

## HOW BUS USERS SPEND THEIR JOURNEY TIME



**SYSTRA**

## TABLE OF CONTENTS

<b>EXECUTIVE SUMMARY</b>	<b>5</b>
<b>1. INTRODUCTION</b>	<b>8</b>
<b>1.1 RESEARCH BACKGROUND</b>	<b>8</b>
<b>1.2 RESEARCH OBJECTIVES</b>	<b>9</b>
<b>2. METHODOLOGY</b>	<b>10</b>
<b>2.1 DATA COLLECTION</b>	<b>10</b>
<b>2.2 DATA ANALYSIS AND REPORTING</b>	<b>10</b>
<b>3. NOTTINGHAM RESULTS</b>	<b>11</b>
<b>3.1 ROUTE DESCRIPTION</b>	<b>11</b>
<b>3.2 CURRENT TRAVEL BEHAVIOUR</b>	<b>11</b>
<b>3.3 REASONS FOR BUS USE</b>	<b>13</b>
<b>3.4 HOW PEOPLE SPEND THEIR TIME</b>	<b>15</b>
<b>3.5 SATISFACTION WITH HOW THEY SPEND THEIR TIME</b>	<b>18</b>
<b>3.6 SATISFACTION WITH THE BUS SERVICE OVERALL</b>	<b>19</b>
<b>3.7 LIKELIHOOD OF FUTURE USE</b>	<b>19</b>
<b>4. LEEDS RESULTS</b>	<b>21</b>
<b>4.1 ROUTE DESCRIPTION</b>	<b>21</b>
<b>4.2 CURRENT TRAVEL BEHAVIOUR</b>	<b>21</b>
<b>4.3 REASONS FOR BUS USE</b>	<b>22</b>
<b>4.4 HOW PEOPLE SPEND THEIR TIME</b>	<b>24</b>
<b>4.5 SATISFACTION WITH HOW THEY SPEND THEIR TIME</b>	<b>27</b>
<b>4.6 SATISFACTION WITH THE BUS SERVICE OVERALL</b>	<b>28</b>
<b>4.7 LIKELIHOOD OF FUTURE USE</b>	<b>29</b>
<b>5. HOW PEOPLE SPEND THEIR TIME</b>	<b>31</b>
<b>5.1 INTRODUCTION</b>	<b>31</b>
<b>5.2 RESULTS</b>	<b>31</b>
<b>6. CONCLUSIONS AND RECOMMENDATIONS</b>	<b>35</b>

## LIST OF FIGURES

Figure 1.	Main Journey Purpose [Base=523]	11
Figure 2.	Frequency of Journey [Base=523]	12
Figure 3.	Times of Day Journey Usually Made [Base=523]	12
Figure 4.	Alternative Transport Options for Current Journey [Base=523]	13
Figure 5.	How Journey Time was Expected to be Spent [Base=82]	17
Figure 6.	Satisfaction with How Journey Time is Usually Spent [Base=523]	18
Figure 7.	Satisfaction Levels with Bus Service [Base=523]	19
Figure 8.	Likelihood of Future Bus Use [Base=523]	20
Figure 9.	Main Journey Purpose [Base=595]	21
Figure 10.	Frequency of Journey [Base=594]	22
Figure 11.	Times of Day Journey Usually Made [Base=589]	22
Figure 12.	Alternative Transport Options for Current Journey [Base=594]	23
Figure 13.	How Journey Time was Expected to be Spent [Base=75]	26
Figure 14.	Satisfaction with How Journey Time is Usually Spent [Base=591]	27
Figure 15.	Satisfaction Levels with Bus Service [Base=587]	28
Figure 16.	Likelihood of Future Bus Use [Base=587]	29

## LIST OF TABLES

Table 1.	Main Reasons for Making Current Journey by Bus	14
Table 2.	How Journey Time is Spent	15
Table 3.	Main Reasons for Making Current Journey by Bus	23
Table 4.	How Journey Time is Spent	25
Table 5.	Main Reasons for Making Current Journey by Bus	31
Table 6.	How Journey Time is Spent	32
Table 7.	How People Expected to Spend their Journey Time	33

## APPENDICES

Appendix A	Questionnaire
Appendix B	Profile of Respondents

## EXECUTIVE SUMMARY

### Introduction

UTG has engaged in a research programme to improve understanding of the factors driving bus patronage decline. Various international studies have been conducted, as well as work in the UK rail industry, which have shown passengers value a social space and the ability to better utilise their time. Similar research in the UK bus industry is, however, lacking. A need for more UK-based research focused on assessing the socio-emotional factors related to bus travel, and their influences on journey and service satisfaction, has therefore been identified.

To begin to address this research gap, SYSTRA has undertaken research to better understand how people spend their time on the buses, and how this influences their satisfaction with the service and likelihood of future use. The results may be useful in better understanding the economic case for investing in bus travel as well as the marketing and design of bus services and vehicles.

### The research

A quantitative on-bus self-completion survey was handed out to bus passengers along two routes: the route 36 in Nottingham and the route 36 in Leeds. A total of 1,118 questionnaires were completed. Of course, there are thousands of bus routes in the UK, with different characteristics and journey purposes, and it is important to bear in mind the nature of the two routes sampled when considering the research results and resulting recommendations.

The two routes sampled both provide a high frequency service and operate with double decker buses with leather seats, WiFi and USB ports - some of the best onboard facilities available. However, the profile of passengers between the two routes was somewhat different, with passengers in Leeds tending to be older, working or retired, with higher annual income and more likely to be travelling for leisure purposes. A higher proportion of Nottingham respondents, than Leeds respondents, were students, due to the bus route travelling along the university corridor. A higher proportion of Leeds respondents, than Nottingham respondents, said the physical comfort of the buses was a reason for choosing this mode of transport – the Leeds route surveyed has won awards for its service.

### Why people choose the bus

Many passengers had alternative travel options available to them (in particular, a car), yet still chose the bus. More than one in ten people chose to make their journey by bus because it gave them the ability to do other things while travelling, maximising their use of time. However, other factors are also important in the decision-making process, in particular the frequency and reliability of services.

### How people spend their time on the bus

The most common activities people engaged with whilst making their bus journey were: window gazing or people watching; using the internet for leisure activities; phoning or texting people; listening to music/podcasts; and, socialising with companions. It should be noted that the vast majority of those who said they window gaze/people watch also say they undertake other activities as well.

How people spent their time on the bus varied by different journey and participant characteristics:

Bus Travel Experience	
How bus users spend their journey time	108233
Final Report	27/11/2019

- Those aged 16-24 years old and those aged 65 years and over were more likely than those aged 25-64 years to spend their time on the bus socialising. In addition, the younger the respondent the more likely they were to spend their time using the internet, as well as engaging in other non-internet based activities (e.g. phoning/texting people, working (offline), listening to music/podcasts (offline), reading (offline) or watching movies/catch-up TV (offline));
- Those who were working and not working tended to spend their time on the bus differently, with those who were working being more likely than their counterparts to use the internet, and those who were not working being more likely than their counterparts to socialise; and
- Those travelling for commuting purposes were less likely than others to be socialising, eating, resting or gazing out of the window.

## Expectations, satisfaction and likelihood of future use

The majority of respondents said they spent their time on the bus as expected. However, a small proportion said they did not spend it as expected, with the most common false expectation having been that they would not have undertaken any activity at all.

Those who had expected not to engage in any activity typically found themselves window gazing/people watching, phoning/texting people, listening to music/podcasts (offline), using the internet for leisure, or resting, hence getting greater value from their time on the bus than expected.

The majority of respondents were satisfied or very satisfied with how they spent their time during their bus journey, as well as being satisfied or very satisfied with the bus service overall and being likely or very likely to continue using the bus service in future.

However, satisfaction with how time was spent, and satisfaction with the bus service overall, varied significantly by whether or not a person spent their time as expected; with those who spent their time as expected being more likely to be satisfied, suggesting that people like to know in advance how they will spend their time.

## Recommendations

Results suggest that people do place value on the way they spend their time during their journey. As such, the UK bus industry should consider investing in the marketing and design of bus services and vehicles, to promote and allow for passengers to better utilise their travel time.

In terms of the marketing of bus travel, the results suggest better promotion of the following would be beneficial:

- Where/how bus services are competitive with other modes, to draw people away from the alternatives available to them, e.g. by highlighting routes/corridors where bus travel is more frequent, where real time information is available and/or where bus travel is cheaper than the alternatives;
- The possibilities of how time can be spent, so that people know what to expect and can plan accordingly i.e. promoting the range of activities that are possible on the bus and how time can be used productively (and highlighting where these activities are not possible on other modes);

- The potential for socialising with companions/other passengers, in particular for routes where there is scope to increase the volume of younger and older passengers; and
- The potential for internet based activities, in particular for routes where there is scope to take a greater share of the commuter market.

In terms of the design of bus services and vehicles, the results suggest provision of the following would be beneficial:

- Mixed use space, to allow both social and private areas (or indeed different designs for different routes/corridors, dependent on the optimum passenger base);
- Large, clean windows, and comfortable seating to allow for window gazing, people watching and relaxation; and
- WiFi and USB ports, to allow for internet based activities and charging of technical devices used for both internet and non-internet based activities.

Prior to any major investment in changes to the design of bus services and vehicles, further research would be prudent, for example running targeted marketing campaigns along specific routes/corridors and evaluating any change in passenger satisfaction and ridership numbers before and after the campaign.

In addition, given the challenges of the hyper-local nature of bus operation (i.e. the different local demographics and quality of services, etc), looking at different types of services (e.g. with different facilities, existing levels of satisfaction, or types of service such as those with predominantly long-distance riders versus short-distance riders) would also be useful.

# 1. INTRODUCTION

## 1.1 Research Background

- 1.1.1 The Urban Transport Group (UTG) is the UK's network of city region transport authorities. They promote the interest of Britain's largest urban areas on transport, including identifying issues and overcoming them through collaborative working and innovative approaches.
- 1.1.2 Research suggests that bus patronage is in decline<sup>1</sup> and there are a wide range of feelings towards bus use amongst members of the public<sup>2,3,4</sup>. From journey times and cost of service, to frequency of services and safety concerns, there are many factors which influence people's perceptions of, and choice to use buses compared to other modes of transport. Often however, understanding of public attitudes ignores the use of the bus as a social space, including interactions with drivers and fellow passengers.
- 1.1.3 UTG therefore required research into bus travel experiences to build upon existing studies of the public's views on bus travel, including how they regard the bus as a social space; how attitudes and experiences of different social groups vary; how positive experiences of bus travel can be built upon; and how negative experiences can be overcome.
- 1.1.4 SYSTRA was commissioned to undertake a literature review of existing research on how users and non-users view the experience of bus travel, both in general and for groups of different demographics. The findings<sup>5</sup> from the literature review gave insight into customers' experiences and identified potential areas for further research.
- 1.1.5 In particular, the literature review noted how both objective factors (e.g. service frequency and reliability) and subjective factors (e.g. information provision, marketing and comfort) influence mode choice. Various international studies have been conducted looking at these influences, as well as work in the UK rail industry, and have shown passengers value a social space and the ability to better utilise their time. Similar research in the UK bus industry is, however, lacking.
- 1.1.6 A need for more UK-based research focused on assessing the socio-emotional factors related to bus travel, and their influences on journey and service satisfaction, was therefore identified.
- 1.1.7 To begin to address this research gap, SYSTRA was commissioned to undertake research to better understand how people spend their time on the buses, and how this influences their satisfaction with the service and likelihood of future use.

<sup>1</sup> Department for Transport Statistical Release – Annual Bus Statistics: England 2016/17

<sup>2</sup> Department for Transport Statistical Release – Public Attitudes to Buses: Great Britain 2013

<sup>3</sup> Milton Keynes Council – Barriers to Bus Use (2010)

<sup>4</sup> Scottish Government Social Research – Understanding why some people do not use buses (2010)

<sup>5</sup> <http://www.urbantransportgroup.org/system/files/general-docs/Urban%20Transport%20Group%20-%20How%20people%20respond%20to%20the%20experience%20of%20bus%20travel%20and%20the%20implications%20for%20the%20future%20of%20bus%20services%20FINAL.pdf>

## 1.2 Research Objectives

1.2.1 The specific objectives of the research reported here, were to gain an understanding of:

- Passengers' current travel behaviour;
- How passengers spend their time during the journey and how this meets expectations;
- Whether this varies for different types of user; and
- How this influences satisfaction and likelihood of future use.

## 2. METHODOLOGY

### 2.1 Data Collection

2.1.1 A quantitative on-bus self-completion survey was designed to meet the objectives of the research. Two different bus routes, one in Nottingham and one in Leeds, were selected for the survey.

2.1.2 The survey was designed to capture information on:

- Demographics of respondents;
- Current travel behaviour;
- Reasons for bus use;
- How passengers spend their time;
- Expectations of time spent compared to reality;
- Satisfaction with how time is spent;
- Satisfaction with bus services;
- Reasons for satisfaction; and
- Likelihood of future bus use.

2.1.3 A copy of the questionnaire can be found in Appendix A. It was handed out to bus passengers on route 36 in Nottingham and route 36 in Leeds. The sample of buses surveyed provided a random sample of bus passengers for each location. This was achieved by using a random selection of start points, direction of travel, day type and shift time (i.e. by conducting fieldwork across the full bus routes, at different times of day and days of week). Fieldwork took place between the hours of 7am-7pm, on weekdays and weekends, between 5th and 16th June 2019, inclusive.

2.1.4 To encourage passengers to take part in the survey, a prize draw was offered in each location, with one of three chances to win £100 worth of high street shopping vouchers.

2.1.5 A total of 1,118 questionnaires were completed; 523 on Route 36 in Nottingham and 595 on Route 36 in Leeds. The profile of respondents responding to the survey is provided in Appendix B.

### 2.2 Data Analysis and Reporting

2.2.1 Frequencies are reported for the closed question variables in the data, and also for the open-ended questions, as responses have been coded against a coding frame.

2.2.2 Segmentation analysis has been undertaken, to investigate whether there are any variations in survey answers by different respondent types (e.g. respondents of different age, gender and working status). Only statistically significant differences have been reported.

2.2.3 It should be noted that respondents could choose not to answer questions if they so wished and therefore the response base for each question is provided. Please note that where percentages do not total 100%, this is due either to rounding or the multiple response nature of the question.

### 3. NOTTINGHAM RESULTS

#### 3.1 Route Description

3.1.1 The route 36 in Nottingham runs from Nottingham to Chilwell (Inham Nook) via QMC, Beeston. It has an interchange with Nottingham Tram at Beeston bus station. It is operated by Nottingham City Transport. It runs seven days a week, from 04:47 until 23:18 Monday to Saturday and from 05:47 until 22:53 on Sundays. The first stop of the 36 bus route is Blandford Road, Chilwell, and the last stop is Angel Row A4, Nottingham. The route travels along the university corridor. It has 48 stops and the total trip duration for the route is approximately 44 minutes.

3.1.2 The route offers a high frequency service, operating with gas powered double decker buses. The buses have leather seats and provide WiFi and USB ports. Route 36 has delivered year-on-year patronage growth. It also has a night service with departures from the City centre until 3.15am on Friday and Saturday nights. NCT has been crowned UK Bus Operator of the Year four times, in 2004, 2012, 2014 and 2016.

#### 3.2 Current travel behaviour

3.2.1 Participants were asked a series of questions about the bus journey they were making at the time of completing the survey.

3.2.2 Just over a third (34.0%) of respondents reported leisure activities as the main purpose for their current bus journey. Over a quarter (27.3%) reported commuting to or from work. A full breakdown is shown in Figure 1.



Figure 1. Main Journey Purpose [Base=523]

3.2.3 Journey purpose varied significantly by gender, age, working status and disability, with the following points of interest:

Bus Travel Experience	
How bus users spend their journey time	108233
Final Report	27/11/2019

- Men were more likely than women to be commuting to/from work/education (46.5% compared to 35.6%);
- The younger the respondent the more likely they were to be commuting to/from work/education (53.8% of 16-24 year olds were commuting compared to 49.2% of 25-49 year olds, 37.3% of 50-64 year olds and 2.3% of those aged 65 and older);
- Those with a disability were less likely than those without a disability to be commuting to/from work/education (11.8% compared with 46.2%).

3.2.4 Nearly two thirds (64.1%) of respondents made their journey at least twice a week. A full breakdown is shown in Figure 2.

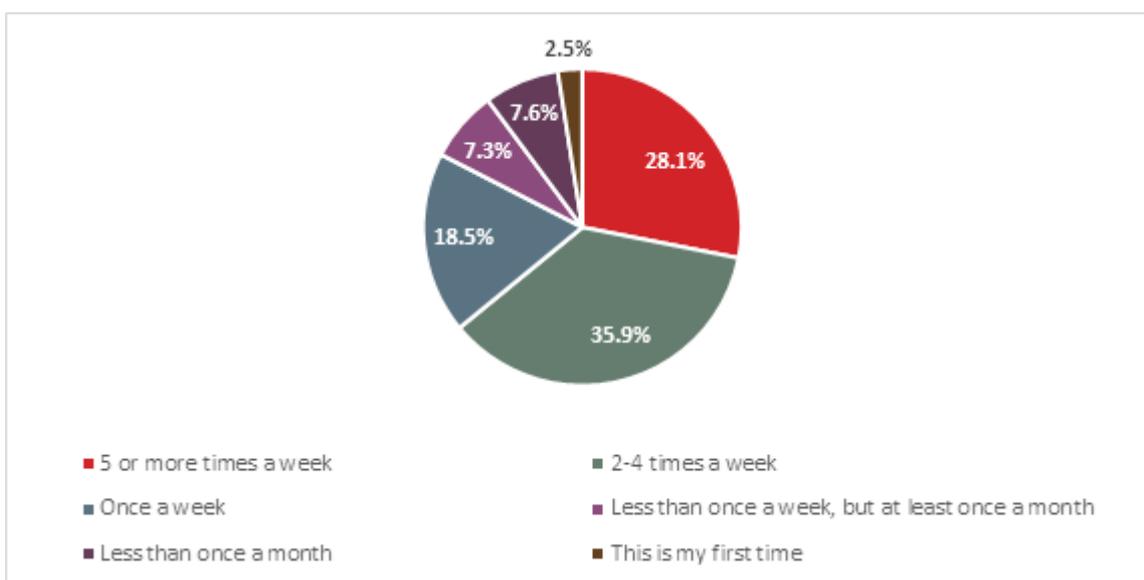


Figure 2. Frequency of Journey [Base=523]

3.2.5 Respondents were also asked at which times of day they typically made their current journey. It was most common for respondents to travel on weekdays between 7am and 7pm, with 55.8% saying they travelled on weekdays between 10:00 and 16:00. A full breakdown is shown in Figure 3.

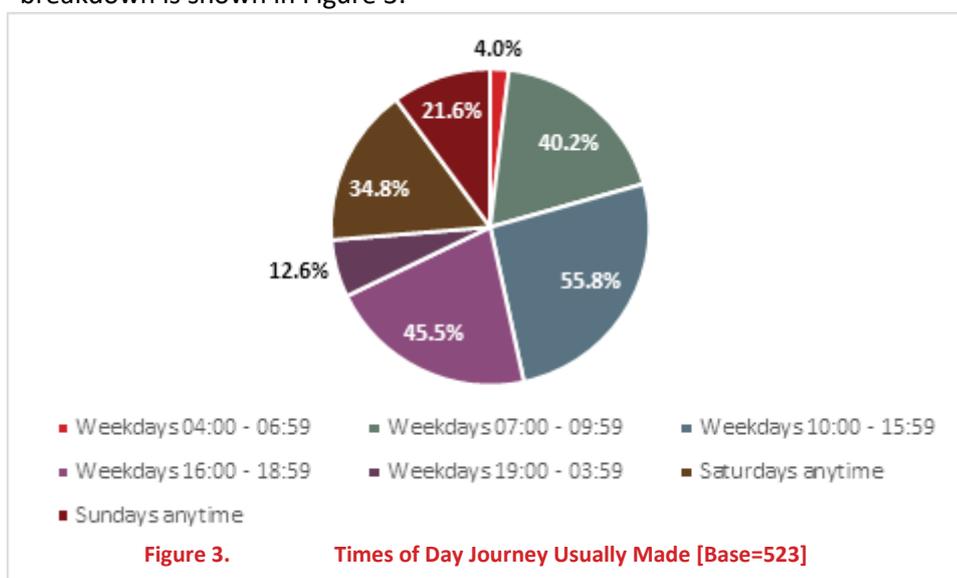
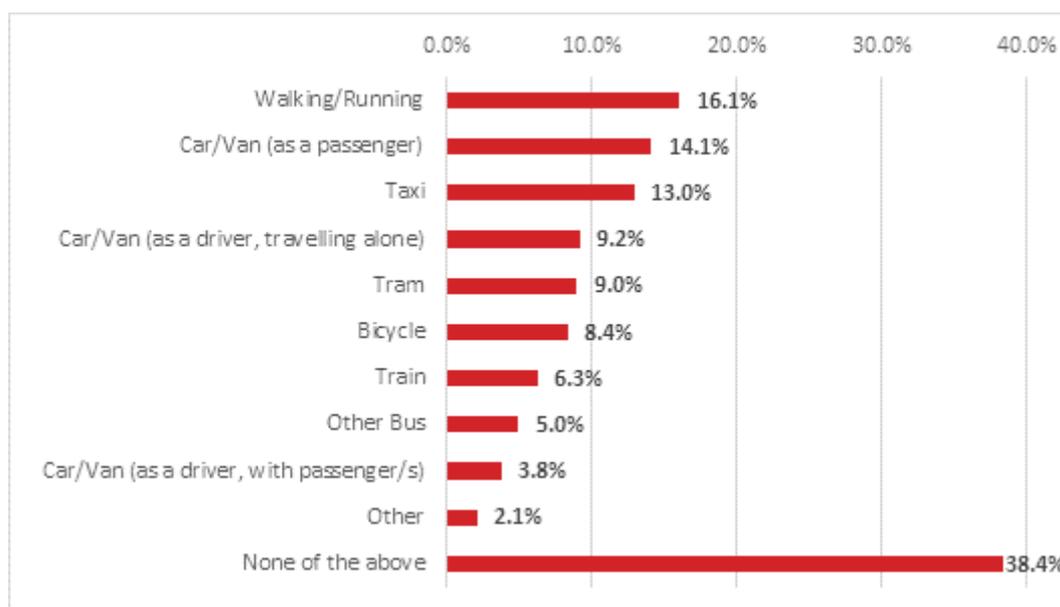


Figure 3. Times of Day Journey Usually Made [Base=523]

### 3.3 Reasons for bus use

3.3.1 Respondents were asked whether they could use other types of transport to make their current journey. Nearly two thirds (61.6%) of respondents had other options available to them, but had still chosen the bus service they were on. The most commonly stated alternatives were walking/running (16.1%), car or van as a passenger (14.1%) and taxi (13.0%). A full breakdown is shown in Figure 4.



**Figure 4. Alternative Transport Options for Current Journey [Base=523]**

3.3.2 Whether or not respondents had alternative transport options available to them varied significantly by age, working status, income, disability and journey purpose. The following points are of note:

- The younger the respondent the more likely they were to say they could get a taxi (16.0% of those aged 16-24 years compared with 11.2% of older respondents), cycle (14.7% compared to 5.6%), walk or run (22.4% compared to 13.9%);
- Those aged 65 and over were less likely than younger respondents to say there were alternative options available to them (51.1% compared to 63.1%);
- Those who were working were more likely than those not working to say they could travel by car/van (28.6% compared to 19.0%);
- Those who were not working were more likely than those who were working to say they had no alternative transport options (45.5% compared to 31.3%);
- Those with an annual household income of £24,000 or more were more likely than those with a lower annual household income to say travelling by car/van was an alternative option for them (38.9% compared to 18.2%);
- Those with an annual household income of less than £24,000 were more likely than those with a higher income to say they had no alternative transport options (40.9% compared with 24.2%);
- Those with a disability were more likely than those with no disability to say car/van was an alternative option for them (33.8% compared with 22.2%), but less likely to say walking/running was (4.4% compared with 18.5%); and

- Those travelling for leisure purposes were more likely than those travelling for any other purpose to say they had no alternative transport options (47.8% compared with 33.6%).

3.3.3 Respondents were asked what the main reasons were for choosing the bus for their current journey, rather than another mode of transport. Frequency of service (37.7%) and reliability of journeys (34.6%) were reported most frequently. Over a fifth (22.9%) said they had no alternative means of travel. 5.2% said they chose the bus so that they could undertake other activities (e.g. work/read/socialise/etc.) while travelling. A full breakdown is shown in Table 1.

**Table 1. Main Reasons for Making Current Journey by Bus**

REASONS FOR MAKING CURRENT JOURNEY BY BUS	PERCENTAGE
Frequency of service	37.7%
Reliability of journey	34.6%
Distance to bus stop	25.6%
Distance to destination	24.5%
No alternative options available	22.9%
Speed of journey	22.4%
Price of bus tickets	18.4%
Operating hours	13.0%
The weather	9.8%
Price of alternative transport options	7.1%
Physical comfort of buses (e.g. air-conditioning/seating)	6.3%
Ability to do other things while travelling (e.g. work/read/socialise/etc.)	5.2%
More environmentally friendly/sustainable	5.0%
Availability of 'Real Time Information'	4.6%
A smooth ride	4.4%
Personal safety on the bus	3.3%
Complexity of journey using alternative transport options (e.g. number of connections)	3.3%
Physical comfort of waiting areas (e.g. bus stop shelters/seating)	2.7%

REASONS FOR MAKING CURRENT JOURNEY BY BUS	PERCENTAGE
Health reasons	2.3%
Personal safety at bus stops (e.g. lighting/CCTV)	1.5%
Car temporarily unavailable	1.1%
Availability of other forms of information	1.0%
Other	3.4%
Base	523

### 3.4 How people spend their time

3.4.1 Respondents were asked how they usually spend their time during their journey. A wide variety of activities were undertaken. Two fifths (40.2%) of respondents reported that they spend their time window gazing or people watching.

*“Looking out the bus window.” (Female, 16-24 years old)*

*“Sit quiet.” (Male, 50-64 years old)*

Other respondents spend their time engaging in less passive activities, with around a fifth using the internet for leisure (21.0%), phoning or texting people (19.9%) and socialising with a companion (18.9%).

*“Puzzles.” (Female, 50-64 years old)*

*“I can catch up with the news.” (Female, 25-49 years old)*

*“The journey is an ideal time to catch up with texts and emails.” (Female, 25-49 years old)*

A full breakdown is provided in Table 2. The results show that many people engage in activities that they cannot necessarily undertake when travelling by some other modes.

**Table 2. How Journey Time is Spent**

HOW TIME IS SPENT DURING THE BUS JOURNEY	PERCENTAGE
Window gazing/people watching	40.2%
Using the internet for leisure	21.0%
Phoning/Texting people	19.9%

HOW TIME IS SPENT DURING THE BUS JOURNEY	PERCENTAGE
Socialising with a companion(s)	18.9%
Listening to music/podcasts (offline)	14.7%
Resting	13.4%
Reading (offline)	7.6%
Using the internet for work	6.5%
Using the internet for personal business	5.5%
Eating	3.4%
Socialising with other passengers	2.5%
Watching movies/catch-up TV (offline)	1.3%
Working (offline)	1.0%
No activity	9.6%
Other	0.6%
Base	523

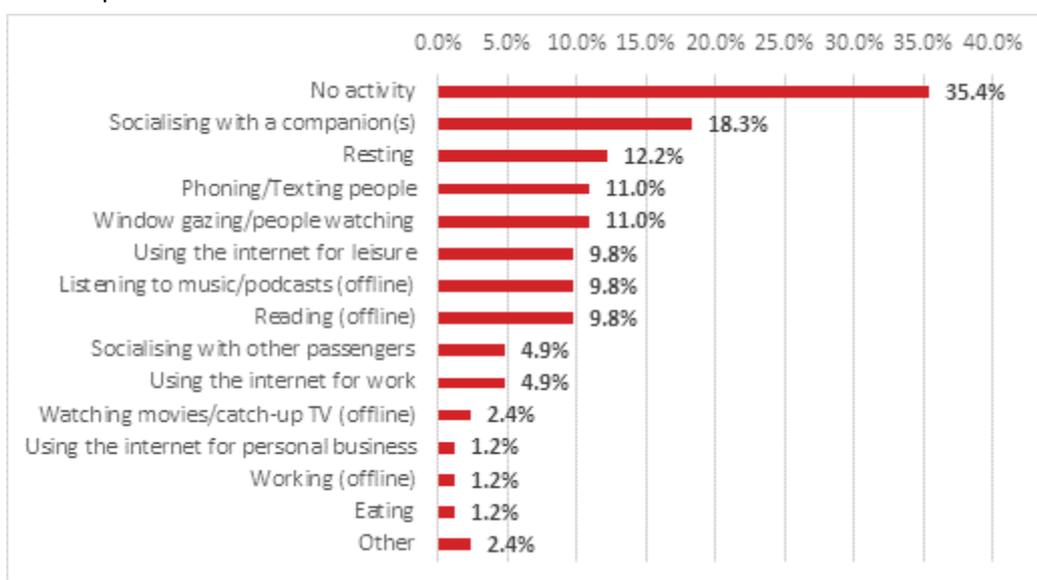
3.4.2 The way in which time is spent varied significantly by age, working status, annual household income, disability and journey purpose. The following points are of note:

- Those aged 16-24 years old and those aged 65 years and over were more likely than those aged 25-64 years to spend their time on the bus socialising (32.7% and 27.3% respectively, compared with 13.2%);
- The younger the respondent the more likely they were to spend their time using the internet (41.0%) and engaging in other, non-internet based, activities<sup>6</sup> (49.4%) compared to older respondents (21.0% and 25.7% respectively);
- Respondents not working were more likely than those who were working to socialise during their journey (29.5% compared with 12.4%);
- Those with an annual household income of £24,000 or more were more likely than those with an income less than £24,000 to engage in non-internet based activities during their journey (52.6% compared with 29.3%);
- Those with a disability were less likely than others to use the internet during their journey (5.9% compared with 30.4%); and
- Those travelling for commuting purposes were less likely than others to be socialising on the bus (12.3% compared with 26.7%) or eating/resting/gazing out of

<sup>6</sup> For the purpose of testing statistically significant differences, the following categories have been grouped together under the heading 'non-internet based activities': Phoning/Texting people, Working (offline), Listening to music/podcasts (offline), Reading (offline), Watching movies/catch-up TV (offline) and any 'other' activities.

the window (44.8% compared with 53.4%), and more likely to be using the internet (39.6% compared with 17.0%).

- 3.4.3 When asked if this was how they expected to spend their journey time, 83.0% said it was. One in ten (9.8%) said it was not what they had expected, and 7.3% said they did not know.
- 3.4.4 Of those who did not expect to spend their time the way they did (or did not know), over a third (35.4%) had expected to engage in no activity, while almost a fifth (18.3%) were expecting to spend their time socialising with a companion. A full breakdown is shown in Figure 5.
- 3.4.5 Those who had expected not to engage in any activity typically found themselves window gazing/people watching, phoning/texting people, listening to music/podcasts (offline) or using the internet for leisure, hence getting greater value from their time on the bus than expected.



**Figure 5. How Journey Time was Expected to be Spent [Base=82]**

- 3.4.6 Respondents who did not spend their time how they expected to were asked why they spent their time differently. Only 42 respondents provided an answer to this question. The most common reasons given included their activity being situation or day dependent or becoming engaged in another activity, often finding other people on the bus to socialise with showing how the bus can be used as a social space.

*"Found someone I knew on the bus." (Female, 25-49 years old)*

*"I found my friend at the bus stop." (Female, 16-24 years old)*

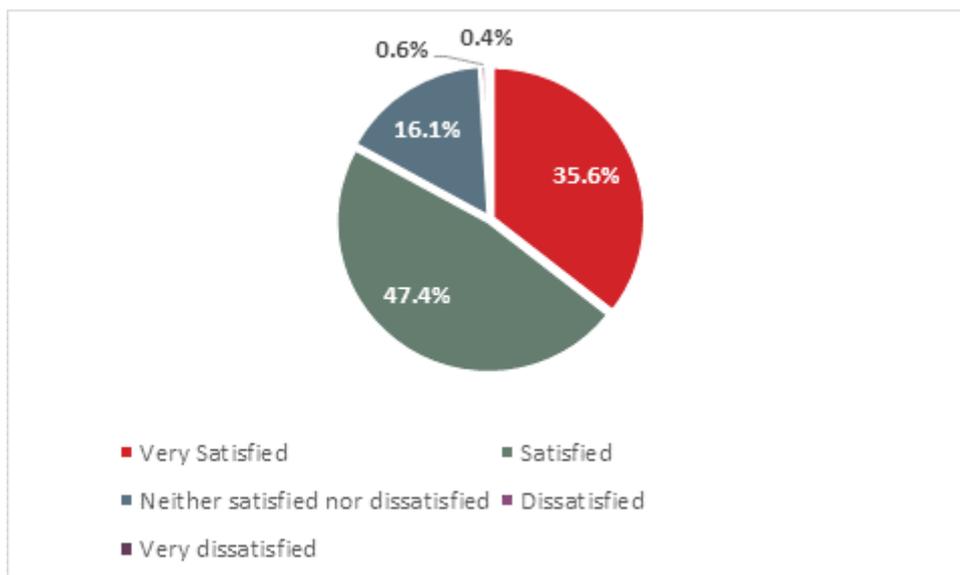
*"I socialise quite a lot on the bus with other students, otherwise I study or revise." (Male, 16-24 years old)*

*"I normally relax and listen to music but got talking so I didn't listen much." (Male, 16-24 years old)*

*"It depends what mood I am in." (Male, 25-49 years old)*

### 3.5 Satisfaction with how they spend their time

3.5.1 The majority (83.0%) of respondents were either satisfied or very satisfied with how they usually spend their time during their journey, and only 1.0% reported being dissatisfied or very dissatisfied. A full breakdown is shown in Figure 6.



**Figure 6. Satisfaction with How Journey Time is Usually Spent [Base=523]**

3.5.2 Satisfaction with how time was spent varied significantly by whether or not a person spent their time as expected; those who did spend their time as expected were more likely to be satisfied than those who did not (85.5% compared with 72.5%), suggesting better promotion of the possibilities of how time can be spent during bus travel could be beneficial.

3.5.3 Of those who said they were satisfied or very satisfied with how they spent their time on the bus, 351 provided a reason why. Almost a fifth (18.2%) suggested that the overall good service of the bus was the reason behind their satisfaction, while 17.7% suggested that the way in which they spent time was enjoyable and 16.8% found their time relaxing.

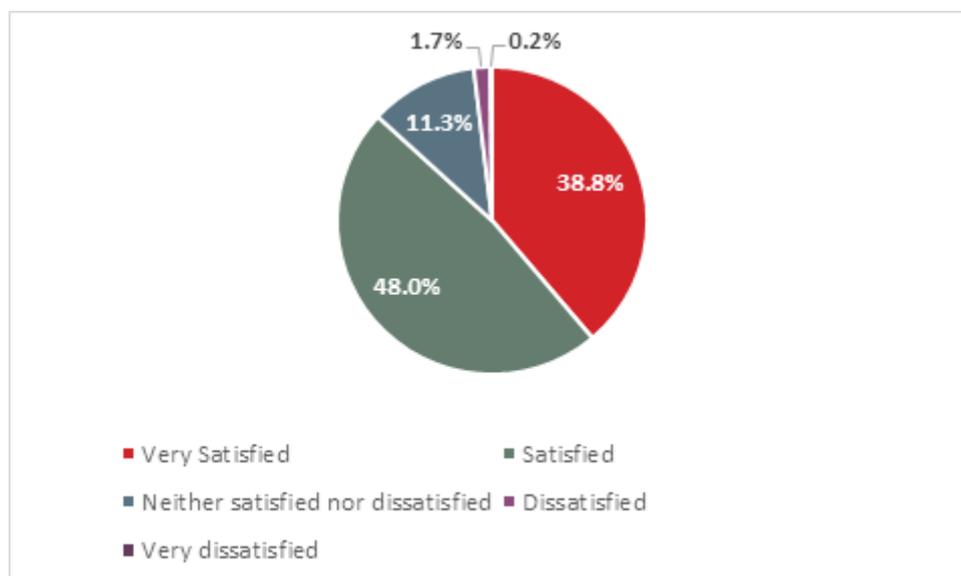
*"I enjoy listening to music." (Female, 25-49 years old)*

*"I love to read, its [sic] relaxing and peaceful to do so on the bus, free time to read." (Female, 25-49 years old)*

3.5.4 Of those who reported that they were dissatisfied or very dissatisfied with how they spent their time on the bus, five gave a reason why, with two citing that the journey was not smooth enough.

## 3.6 Satisfaction with the bus service overall

3.6.1 The majority of respondents (86.8%) reported that they were satisfied or very satisfied with the bus service in question and less than two in a hundred (1.9%) said they were dissatisfied or very dissatisfied. A full breakdown is shown in Figure 7.



**Figure 7. Satisfaction Levels with Bus Service [Base=523]**

3.6.2 Satisfaction with the bus service varied significantly by annual household income:

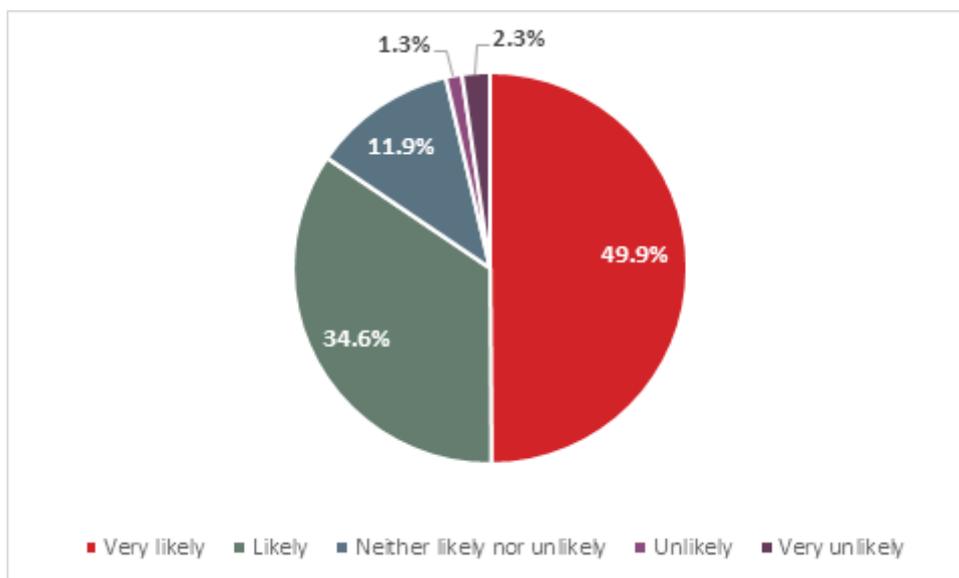
- Those with an annual household income of less than £24,000 were more likely to be satisfied with the bus service than those with an income of £24,000 or more (91.7% compared with 81.1%).

3.6.3 Of those who were satisfied or very satisfied with the overall bus service, 397 gave a reason why. Half of respondents (50.4%) suggested that the service was regular and reliable and a fifth (21.7%) cited that the service was generally good.

3.6.4 Of the respondents who reported that they were dissatisfied or very dissatisfied, nine provided a reason, four of which reported that they were not happy with the drivers.

## 3.7 Likelihood of future use

3.7.1 Respondents were asked to report how likely they were to continue using the bus service in the future. The majority (84.5%) of respondents reported that they would be likely or very likely to use the bus service again, with just 3.6% stating that they would be unlikely or very unlikely to do so. A full breakdown is shown in Figure 8.



**Figure 8. Likelihood of Future Bus Use [Base=523]**

3.7.2 Likelihood of future use varied significantly by gender, annual household income and disability. The following points are of note:

- 88.0% of females said they would be likely to use the bus service again in the future, compared to 81.2% of males;
- Those with an annual household income of less than £24,000 were more likely to say they would use the bus service again than those with a higher income (89.0% compared with 71.6%); and
- Those with a disability were more likely to say they would use the bus service again than those without a disability (92.6% compared with 83.2%).

3.7.3 Of the respondents who reported that they were likely or very likely to use the bus service in the future, 366 provided a reason why. Over two fifths (43.2%) reported that the route and bus stops were simply convenient for their travel behaviour, while over a third (34.4%) reported that they were reliant on the service for their travelling needs.

3.7.4 Of the respondents who reported that they were unlikely or very unlikely to use the bus service again, 19 provided a reason why. Almost half (47.4%) said that they would not be in the area, while almost a third (31.6%) suggested that they would rather drive where possible.

## 4. LEEDS RESULTS

### 4.1 Route Description

4.1.1 The route 36 in Leeds runs from Leeds to Harrogate to Ripon, via Harewood and Ripley. It is operated by the Harrogate Bus Company. It runs seven days a week, from 04:58 until 21:45 Monday to Friday, 05:58-23:45 on Saturdays and 01:20-21:45 on Sundays. The first stop of the 36 bus route is Bus Station Stand 1, Ripon, and the last stop is Bus Station 36, Leeds. The route has 81 stops and the total trip duration for this route is approximately 70 minutes.

4.1.2 The route provides an award winning service, offering high frequency and operating with double decker buses which have leather seats and provide WiFi and USB ports.

### 4.2 Current travel behaviour

4.2.1 Participants were asked a series of questions about the bus journey they were making at the time of completing the survey.

4.2.2 Almost half (49.4%) of respondents reported leisure activities as the main purpose of their journey. A further 27.6% said they were commuting to or from work. A full breakdown is shown in Figure 9.

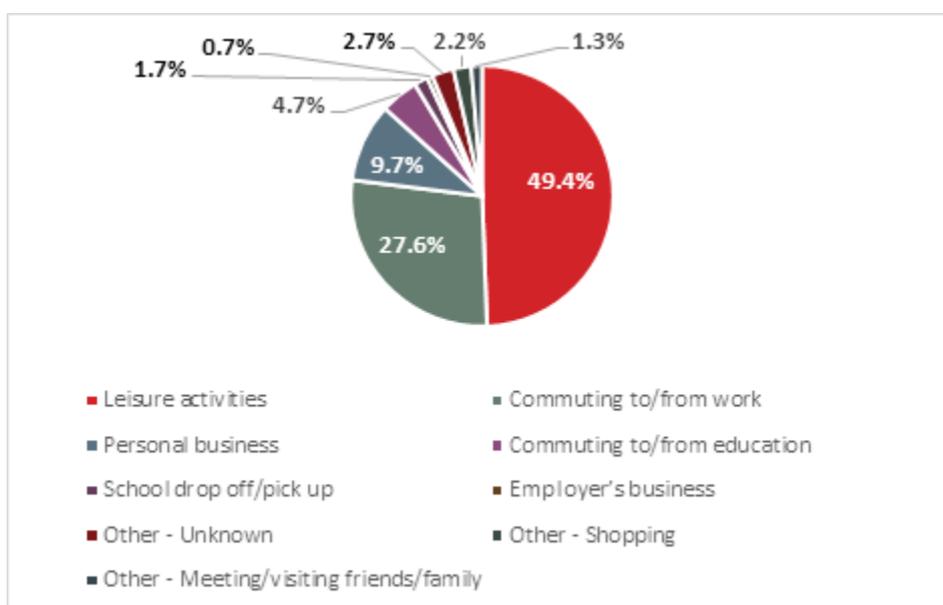


Figure 9. Main Journey Purpose [Base=595]

4.2.3 Journey purpose varied significantly by age, working status and disability, with the following points of interest:

- The younger the respondent the more likely they were to be commuting to/from work/education (52.1% of 16-24 year olds, compared with 48.3% of 25-49 year olds, 35.8% of 50-64 year olds and 2.7% of those aged 65 and over); and,

- Those with a disability were less likely than those with no disability to be commuting to/from work/education (14.5% compared with 34.6%).

4.2.4 Nearly two thirds (63.8%) of respondents made their current journey at least once a week. A full breakdown is shown in Figure 10.

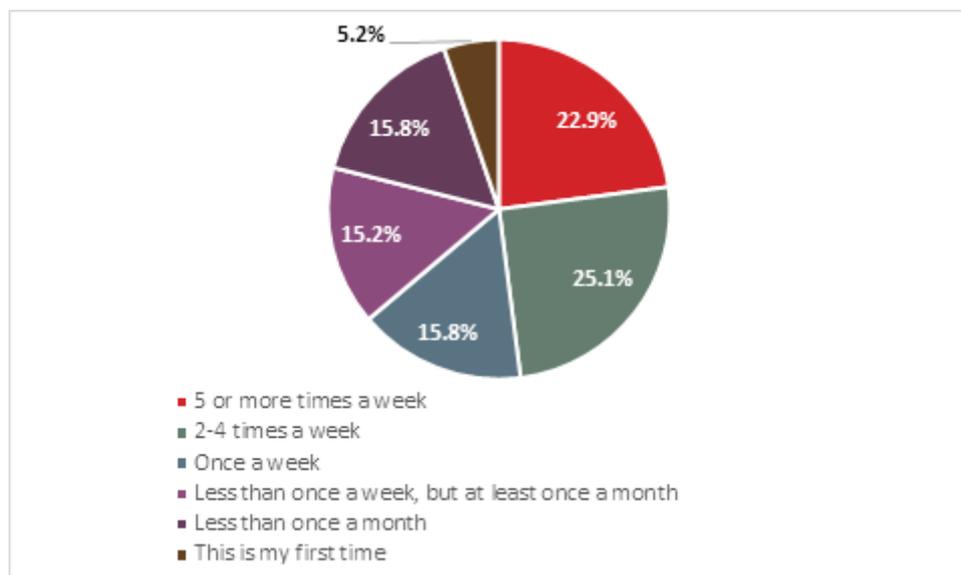


Figure 10. Frequency of Journey [Base=594]

4.2.5 It was most common for people to make their current journey on weekdays between 7am and 7pm and/or Saturdays. More than two in five respondents (45.8%) make their journey on weekdays between 10:00 and 15:59. A full breakdown is shown in Figure 11.

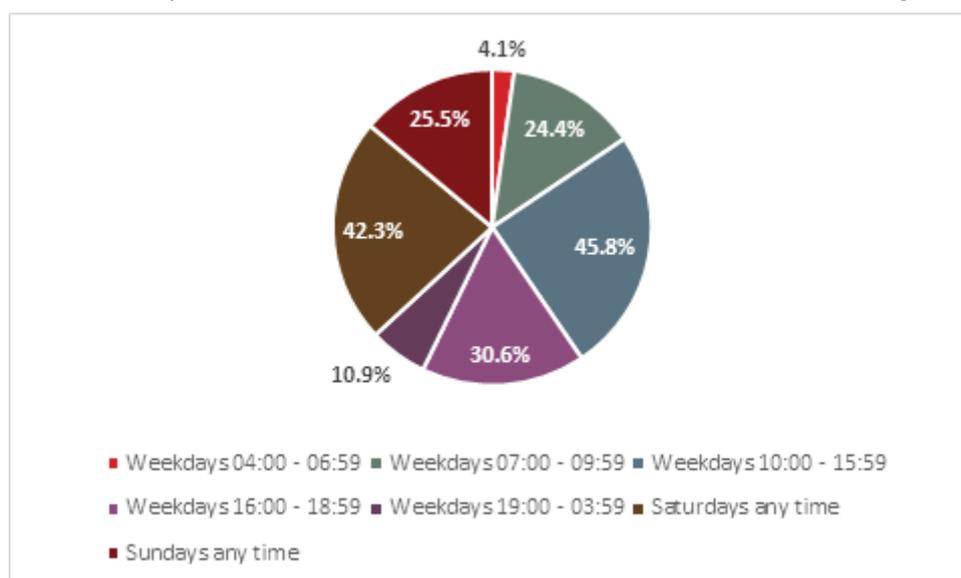


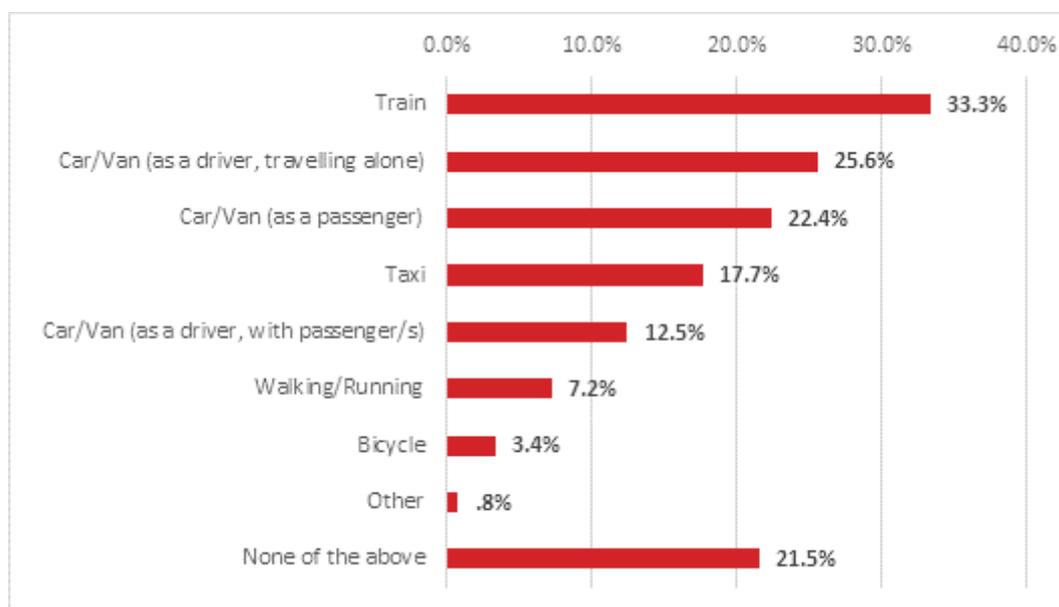
Figure 11. Times of Day Journey Usually Made [Base=589]

## 4.3 Reasons for bus use

4.3.1 Respondents were asked whether they could use other types of transport to make their current journey. A third (33.3%) suggested that they could use the train. A full breakdown

Bus Travel Experience	
How bus users spend their journey time	108233
Final Report	27/11/2019

is shown in Figure 12. It should be noted that 21.5% of respondents said they had no alternative transport options.



**Figure 12. Alternative Transport Options for Current Journey [Base=594]**

4.3.2 Respondents were asked what their main reasons were for choosing the bus for their current journey, rather than another mode of transport. The most common reasons provided were frequency of service (37.2%), reliability (32.0%) and physical comfort of the buses (31.7%). Interestingly 20.2% of respondents said they chose the bus because it gave them the ability to do other things while travelling (e.g. work/read/socialise/etc.). Engaging in other activities while travelling is not possible with some alternative modes. A full breakdown of responses is provided in Table 3.

**Table 3. Main Reasons for Making Current Journey by Bus**

REASONS FOR MAKING CURRENT JOURNEY BY BUS	PERCENTAGE
Frequency of service	37.2%
Reliability of journey	32.0%
Physical comfort of buses (e.g. air-conditioning/seating)	31.7%
Price of alternative transport options	27.1%
Distance to bus stop	24.0%
Price of bus tickets	21.9%
Distance to destination	20.5%
Ability to do other things while travelling (e.g. work/read/socialise/etc.)	20.2%

REASONS FOR MAKING CURRENT JOURNEY BY BUS	PERCENTAGE
Speed of journey	20.0%
No alternative options available	16.8%
Operating hours	15.1%
More environmentally friendly/sustainable	13.2%
Physical comfort of waiting areas (e.g. bus stop shelters/seating)	12.7%
A smooth ride	11.8%
Have a bus pass	10.8%
Complexity of journey using alternative transport options (e.g. number of connections)	7.0%
Personal safety on the bus	5.7%
Availability of 'Real Time Information'	4.3%
Personal safety at bus stops (e.g. lighting/CCTV)	3.6%
The weather	3.3%
Availability of other forms of information	2.7%
Health reasons	2.6%
Don't drive	2.1%
Other	6.2%
Base	584

## 4.4 How people spend their time

4.4.1 Respondents were asked how they usually spend their time during their journey. A wide variety of activities were undertaken. Almost half (49.5%) reported window gazing or people watching, whilst almost a third (32.4%) used the internet for leisure purposes. A full breakdown is shown in Table 4. The results show that many people engage in activities that they cannot necessarily undertake when travelling by some other modes.

Table 4. How Journey Time is Spent

HOW TIME IS SPENT DURING THE BUS JOURNEY	PERCENTAGE
Window gazing/people watching	49.5%
Using the internet for leisure	32.4%
Phoning/Texting people	27.2%
Listening to music/podcasts (offline)	25.7%
Resting	24.7%
Socialising with a companion(s)	21.5%
Reading (offline)	19.8%
Using the internet for work	7.1%
Using the internet for personal business	6.6%
Watching movies/catch-up TV (offline)	6.6%
Socialising with other passengers	5.7%
Eating	5.2%
Working (offline)	3.7%
No activity	5.9%
Other	1.4%
Base	592

*"Watching outside." (Female, 25-49 years old)*

*"Crosswords." (Female, 65+ years old)*

*"Video games." (Male, 25-49 years old)*

*"Talk to my friend." (Female, 25-49 years old)*

*"Resting" (Male, 25-49 years old)*

4.4.2 How respondents spend their journey time varied significantly by age, working status and journey purpose. The following points are of note:

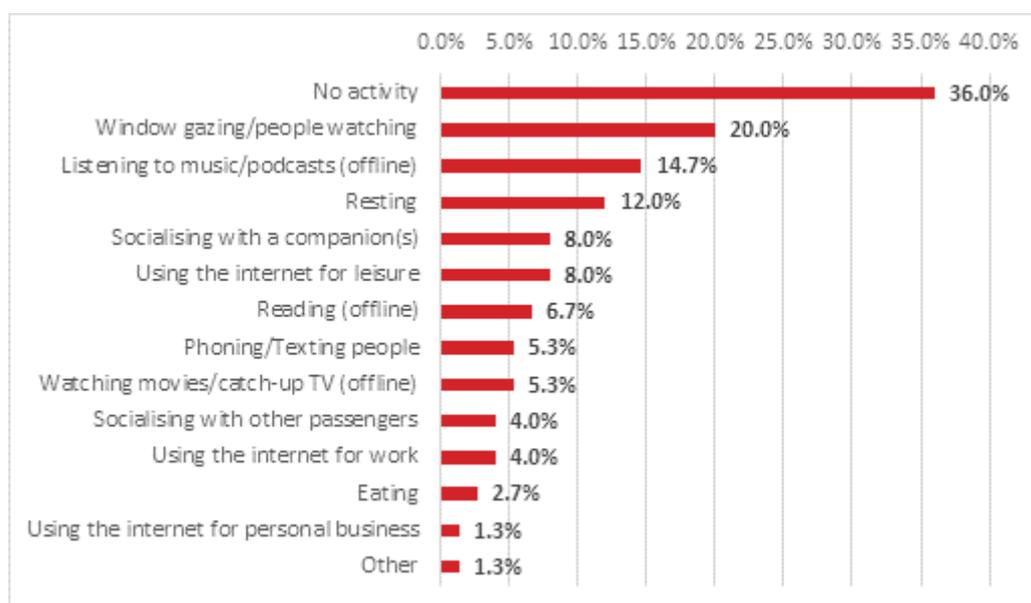
- 16-24 year olds and those aged 65 and over were more likely than those aged 25-64 years to socialise (32.5% and 28.4%, respectively, compared to 20.1%);

- The younger the respondent the more likely they were to use the internet (66.7% of 16-24 year olds compared with 30.3% of older respondents) and to engage in non-internet based activities (84.6% of 16-24 year olds compared with 49.1% of older respondents);
- Those who were working were more likely, than those not working, to use the internet during their journey (51.0% compared with 24.3%); and
- Commuters were less likely than those travelling for other reasons to socialise on the bus (16.2% compared with 29.2%) or eat/rest/gaze out of the window (46.6% compared with 66.8%).

4.4.3 When asked if this was how they expected to spend their journey time, the majority (85.3%) said it was. However, 5.3% of respondents said it was not what they expected, and 9.4% said they did not know.

4.4.4 Of those who did not expect to spend their time the way they did (or did not know), over a third (36.0%) said they expected to engage in no activity, while a fifth (20.0%) expected to window gaze or people watch. A full breakdown is shown in Figure 13.

4.4.5 Those who had expected not to engage in any activity typically found themselves window gazing/people watching, resting, listening to music/podcasts (offline), phoning/texting people or using the internet for leisure, hence getting greater value from their time on the bus than expected.



**Figure 13. How Journey Time was Expected to be Spent [Base=75]**

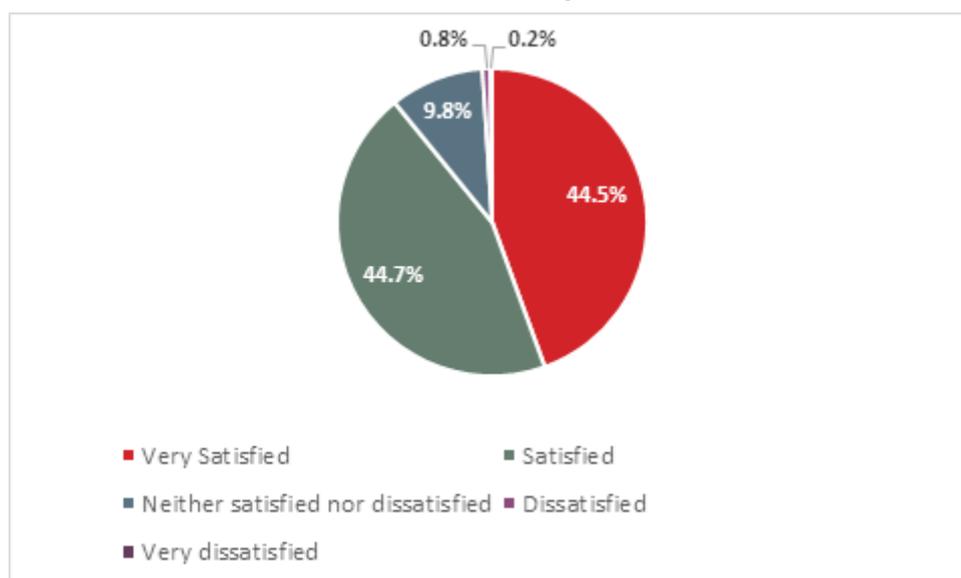
4.4.6 Respondents who did not spend their time how they expected to were asked why they spent their time differently. Only 23 respondents provided an answer to this question. The most common reason given was that the journey provided an unexpected opportunity to relax.

*"Because there is no distractions, can relax." (Female, 16-24 years old)*

*"Days differ, sometimes I have phone calls to make, sometimes it's the only chance I get for meals." (Female, 25-49 years old)*

## 4.5 Satisfaction with how they spend their time

4.5.1 The majority (89.2%) of respondents were satisfied or very satisfied with how they spent their time during their bus journey, with only 1% saying they were dissatisfied or very dissatisfied. A full breakdown is shown in Figure 14.



**Figure 14. Satisfaction with How Journey Time is Usually Spent [Base=591]**

4.5.2 Satisfaction levels varied significantly by working status, journey purpose and how people usually spent their journey time. The following points should be noted:

- Those who were working were less likely to be satisfied than those who were not working (87.8% compared with 92.7%);
- Similarly, those travelling for commuting purposes were less likely to be satisfied than those travelling for any other purposes (83.3% compared to 92.0%); and
- 94.6% of those who spent their journey time socialising were satisfied, while only 71.4% of those who engaged in no activity were satisfied.

4.5.3 Satisfaction with how time was spent also varied significantly by whether or not a person spent their time as expected; those who did spend their time as expected were more likely to be satisfied than those who did not (91.6% compared with 80.0%), suggesting better promotion of the possibilities of how time can be spent during bus travel could be beneficial.

4.5.4 Of those who said they were satisfied or very satisfied with how they spent their time during their bus journey, 251 provided a reason why. The most frequently cited reasons were that the journey was relaxing (22.7%); the bus was comfortable (17.5%); and the time spent during the journey was enjoyable (17.1%).

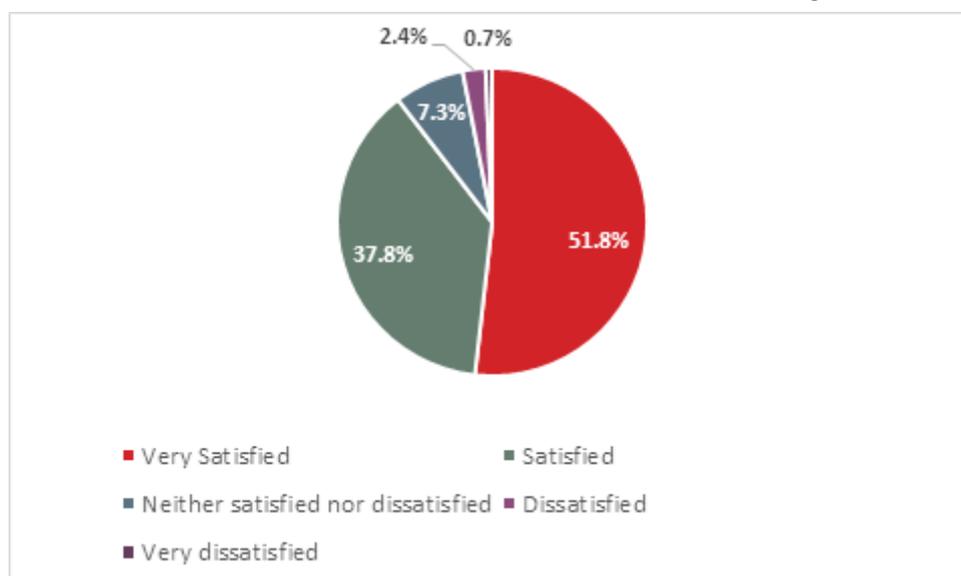
*"I'm satisfied and able to rest whilst travelling or do important things. Good way to appreciate the scenery in Yorkshire." (Female, 25-49 years old)*

*"It gives me time to think about my day and relax before I reach my destination." (Female, 16-24 years old)*

4.5.5 Of those who said that they were dissatisfied or very dissatisfied, six provided a reason why, three of which expressed dissatisfaction with the general service.

## 4.6 Satisfaction with the bus service overall

4.6.1 The majority (89.6%) of respondents were satisfied or very satisfied with the bus service overall, with only three in a hundred (3.1%) respondents being dissatisfied or very dissatisfied with the bus service. A full breakdown is shown in Figure 15.



**Figure 15. Satisfaction Levels with Bus Service [Base=587]**

4.6.2 Satisfaction with the bus service varied significantly by age, journey purpose, how time was spent and by whether or not a person spent their time as expected. The following points are of note:

- Those aged 65 years and over were more likely than other age groups to be satisfied with the bus service (93.9% compared with 88.5%);
- Those travelling for leisure purposes were more likely than those travelling for other reasons to be satisfied with the bus service (95.5% compared with 83.8%);
- Those who spent their time on the bus socialising were more likely to be satisfied than other passengers (94.5%), and those who engaged in no activities during their journey were the least likely to be satisfied (73.5%); and
- Those who did spend their time as expected were more likely to be satisfied than those who did not (91.4% compared with 82.8%).

4.6.3 Of those who were satisfied or very satisfied with the overall bus service, 394 respondents gave a reason why. Over half (53.3%) cited that they were satisfied with the service

because it was regular and reliable. Over a fifth (22.3%) cited that the bus was comfortable.

4.6.4 Of those who were dissatisfied or very dissatisfied, 17 gave a reason why. Almost three quarters (70.6%) suggested that they did not think the service was reliable enough, while almost a fifth (17.6%) did not think that there were enough services.

## 4.7 Likelihood of future use

4.7.1 Respondents were asked how likely they were to use the bus service in future. The vast majority (92.2%) of respondents said they were likely or very likely to continue using the bus service, with only 1.4% of respondents suggesting that they were unlikely or very unlikely to do so. A full breakdown is shown in Figure 16.

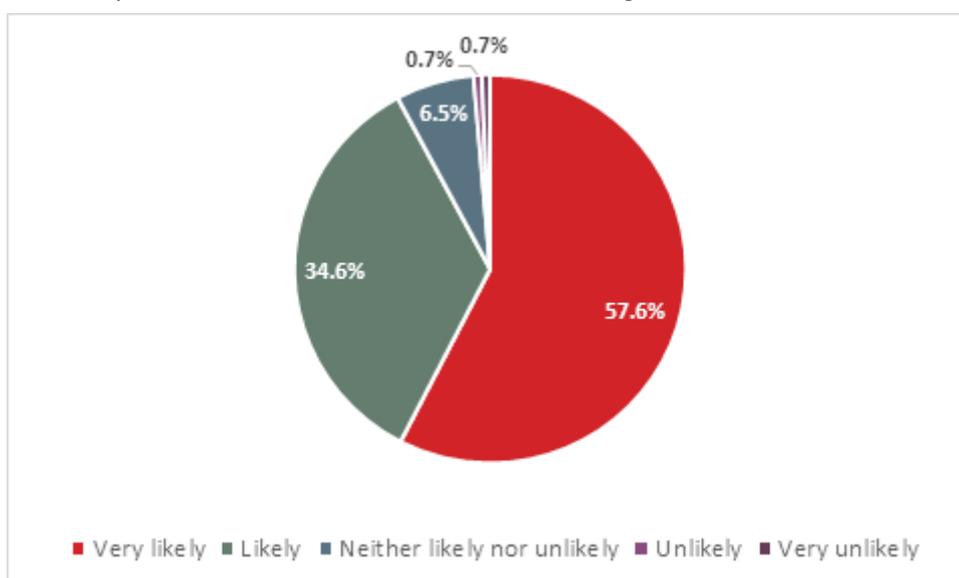


Figure 16. Likelihood of Future Bus Use [Base=587]

4.7.2 Likelihood of future use varied significantly by age, journey purpose and how journey time was spent. The following points are of note:

- Those aged 16-24 years old were least likely to say they would use the service again (88.8%), while those aged 65 years and over were most likely to say they would use it again (98.4%);
- Those travelling for leisure purposes were more likely than those travelling for other reasons to say they would be likely to use the bus service again (94.8% compared with 89.6%); and
- Only 74.3% of those who engaged in no activity during their journey said they would be likely to use the service again, compared to, for example, 94.5% of those who used the internet for various activities and 94.4% of those who spent their journey time socialising.

4.7.3 Of those who reported that they would be likely or very likely to continue using the bus service, 303 provided a reason why. Over a quarter (26.7%) suggested that they would have to use the service again as they are reliant on it for specific travel such as to work or

education; 23.1% found it to be a generally good service; and a further 22.4% found the route and stops offered to be convenient for their needs.

- 4.7.4 Of those who said they were unlikely or very unlikely to continue using the service in the future, eight gave a reason why with responses either relating to respondents moving out of the area (62.5%) or respondents preferring to drive (37.5%).

## 5. HOW PEOPLE SPEND THEIR TIME

### 5.1 Introduction

5.1.1 This chapter brings together the data collected from bus passengers in Nottingham and Leeds, and focuses on how people spend their time during the bus journey.

### 5.2 Results

5.2.1 Overall, across all respondents surveyed both in Nottingham and Leeds, 13.1% of respondents said they chose the bus because it gave them the ability to do other things while travelling (e.g. work/read/socialise/etc.). When travelling by other modes it is not always possible to undertake these additional activities.

5.2.2 In addition, 17.6% said they made their journey by bus due to the price of alternative transport options and 5.2% said it was because of the complexity of the journey they would have to make if they used another mode (e.g. the number of connections that would be needed).

5.2.3 Focussing the promotion of bus travel, and the activities that passengers could engage with whilst travelling, along corridors where alternative transport options are more expensive and/or more complex is therefore likely to be particularly productive. However, frequency and reliability remain key factors in why people choose to travel by bus and therefore also need to be adequate if any modal shift is to be sustained.

**Table 5. Main Reasons for Making Current Journey by Bus**

REASONS FOR MAKING CURRENT JOURNEY BY BUS	PERCENTAGE
Frequency of service	37.4%
Reliability of journey	33.2%
Distance to bus stop	24.8%
Distance to destination	22.4%
Speed of journey	21.1%
Price of bus tickets	20.2%
Physical comfort of buses (e.g. air-conditioning/seating)	19.7%
No alternative options available	19.7%
Price of alternative transport options	17.6%
Operating hours	14.1%
Ability to do other things while travelling (e.g. work/read/socialise/etc)	13.1%

REASONS FOR MAKING CURRENT JOURNEY BY BUS	PERCENTAGE
More environmentally friendly/sustainable	9.3%
A smooth ride	8.3%
Physical comfort of waiting areas (e.g. bus stop shelters/seating)	7.9%
The weather	6.3%
Have a bus pass	6.1%
Complexity of journey using alternative transport options (e.g. number of connections)	5.2%
Personal safety on the bus	4.5%
Availability of 'Real Time Information'	4.4%
Personal safety at bus stops (e.g. lighting/CCTV)	2.6%
Health reasons	2.4%
Availability of other forms of information	1.9%
Don't drive	1.2%
Other	5.0%
Base	1,107

5.2.4 In terms of the activities people engage in while travelling by bus, 45.1% window gaze or people watch; 27.1% use the internet for leisure activities; 23.8% phone or text people; 20.5% listen to music/podcasts; and, 20.3% socialise with companions. It should be noted that the vast majority of those who said they window gaze/people watch also say they undertake other activities as well. Promoting the range of activities that can be enjoyed and how time can be used productively would therefore be advantageous.

**Table 6. How Journey Time is Spent**

HOW TIME IS SPENT DURING THE BUS JOURNEY	PERCENTAGE
Window gazing/people watching	45.1%
Using the internet for leisure	27.1%
Phoning/Texting people	23.8%
Listening to music/podcasts (offline)	20.5%
Socialising with a companion(s)	20.3%

HOW TIME IS SPENT DURING THE BUS JOURNEY	PERCENTAGE
Resting	19.4%
Reading (offline)	14.1%
No activity	7.6%
Using the internet for work	6.8%
Using the internet for personal business	6.1%
Eating	4.4%
Socialising with other passengers	4.2%
Watching movies/catch-up TV (offline)	4.1%
Working (offline)	2.4%
Other	1.0%
Base	1,115

5.2.5 The majority of respondents (84.2%) said they spent their time on the bus as expected. However, 7.4% of respondents said it was not what they expected, and 8.4% said they did not know.

5.2.6 Of those who did not expect to spend their time the way they did (or did not know), over a third (35.7%) said they expected to engage in no activity, while 15.3% expected to window gaze or people watch.

**Table 7. How People Expected to Spend their Journey Time**

HOW PEOPLE EXPECTED TO SPEND THEIR TIME	PERCENTAGE
No activity	35.7%
Window gazing/people watching	15.3%
Socialising with a companion(s)	13.4%
Listening to music/podcasts (offline)	12.1%
Resting	12.1%
Using the internet for leisure	8.9%
Phoning/Texting people	8.3%

HOW PEOPLE EXPECTED TO SPEND THEIR TIME	PERCENTAGE
Reading (offline)	8.3%
Socialising with other passengers	4.5%
Using the internet for work	4.5%
Watching movies/catch-up TV (offline)	3.8%
Eating	1.9%
Using the internet for personal business	1.3%
Working (offline)	0.6%
Other	1.9%
Base	157

5.2.7 Those who had expected not to engage in any activity typically found themselves window gazing/people watching, phoning/texting people, listening to music/podcasts (offline), using the internet for leisure or resting, hence getting greater value from their time on the bus than expected.

5.2.8 However, satisfaction with how time was spent, and satisfaction with the bus service overall, varied significantly by whether or not a person spent their time as expected, with:

- 88.8% of those who spent their time as expected being satisfied with the way they spent their time, compared with 72.7% of those who did not spend their time as expected; and
- 89.7% of those who spent their time as expected being satisfied with the bus service overall, compared with 80.6% of those who did not spend their time as expected.

5.2.9 This suggests that people like to know in advance how they will spend their time and therefore better promotion of the possibilities of how time can be spent during bus travel would be beneficial.

## 6. CONCLUSIONS AND RECOMMENDATIONS

6.1.1 UTG has engaged in a research programme to improve understanding of the factors driving bus patronage decline. Key to this is understanding how people respond to the experience of bus travel from a social and emotional perspective. UTG commissioned this particular study to help better understand how bus passengers spend their time whilst travelling and how this might affect satisfaction and likelihood of future use. The results may be useful in better understanding the economic case for investing in bus travel as well as the marketing and design of bus services and vehicles.

6.1.2 The research results need to be qualified in that two routes were sampled, whereas of course there are thousands of bus routes with different characteristics and journey purposes. The two routes sampled both provide a high frequency service and operate with double decker buses with leather seats, WiFi and USB ports - some of the best onboard facilities available. However, the profile of passengers between the two routes was somewhat different, with passengers in Leeds tending to be older, working or retired, with higher annual income and more likely to be travelling for leisure purposes. A higher proportion of Nottingham respondents, than Leeds respondents, were students, due to the bus route travelling along the university corridor. A higher proportion of Leeds respondents, than Nottingham respondents, said the physical comfort of the buses was a reason for choosing this mode of transport – the Leeds route surveyed has won awards for its service.

6.1.3 Despite some differences between the two routes, there were clear commonalities in the results, in particular:

- Many passengers had alternative travel options available to them (in particular, a car), yet still chose the bus;
- One in five people in Leeds specifically said they chose the bus because it gave them the ability to do other things while travelling (e.g. work/read/socialise/etc.) (although this reduced to one in 20 in Nottingham);
- Many people engaged in activities while on the bus that they would not have been able to had they travelled by alternative modes such as by car, irrespective of whether or not this is why they actively chose to travel by bus;
- Passengers tended to engage in multiple activities, the most common being window gazing/people watching, using the internet for leisure activities, phoning or texting people, listening to music/podcasts and socialising with companions;
- Those aged 16-24 years old and those aged 65 years and over were more likely than others to spend their time on the bus socialising;
- Those in work were more likely than those not working to make use of the internet;
- Those who had expected not to engage in any activity during their bus journey typically found themselves window gazing/people watching, phoning/texting people, listening to music/podcasts (offline), using the internet for leisure or resting, hence getting greater value from their time on the bus than expected;
- However, those who spent their time as expected were more likely to be satisfied, both with the way they spent their time and with the bus service overall, than those who spent their time doing something unexpected.

- 6.1.4 Results suggest that people do place value on the way they spend their time during their journey. However, frequency and reliability of service are still the main reasons why people choose to travel by bus, and therefore are still key factors in encouraging and sustaining bus use.
- 6.1.5 In terms of the marketing of bus travel, the results suggest better promotion of the following would be beneficial:
- Where/how bus services are competitive with other modes, to draw people away from the alternatives available to them, e.g. by highlighting routes/corridors where bus travel is more frequent, where real time information is available and/or where bus travel is cheaper than the alternatives;
  - The possibilities of how time can be spent, so that people know what to expect and can plan accordingly i.e. promoting the range of activities that are possible on the bus and how time can be used productively (and highlighting where these activities are not possible on other modes);
  - The potential for socialising with companions/other passengers, in particular for routes where there is scope to increase the volume of younger and older passengers; and
  - The potential for internet based activities, in particular for routes where there is scope to take a greater share of the commuter market.
- 6.1.6 In terms of the design of bus services and vehicles, the results suggest provision of the following would be beneficial:
- Mixed use space, to allow both social and private areas (or indeed different designs for different routes/corridors, dependent on the optimum passenger base);
  - Large, clean windows, and comfortable seating to allow for window gazing, people watching and relaxation; and
  - WiFi and USB ports, to allow for internet based activities and charging of technical devices used for both internet and non-internet based activities.
- 6.1.7 Prior to any major investment in changes to the design of bus services and vehicles, further research would be prudent, for example running targeted marketing campaigns along specific routes/corridors and evaluating any change in passenger satisfaction and ridership numbers before and after the campaign.
- 6.1.8 In addition, given the challenges of the hyper-local nature of bus operation (i.e. the different local demographics and quality of services, etc), looking at different types of services (e.g. with different facilities, existing levels of satisfaction, or types of service such as those with predominantly long-distance riders versus short-distance riders) would also be useful.

**SYSTRA provides advice on transport, to central, regional and local government, agencies, developers, operators and financiers.**

**A diverse group of results-oriented people, we are part of a strong team of professionals worldwide. Through client business planning, customer research and strategy development we create solutions that work for real people in the real world.**

**For more information visit [www.systra.co.uk](http://www.systra.co.uk)**

**Birmingham – Newhall Street**

5th Floor, Lancaster House, Newhall St,  
Birmingham, B3 1NQ  
T: +44 (0)121 393 4841

**Birmingham – Edmund Gardens**

1 Edmund Gardens, 121 Edmund Street,  
Birmingham B3 2HJ  
T: +44 (0)121 393 4841

**Dublin**

2nd Floor, Riverview House, 21-23 City Quay  
Dublin 2, Ireland  
T: +353 (0) 1 566 2028

**Edinburgh – Thistle Street**

Prospect House, 5 Thistle Street, Edinburgh EH2 1DF  
United Kingdom  
T: +44 (0)131 460 1847

**Glasgow – St Vincent St**

Seventh Floor, 124 St Vincent Street  
Glasgow G2 5HF United Kingdom  
T: +44 (0)141 468 4205

**Glasgow – West George St**

250 West George Street, Glasgow, G2 4QY  
T: +44 (0)141 468 4205

**Leeds**

100 Wellington Street, Leeds, LS1 1BA  
T: +44 (0)113 360 4842

**London**

3<sup>rd</sup> Floor, 5 Old Bailey, London EC4M 7BA United Kingdom  
T: +44 (0)20 3855 0079

**Manchester – 16<sup>th</sup> Floor, City Tower**

16th Floor, City Tower, Piccadilly Plaza  
Manchester M1 4BT United Kingdom  
T: +44 (0)161 504 5026

**Newcastle**

Floor B, South Corridor, Milburn House, Dean Street, Newcastle, NE1  
1LE  
United Kingdom  
T: +44 (0)191 249 3816

**Perth**

13 Rose Terrace, Perth PH1 5HA  
T: +44 (0)131 460 1847

**Reading**

Soane Point, 6-8 Market Place, Reading,  
Berkshire, RG1 2EG  
T: +44 (0)118 206 0220

**Woking**

Dukes Court, Duke Street  
Woking, Surrey GU21 5BH United Kingdom  
T: +44 (0)1483 357705

**Other locations:**

**France:**

Bordeaux, Lille, Lyon, Marseille, Paris

**Northern Europe:**

Astana, Copenhagen, Kiev, London, Moscow, Riga, Wroclaw

**Southern Europe & Mediterranean: Algiers, Baku, Bucharest,**

Madrid, Rabat, Rome, Sofia, Tunis

**Middle East:**

Cairo, Dubai, Riyadh

**Asia Pacific:**

Bangkok, Beijing, Brisbane, Delhi, Hanoi, Hong Kong, Manila,  
Seoul, Shanghai, Singapore, Shenzhen, Taipei

**Africa:**

Abidjan, Douala, Johannesburg, Kinshasa, Libreville, Nairobi

**Latin America:**

Lima, Mexico, Rio de Janeiro, Santiago, São Paulo

**North America:**

Little Falls, Los Angeles, Montreal, New-York, Philadelphia,  
Washington

The SYSTRA logo is displayed in a bold, red, sans-serif font. The letters are thick and closely spaced, with a modern, geometric feel. The 'S' and 'Y' are particularly prominent due to their size and shape.