

DM Marsh

Victoria terminus

London Transport 

FINAL CONCEPT PRESENTATION
TUESDAY 28TH NOVEMBER 1989

(Not to be called
Victoria terminus)

Key Items

- ◆ Improve passengers perception
- ◆ Increase passenger throughput
- ◆ Improve safety standards
- ◆ Maintain operational efficiency
- ◆ Improve operators perception
- ◆ Increase income
- ◆ Implement cost effectively

◆ **How many?**

11.7 million passenger trips per annum
+ 3 million meeters and greeters

◆ **Who are they?**

59% under 34

23% over 54

63% middle income groups C1 and C2

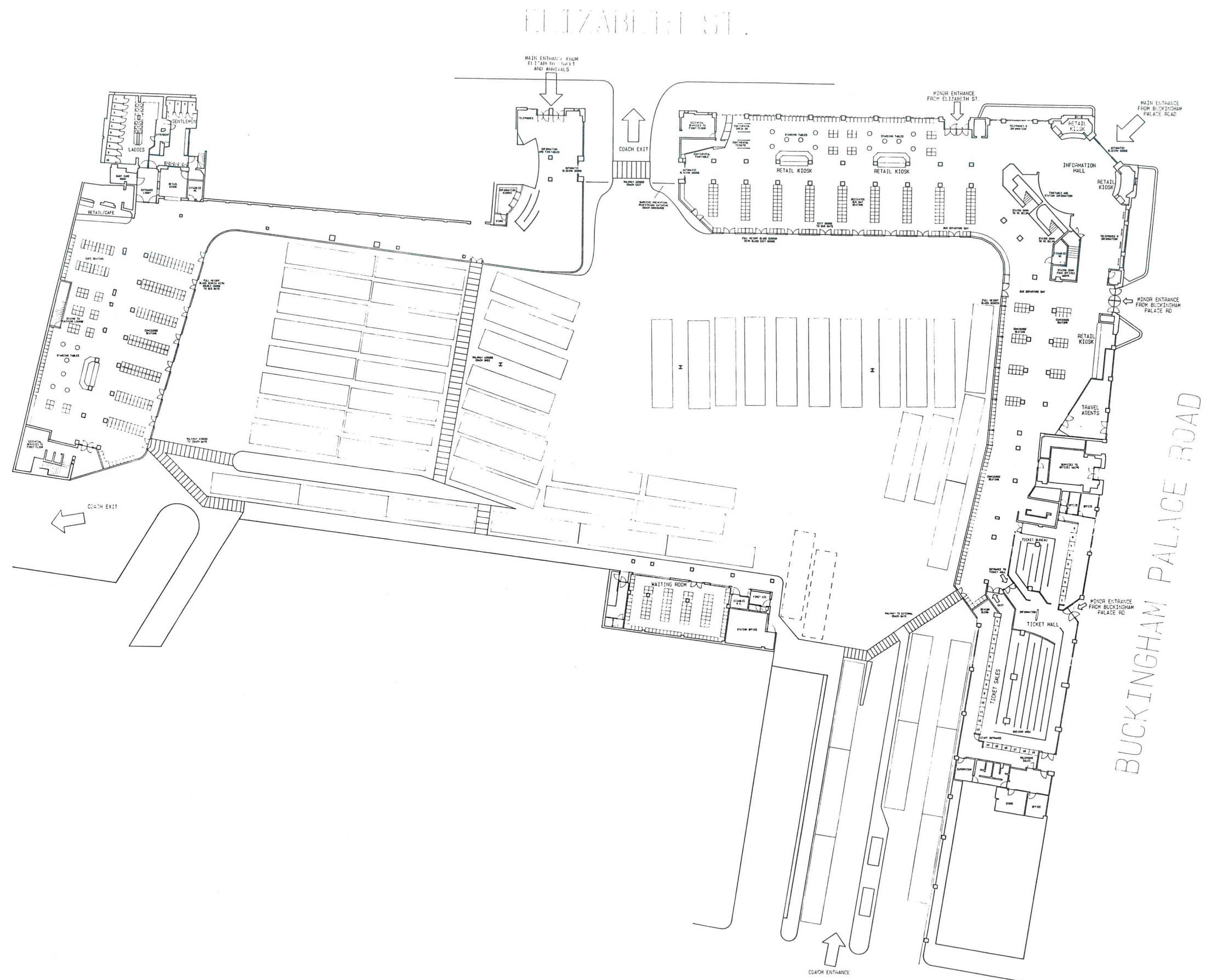
◆ **Why are they travelling?**

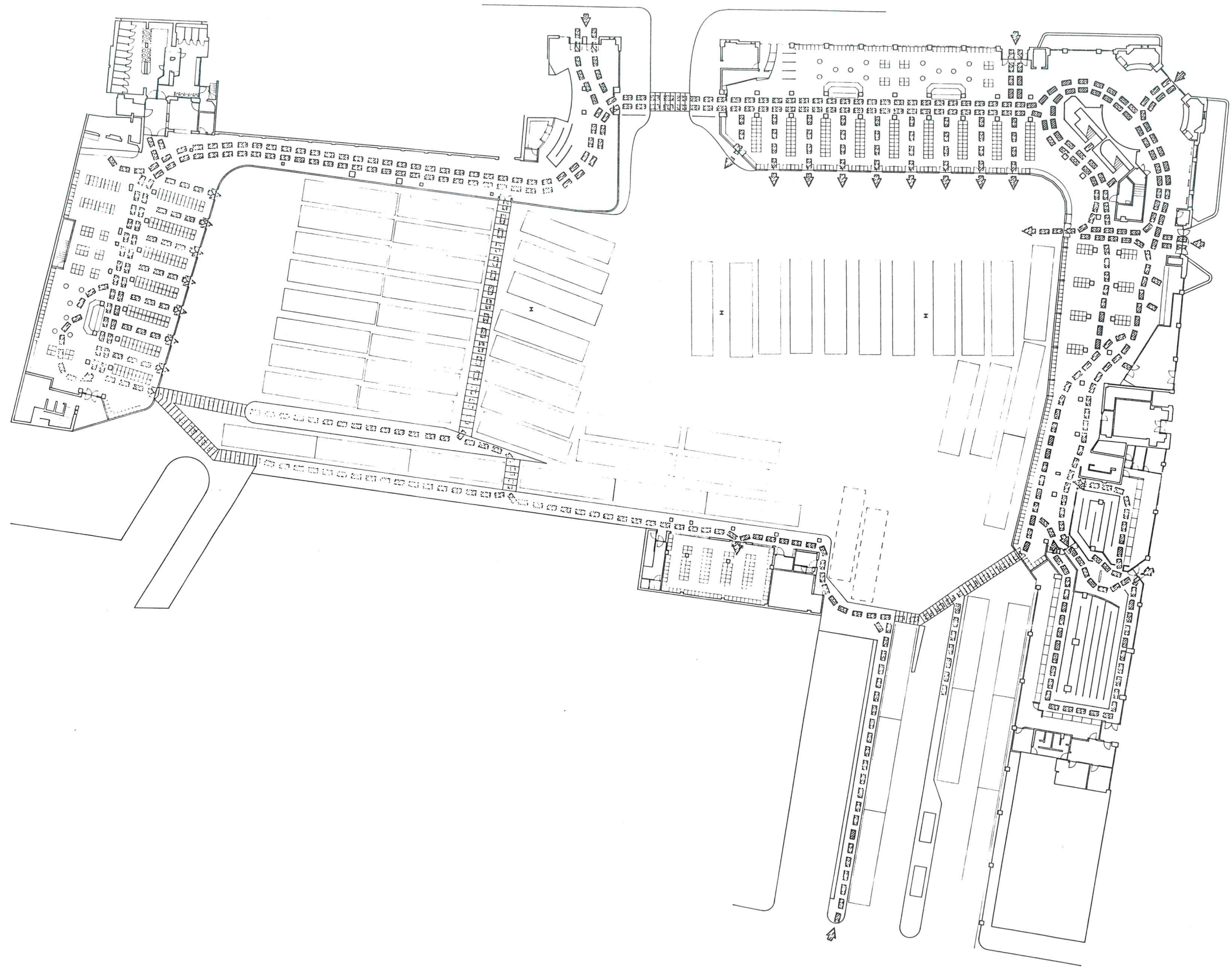
58% visiting friends and family

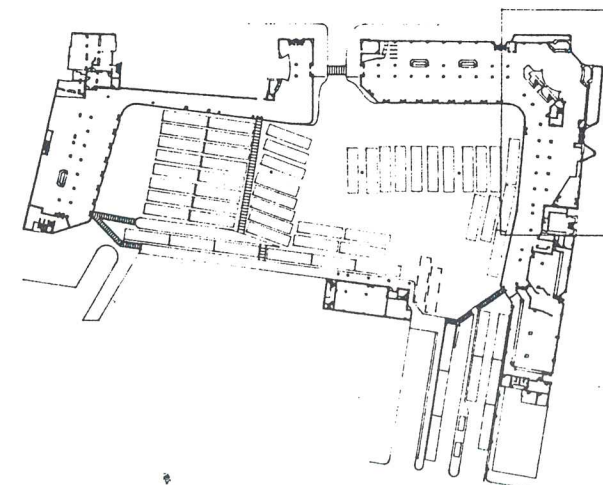
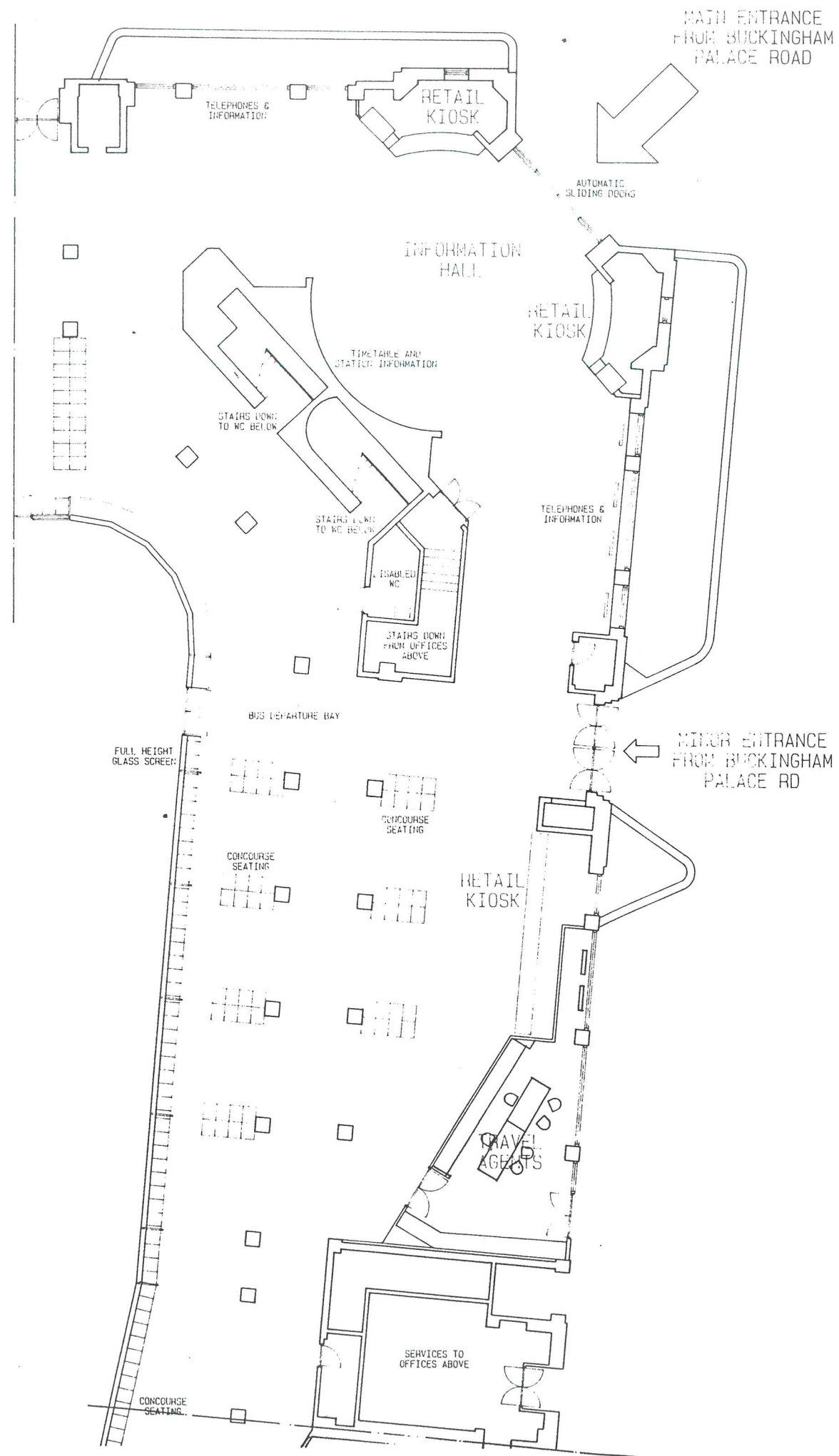
20% on holiday

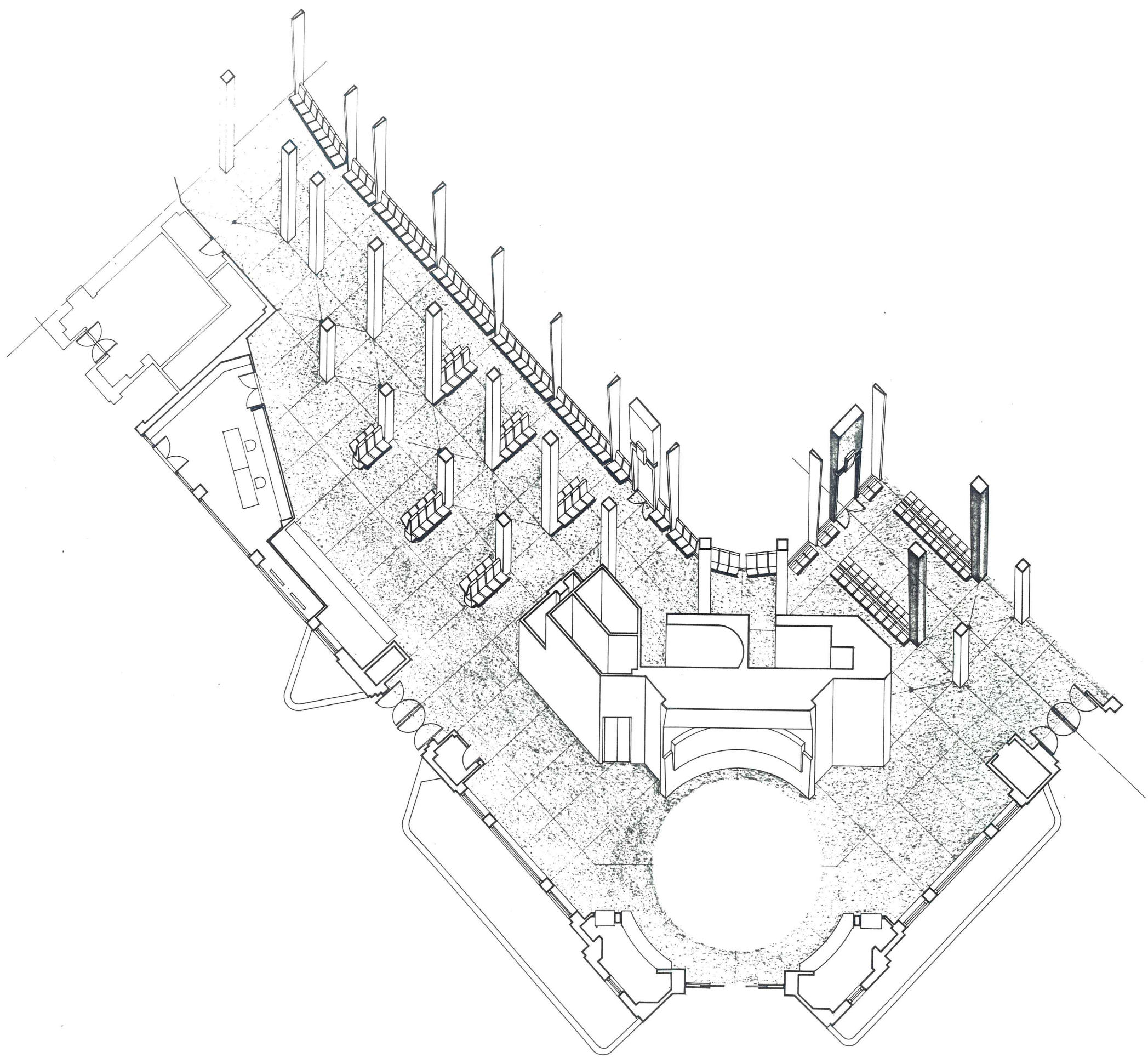
9% commuting

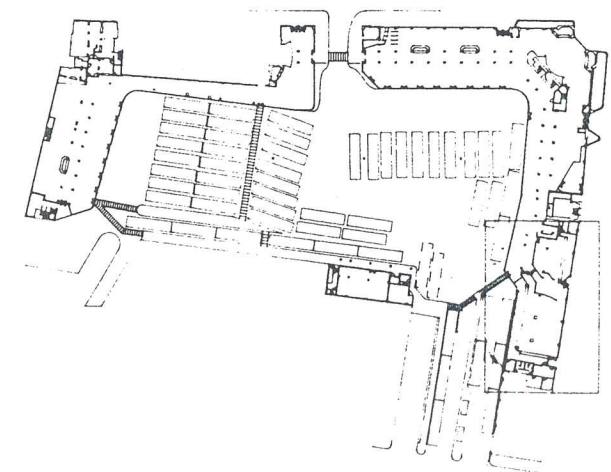
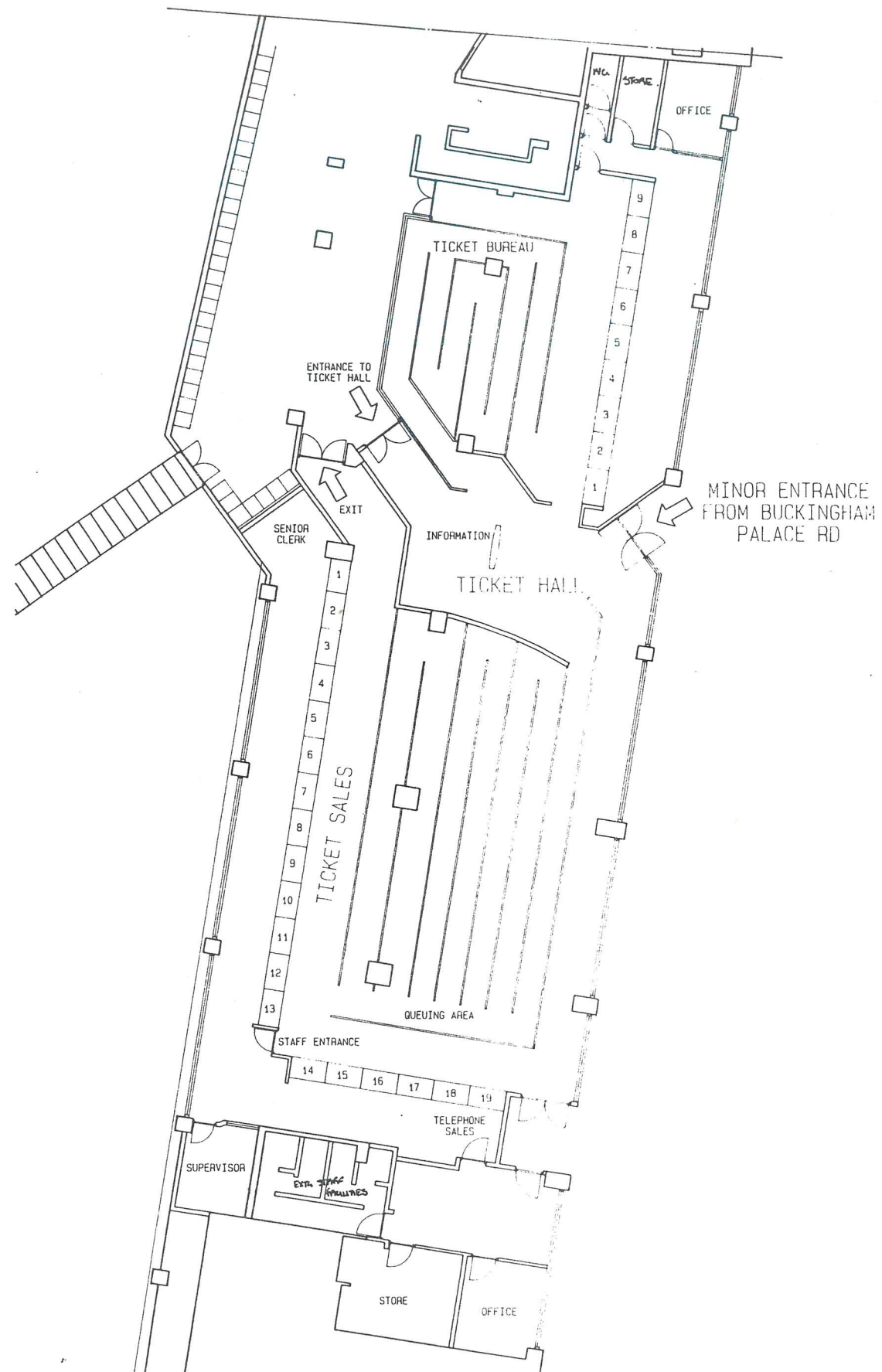
- ◆ Victoria Coach Station Ticket
- ◆ Automation
- ◆ Information
- ◆ Computer Printing
- ◆ Reservations

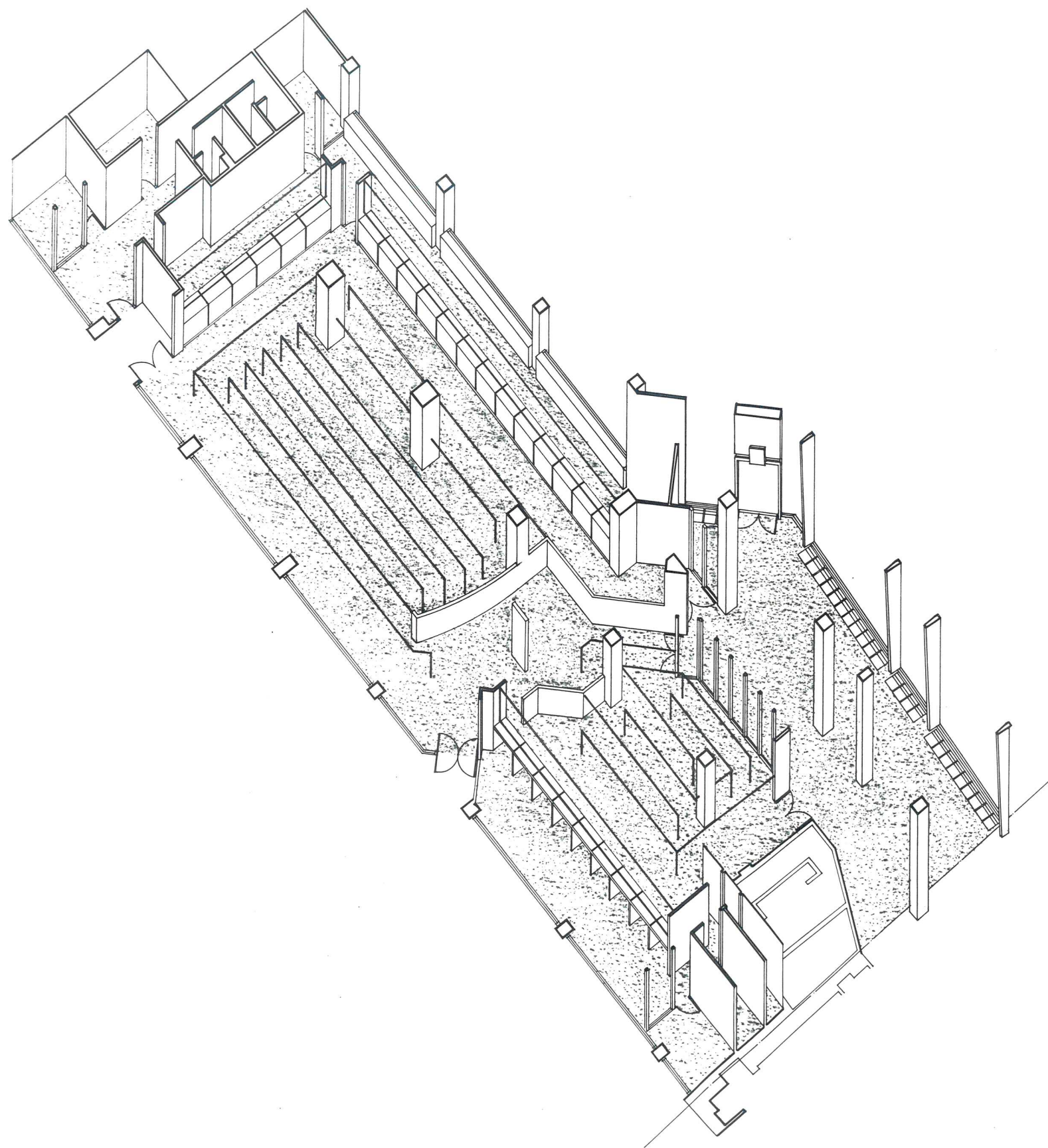


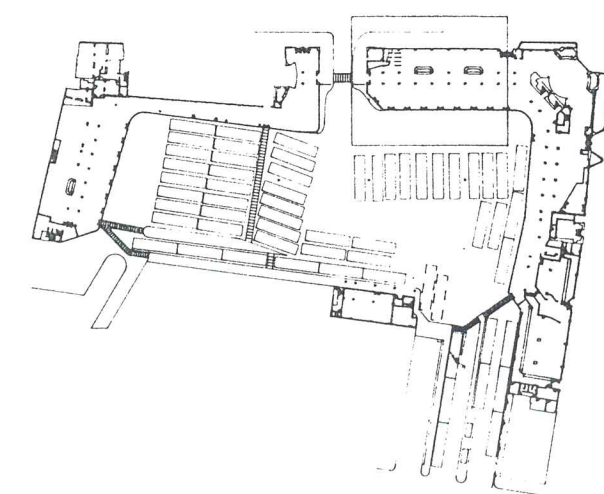
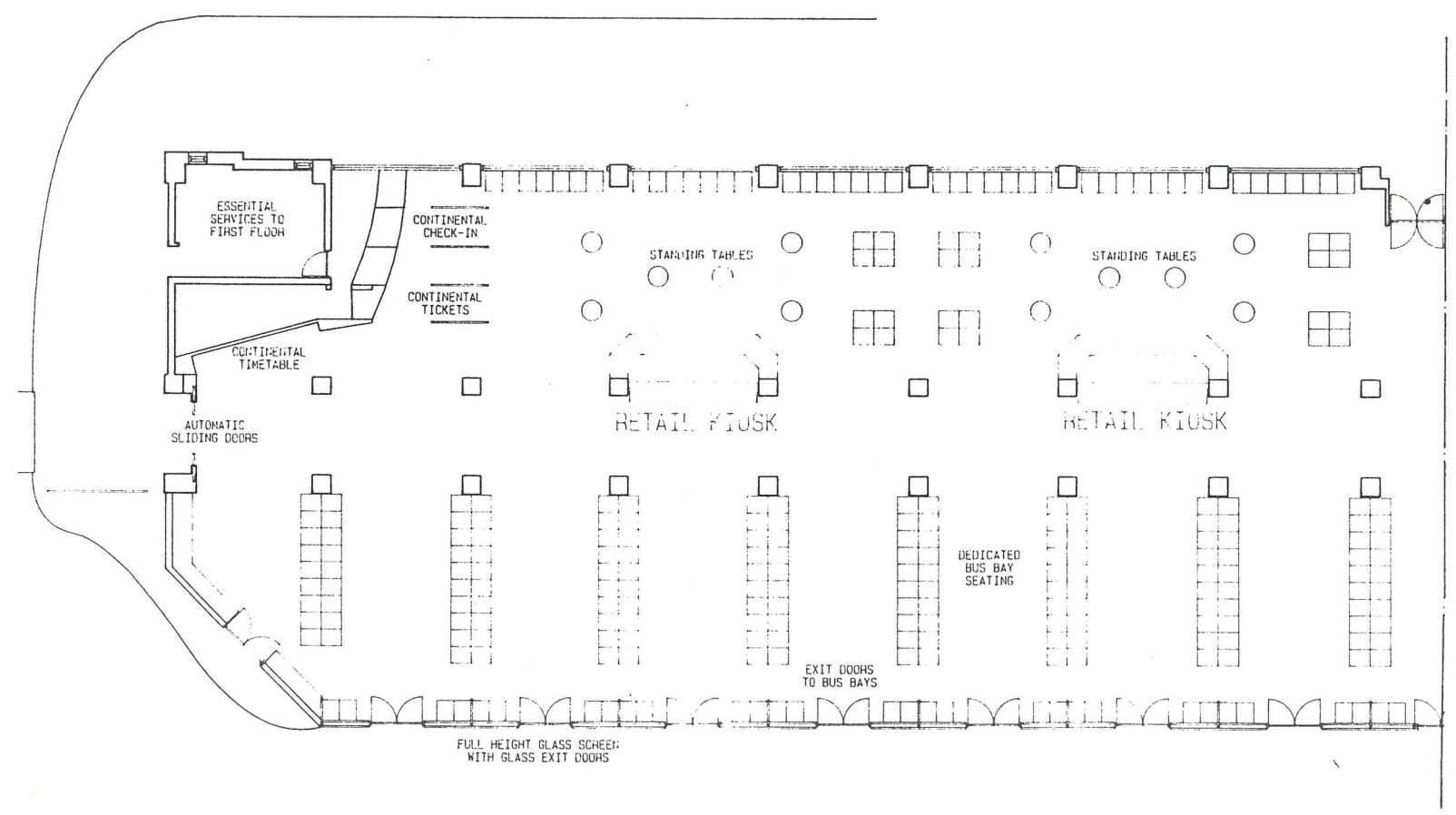


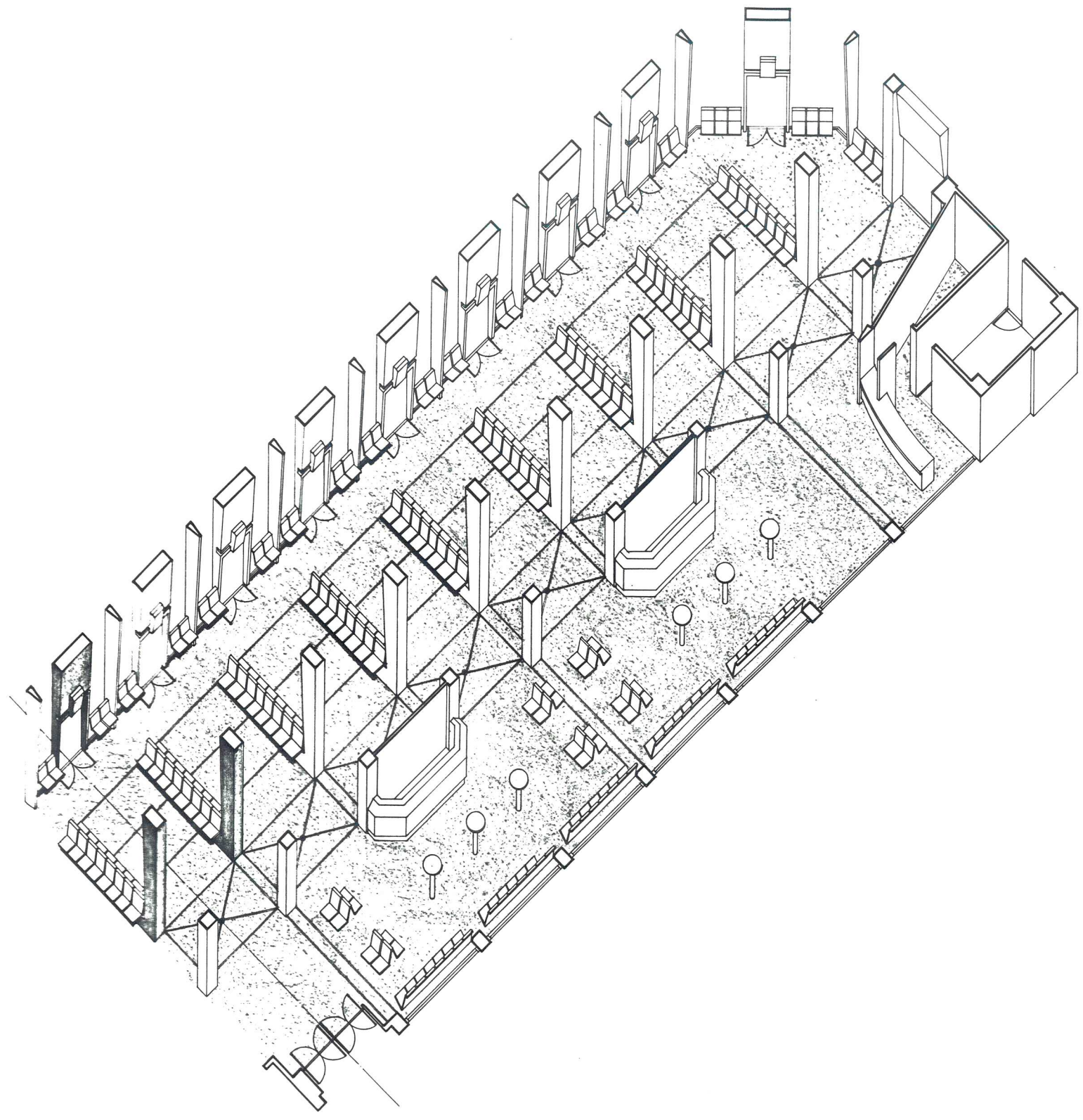


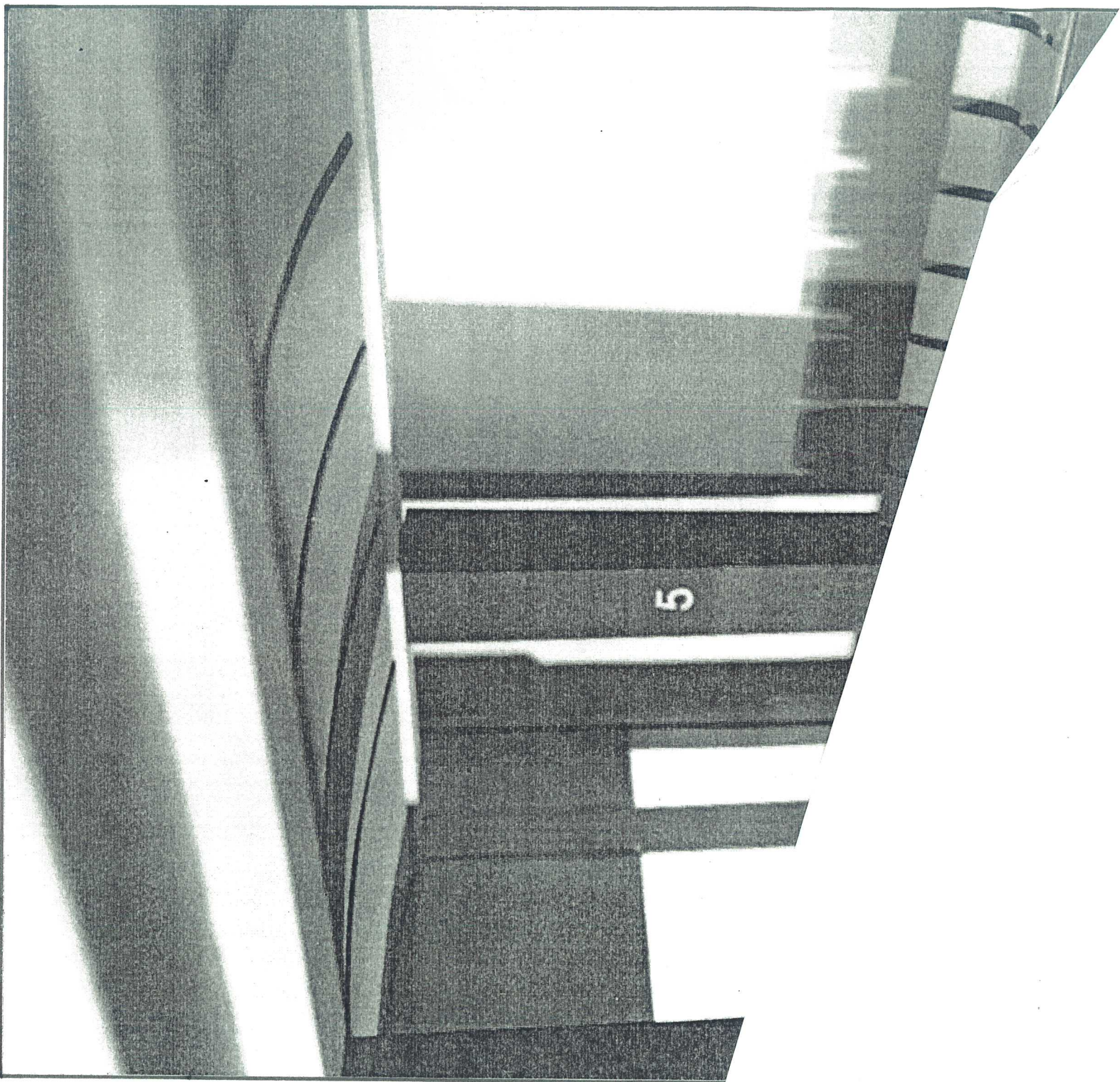


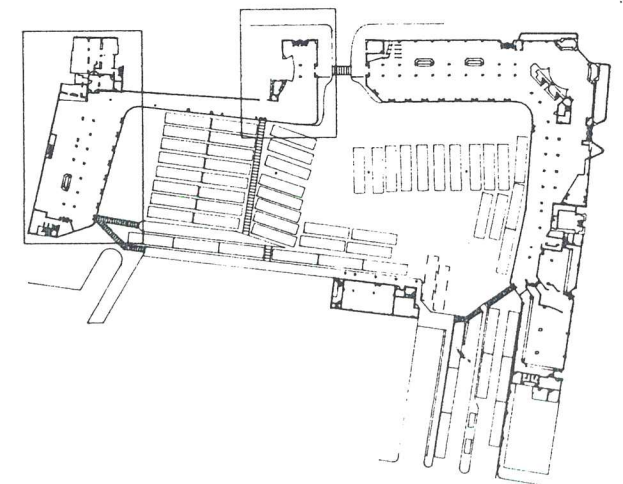
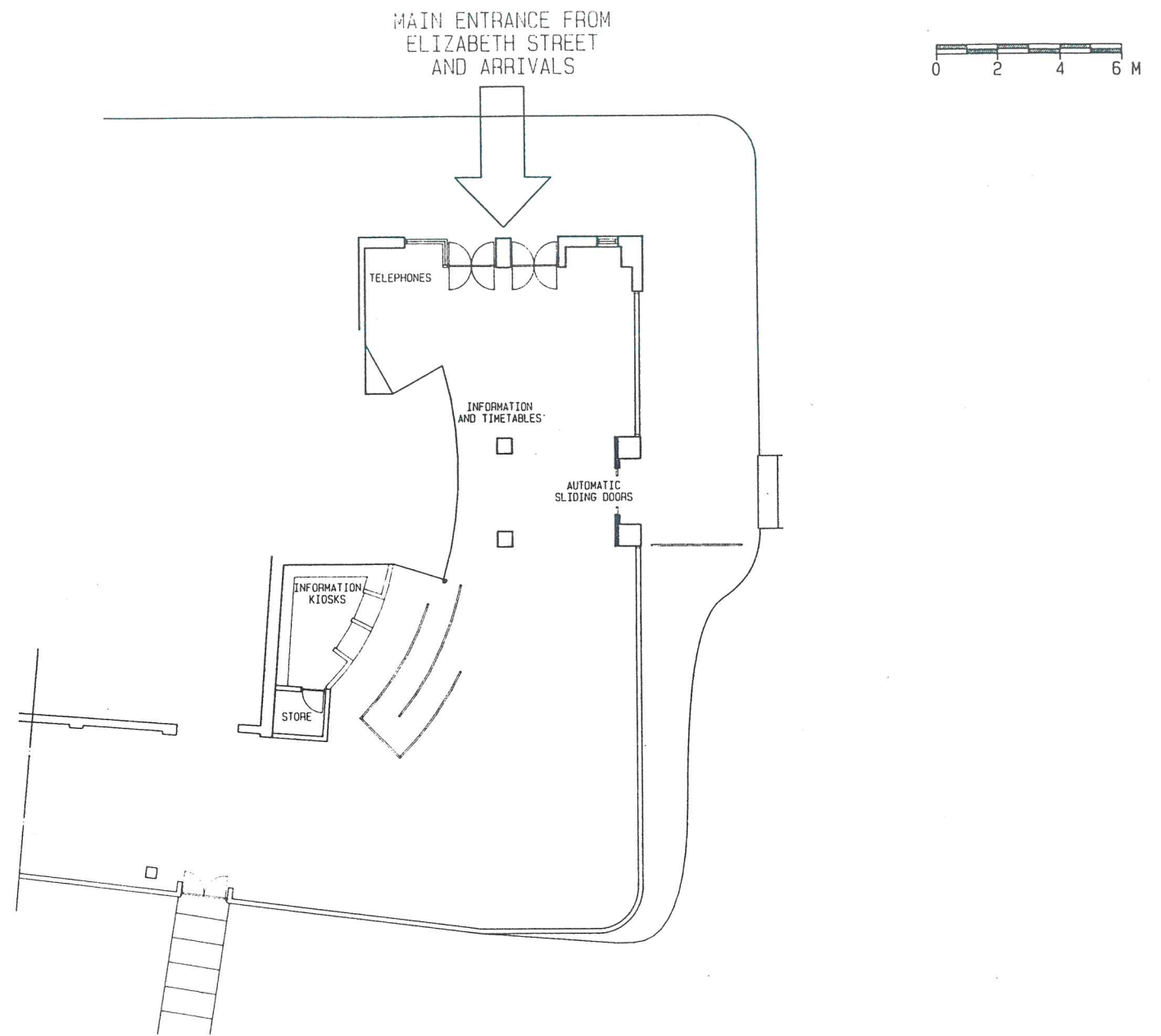
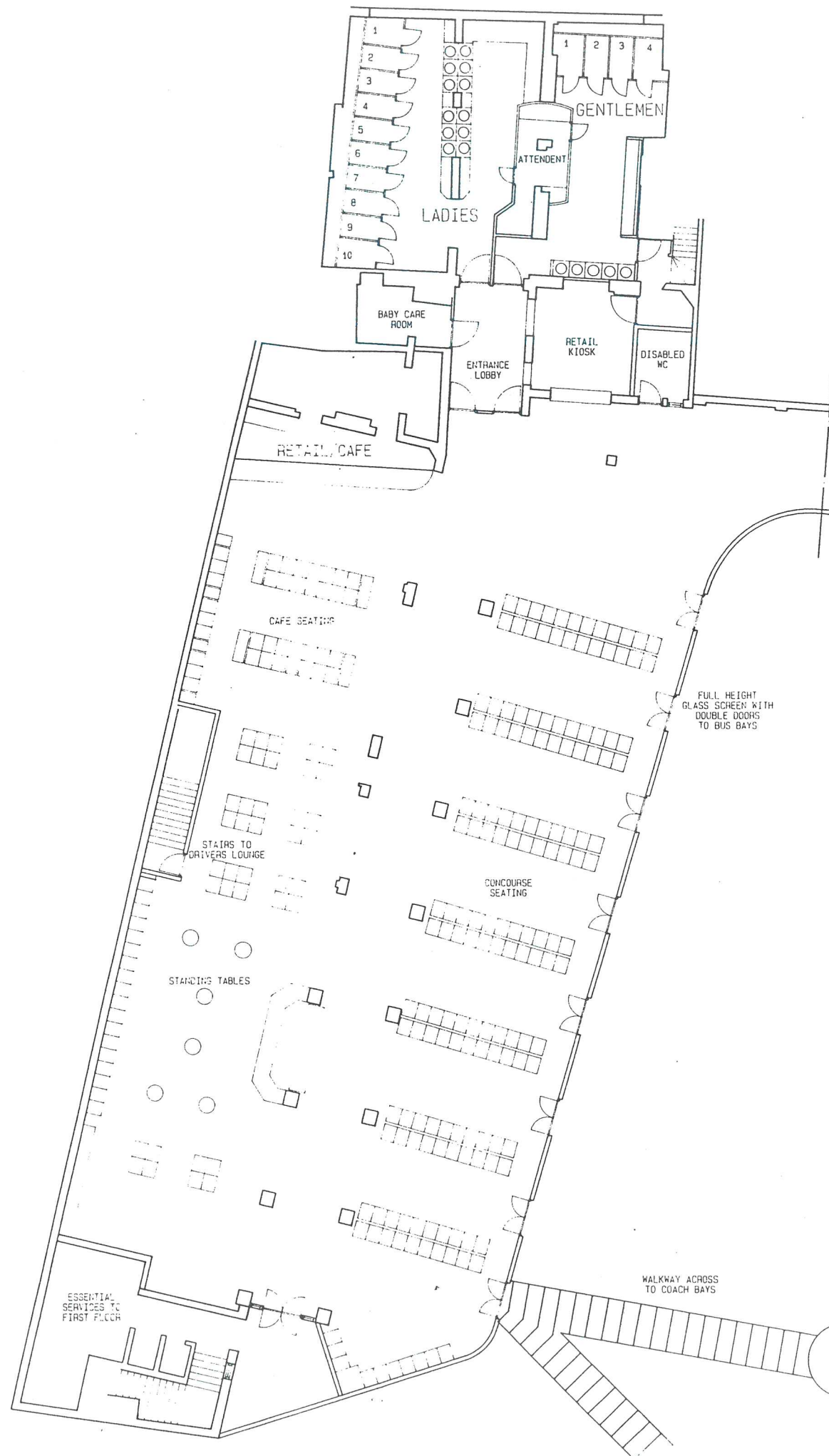


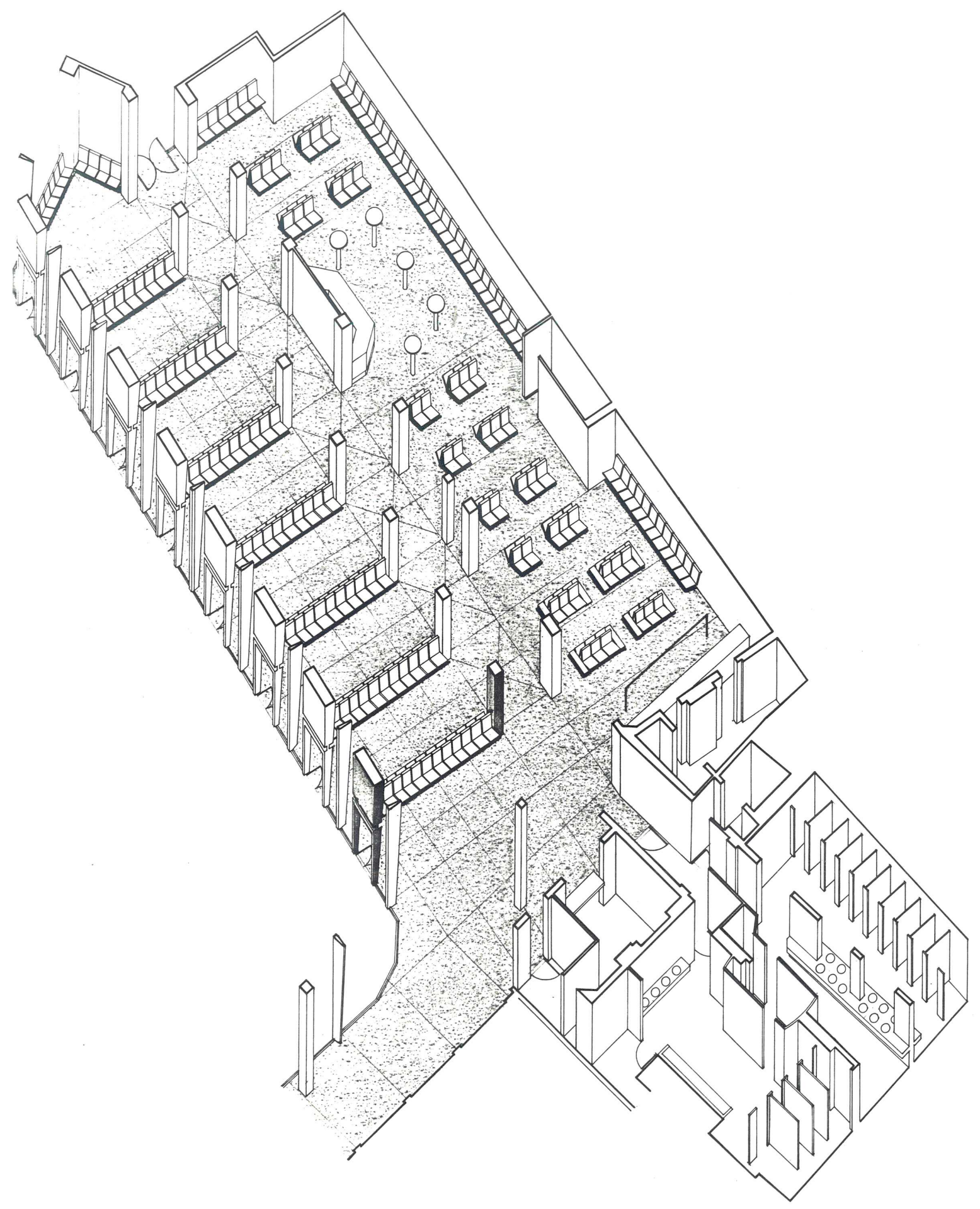




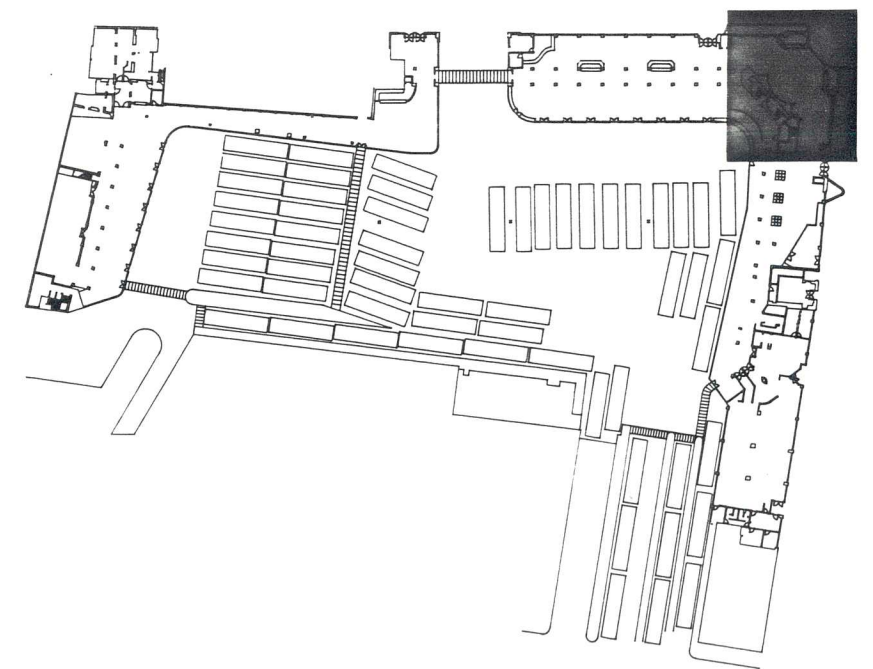
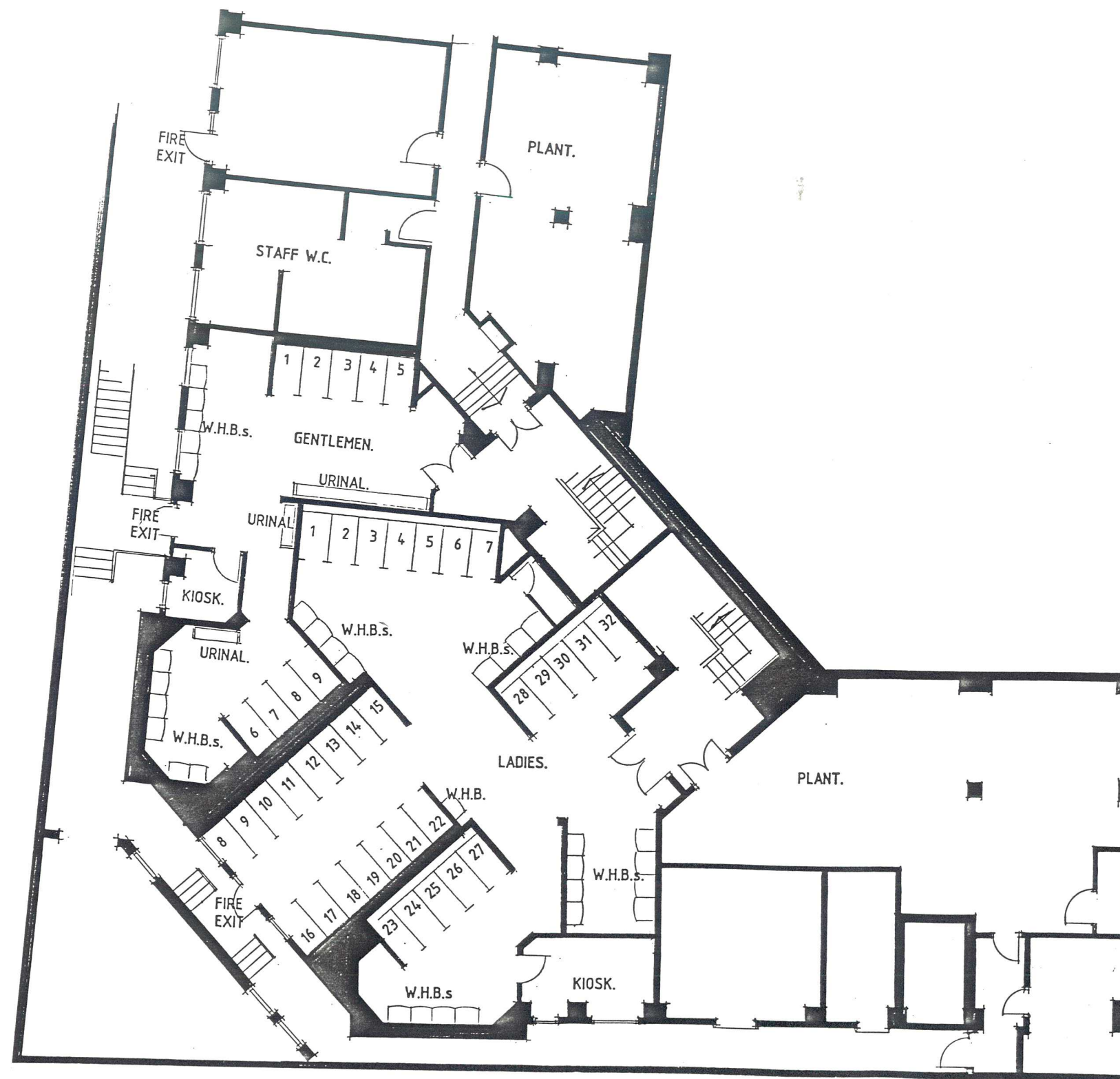




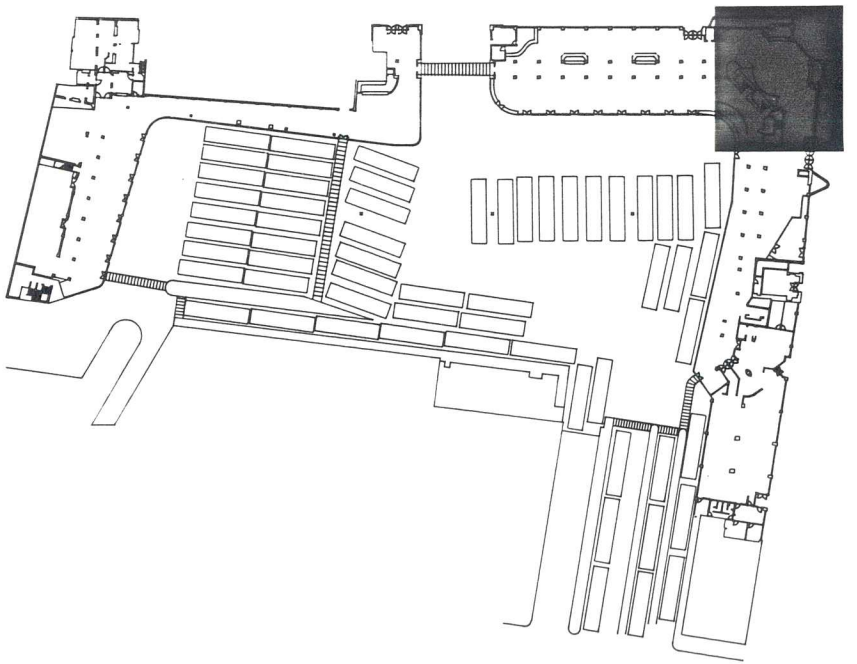
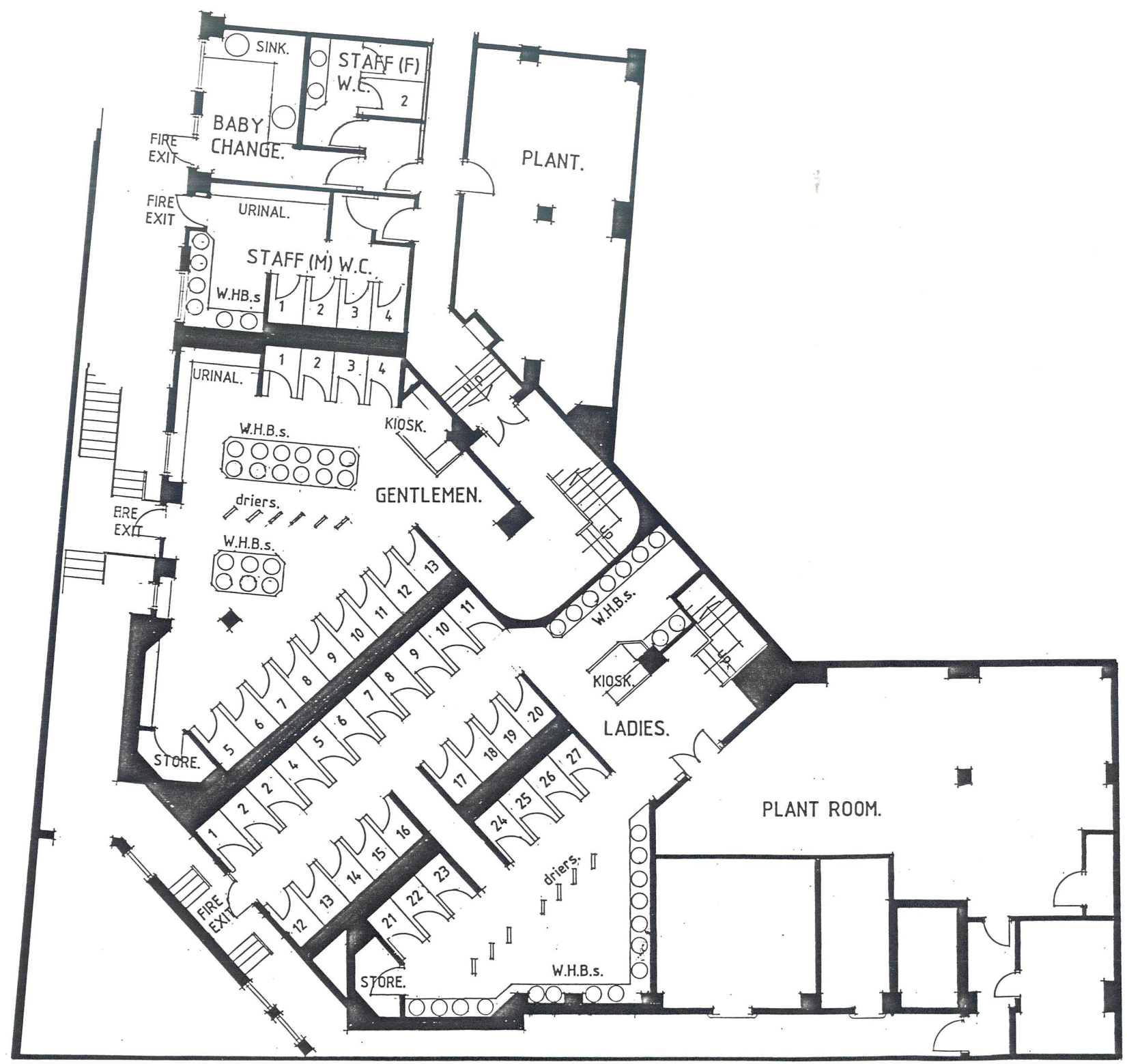




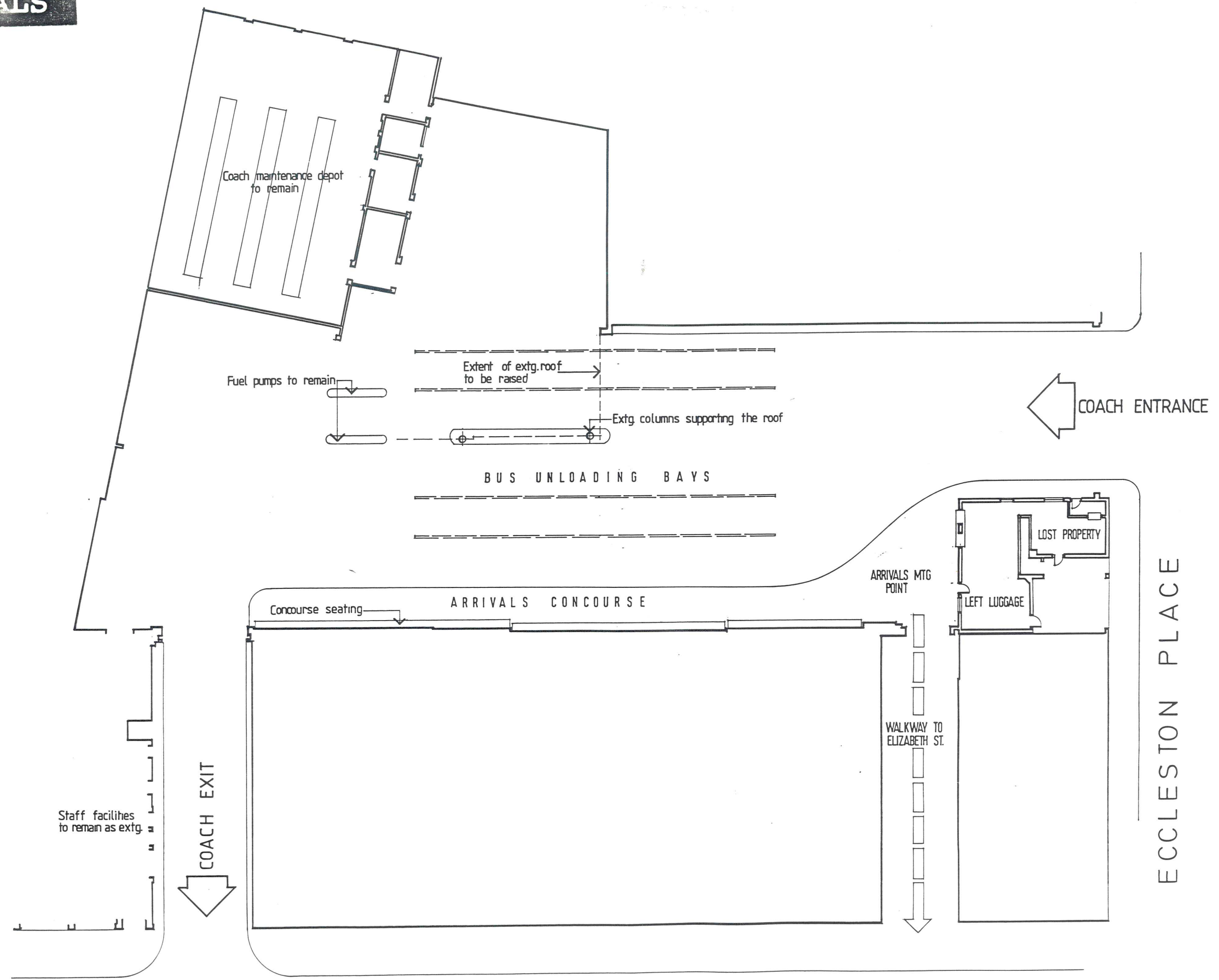
EXISTING TOILETS



WORKS IN TOILETS BELOW
GENERAL FLOOR LEVEL



ARRIVALS



ELIZABETH STREET

ECCLESTON PLACE

TIME-TABLE



Time	Delayed	Flight	To	Remarks
0915		SK 870	Kristiansand	Now Boarding
1055		SK 974	Bangkok	



Gate	Depart	Arrive	See notes	Service	Operator	Observation
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B

Bury Greater Manchester

①	16.00	20.25	Daily	540	Nat Exp
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Bury St. Edmunds Suffolk

①	10.00	12.35	Daily	099	Nat Exp
①	12.00	14.35	Daily	097	Nat Exp
①	14.00	16.35	Daily	097	Nat Exp
①	16.00	18.35	Daily	099	Nat Exp
①	18.00	20.35	Daily	097	Nat Exp

Bushley Hertfordshire

⑦	10.50	11.51	M-S	719	Lon Exp
⑦	19.05	14.35	M-S	719	Lon Exp
⑦	19.25	20.21	Su	719	Lon Exp

Buxton Derbyshire

⑦	10.00	12.35	Daily	099	Nat Exp
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C

Caergeilog Gwynedd

①	10.00	12.35	Daily	099	Nat Exp
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Caernarfon Gwynedd

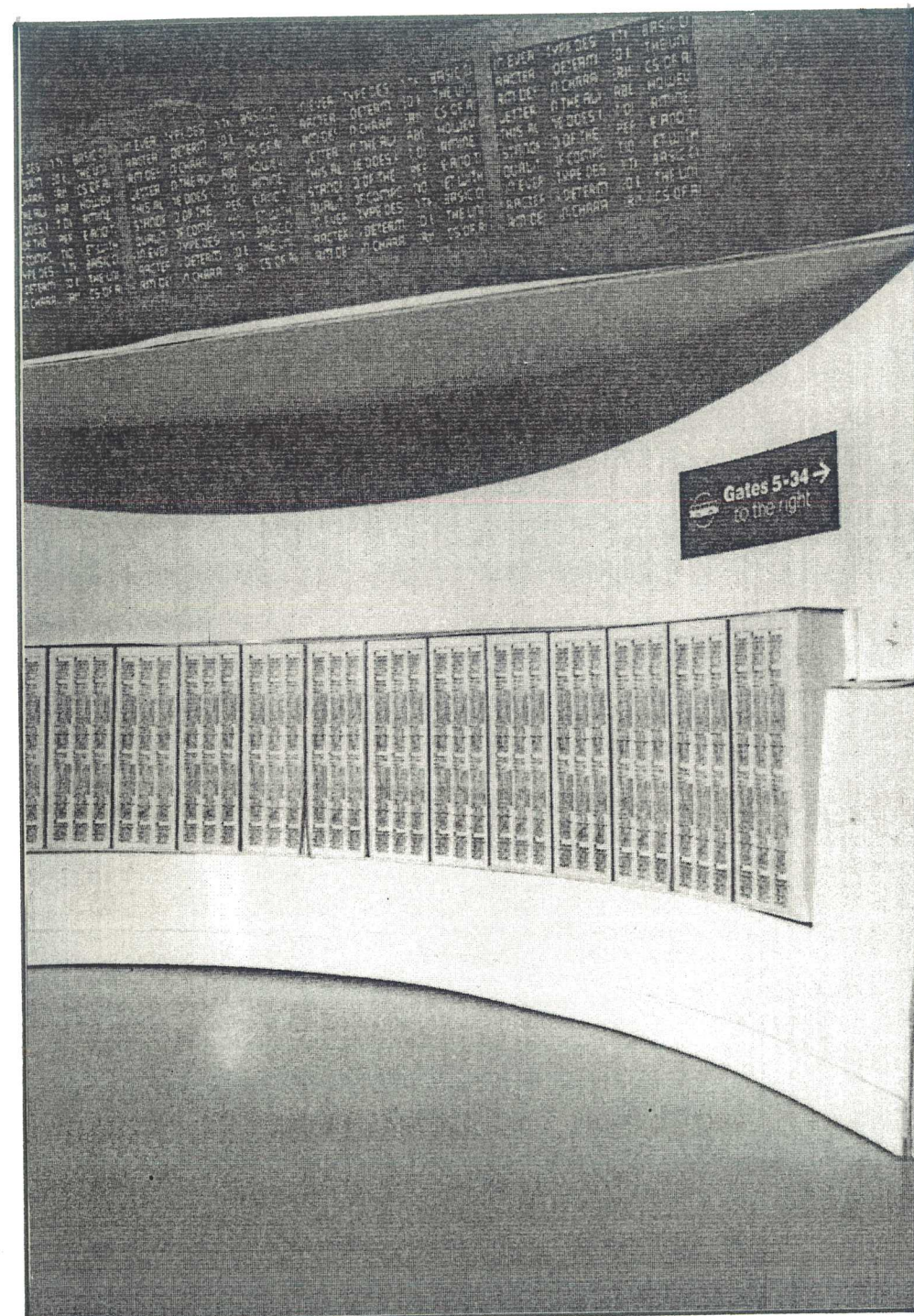
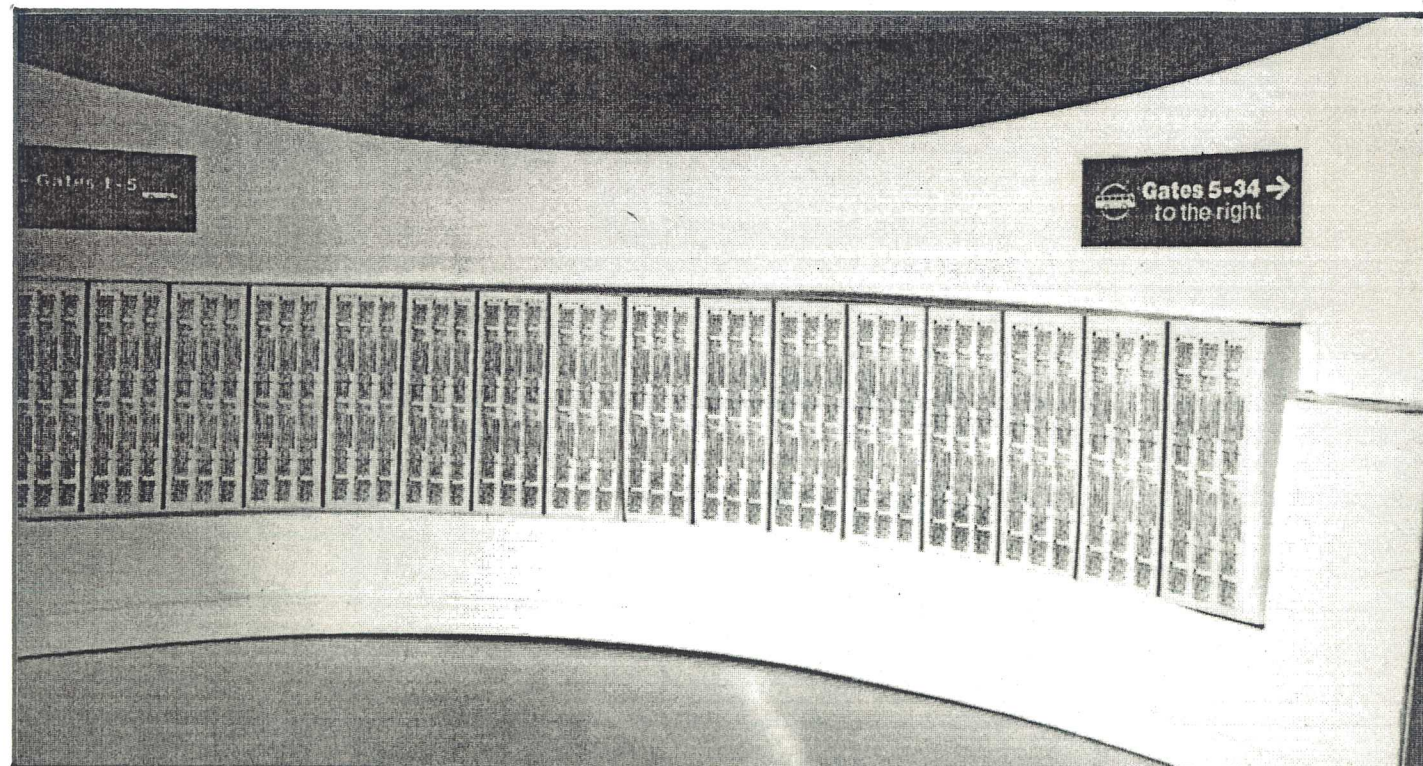
⑦	10.00	12.35	Daily	099	Nat Exp
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Camber Kent

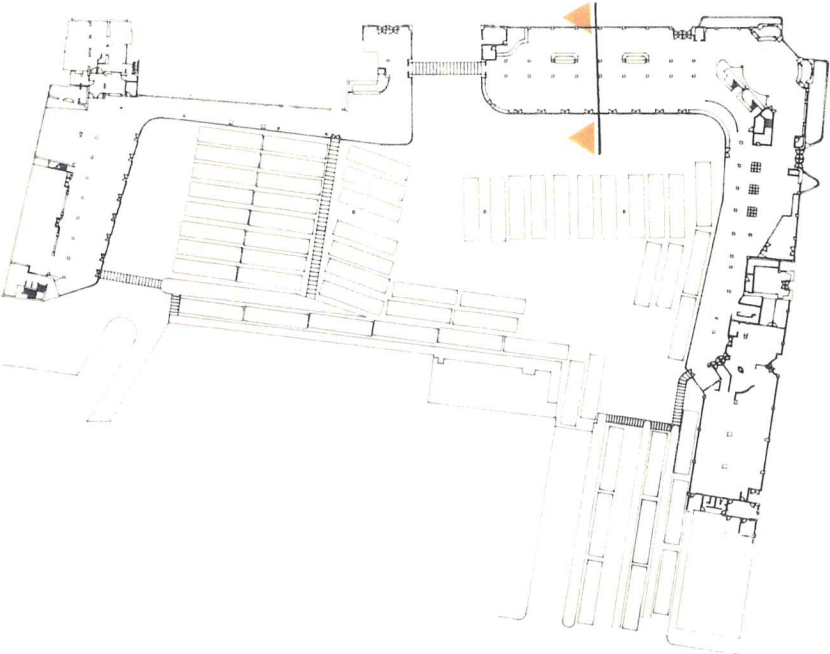
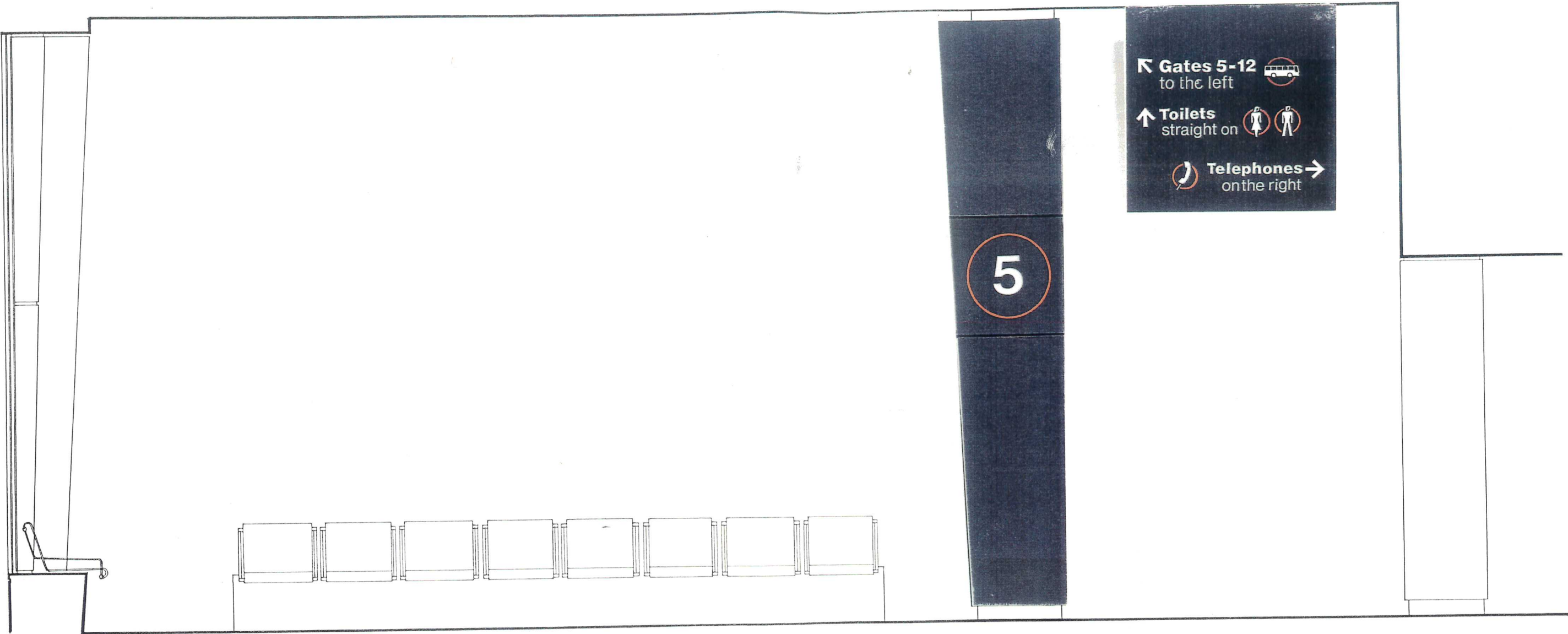
⑦	10.00	12.35	Daily	099	Nat Exp
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Camberly Suffolk

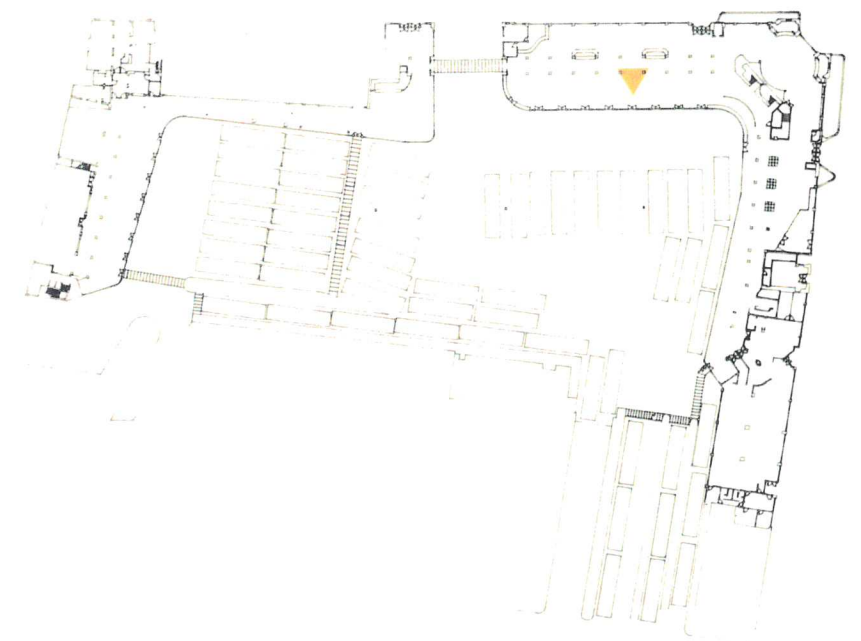
①	10.00	12.35	Daily	099	Nat Exp	Pay driver
①	12.00	14.35	Daily	097	Nat Exp	Pay driver
①	14.00	16.35	Daily	097	Nat Exp	Pay driver
⑦	19.05	14.35	M-S	719	Lon Exp	Pay driver
①	16.00	18.35	Daily	099	Nat Exp	Pay driver
①	18.00	20.35	Daily	097	Nat Exp	Pay driver
⑦	10.50	11.51	M-S	719	Lon Exp	Pay driver
①	10.00	12.35	Daily	099	Nat Exp	Pay driver
①	12.00	14.35	Daily	097	Nat Exp	Pay driver
①	14.00	16.35	Daily	097	Nat Exp	Pay driver
⑦	19.05	14.35	M-S	719	Lon Exp	Pay driver
①	16.00	18.35	Daily	099	Nat Exp	Pay driver
①	18.00	20.35	Daily	097	Nat Exp	Pay driver
⑦	10.50	11.51	M-S	719	Lon Exp	Pay driver
①	10.00	12.35	Daily	099	Nat Exp	Pay driver
①	12.00	14.35	Daily	097	Nat Exp	Pay driver
①	14.00	16.35	Daily	097	Nat Exp	Pay driver
⑦	19.05	14.35	M-S	719	Lon Exp	Pay driver
①	16.00	18.35	Daily	099	Nat Exp	Pay driver
①	18.00	20.35	Daily	097	Nat Exp	Pay driver
⑦	10.50	11.51	M-S	719	Lon Exp	Pay driver

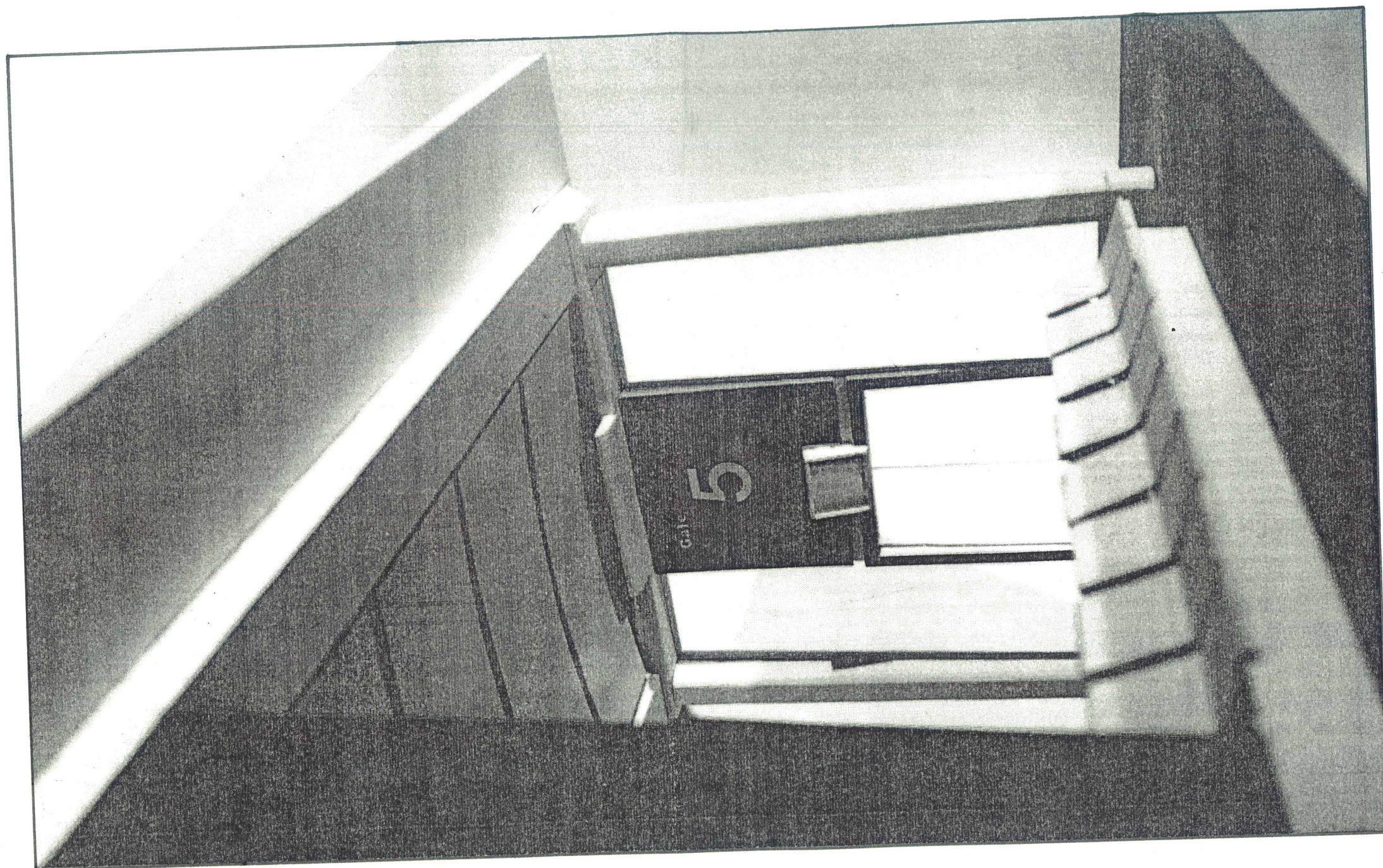


PRIMARY DIRECTIONAL SIGNAGE



PRIMARY GOAL SIGNAGE





Victoria Coach Station

Nomenclature Matrix

Victoria Coach Station	10	0	10	10	5	0	10	10	55
Victoria Coach Terminus	8	7	10	8	8	7	10	10	68
The Victoria Terminus	7	7	10	9	9	9	9	10	70
Coach Link	4	4	0	7	10	9	9	10	53
Pimlicoach	2	0	5	8	7	9	8	10	49
The London Terminus	4	5	7	8	8	8	8	9	57
Victoria Point	5	4	10	8	9	8	7	7	58
London Transit	4	5	7	4	7	8	6	7	48
	Recall	International	Location	Memorability	Visual Potential	Signal Change	Signal Function	Differerentiation (BR)	



London Transport 



COMMERCIAL OPPORTUNITIES



COMMERCIAL OPPORTUNITIES

- - FOOD OFFER
- - COMMERCIAL OFFER
- - VENDING
- - ADVERTISING

COMMERCIAL OPPORTUNITIES



Food:

- Burgers, Casey Jones
- Sandwiches, baguettes
- Jacket potatoes
- Pizza
- Cookies
- Croissants
- Coffee bar
- Fruit and juice bar

COMMERCIAL OPPORTUNITIES

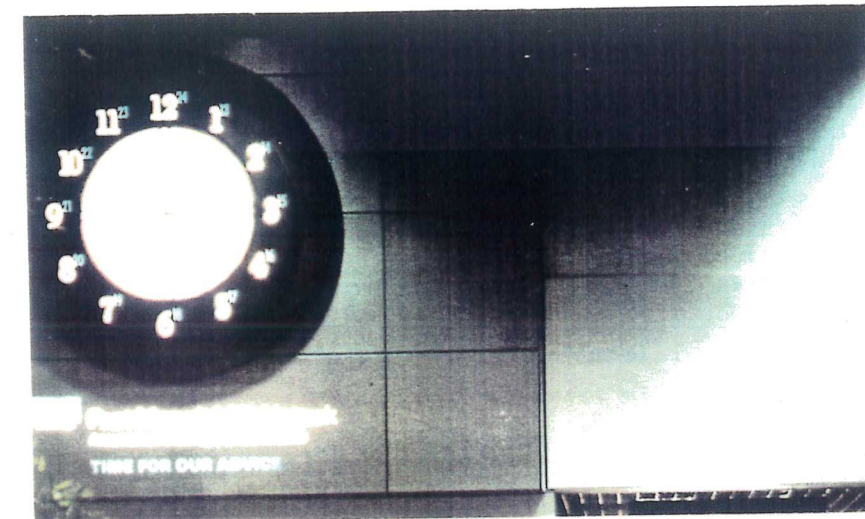
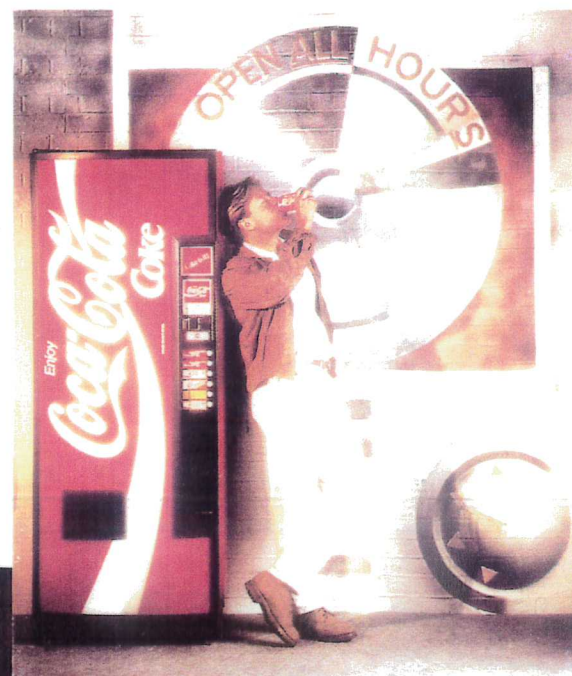
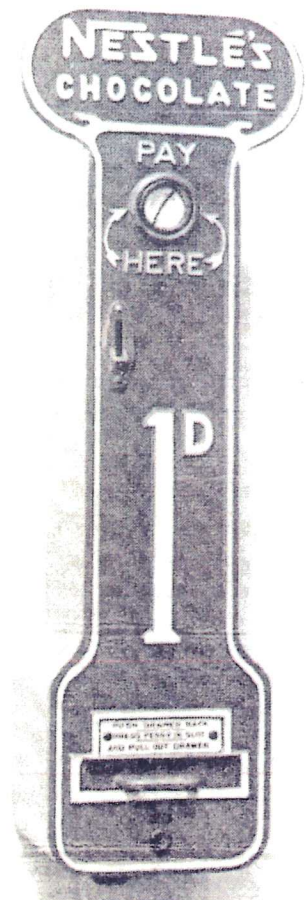


Commercial:

International Newsagent
Bureau de Change
Confectionary/Gifts
Chemist
Travellers needs
Fruit and nut shop

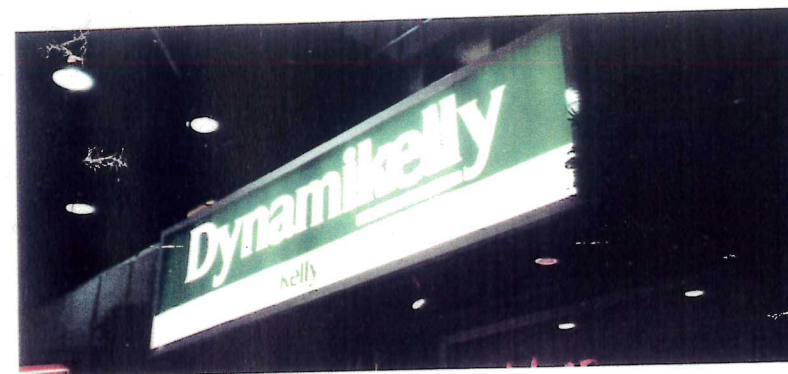


COMMERCIAL OPPORTUNITIES



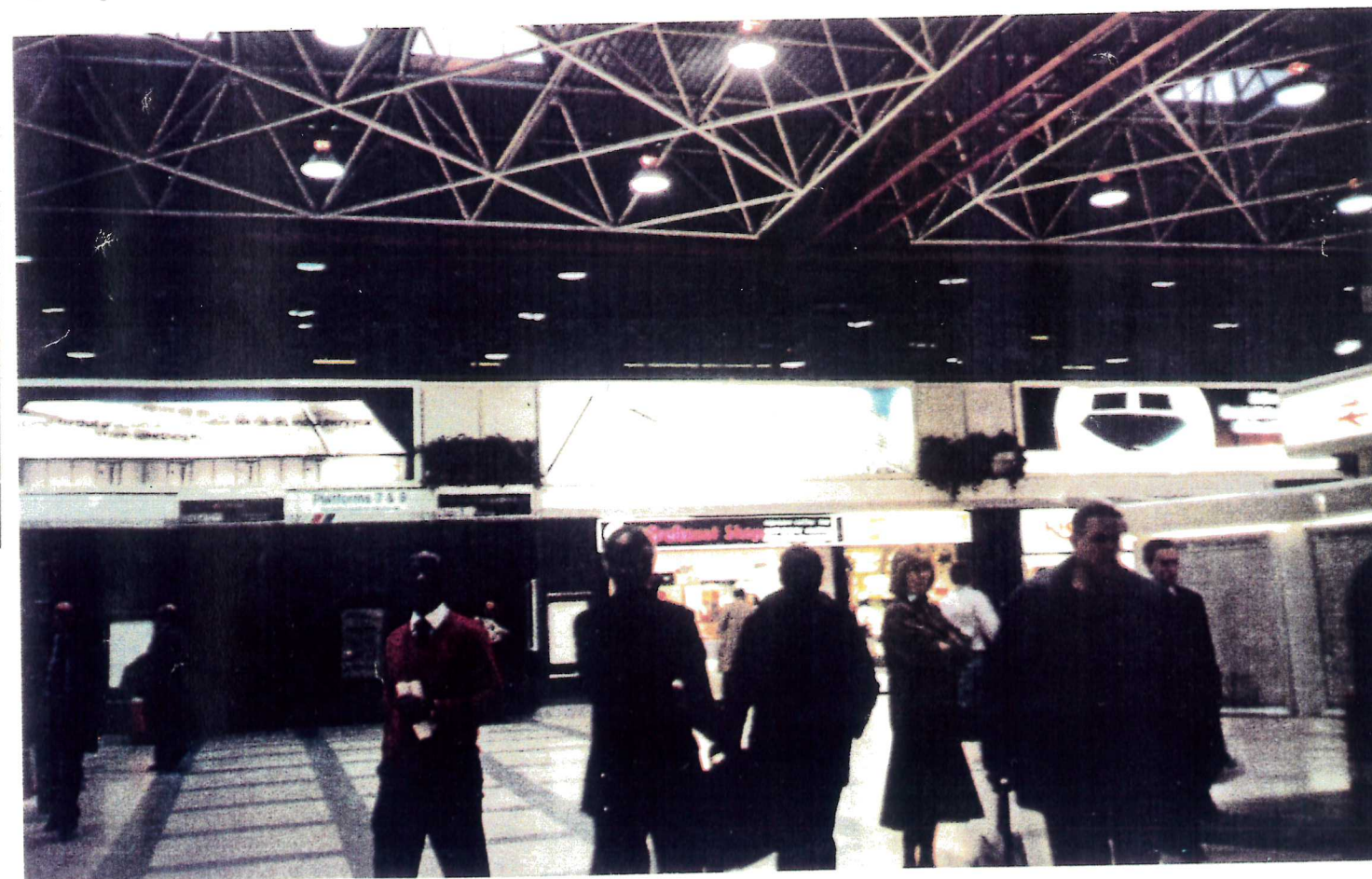
Vending Machines:

- Hot and cold drinks
- Confectionary
- Crisps and savouries, nuts
- Sandwiches
- Sausage roll and microwave (supervised)
- Gifts (chocolates, flowers)
- Newsagents (magazines, papers, bestsellers)
- Cassettes, CD's
- Distress purchases (Aspirins, make-up, toothpaste, wipes, first aid)
- Toys, games, cards
- Jeans, T-shirts



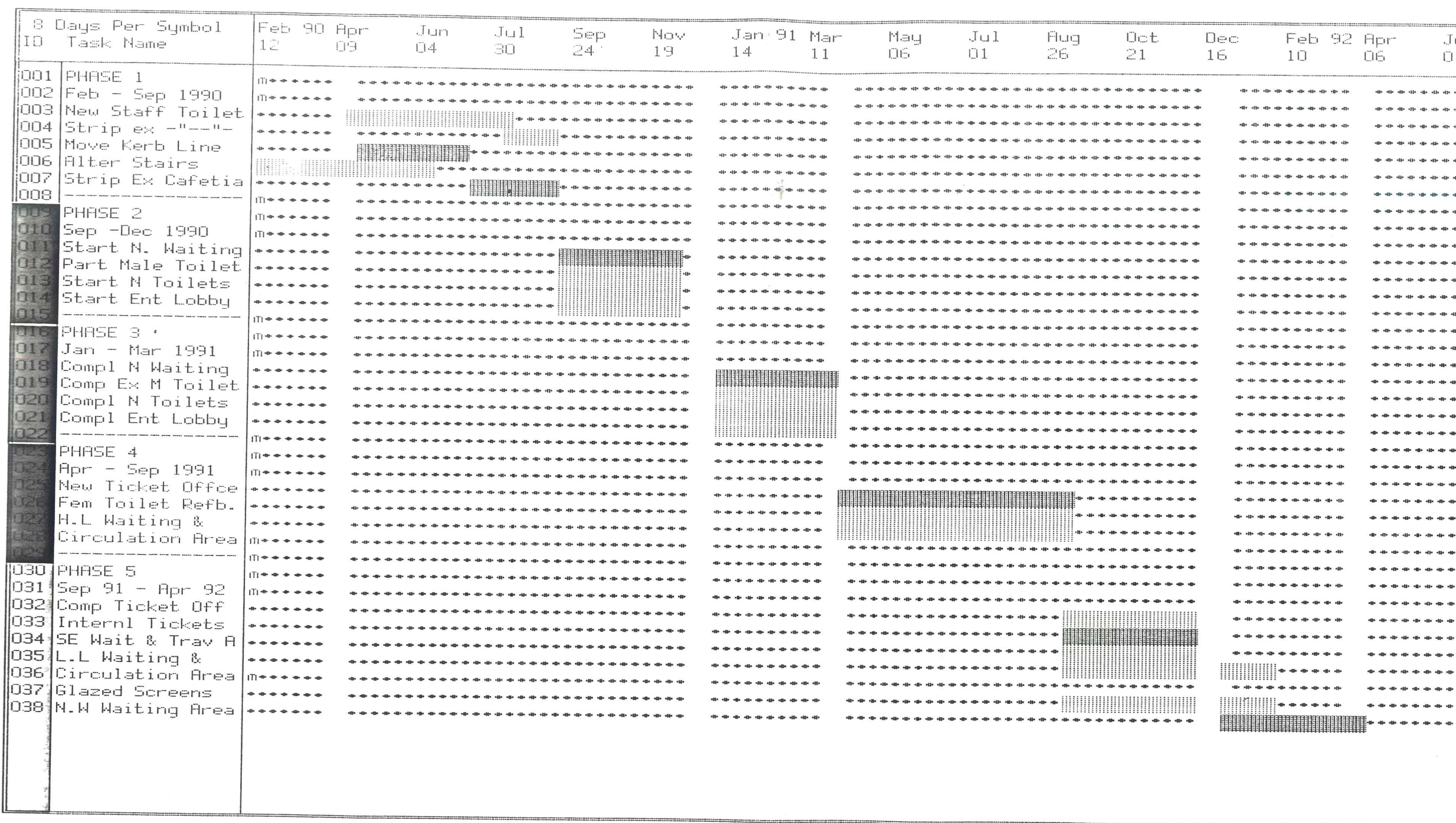
Advertising:

- Adshell, low level
- Billboard, high level
- Sponsorship



Task Gantt
22-11-89 20:25

Project: VC502.PJ
Revision: 4



■ non crit m milestone >>> float/delay ■ fin delay ■ unassigned
 ■ crit M crit milest >>> free float ■ crit fin delay ■ crit unass

CONSTRUCTION PHASING

