



## Swede success for buses

SIX Routemaster buses made their longest detour yet – to Sweden, to provide transport for athletes who were taking part in the World Athletics Championships.

The double-deckers, two from Leaside and the others from CentreWest, London Central, Metroline and Stagecoach East London, were ferried to Gothenburg to transport athletes from the competitors' village in Little London to the Uvelli Stadium, where the championships were held earlier this month.

The London buses were initially intended to supplement the Swedish buses on

the training routes but, after just three days, the Swedish traffic control cancelled its contract with Swebus and asked the Routemasters to serve all the venues.

### Success

Paul Belton, Leaside's operations manager, said: "It was the first time that London Transport Buses has been to a foreign country not as an aesthetic display but to operate a scheduled service. It was a great success and is something we would like to do again in the future."

## New directors on board

THREE new directors have been appointed to the LT board – Clive Hodson, Sally O'Sullivan and Brian Appleton.

In addition, Tony Sheppeck has been reappointed for a further three years as board member for finance.

### Coach

Clive, managing director of LT Buses, has joined the board as an executive director. In addition to his new role, he will continue to be responsible for LT Buses, Victoria Coach Station, the Unit for Disabled Passengers/Dial-

a-Ride and Croydon Tramlink.

"I am delighted to be joining the board and look forward to the many challenges ahead in developing and improving the capital's passenger transport system for the millions of daily users," he said.

Sally O'Sullivan and Brian Appleton become part-time, non-executive directors. Sally is editor-in-chief of Good Housekeeping magazine and Brian, a former director of ICI Chemicals and Polymers, is an acknowledged expert in safety matters.

# ASLEF SUSPENDS ACTION: New ballot ordered

## Victoria Line's day for James



James Beckwith, who was paralysed from the neck down when he was hit by a car during a family day out, had a day to remember at the Victoria Line's Northumberland Park depot. Full story on page 5.

TRAIN operators' union ASLEF has called off its threatened strike action after three successive Central Negotiating Committee meetings but RMT, at the time of *LT News* going to press, was still intending to call its members out today (Friday, 25 August).

At the third CNC meeting, LUL put forward a "more straightforward offer" – to help the unions in their decision-making process – involving a reduction in the working week for train operators of one hour to 37.5 hours and a reduction of one-and-a-quarter hours to 40 hours for station staff.

For both train operators and station staff, it involves the use of reduced-hours contract staff, who will receive the same standard of training and licensing to achieve the same skills and competencies as those on full-time contracts.

## LT chooses Midland

LONDON Transport has appointed Midland Bank as clearing bankers to the Group for three years with effect from early October 1995.

Tony Sheppeck, board member for finance, said LT was pleased with the response to the offer for tender and the high level of commitment and professionalism shown by the tenderers. He added that there was strong competition from most of the major UK clearing banks for the LT business, which involves banking transactions worth £2 billion a year. Midland Bank, he said, had won the business on a combination of price and quality of service.

Keith Whitson, chief executive of Midland Bank, said: "We are delighted to have been awarded this very important clearing contract and we look forward to developing a close relationship and mutually beneficial business partnership with LT."

The package refers to next year's pay settlement. This year's, with the 3 per cent pay package, including improvements to maternity and paternity conditions, has not altered.

But following questionnaires to staff and talks to managers, it became apparent that working hours and meal breaks were bones of contention.

### Improved

To offset this, LUL put forward an improved package to become part of next year's award, which included the reduction in the working week, guaranteed meal breaks and commitments on the future.

Director of Human Resources Ann Burfitt said she was very pleased that ASLEF had agreed to suspend action and reballoon its members with a recommendation to accept the package.

She was, however, disappointed that the RMT had not decided to take the same action. "We will continue to talk with them in the hope that they will change their mind," she said.

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Back by public demand: London Central's open-top bus

### Back by public demand – the open-top bus

LONDON Central's open-top bus is back on the capital's streets by popular demand for the fourth summer running. The route 12 bus was originally meant to run just for two months in 1992 but it proved such a hit that it has returned every summer since.

The double-decker, which runs between Peckham Rye and Marble Arch, started running daily except Saturdays at the beginning of July and will continue until September 1.

"We've had so many letters of commendation from the public since we started running the bus," said Andrew Ford, London Central's public relations and marketing manager. "Many people now know the bus's timetable and wait specifically for it."

# Cheap travel for families

## Ticket appeal turn-down

ABOUT 1,000 customers who appealed against having to pay a penalty fare on the Tube after leaving their season tickets at home, have had their applications turned down.

This follows the LUL board's decision to maintain a requirement for all passengers to have a valid ticket while travelling on the Underground.

THE "family ticket" has gone on sale at selected Tube stations and newsagents as a limited trial until September 4 in Hounslow.

It's LT's first discounted ticket and provides cheaper travel for up to two adults and four children travelling together as a group. While they need not be related, they must travel together at all times.

The ticket offers 20 per cent off the price of an adult one-day Travelcard, with children charged a flat fare of 50p.

Norman Cohen, LT's marketing director, said: "The objective of the trial is to collect information on the popularity of the ticket and its potential for expanding the use of public transport.

"If the trial proves successful, the family ticket will probably be introduced next year. We want to provide a wider range of tickets which will

By staff reporter

meet the needs of our customers," he went on. "The price discount will make public transport more competitive with the car."

The ticket is available only from newsagents selling Travelcards and at six Underground stations on the Piccadilly Line - Boston Manor, Osterley, Hounslow East, Hounslow Central, Hounslow West and Hatton Cross.

It's valid for travel anywhere within the zones indicated on the Underground, LT Buses, British Rail and Docklands Light Railway.



The Gardener's Question Time team, from left, Eric Robson, Bob Flowerdew, Anne Swithinbank and Pippa Greenwood

## Blooming Sudbury Town

GARDENERS' Question Time, the popular Radio 4 programme, took root in a very different location when it was broadcast from Sudbury Town station.

With the sound of trains rattling past, the programme was recorded in the station's booking hall. It attracted an audience of around 100 LUL staff and members of the public.

Kevin Kinsella, duty station manager at Sudbury Town opened the programme with an announcement on the station public address system, saying: "Sudbury Town, Sudbury Town, change here for Gardeners' Question Time."

See centre pages for LUL's gardens contest report.

## News in brief

### Litter lifters

TEAMS from the Victoria Line's cleaning contractors are travelling on trains in service, in a three-month pilot scheme to shame litter louts into keeping their rubbish to themselves.

Victoria Line engineering manager Rob McNeil-Wilson said that the idea was to make cleaning staff more visible. "If we could show the public that we are making efforts to keep things clean, they may reciprocate by not dropping litter," he explained.

### Ticket turndown

ABOUT 1,000 customers who appealed against having to pay a penalty fare on the Tube after leaving their season tickets at home have had their applications turned down. This follows the LUL board's decision to maintain a requirement that all passengers must have a valid ticket while travelling on the Underground.

### Victorious Victoria

ENERGY-saving Victoria Line staff clinched a four-week competition against their Bakerloo rivals to make the biggest cuts in power bills.

Stations on both lines submitted readings each week to LUL's Energy Management Unit, which awarded points according to the savings made.

Victoria Line lifted the challenge trophy with 57 points with Blackhorse Road far and away the individual winners after collecting double the score of any other station.

### Loyalty bonds

LONG-serving workers will receive Capital Bonds certificates when they complete 25 and 40 years with LUL. The company previously rewarded employee loyalty with a range of gifts and jewellery but many staff said they would prefer something else. The Capital Bonds certificates can be spent at most major retailers.

### School charters Tube

PUPILS from Latymer Upper School in Ravenscourt Park travelled to their school's bi-centenary celebrations at St Paul's Cathedral in a specially chartered Tube train. The school paid LUL £2,000 to transport 1,000 boys on the private train from Ravenscourt Park to Mansion House, which ran non-stop between scheduled services.

### Safe travelling

BUS, coach and rail travel is four times safer per passenger kilometre than car travel, according to figures released by the Confederation of Passenger Transport UK.

## Student James is China-bound

UNIVERSITY student James Hogg has set off for the trip of a lifetime – a 3,000-mile expedition to south-west China.

Undergraduate James, who recently completed a year-long placement with the procurement section of London Transport Buses, and his friend Simon Pearce, jetted to Hong Kong before embarking on their cycling trip through China in aid of the National Meningitis Trust.

"I have always wanted to go to China and it seemed such a logical way to raise money," said James before his departure.

"I live about 10 miles away from a meningitis hospital and my cousin has also suffered from the disease, so I try to do as much for them as possible. We have already raised over £3,000.

"It will be a physical and mental challenge for us," said James.

# BUS CRASH INQUIRY IS UNDER WAY

By Busola Odulate

INVESTIGATIONS are being carried out after 17 people were injured when a bus crashed into a house in south-east London.

About 25 passengers were aboard the route 124 bus – which runs from Catford to Eltham – when it ran out of control as it travelled along Chinbrook Road, near Grove Park earlier this month.

The midibus, owned by Stagecoach Selkent, swerved to the right, clipping a tree and a parked car before smashing into the house's porch.

The occupants were unharmed but the damage to the house is expected to run into thousands of pounds. The driver was breathalysed

on the spot and the result was found to be negative.

The injured people, including the driver, were taken to Lewisham Hospital, where they were treated for minor cuts and bruises. All except three were later discharged. One of the injured passengers, a woman in her 80s sustained severe chest injuries and is expected to remain in hospital for some time.

### Inquiries

The Department of Transport crash investigators have examined the bus and found no mechanical fault. Inquiries are continuing.

Mark Threapleton, operations director of Stagecoach Selkent, told *LT News*: "We will be investigating fully to learn lessons which will prevent a repeat of the incident."



Show yer pins: (from left) Bus drivers John Woodley, Kevin Clarke, Paul Rutter and Gary Rasch

## Long and shorts of it

STAGECOACH East London bus drivers have been showing a bit more leg than usual this summer, since they peeled off their uniform trousers to sport something a bit cooler – shorts.

The usually reticent drivers were given the green light to bare their pins for the first time after the recent heatwave saw temperatures soar to over 90°F.

"It was getting almost unbearable for the drivers because it can get as hot as 100°F in their cabs," said operations supervisor Darren Glazer.

## The end of the line for two Express services

TWO peak-hour Express bus routes linking Docklands with the City are to end on September 15.

Now that a through service is operating on the Docklands Light Railway between Beckton and Tower Gateway, it was decided to end routes D11, which runs between Leamouth and County Hall, and X15, which runs between Cyprus and Charing Cross. Both operate at peak periods only on Monday to Friday, and are paralleled by the DLR and local bus services for most of their length.

As well as the DLR service, there will also be an improved frequency on route 262 to link Beckton with Plaistow Tube station.

Richard Smith, LT Buses' market development director, said: "It would be wrong of us to continue to spend public money running bus services which largely duplicate the railway."

## LT veterans march in VJ Day parade

THE Second World War's "Forgotten Army" was very much in mind as a 40-strong London Transport contingent joined the procession which marched past the Queen during the memorable VJ Day parade last weekend.

The group, led by war veteran Bill Love, who fronted the London Transport contingent during the VE Day celebrations earlier this year, joined 25,000 ex-servicemen to pay tribute to the comrades who lost their lives in the battlefields of South-East Asia.

A million poppies fell on the congregation as they observed a two-minute silence for those who died in the war.



The LT contingent join the VJ Day procession to pay tribute to all those who died in the Second World War

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You're in the army now – Hugh Edmiston and wife Paula going through their gruelling routines

## Army 'stretch' for LT couple

FACILITIES services manager Hugh Edmiston and his wife, Paula, an accountant on the Circle & Hammersmith Line, joined the Territorial Army for a weekend of "executive stretching" at Pirbright in Surrey.

In just three days, the couple rescued crew members from a simulated plane crash, entered a smoke-filled building to abseil from the top window, and orienteered around woods at night delivering ammunition boxes.

The annual Executive Stretch event is organised by the National Employers Liaison Committee (NELC) of the Reserve Forces. Aimed at bringing the Volunteer Reserve

Forces and the local business community closer together, it takes junior executives on a weekend exercise designed to offer physical and mental challenges.

Hugh and Paula's names were put forward by former army major Roy Hughes, London Underground's credit controller and LT's representative on the NELC.

"I really enjoyed it," said Paula. "I thought that you'd have to be very fit to take part but I was able to keep up quite easily. It was all about doing as much as you can. Hugh had been in a similar event before so he knew what to expect."

# Thanks for the memories

**T**HE London Transport Museum's "memory bank" has received a generous donation - from two sisters who responded to a "we want your memories" appeal in *LT News*.

The paper's call to staff who worked on the buses and Underground during World War II was instigated by the LT Museum, which wanted to gather material for its *Battling On: LT at War* exhibition which runs until November.

Felicity Premru, who is recording staff's memories of the period, says: "The response was really very good but I was particularly pleased when Ruth Kidd of Dagenham in Essex contacted us."



Left: The Dyball sisters pictured in the '40s - Ruth, left, Mary, centre, and Ivy



Ivy Hutchinson stretches for the strap hanger on a Tube at the Museum. With her is Billy Brown, the character created to dispense advice to commuters during the war years

"She and two of her three sisters, Ivy Hutchinson and Mary Cassell, as well as their mother, were in LT service during the war years. Ruth and Ivy have since contributed a great deal to the material we are collecting about this period."

Ruth was the first of the Dyball sisters from Stepney to get a job with LT - as a bus conductress on route 108 in 1942. Ivy wanted to do the same but

was a fraction too short.

So instead she became a portress at Shadwell Underground station. Mary, meanwhile, obtained an Underground post at Rotherhithe and their mother took the job of toilet attendant at Aldgate Station.

One of Ivy's most vivid recollections was her posting to Farringdon station for three days. It was during that period that a massive attack was carried out on the nearby Smithfield meat market, in which hundreds of people were killed.



## On the road to Brighton

**MORE** than 40 double-decker buses headed for the south coast in the first London to Brighton Routemaster run.

All the vehicles - including many from London's privatised companies - completed the 56 miles from Millbank to Brighton Marina without mishap.

But perhaps that's not surprising, considering there are still around 700 examples of this popular and famous bus operational in the capital alone - more than 40 years after the type first appeared on London's roads.

Among those to make the unique run was Stagecoach East London's Green Line RMC 1461, which has been restored to its original 1962 condition.

### News in brief

#### LUL's Lovell partnership

LOVELL Construction has signed a 12-month partnership agreement with London Underground to work on a range of building and civil engineering projects worth between £1 million and £5 million.

The deal covers support services, design and management and construction contracts. Lovell will undertake general building, civil and refurbishment work to stations, offices, depots, track, bridges and tunnels.

#### Stanmore's big day

VINTAGE buses and an exhibition of Underground rolling stock will be just two of the attractions during an open day at the Jubilee Line's Stanmore station on Sunday, September 10.

Visitors will also be able to ride on the Sarah Siddons electric locomotive, with tickets costing £6 for adults and £3 for children and OAPs. Tickets are available in advance at £5 for adults and £2 for children. To book or if you are a member of LUL who would like to lend a hand on the day, call Andrew Chillingsworth on Auto 41620.

#### Public back more spending

MOST people think the Government should spend more on public transport in the capital, according to a survey commissioned by the Association of London Authorities (ALA) and car retailer Lex Services. Seven out of 10 of those questioned backed the ALA's call for increased investment in trains and buses.

#### MPs on line

AN all-party group of MPs and peers attended an exhibition and presentation about the proposed Chelsea-Hackney Line at the Houses of Parliament.

The event was hosted by LT Chairman Peter Ford and LUL Managing Director Denis Tunnicliffe and Chelsea-Hackney Line client manager John Bromley gave a short talk on the options currently being discussed by local authorities, planning bodies and other interested groups.

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# YOU'RE ALL HEART

## Victoria Line collect for little James

VICTORIA Line staff held a collection day for James Beckwith, the little boy who was paralysed from the neck down when he was hit by a car during a family day out.

For six hours, more than 60 volunteers received money from the public at nine Victoria Line stations, raising more than £3,500.

#### Fantastic

"It was a fantastic day," said Graham Hodgkiss, a train operator at Seven Sisters station, who organised the event.

"The support we had from staff and local managers was really great. Many of them gave up their

free time to help with the collection."

Graham decided to raise money after hearing about James' plight from his wife, a nurse at The London Hospital, Whitechapel, who admitted James after his accident last July.

#### Organise

"I never imagined that the event would become so big. It ended up needing about two months to organise."

Three-year-old James has been in intensive care since his accident and could remain so unless his home is adapted to his needs.

A special presentation was held at Northfields depot, where staff handed a cheque to James' family.



Stephen Lewis, who played "Blakey," the awful inspector from *On the Buses*, gives a typically scowling send-off to the team of Bus-a-thon drivers

## Drivers on a drive for charity

**A TEAM** of Stagecoach East London drivers has driven more than 3,000 miles around Britain - and raised more than £3,300 for charity along the way.

The group of eight men and two women took just ten days to drive a 33-year-old Routemaster around the British coastline, taking in England, Wales and Scotland.

The team arranged street collections in aid of Children with Leukaemia at some 22 seaside resorts, starting with Margate on the Kent coast and finishing with Southend in Essex.

"The whole event was challenging and also very testing because all of us were living in such a confined space for more than a week," said Ron Warren, who organised the bus-a-thon.

"We had tremendous support from a lot of the people we met, particularly in Wales and Scotland, even though most were astonished to see a red London double-decker bus passing through their villages and towns."

Despite a few setbacks because of mechanical hiccups - one of which caused a five-hour delay - and a couple of team members being left behind at different stages, the drivers still managed to keep to schedule and arrived back at their Romford Garage base 10 minutes ahead of the proposed deadline.

## MS challenge for LUL teams

**THREE** London Underground teams raised £2,000 when they took part in the annual Multiple Sclerosis (MS) Challenge event.

Two sides from Northfields depot and one from Cockfosters were among 20 teams which took part in a gruelling 10-kilometre orienteering course around Snowdonia National Park in North Wales, to raise funds

for the MS Federation for Therapy Centres.

Each team, which included an MS sufferer in a wheelchair, had to overcome a number of obstacles to complete the course, including crossing rivers and steep inclines.

As an additional incentive, Cockfosters challenged Northfields to a private race, which Northfields won.



From left, Professor Dieter Bögge, of Stuttgart University, Thomas Kreutzer, Claus Mohring and Danny Horter, of LT Engineering

## German students tour REW

**AROUND 25** German students recently toured London Underground's Railway Engineering Works (REW) as part of a project to gain an insight into Britain's rail and track industry.

The group, from the Stuttgart Institute of Rail Technology, were shown

around by REW staff before special presentations were made to mark their visit.

"They were very enthusiastic about how the REW operates," said personnel officer Leanda Jackson. "It was nice to have people show such an interest in what we do."

## Museum launches poster contest

A POSTER design competition for students has been launched by the London Transport Museum.

The competition, which coincides with the Museum's *Designed for London* exhibition, invites London students at GCSE, A-level, B'Tec, GNVQ, HND and degree level to produce a poster celebrating London Transport's design heritage and impact on the capital.

#### Flair

"This is an opportunity to plan projects around the exhibition and produce designs showing originality and flair," said Stephen Allen, the Museum's education officer.

Winners will receive a two-week placement at Jenkins Group, a leading design consultancy, and the winners, runners-up and commended students will have their entries displayed in the Museum from May to September next year.

## Sleeper walkers on the rails

TEAMS from Golders Green and East Finchley stations took to the rails the hard way when they carried sleepers more than 30 miles along the route of the Northern Line - all in the name of charity.

Working in two-man relays, Golders Green trekked their way from Edgware to Morden in seven hours, while it took the East Finchley contingent eight-and-a-half hours to reach Morden from their station.

Along the way they raised more than £3,000 between them for a selection of worthy causes, including the North London Hospice, the Children's Heart Foundation, Great Ormond Street Hospital, the Coeliac Society and Macmillan Nurses.

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# Newbury Park bus stand reopens

A GRADE II listed bus station canopy which was closed for more than three years because it was in need of structural repairs has reopened after undergoing a complete overhaul to restore it to its former glory.

The historical construction, built just after World War II and owned by London Underground and London Transport Buses, houses the entrance to Newbury Park Underground station. It was sealed off to buses in 1992 when it became unsafe after concrete began to fall from the roof.

A protective walkway was installed for people to enter the station and temporary bus stops were put in place while restoration work on the building was undertaken.

### Repairs

The canopy now boasts several improvements, including extensive repairs to the roof and concrete arches, while inside the shelter has been completely re-lit. LT Buses will be

responsible for the canopy's maintenance in the future.

"It is a fantastic job," said Paul Haynes, Central Line's civils asset manager.

"The structure had been completely over-stressed because of lack of maintenance over the years. It used to be very popular when it was in use and I'm sure many people will be happy to see it reopened."

### Generations

Temporary bus stops have been removed and buses have been re-routed to stop beneath the canopy. At least one bus will stop at the shelter every ten minutes.

David Ellis, LT Buses' building surveyor (premises) said the refurbishment ensures that the structure will be used for future generations.

He added: "Maintaining the canopy in its restored state will be a challenge, but LT Buses are more than capable of carrying out this difficult and interesting task."

Two views of Newbury Park bus stand. When the building was completed, *Country Life* magazine described it as "one of the most imaginative realisations of contemporary architecture", and the architect Oliver Hill was presented with a special award for his design in the Festival of Britain Year



# HOW DOES YOUR STATION GROW?

With flower beds and planted tubs and hanging baskets all in a row...

The standard of entries in this year's Station Gardens Competition was the highest yet, giving the judges an almost impossible task

By Busola Odulate

**T**HE green-fingered talents of Underground staff have once again been revealed - in the form of a stunning display of creativity in station gardens across the network.

The event, which brought out the best of their skills, was last week's annual Station Gardens Competition - a contest that produced displays so vivid that even the blazing sunshine was practically put in the shade.

The contest reached its climax on August 17 when their colourful collections of plants and flowers, which have been bringing summer cheer to staff and passengers alike, were revealed to the panel of judges by the ten finalists.

The quality of their work was so good that the judges had an even more difficult task than usual to determine the best in the Mature Garden category and Overall Winner - so they chose two: Met Line's Chesham and Preston Road stations became the first in the competition's history to share top prize.

Chesham, which clinched the overall title two years ago, picked up two other first prizes - Best Tubs, for the second year running, and Best Hanging Baskets, thanks to station supervisors Barbara Brown and Mark Stephenson. The hanging baskets displayed on a disused signal box were planted with red and yellow begonias and white surfinia as a tribute to the heraldic colours on the coat of arms of Chesham District Council, which this year celebrates its 100th anniversary. Preston Road impressed

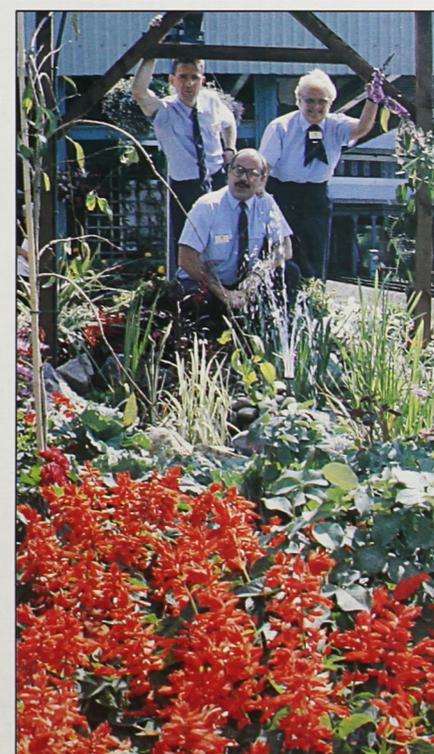


Right: Green fingers - Wembley Park station's Alfie Laing, below, and Chris White. Below: Chesham's winners Mark Stephenson and Barbara Brown



Eileen Green, station supervisor keeps Edgware Road's garden in great form

Joint winners: (from left) Preston road station supervisors Barry Beumont, John Miller and Christina Barnett



judges with its pergola, minipond and fountain, built by Ronald Taylor, Christina Barnett, John Miller and Barry Beumont.

The prize for the newly cultivated garden went to Ruislip, looked after by station supervisor Andrew Robertson, which featured snapdragons, petunias, shrubs and conifers.

Chesham and Preston Road stations received £150 each, a framed certificate and will each hold the Challenge Trophy for six months.

The competition, which has been running for more than 50 years, gives amateur gardeners the chance to show off the

results of months of hard work and dedication, and drew in more than 100 entrants.

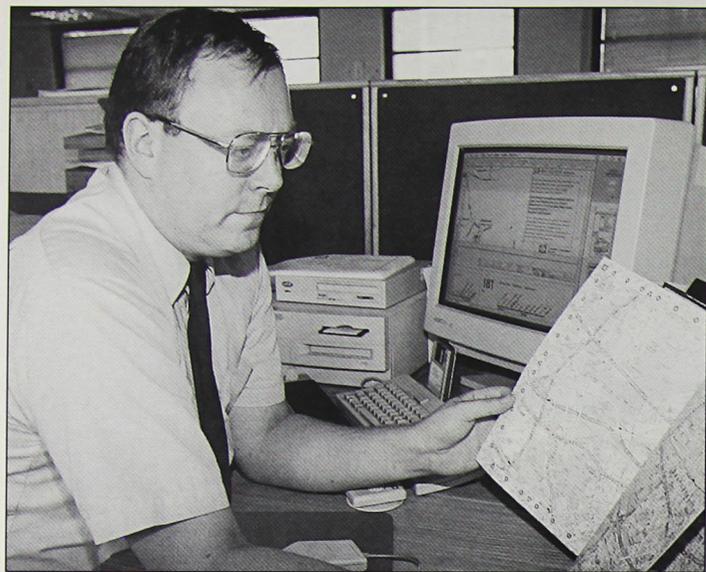
The judges were Spencer McManus, general manager of Network Services, Di Montersino, of Passenger Services, and horticulturists Jean Harris and Albert Philpot.

"The standard was incredibly high," said Sue Butler, who co-ordinated the event. "It is always hard for the judges to choose a winner but this year was so close that it was almost impossible to choose between Preston Road and Chesham."

"It was incredible how much time and effort the staff put into the gardens and it was an opportunity to have all their work rewarded and continue an age-old tradition."

Station supervisor Griff Griffin wows judges with the display at Willesden Green





Peter Figg, passenger information assistant, checking that bus maps accord with the A to Z of London

# It's easy when you know how

Research has shown that many more people would use buses in London if only they understood the system better. Barry Duke finds out what steps are being taken to make the system more user-friendly

People who aren't regular users of London's buses are understandably apprehensive when it comes to boarding a bus. After all, London probably has the most complex bus network of any world city, with more than 650 bus routes operating wholly or partially in the capital.

And the routes are themselves complicated because London is essentially a very convoluted city - the opposite of the neat grid patterns of cities like New York.

When research into people's understanding of the bus network was originally carried out it revealed that

about one-third of Londoners questioned were completely unable to deal at all with timetables, maps and the like.

Yet, for all its complexities, the capital's bus network serves a great number of people: more than 3.5 million trips are made on the buses every working day.

If a more comprehensible system were to attract an additional two per cent of passengers, bus travel could be boosted by some 70,000 trips a day. But how do you set about attracting more people on to the buses?

That question was asked in the early 1990s. The answer came in the form of Bus Information Initiative, launched in 1992 by LT and the then London Buses Ltd.

Working with Fitch, the

international design company, LBL carried out an in-depth market research programme, which revealed the extent of public confusion when it came to London bus travel.

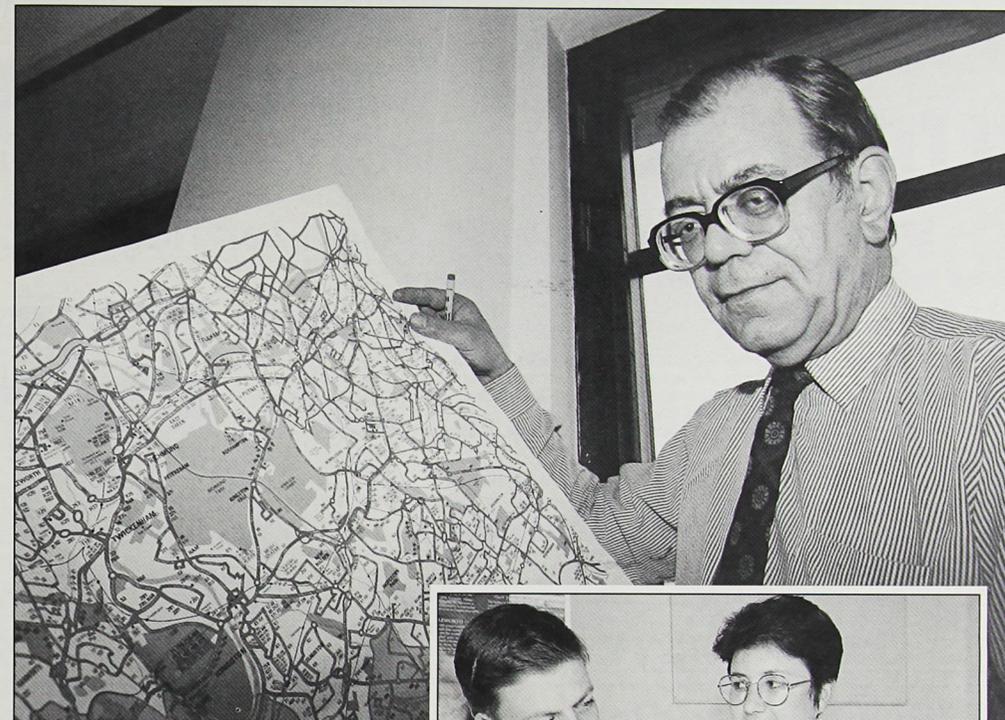
"We had no doubt at all that if much of this confusion were to be eliminated, more people would feel at ease using the buses," said Graham Rhodda, of Fitch.

A programme was then launched to do just that and, in 1993, LBL invited

'One-third of Londoners are unable to deal with timetables, maps, etc

the press and other interested parties to examine a "test corridor" running from outside LBL's headquarters in Buckingham Palace Road to Trafalgar Square via Victoria Street and Whitehall.

This exercise demonstrated that stops, shelters and information points at stations could be given a co-ordinated look and that bus information could be presented in a much more understandable manner. It also demonstrated the advantages of naming bus stops. The next step is to begin phasing in these improvements throughout London.



Colin Harnor, passenger information manager, proofing a map database

John Coates, print production manager, and Jean Harris, Head of Advertising and Publicity, LT Marketing, selecting transparencies for guide covers

Radical changes are also being made to hand-held information to make it more user-friendly. This material takes the form of

maps and timetables - and are produced in breath-taking numbers. Market research is now being carried out to see how effective this material is.

Mike King, advertising and publicity manager, points out that:

- Thirty-five local bus maps are produced once a year in numbers ranging between 80,000 to 150,000 each. These have just been redesigned, using photographic images for the first time on their covers.
- The central London map is produced twice a year - each print run producing 200,000 copies.
- The London-wide bus map - the most complex of all the maps - is produced three times a year. A total of 900,000 are printed.

A new, improved all-London map is published at the end of this month. It reflects a number of changes recommended by Fitch - the most radical being the elimination of the 'squirrel'. This is a rounded square containing a grouping of bus numbers which was found to confuse many of those who tried to make sense of it. The new maps

have been created by FWT Cartography using the most advanced digital mapping systems.

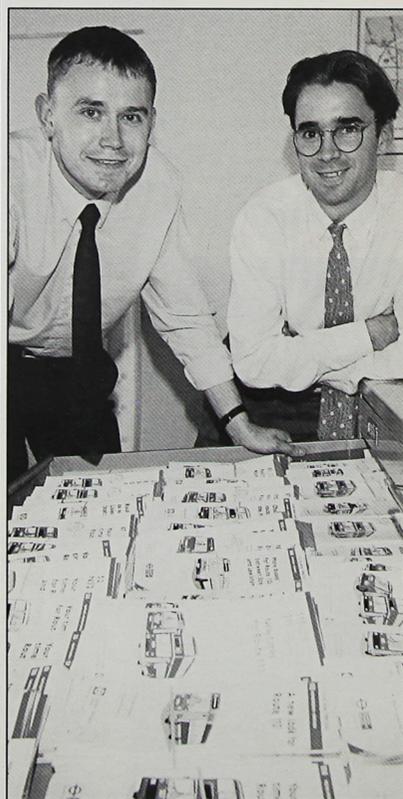
Also to be published at the end of this month is the first Night Bus booklet, which reflects all the changes made to Night Bus routes in London since June, when a major revision exercise was undertaken.

Material which is more easily understood is of great benefit to staff as well as the public, says Jean Harris, newly appointed Head of Advertising and Publicity for LT Marketing.

Part of the bus information initiative addresses the need to ensure that staff are properly equipped to deal with customers who may still have trouble understanding bus maps and timetables. "It is important for staff to be helpful and tolerant when approached for assistance," said Jean. "After all, the whole object of making bus travel easier is to win and keep new customers."



From left, Colin Harnor, John Coates and Alison Roberts, assistant advertising and publicity manager, at work



David Bamber, left, print production assistant and Peter Kraushaar, with a huge selection of timetable leaflets



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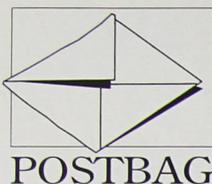
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# FARE-DODGING BLITZES NOT COST-EFFECTIVE

I AM amazed to read that the biggest ever clampdown on fare-dodgers on the Underground, employing about 100 inspectors, etc, for 15 hours, produced "almost" £2,000, or about £20 per person (LT News, July 27).

Such a poor return is like taking a sledgehammer to crack a nut, especially since most of it came from the Waterloo & City Line, where there are no ticket gates. It is all too easy to travel on trains for nothing these days and, until adequate inspection of tickets is re-introduced, the Underground will continue to lose millions, clampdown or no clampdown.

Peter K Gerhold  
Axminster, Devon.

Terry Allan, Central Line's revenue control manager replies:

Since the introduction of penalty fares in April 1994, the emphasis is now in providing a deterrent (£10) to customers thinking of avoiding paying for their journey.

Due to the sheer number of people on trains, especially during the rush hours, new initiatives were required to ensure that the customers undergo ticket checks during their journey and subways and interchanges are ideal for this.

To enable an effective check to be performed, without compromising the safety of staff and customers at vast stations such as Bank, a large-scale presence is required.

I agree wholeheartedly over the importance of ticket inspection by gate staff. The way to reduce ticketless travel is to check tickets whenever possible.

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## No 19 stands out from the crowd

I would like to commend the cheery, friendly and efficient service of one of the conductors on the Kentish Bus Number 19 service from Battersea Bridge.

Even among the other conductors on the number 19 - who are themselves no slouches when it comes to customer service - this young lad, whose name I don't know, stands out and must surely be one of the best.

Most of us are not at our finest first thing in the morning but his extremely polite and helpful service makes the long trawl to work all the more bearable. And he doesn't insist on singing at us either!

Yours appreciatively,  
A happy number 19 traveller

## BOOK REVIEWS

You've never had it so good for nostalgic reading

BRITISH Buses Before 1945 is a comprehensive description of the many bus types produced before the Second World War.

Many names are familiar - including AEC and London General - but the others, such as the Lifu steam bus, for example, less so.

All told, John Aldridge's book is a valuable source of reference and is well illustrated.

Published by Ian Allan at £14.99.

● *British Buses Since 1945*, which also costs £14.99, is the companion volume to the above.

Its format includes a brief but succinct resumé of bus industry developments in the 50-year period up to the present day, covering the time of the RT, Routemaster, rear-engined double deckers and midibuses.

This is followed by an extensive and well-illustrated section describing each chassis manufacturer's product ranges over the period in detail.

● *British Railways Atlas* (Ian Allan £5.99) is a pocket-sized atlas covering all railway lines in the UK and Ireland, with detailed enlargements for urban areas, including London and the Underground. There is a full station gazetteer.

It's not a new idea but the handy size (and price) make this a useful, practical guide for the extensive traveller.

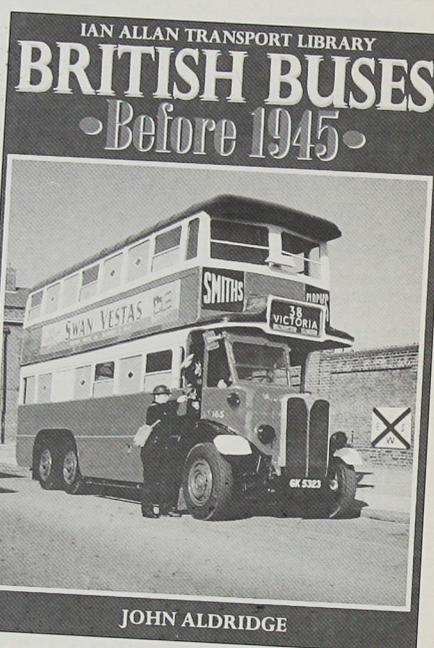
● *On London and South Western Lines* is still another title in the ever-growing Ian Allan range. This one costs £10.99 and is a full-colour album in this publisher's now familiar style.

Coverage depicts steam trains from south-west London to the far extremities of the LSWR system in Cornwall.

● Also published by Ian Allan, *Alan Butcher's Railways Restored 1995* costs £8.99 and is a detailed work of reference.

It lists all the preserved railways in the UK with details of rolling stock, hours of opening and site facilities.

Barry Le Jeune,  
Head of Customer Services



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# SPORTS news



## Jubilee Jets fail to ignite

THE Jubilee Jets suffered a 3-1 defeat at the hands of Belvedere Hockey Club in Kennington Park.

Despite the Jets' brilliant form this season, which has given them two successive victories, the combination of the sweltering heat and Belvedere's strong defence gave the Jets an impossible task.

The first half of the game was evenly balanced - although the Jets gave an at

times careless Belvedere several scares with a number of near-goals - and finished with the scores level at 0-0.

### Prize golfers

THERE was an embarrassment of prizes for Central Road Services' golfers at the Recreation Managers' Association tournament in Redbourne.

In fact, there were six CRS men in the top 10 places, including the individual winner, while the LT CRS North side won the team event, with LT CRS East runners-up.

A few minutes after the second half, Belvedere took the lead. The more experienced Jets fought back with a vengeance, with Matthew Smith and Karen Jones giving an outstanding performance and coming close to equalising.

In the last five minutes, Belvedere added another goal but a stunning reply from Alan Guest gave the Jets the breakthrough they desperately needed. A further goal from Belvedere in the dying seconds, however, killed off any hopes of the Jets chalking up a victory.

Vicki Walker (middle), the Jets' right-back, tackles two opponents



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## Shares windfall for Stagecoach workers

UP TO 3,000 London bus workers stand to receive free shares in the Stagecoach group next month as their cut of the company's £32.6 million profits.

They are from Stagecoach East London and Selkent, whose companies were taken over by the Perth-based group last year.

Employees who had registered already received one handout of free shares in December after the group announced its interim results.

The latest consignment will represent the balance of three per cent of the full year's profits and will join the first batch in an employee trust fund for five years.

Under current financial legislation, the shares can be cashed in tax-free at the end of this period and pay a dividend in the meanwhile.



Crazy capers at Piccadilly Circus. From left, Emma Owen of Rock Circus, station manager Ken Graham, Johnny Rotten and Glen Furrie

## Rocking all over the Tube

A UNIQUE ticket gate advertising campaign for the West End's Rock Circus has been launched at a number of central London Tube stations.

The campaign came about after Glen Furrie, marketing manager for the Rock Circus saw the advertising potential of the bare grey panels on ticket gate hoods.

He immediately asked whether he could put Rock Circus stickers on the panels.

After negotiations with TDI, 16 stations agreed to participate in the campaign – among them Piccadilly Circus, where the campaign was officially launched with the help of Rock Circus exhibit, Sex Pistols' singer Johnny Rotten.

# Westbourne Park gets a safety upgrade



**T**HE carnival exit of Westbourne Park station has undergone a £500,000 safety upgrade in preparation for this year's Notting Hill Carnival.

The exit, which is only used during the annual two-day event, was refurbished after a risk assessment by London Underground showed that congestion from the vast influx of carnival-goers posed a potential safety hazard. About a million passengers pass through the station in the two days – a number which stretches beyond the capacity of the station.

The improvements at Westbourne Park include widening the westbound platform and the steps to the street. In addition, LUL and Westminster council joined forces to improve the road outside the carnival exit.

### Happy

"It was three months of hard work and we are very happy with all the improvements made," said Alan Green, group station manager of Ladbroke Grove Group, who commissioned the safety audit.

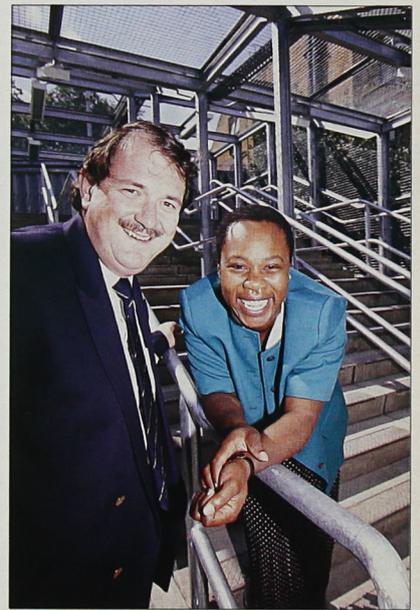
"It now means that people will be exiting from the station a lot quicker than during previous carnivals and, more importantly, it helps avoid congestion."

The bank holiday weekend will turn the normally subdued station into the

### By Busola Odulate

busiest on the network. Around 40 extra staff will be brought in to work during the two days – most concentrated at Westbourne Park while others will support staff at surrounding stations including Latimer Road and Royal Oak.

Extra buses will run on several local routes to serve thousands of revellers travelling to the carnival. More than ten routes will be running close to the festivities, and an additional route 12X express, specifically for the weekend, will run between Notting Hill Gate and Victoria.



Carnival organiser Claire Holder and Alan Green at the opening of the exit

## New bear for teddy girl

A LITTLE girl was over the moon when she was presented with a teddy bear from LT's Lost Property staff days after she had lost hers on the Tube.

Unfortunately, the fluffy brown bear was not recovered, but Lost Property staff swiftly sent another one to the distressed child, who was later said to be "delighted" by the replacement.

"It is something we do automatically when a child has lost a toy on a train and we are unable to locate it," said lost property manager Maureen Beaumont. "We have so many teddy bears which have been left unclaimed and need new homes."

In a letter thanking Maureen and her team, the girl's father, a director of a public relations consultancy, said: "It is so refreshing to see the human touch in action in large organisations."

# Metrobus gets thumbs-up for service

METROBUS Ltd has received the prestigious ISO 9001 award for its service quality and customer care.

The certification of this south-

east London bus company is a recognition that it has reached the highest level of efficiency as set out by the British Standards Institution (BSI).

The ISO 9001 award, as opposed to the more common ISO 9002, fully recognises Metrobus' product design activity in addition to its operation and support, as the bus company is one of the most active in the capital in designing both its own bus routes and its tours and holidays.

At a formal presentation attended by LT Chairman Peter Ford – who arrived at the ceremony in a Metrobus single-decker on route 358 – and owner-directors Peter Larking and Gary Wood, Mr

Ford said that it was a great honour to present the certificate and praised the company's "exceptionally friendly and customer-orientated service."

He added: "The bus on which I travelled certainly seemed to bear out the Metrobus commitment to quality."

Bus driver John Littler, who accepted the award on behalf of the company, said: "It is nice to see the quality which we strive for recognised. Our drivers are encouraged to be the best there are and I'm sure the hard work which everyone has put in will continue."

The award is a feather in the cap for the bus company which was founded by Peter and Gary 12 years ago with a handful of second-hand vehicles.



Quality service: Chairman Peter Ford presents bus driver John Littler with the certificate