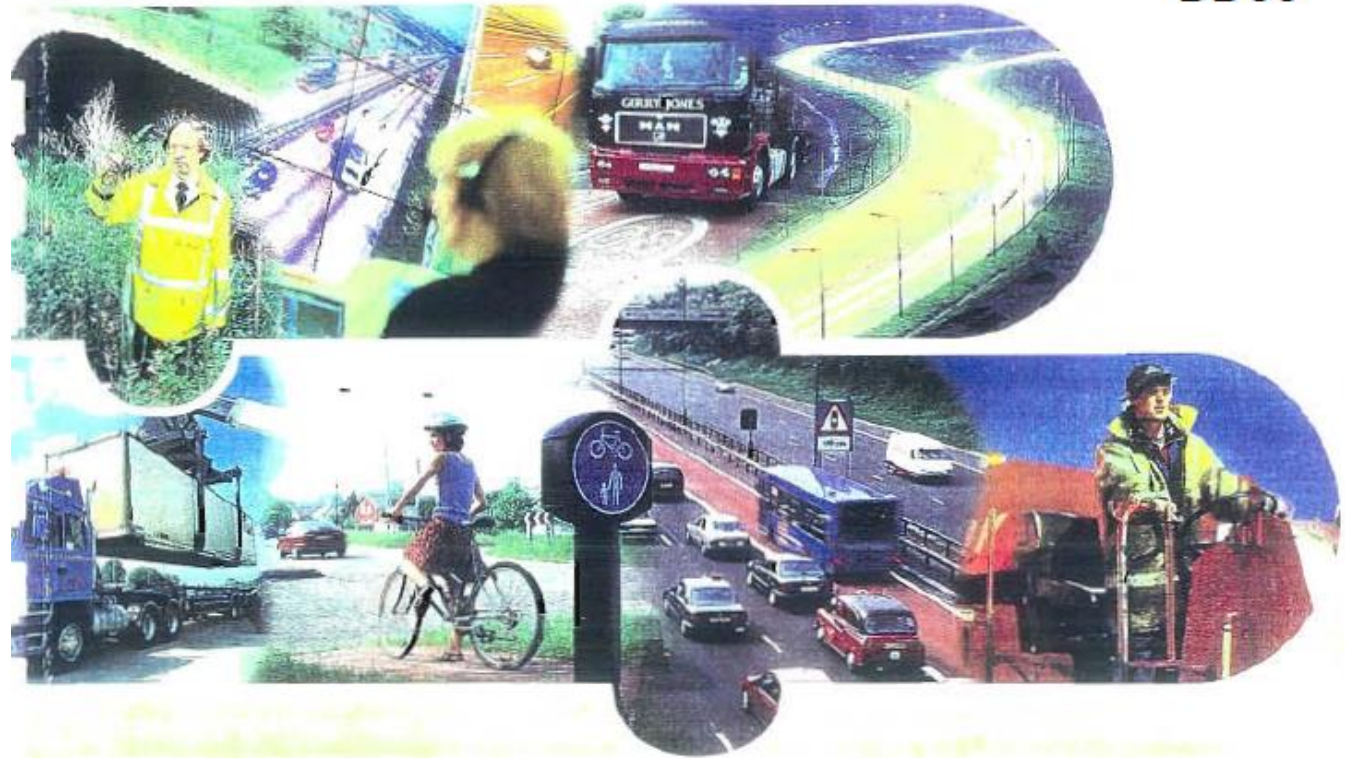
A '**New**' era

New Labour
New Deals...
New Approaches
New Jags



1998

DD60



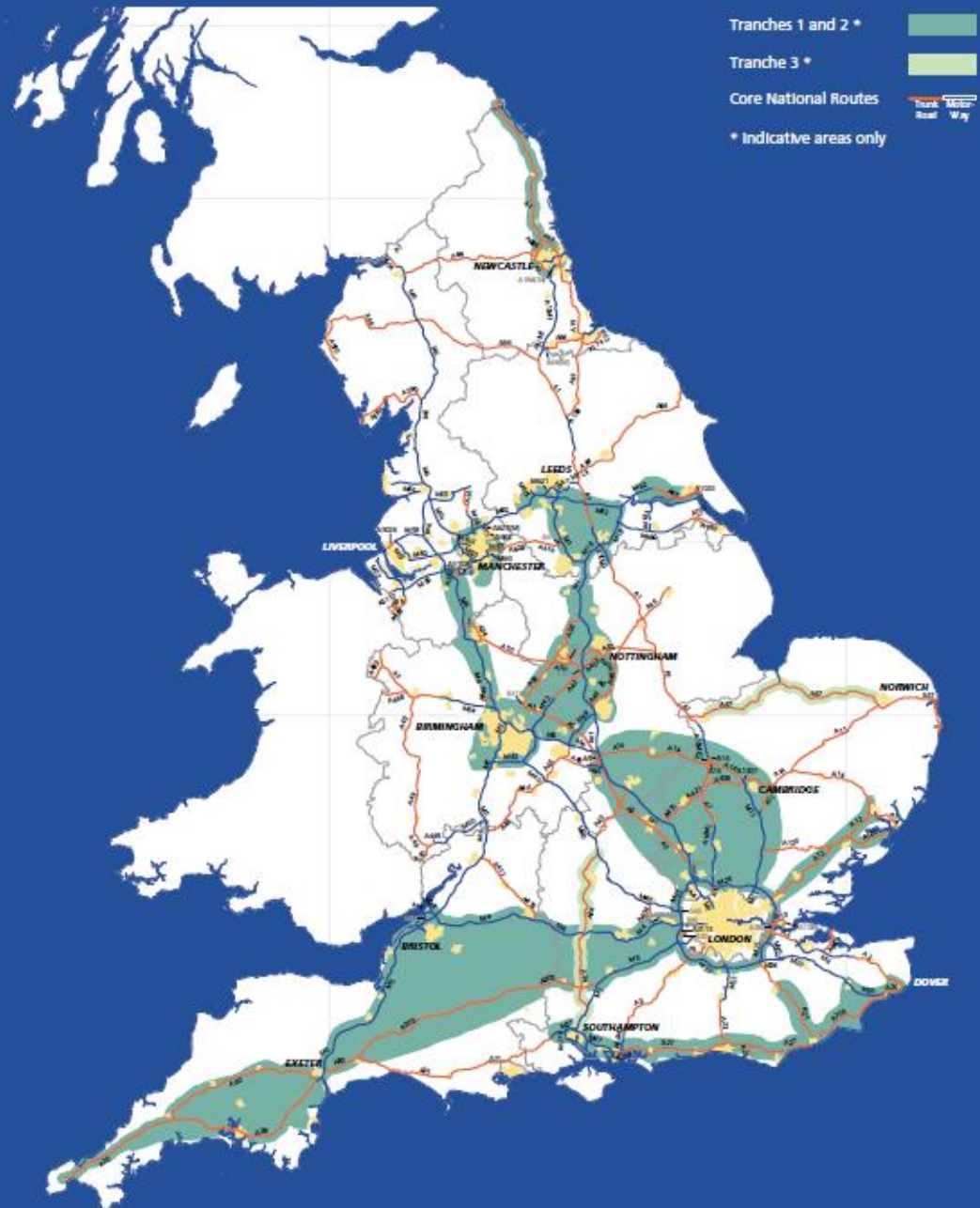
**A NEW DEAL FOR
TRUNK ROADS IN ENGLAND**

Early 2000s

Inter-urban transport investment to be informed by:

‘Objective’(?) Multi-modal studies

Map 2 Multi-Modal Study Areas





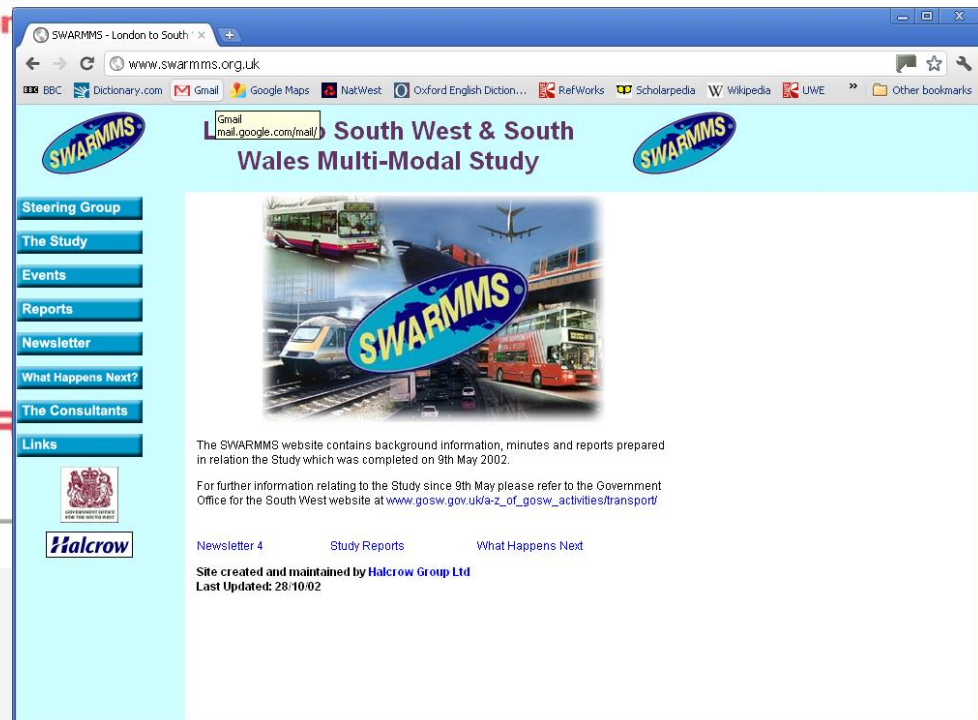
Government Office
for the South East

Orbit:
transport solutions
around London

KBR

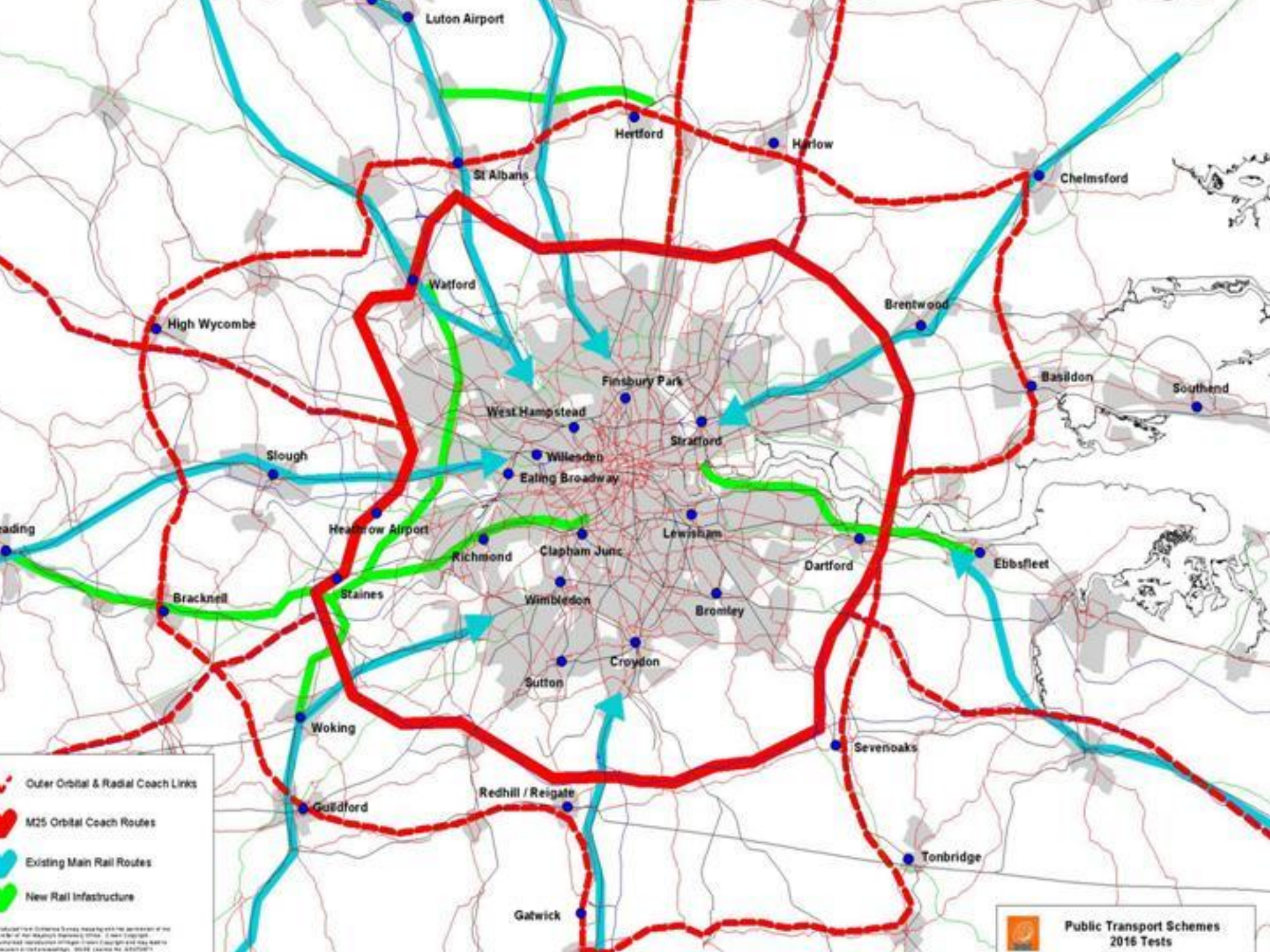
Multi-modal studies

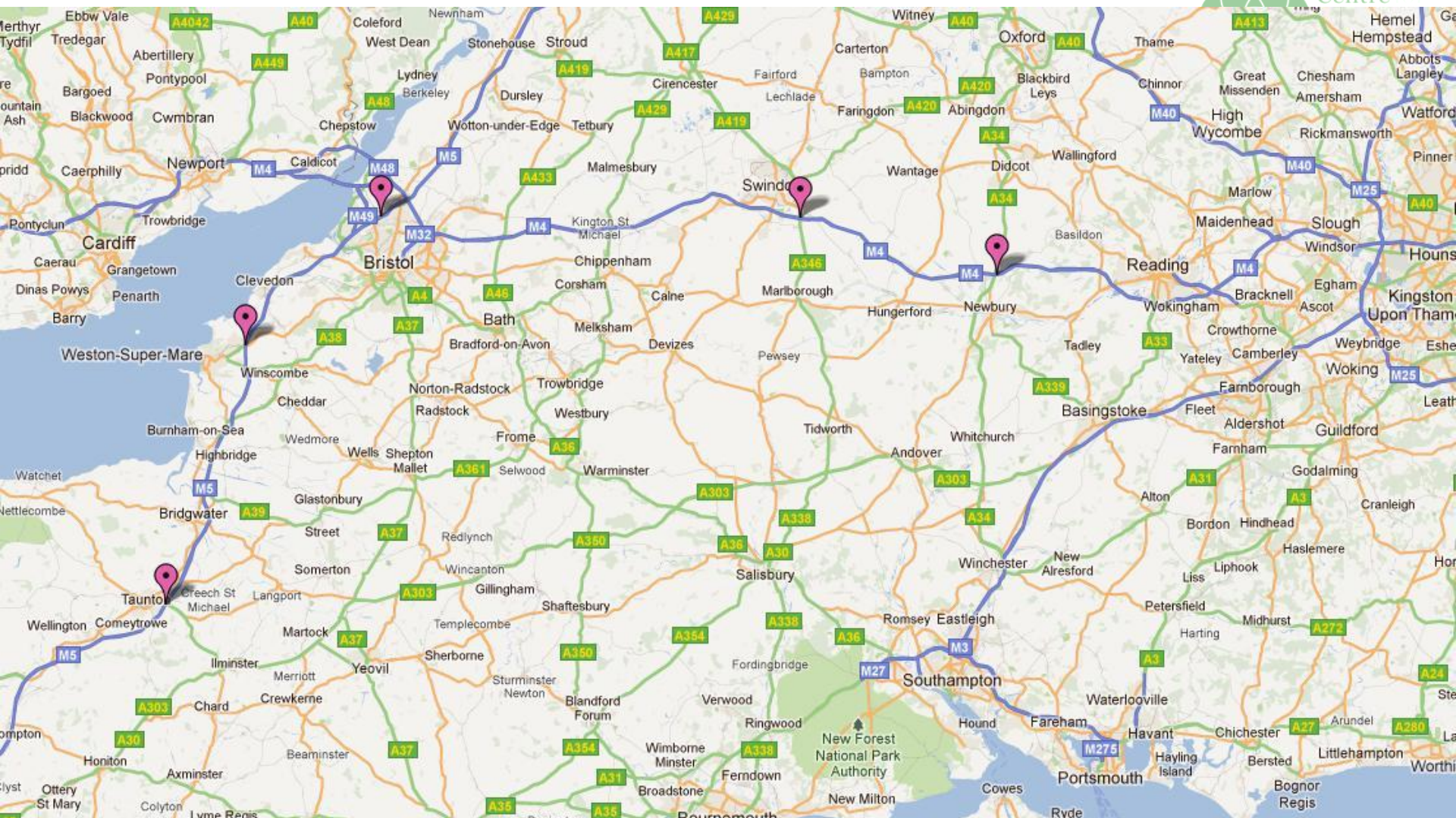
Undertaken by transport planning
consultancies



Express coach recommendations

Scheme title	Proposed in
Cambridgeshire Guided Busway	Cambridge to Huntingdon Multi-Modal Study (Mouchel 2001)
Coleshill interchange hub and spoke bus and coach services	West to East Midlands Multi Modal Study (Jacobs 2003)
High Quality Bus and Coach Corridors	London to Ipswich Multi Modal Study (Mott Macdonald 2002)
London Orbital Coach Network and Strategic Coach Authority	London Orbit Study (KBR 2002)
South West England Coachways and Service Improvements	London to South West and South Wales Multi-Modal Study (Halcrow 2002)
Thames Valley Bus and Coach Network	Thames Valley Strategic Bus and Coach Network (Colin Buchanan 2009)
West Midlands Super-showcase Bus Network	West Midlands Area Multi-Modal Study (Aspen Burrow Crocker 2001)







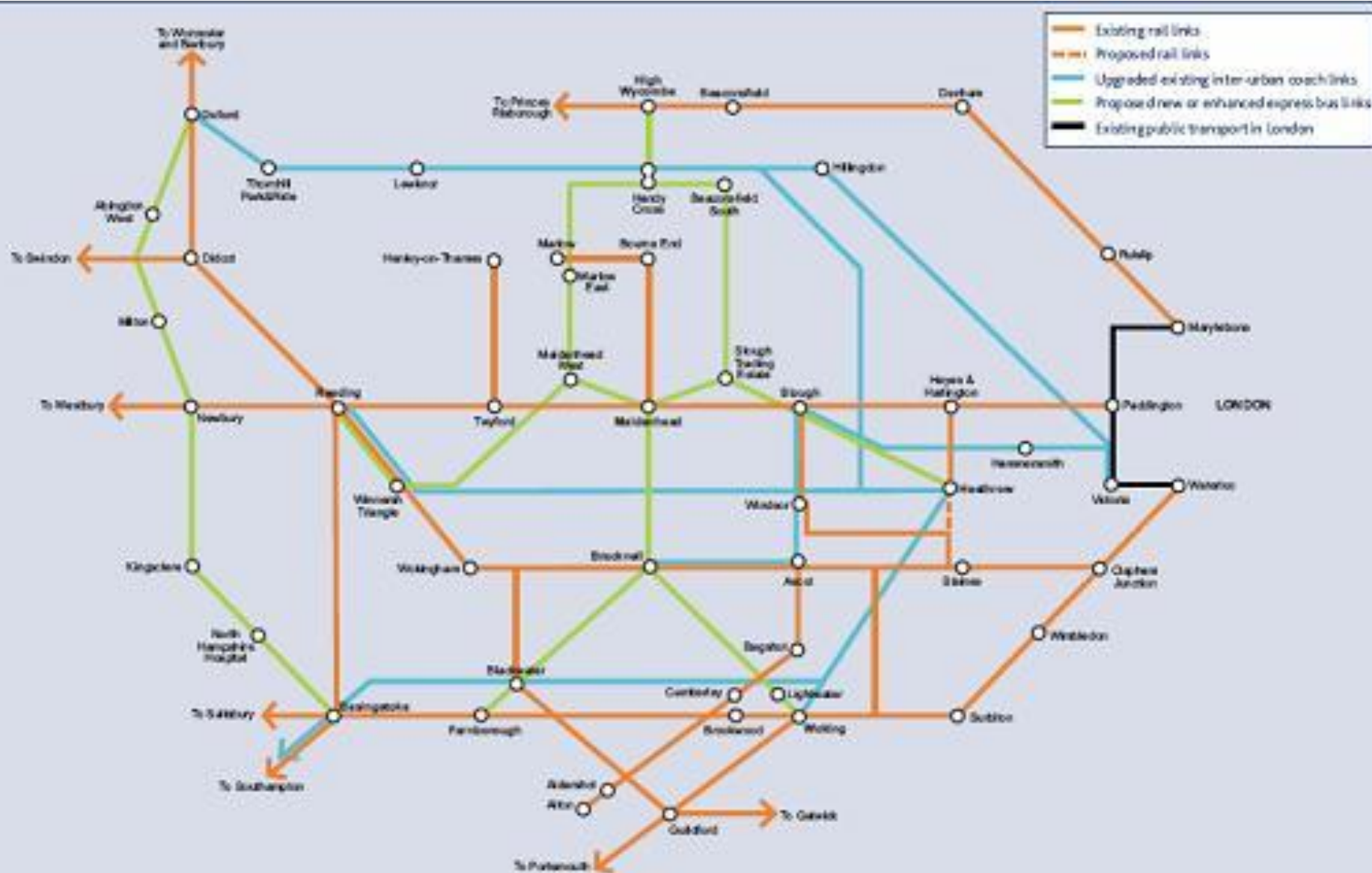
ATKINS

Express Bus and Coach Study

South East Regional Bus Summit

11 November 2003

Thames Valley Potential Express Bus and Coach Routes



2003 – Government Response

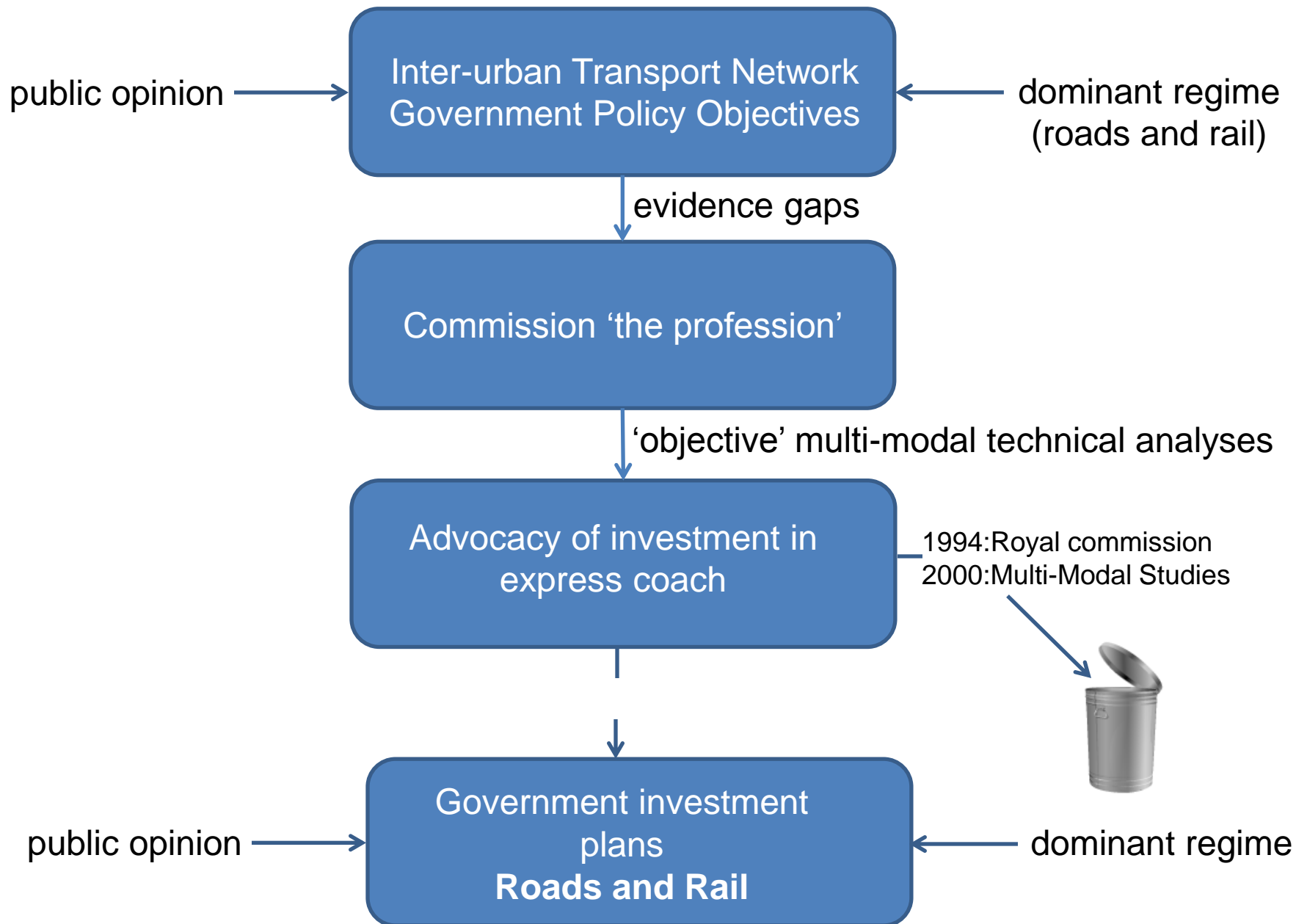
“On buses and coaches, why has he specifically rejected the recommendation of the M25 orbit multi-modal study for a strategic authority to create a high-quality orbital coach network?”



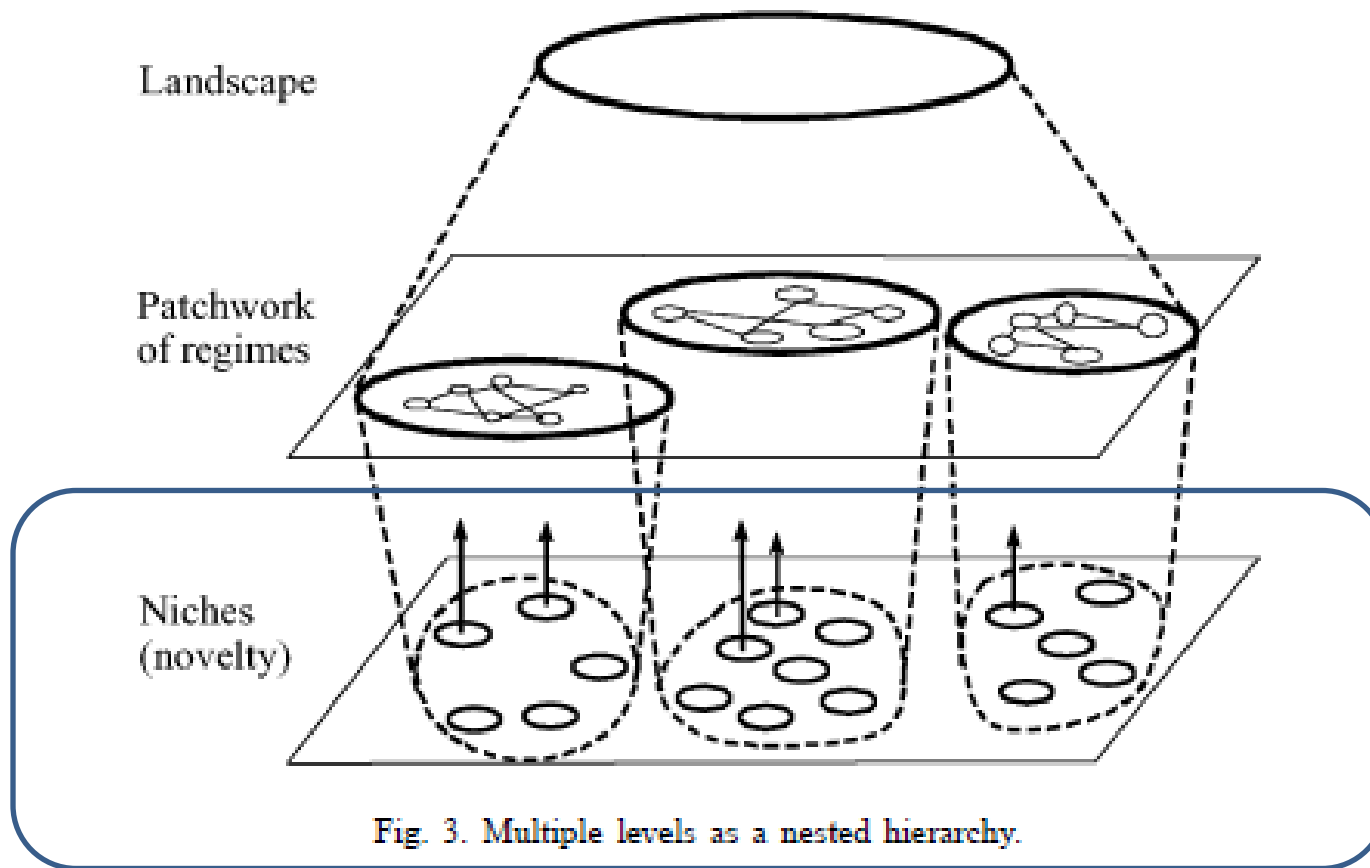
“Given everything that the hon. Gentleman said about bureaucracy, I am astonished that his one new policy announcement is that he wants a strategic authority for coaches. I should have thought that running buses and coaches was best left to existing organisations, rather than to a new quango set up to do it”.

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The Socio-technical Transitions Perspective



Examples of niche markets

- Oxford to London services
- Megabus
- Kings Ferry commuter services



Oxford to London

- 10 minute headway in peak periods
- High quality vehicles
- £15 for a single compared to £29.60 for rail
- Journey time 40 mins longer to central London compared to rail
- Competition between Oxford Bus and Stagecoach



Megabus

- Began operating in 2003
- Took advantage of internet booking and yield management pricing strategies
- Catered to the income-poor, time-rich youth / student markets
- Identified new stopping locations to serve market gaps
 - University campuses
- By 2013, carrying 5m passengers per year
- Established successful services in the USA



Kings Ferry

- London commuter services
 - 36 services daily into London from North Kent
 - Direct to the city of London
 - 1300 passengers daily
- West of England
 - 8 Services from W-s-M, Clevedon, Portishead into North Bristol
 - 17000+ passenger journeys this year
 - Business Shuttle in North Bristol



Niche markets

Common success factors:

1. Demand for leisure and commuter trips to central London
 - Weakening of ‘car-oriented’ regime in London
2. Cater to specific markets:
 - Students and older people (e.g. Oxford to London / Megabus)
3. Fill regional gaps in the rail network
 - Kent: Direct routes to the city of London (avoiding interchange penalty)
 - Bristol: Severn-side settlements to Bristol North Fringe employment sites (no other easy alternatives to private car)

But not ubiquitous:

4. Entrepreneurship



Future innovations?



National network of out-of-town coachway interchanges

Yield management and flexible routing

Dedicated express coach or high occupancy vehicle lanes



CoachTrains



Future opportunity or threat?

Highways England

- Successor to Highways Agency from April 2015
- Adopt a user focussed approach to managing the strategic road network
- But so far, little consideration of Express Coach



The Socio-technical Transitions Perspective

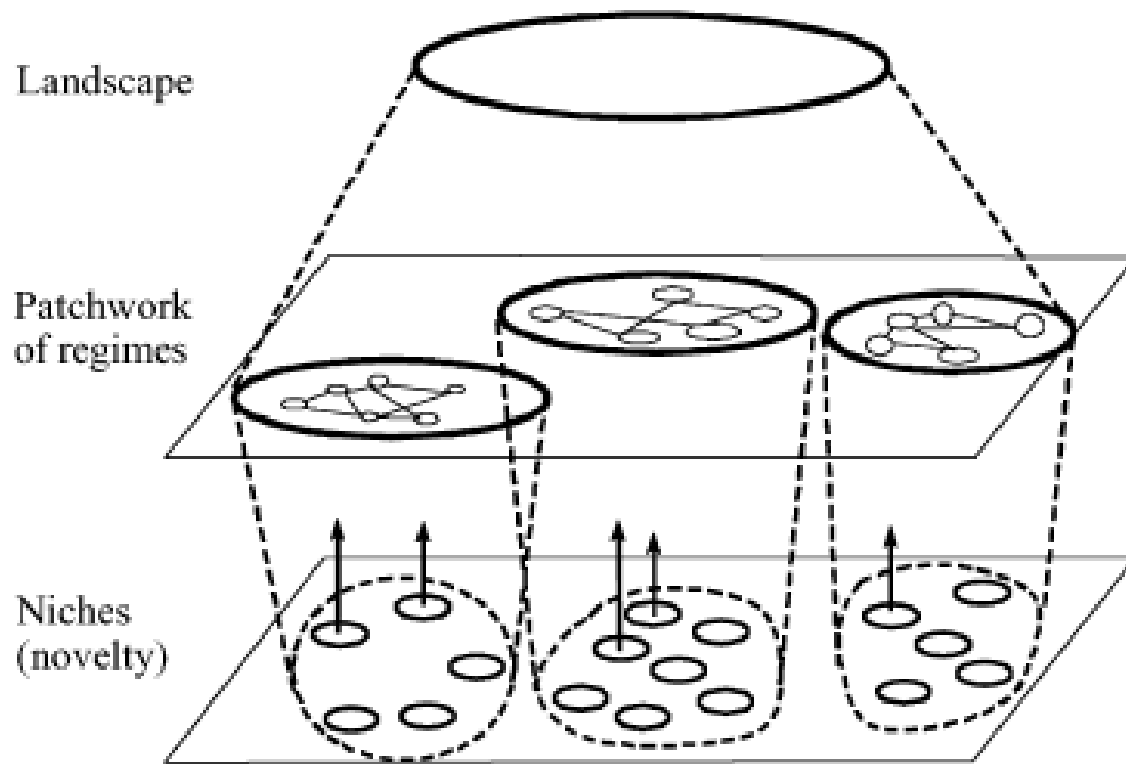


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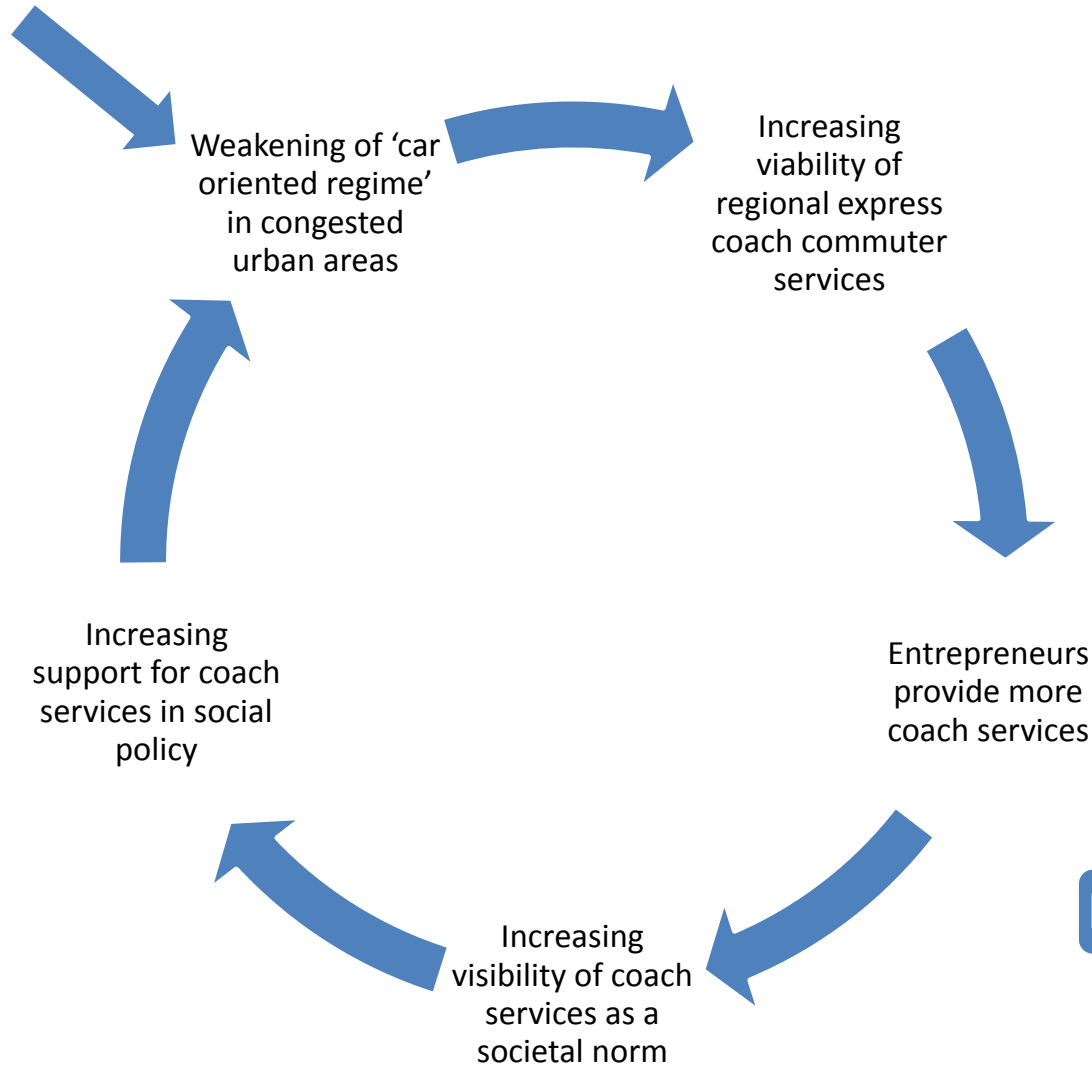
Technological & social change

Sharing economies

Alternative fuels

Autonomous vehicles

Mobile technologies



Niche innovations

Summarising

1. Objective analyses of inter-urban transport corridors repeatedly conclude that express coaches have an important role to play
2. In policy deliver, express coach recommendations have failed to break the dominant inter-urban 'regimes' of private car and rail
3. There are several 'niche' examples of successful coach markets
4. Could emerging trends trigger a transition towards a greater role for new forms of inter-urban express coach transport?

Research needs

1. perceptions of coach transport amongst the public, planning professionals and decision makers,
2. motivations for travelling or not travelling by coach for different journey purposes,
3. the coach journey experience,
4. how and why new coach markets emerge and grow
5. policy process – Highways England as a missed or taken opportunity for Express Coach?

Growing the market

- Lewknor coach stop
- M4 junction 6
- Qualified Oxford services for BSOG
- Unanticipated market demand from 'off-rail' regional towns and villages
- Problem with road side parking

