



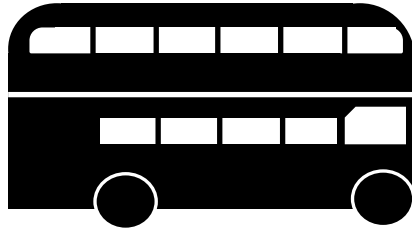
# London Overground

Creating a successful orbital network through  
integration

Nicole Badstuber

# Greater London Authority Act

Established the Greater London Authority - strategic regional authority with powers:



Transport for London



Mayor's Office for Policing & Crime



London Fire & Emergency Planning Authority

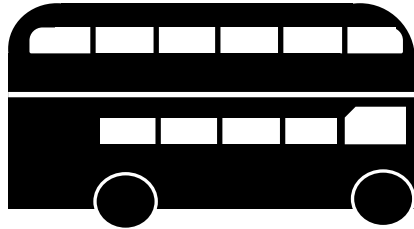


London Plan



# Greater London Authority Act

Established the Greater London Authority - strategic regional authority with powers:



Transport for London



Mayor's Office for Policing & Crime



London Fire & Emergency Planning Authority



London Plan

Greater London Authority Act



1999

Transport for London created



2000

London Underground joined



2003

Creating a successful orbital network through integration



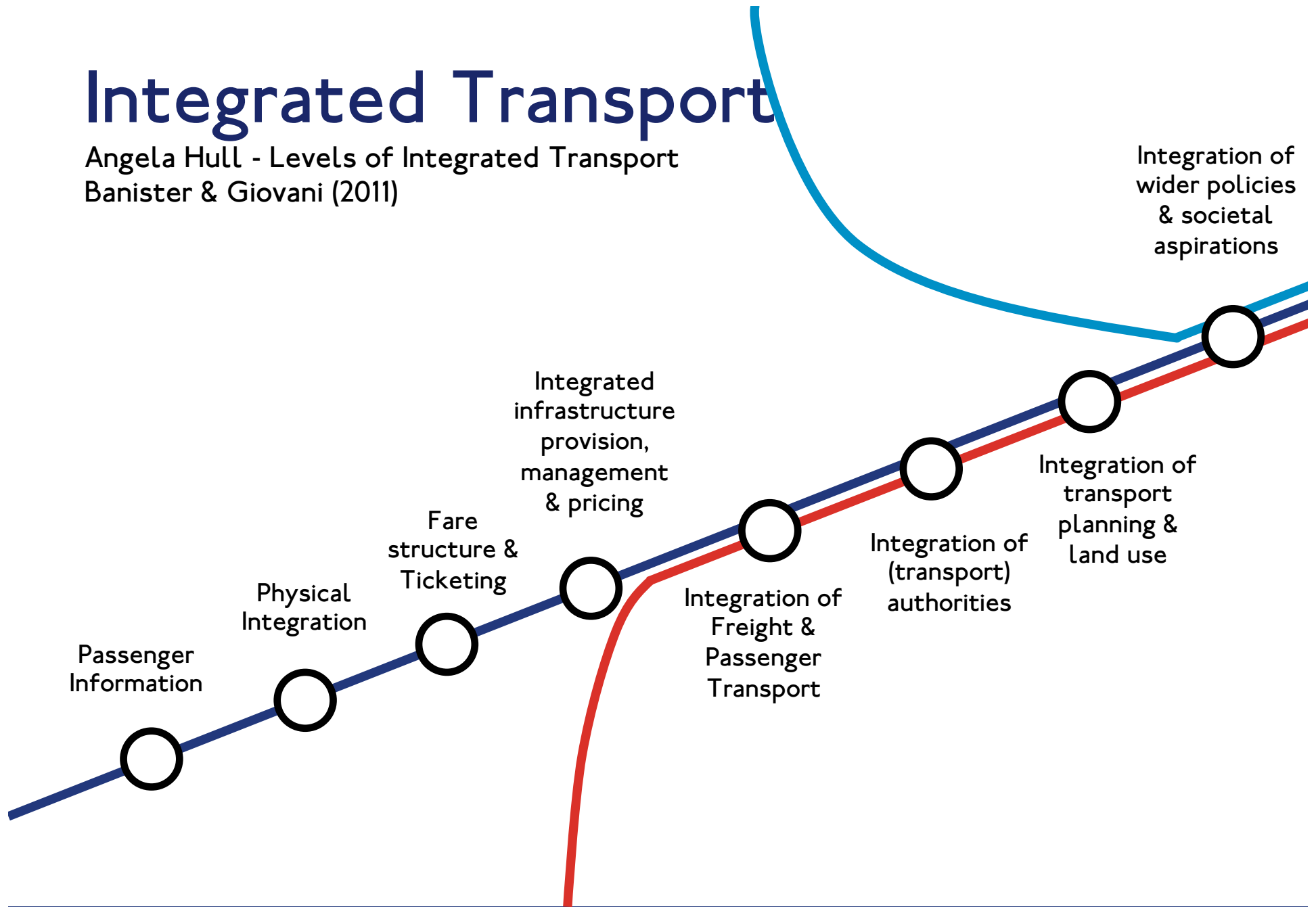
# Organisation

The body is organised in three main directorates.



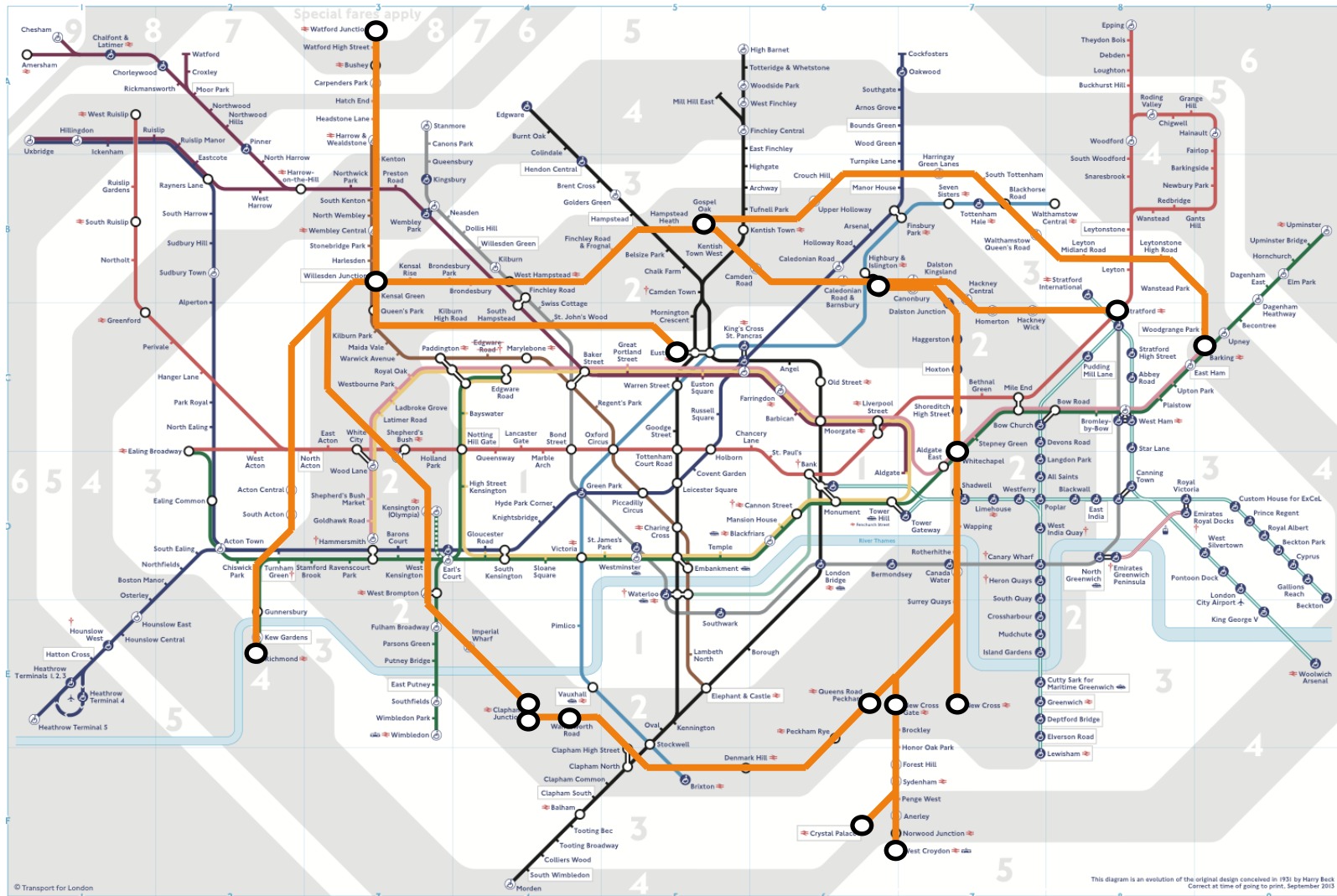
# Integrated Transport

Angela Hull - Levels of Integrated Transport  
Banister & Giovani (2011)





# Integration into the Transport for London network



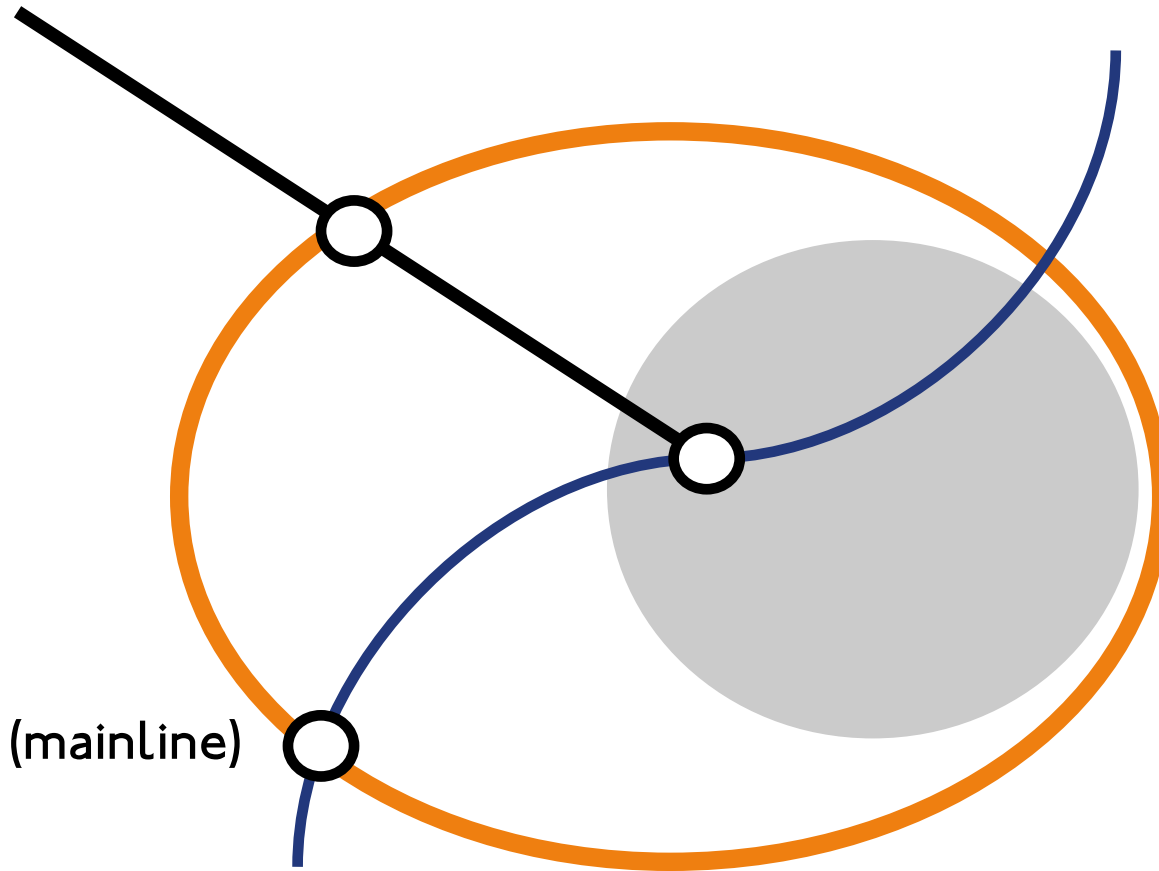
Creating a successful orbital network through integration



# Orbital Interchange Concept

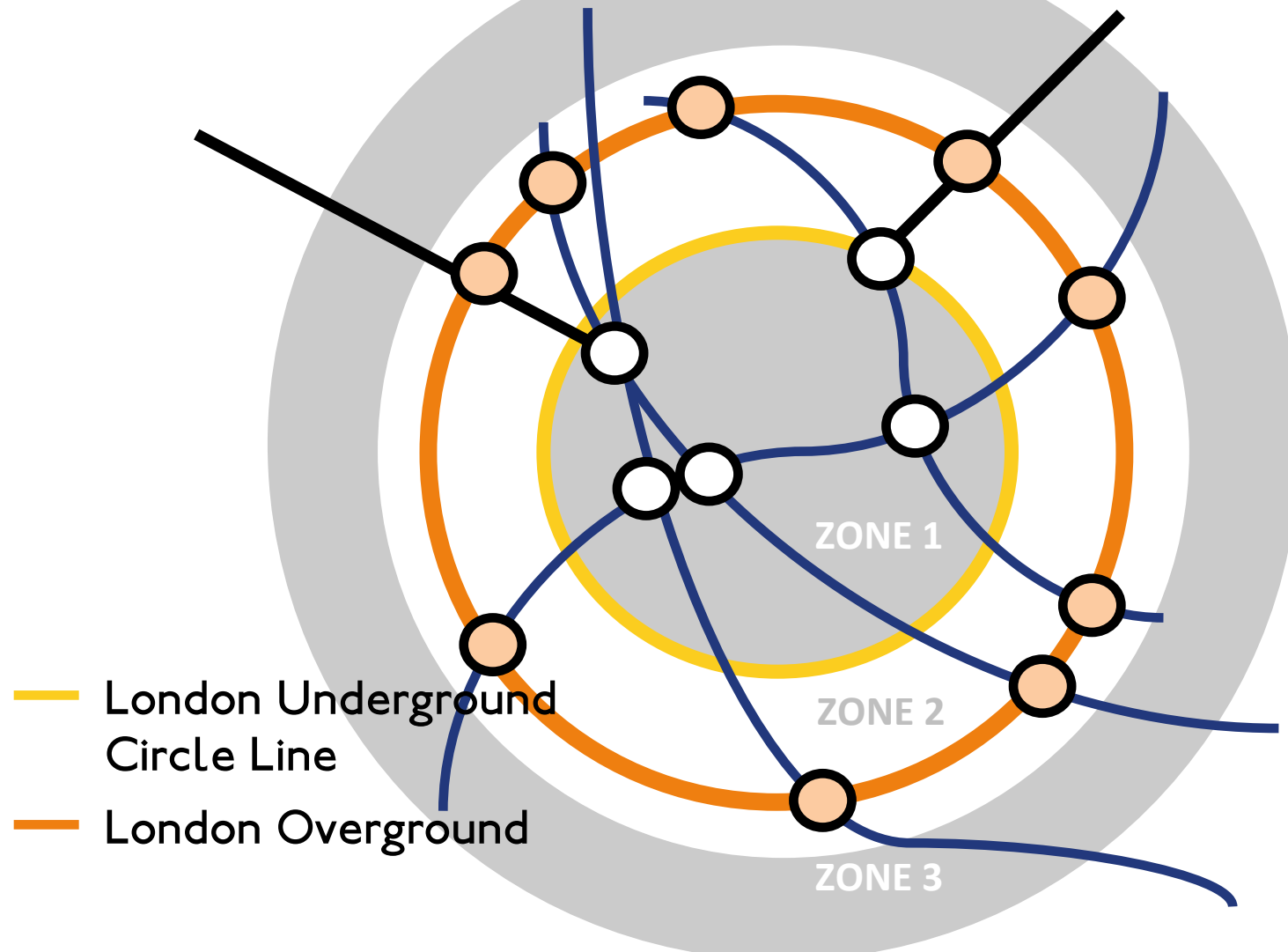
London Mayor's  
Transport  
Strategy

- Interchange
- National Rail (mainline)
- Orbital Rail
- Metro/Bus route

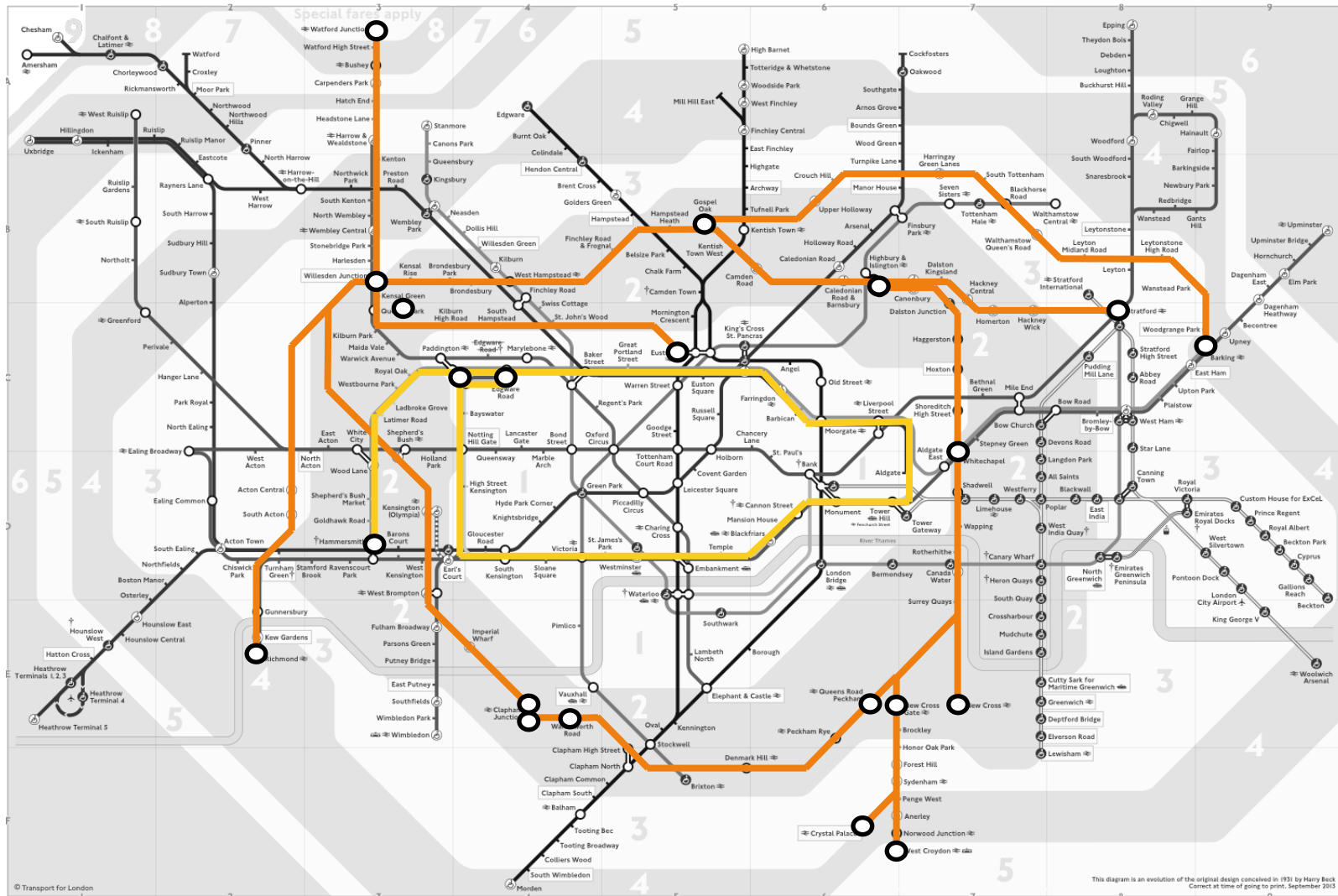




# London Orbitals



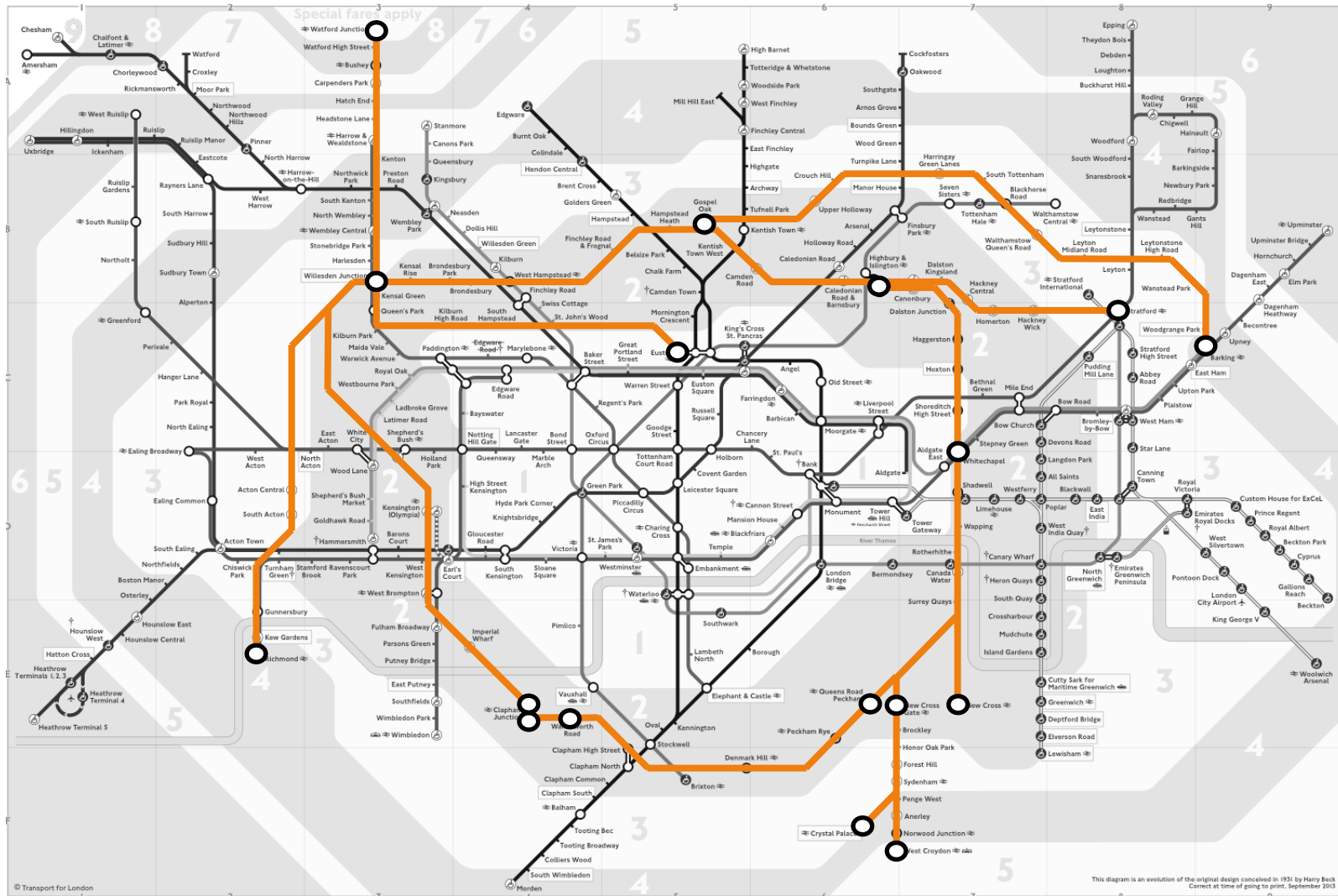
# London Orbital Network



Creating a successful orbital network through integration



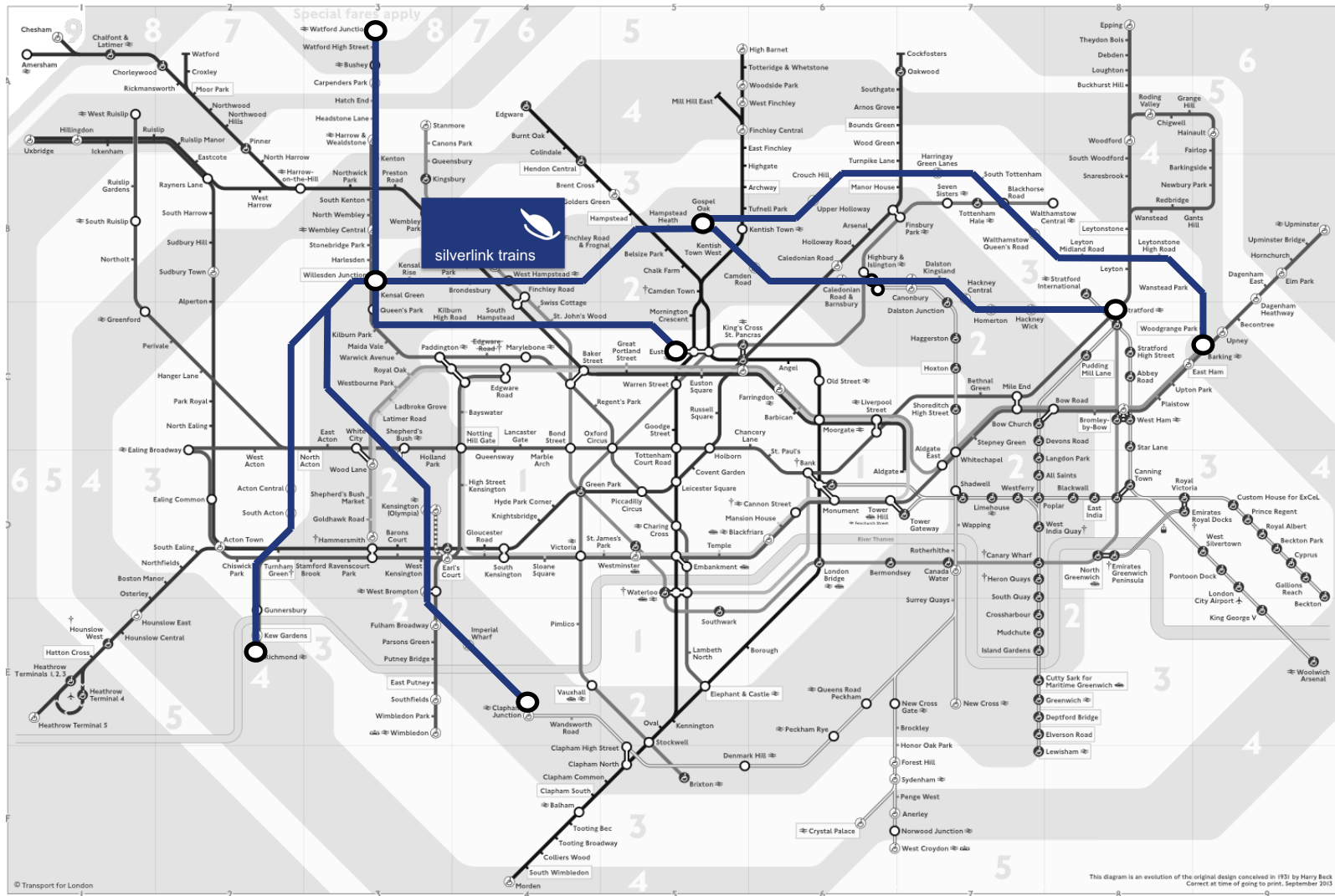
# London Overground



Creating a successful orbital network through integration



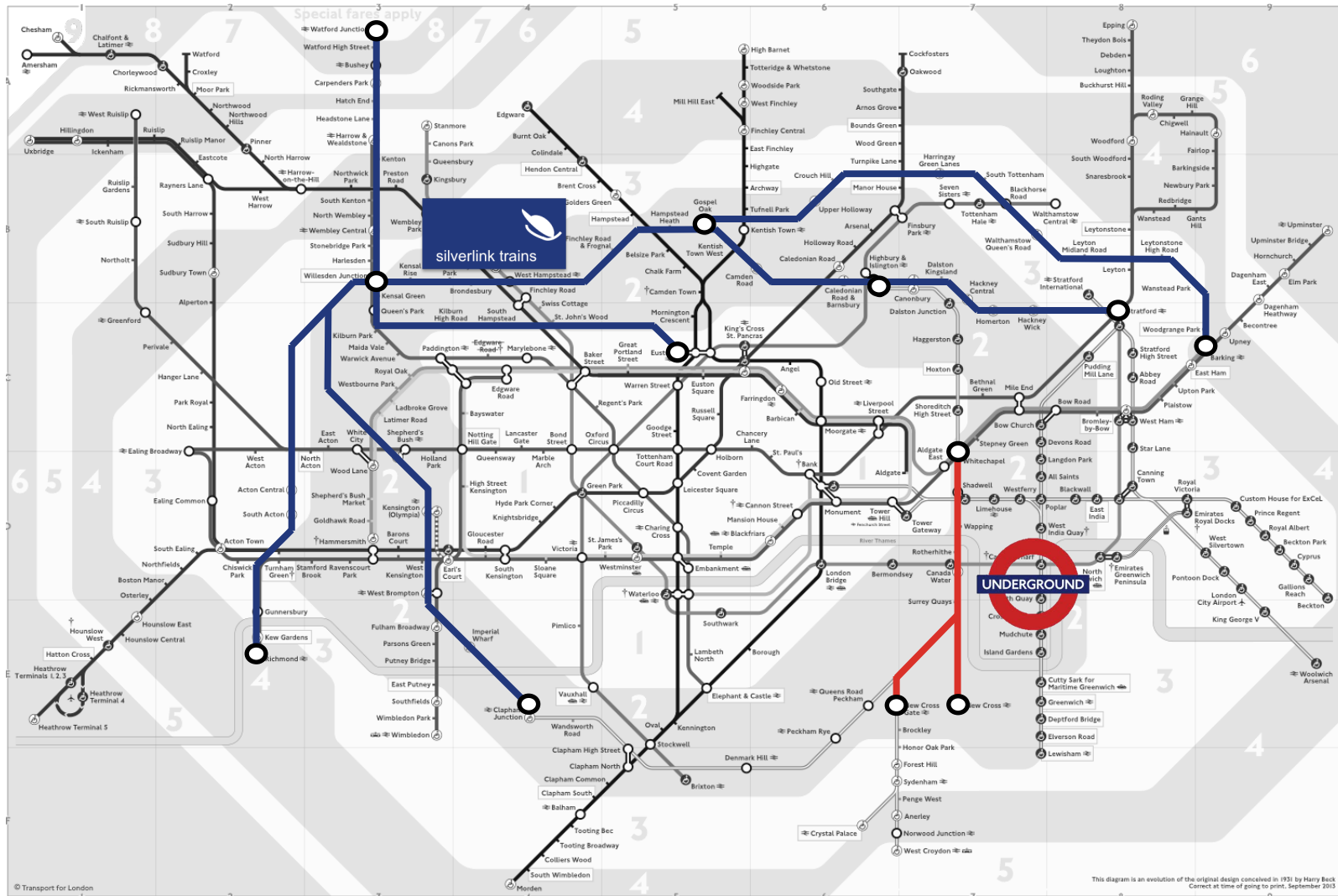
# London Overground Composition



Creating a successful orbital network through integration



# London Overground Composition

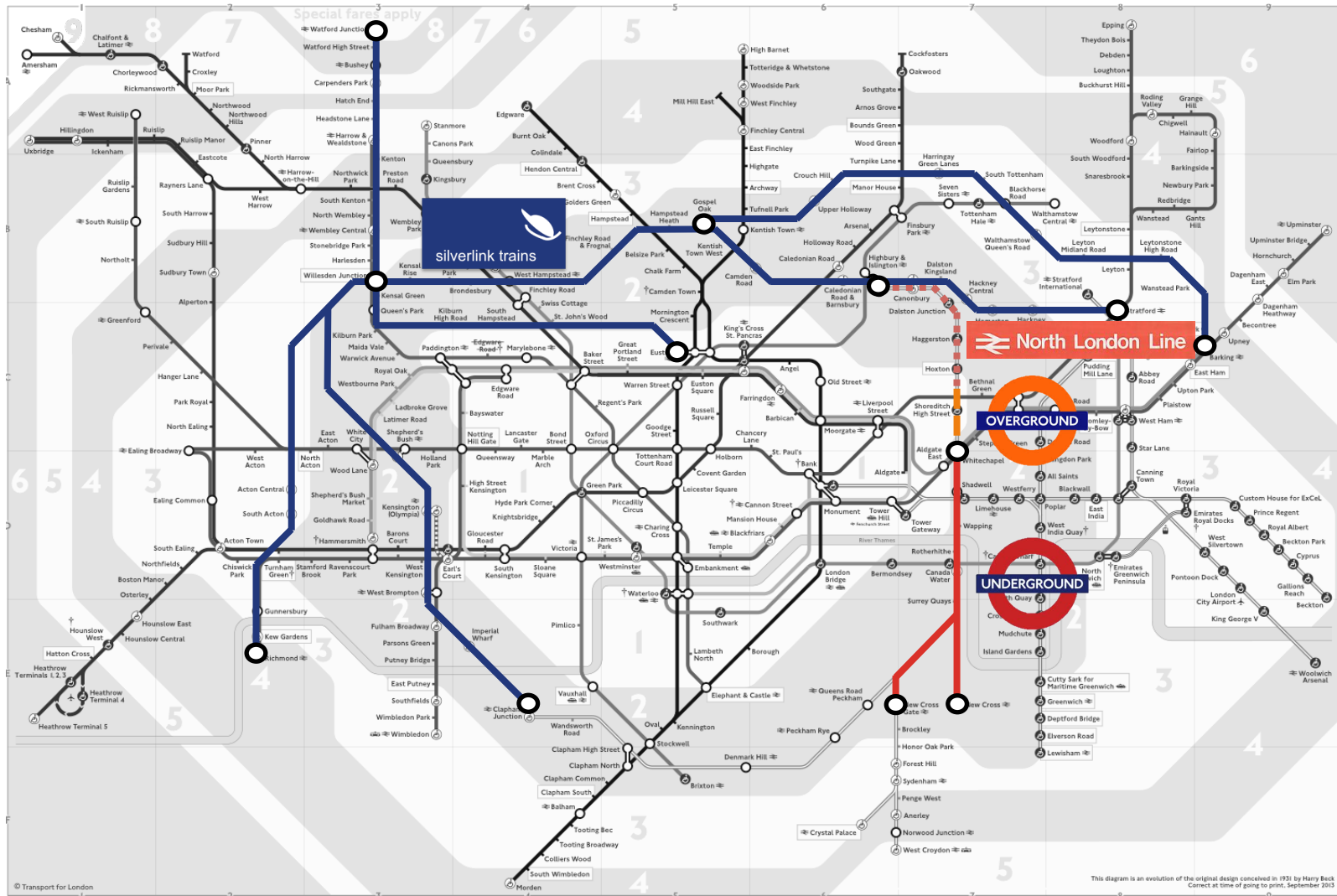


Creating a successful orbital network through integration





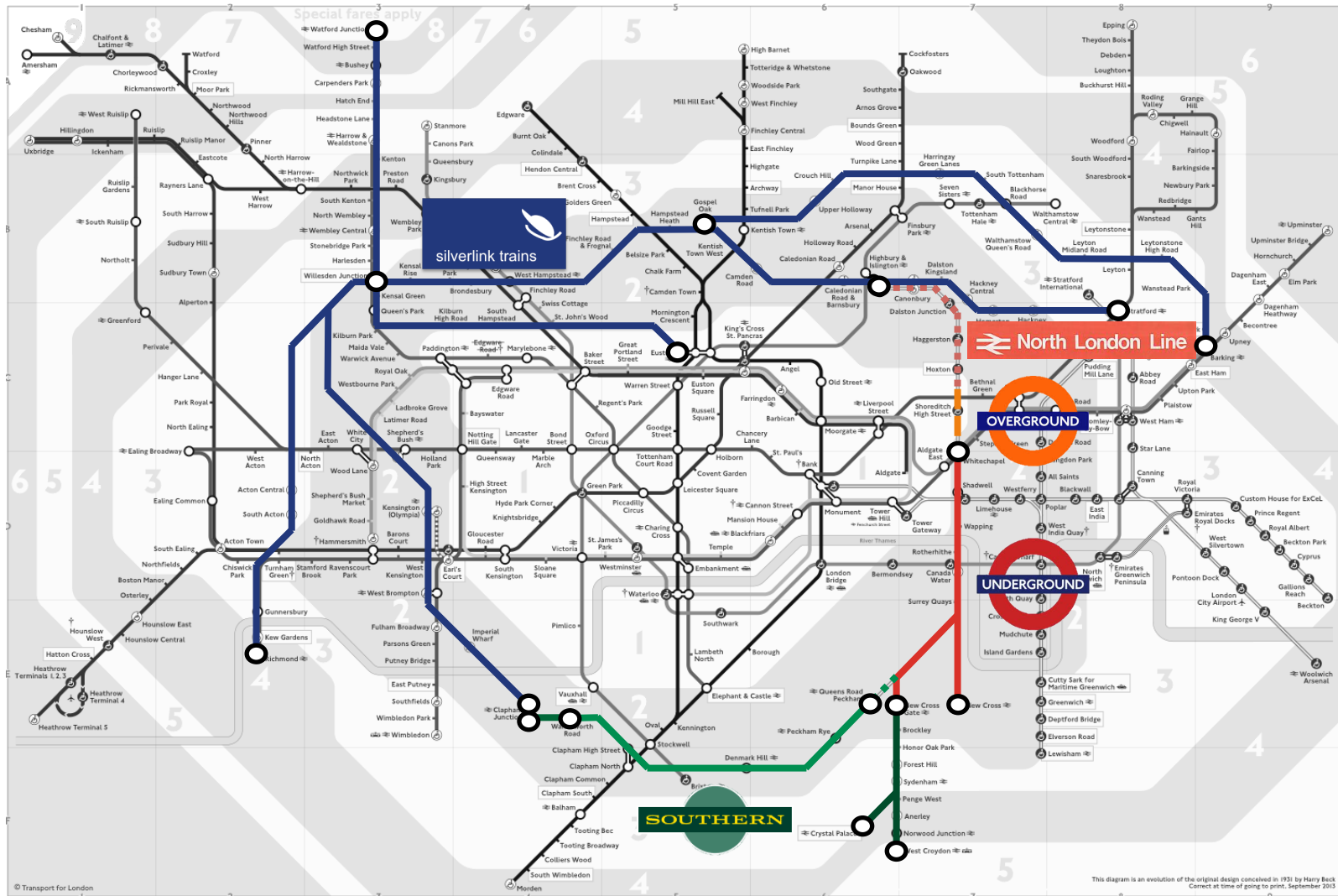
# London Overground Composition



Creating a successful orbital network through integration



# London Overground Composition



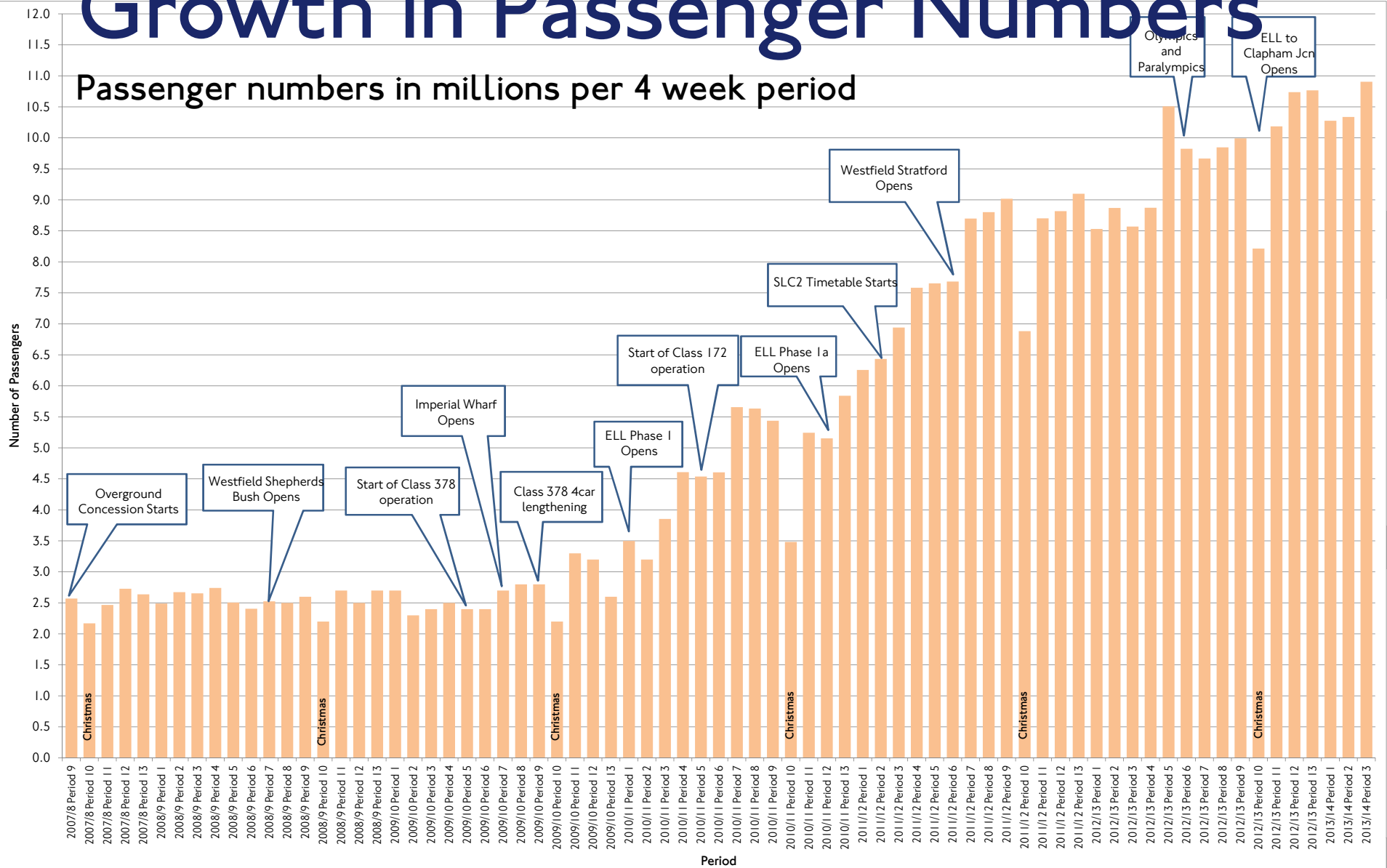
Creating a successful orbital network through integration





# Growth in Passenger Numbers

Passenger numbers in millions per 4 week period

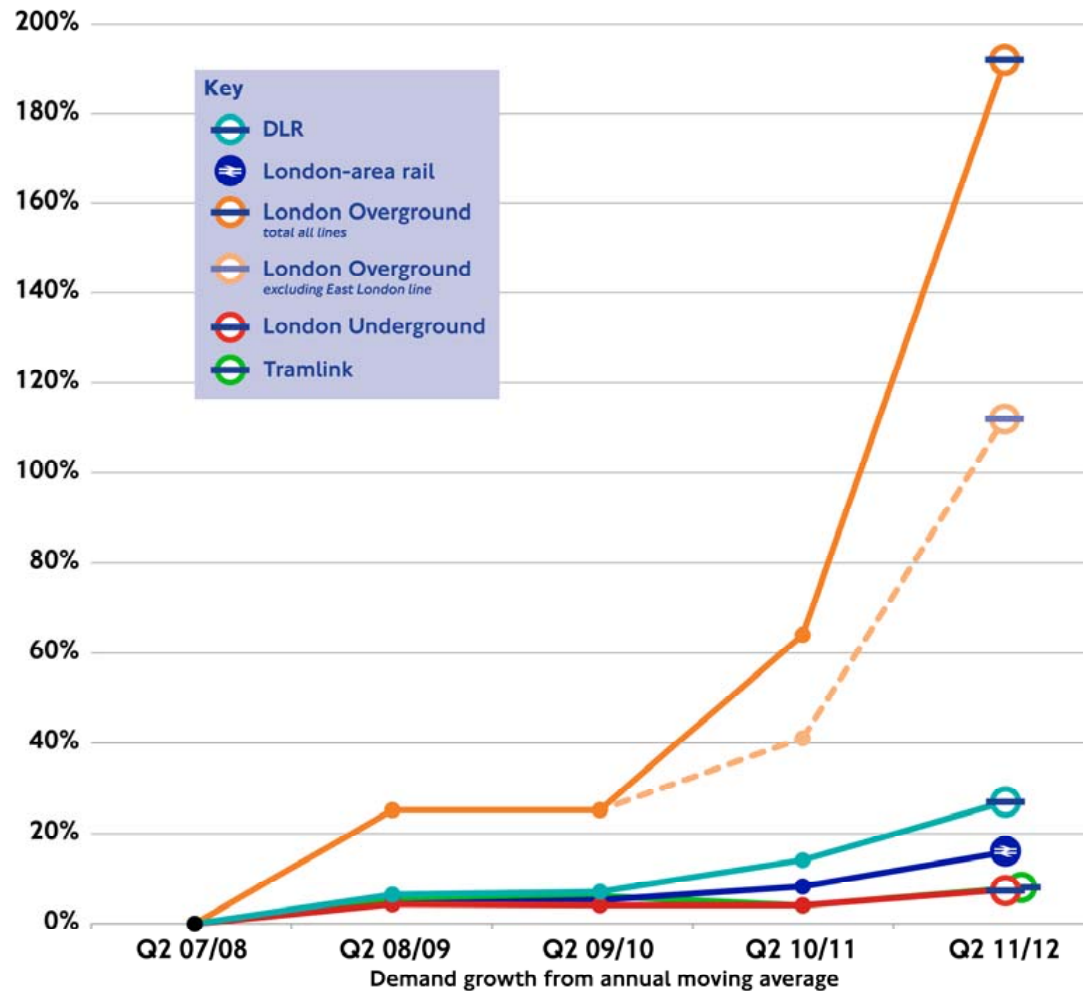


Creating a successful orbital network through integration



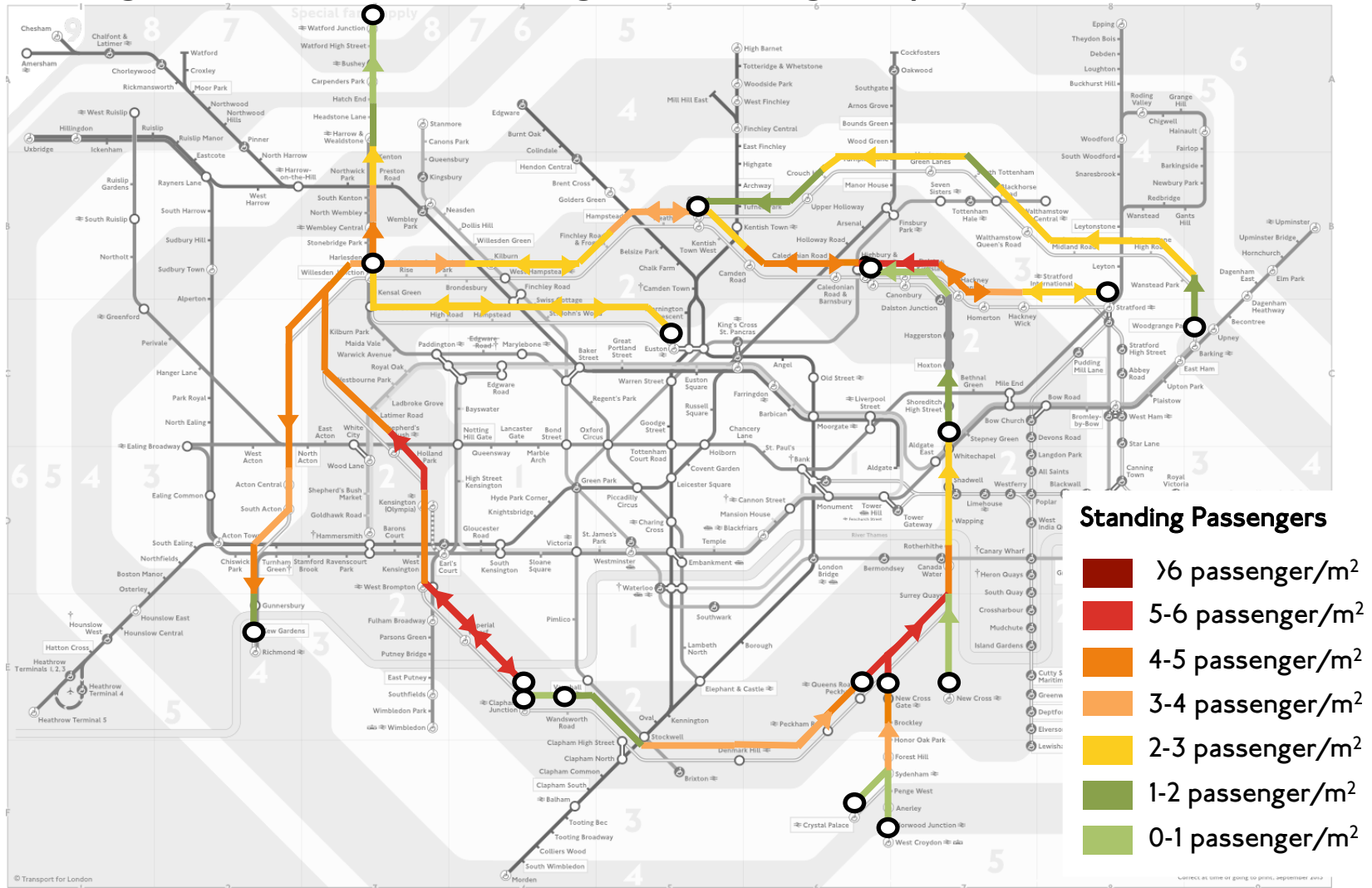
# Growth in Passenger Numbers

London Overground compared to other Transport for London services



# Popularity exceeded expectations

## Crowding Levels on London Overground during the peak

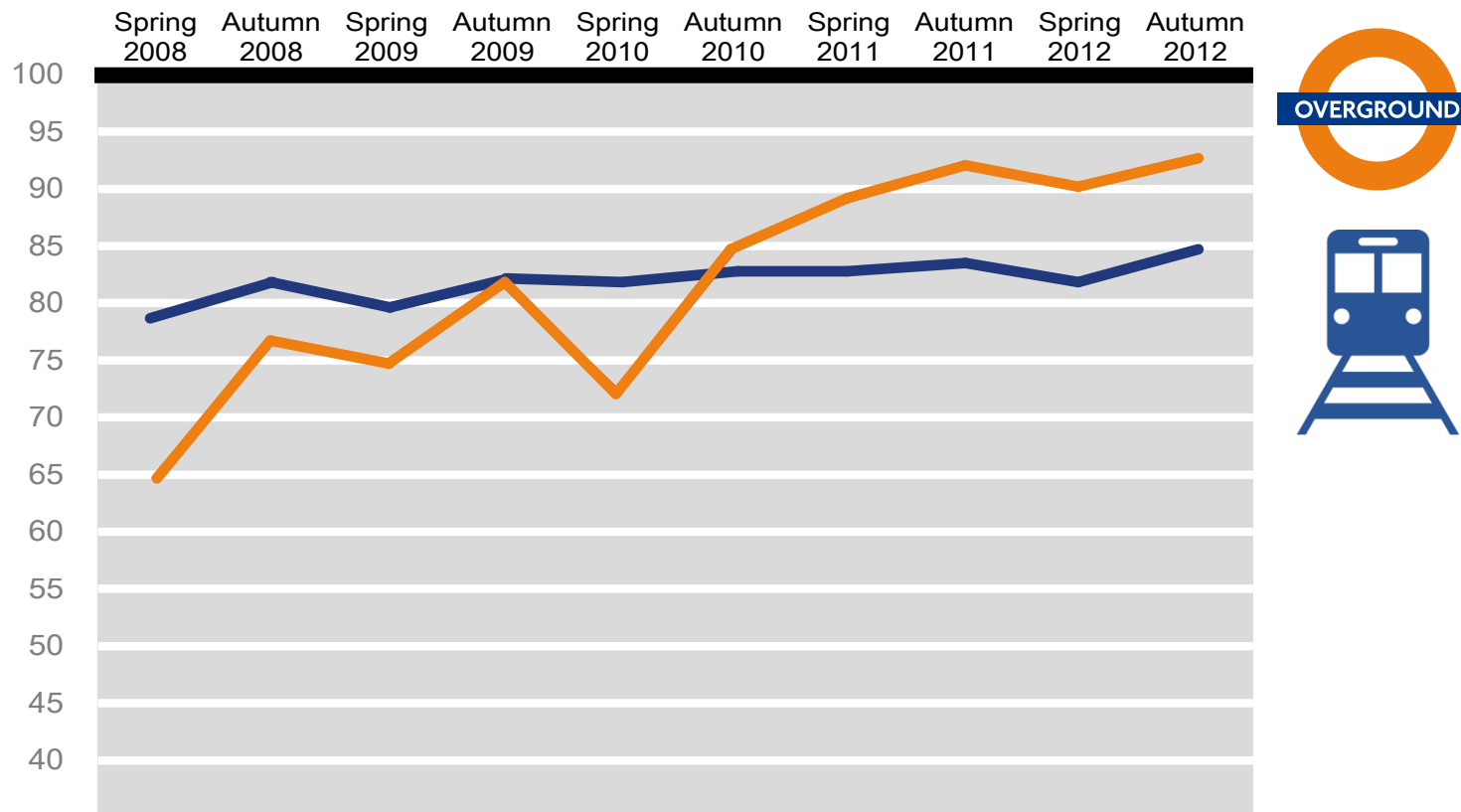


Creating a successful orbital network through integration



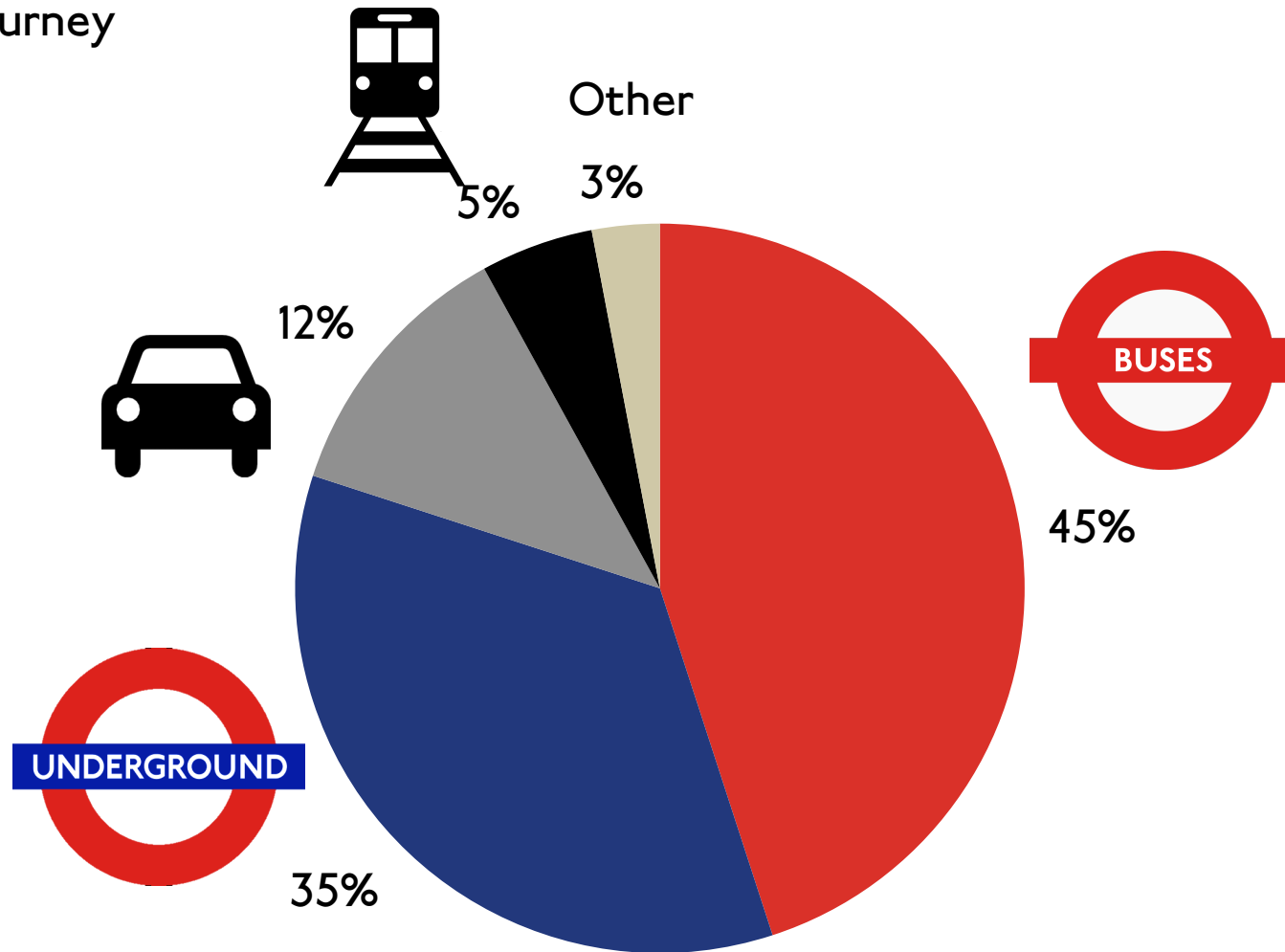
# Passenger Satisfaction

Passenger Focus Survey Overall Satisfaction with London Overground

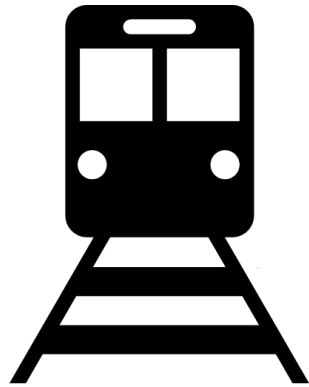


# Former Mode of Transport

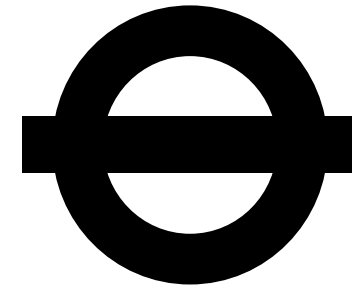
London Overground users formerly used the following modes to complete their journey



# Drivers of popularity



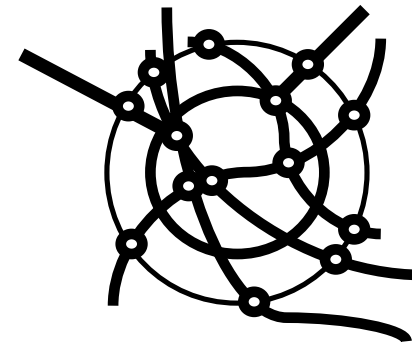
Service Quality & Performance



Branding/Marketing



Service Frequency

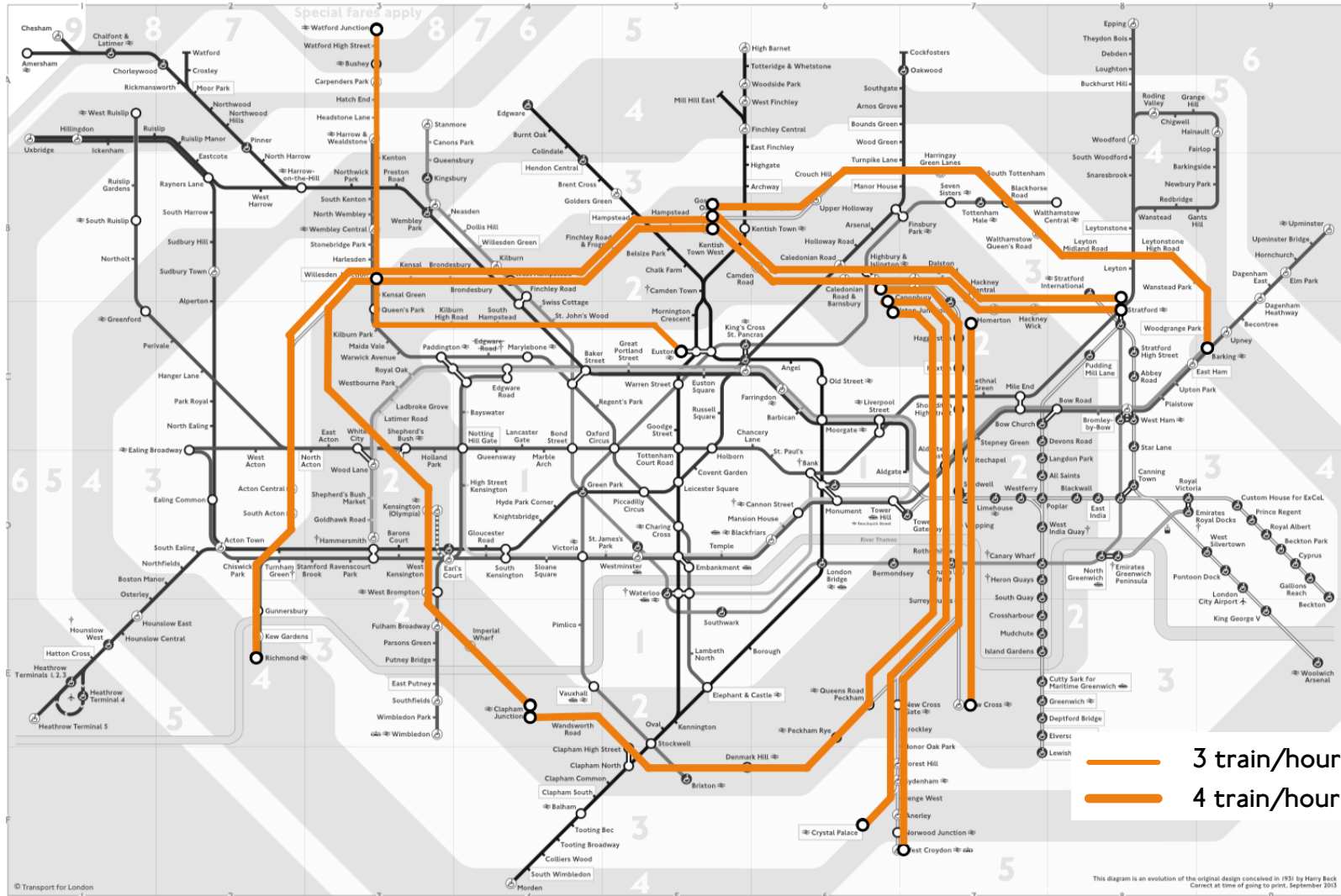


Connectivity



# London Overground Frequency

Service frequency along the routes in off peak. Extra booster services in peak.



Creating a successful orbital network through integration



# Fleet Upgrade

Old Fleet



New Fleet



Creating a successful orbital network through integration





# Stations

New Stations

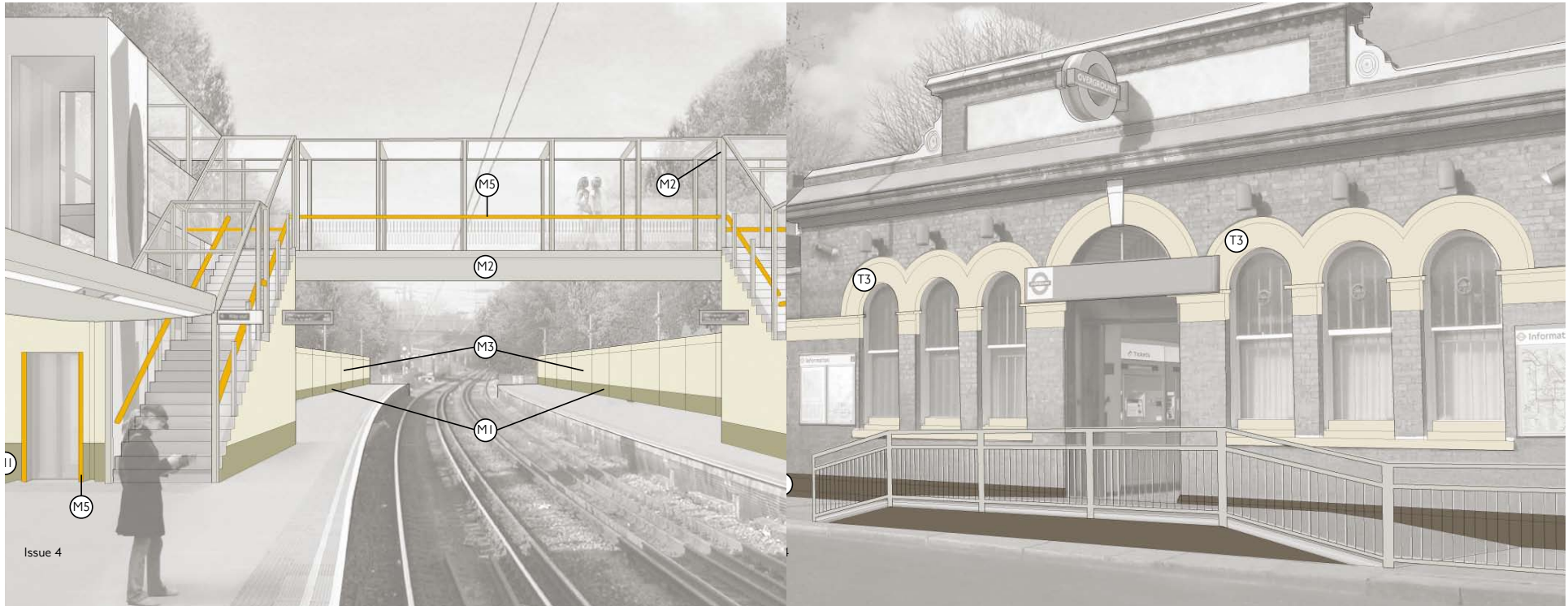


Refurbished Stations



# Design Guide

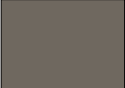
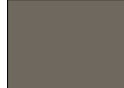
London Overground station colour standard for the built environment



Issue 4

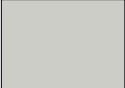
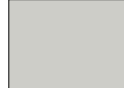
(M1)

Dark colour

RAL	NCS
	
0806010	S 4010 Y10R

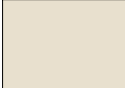
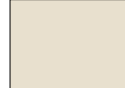
(M2)

Contrast colour one

RAL	NCS
	
0808005	S 1502Y



(M3)

Contrast colour two

RAL	NCS
	
0859010	S 0505 Y10R



(M4)

White

RAL	NCS
	
9016	S 0502 Y

(M5)

Accent colour

RAL	NCS
	
2003	S 0585 Y50R



# Branding

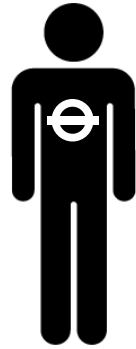
A new roundel version for the new member of the Transport for London member



# Secure Station Status



Increased Policing



Increased Staff Presence



Alcohol & Smoking Ban



Increased Maintenance & Cleaning



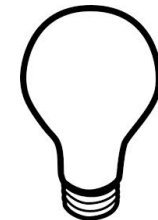
More CCTV



More Help Points

1	CRYSTAL PALACE	2 min
2	WEST CROYDON	6 min
3	NEW CROSS	12 min

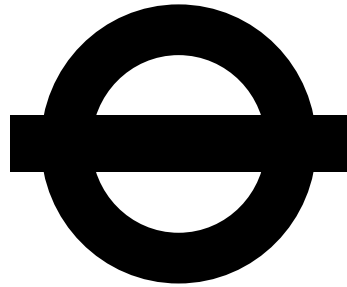
Better Customer Information



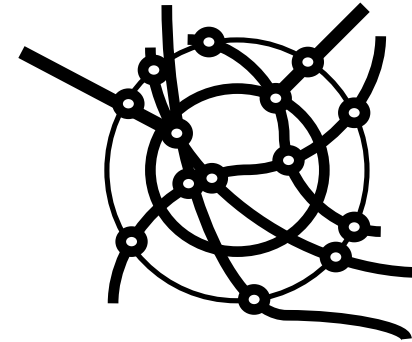
Better Lighting



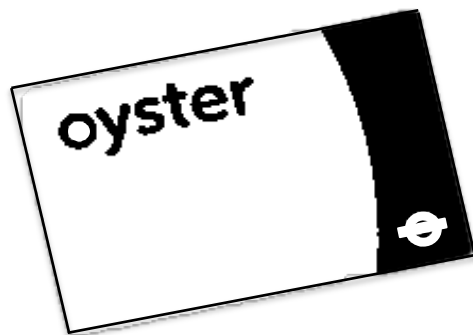
# Integration into Transport for London



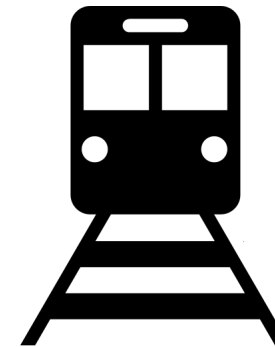
TfL Brand



Network Integration



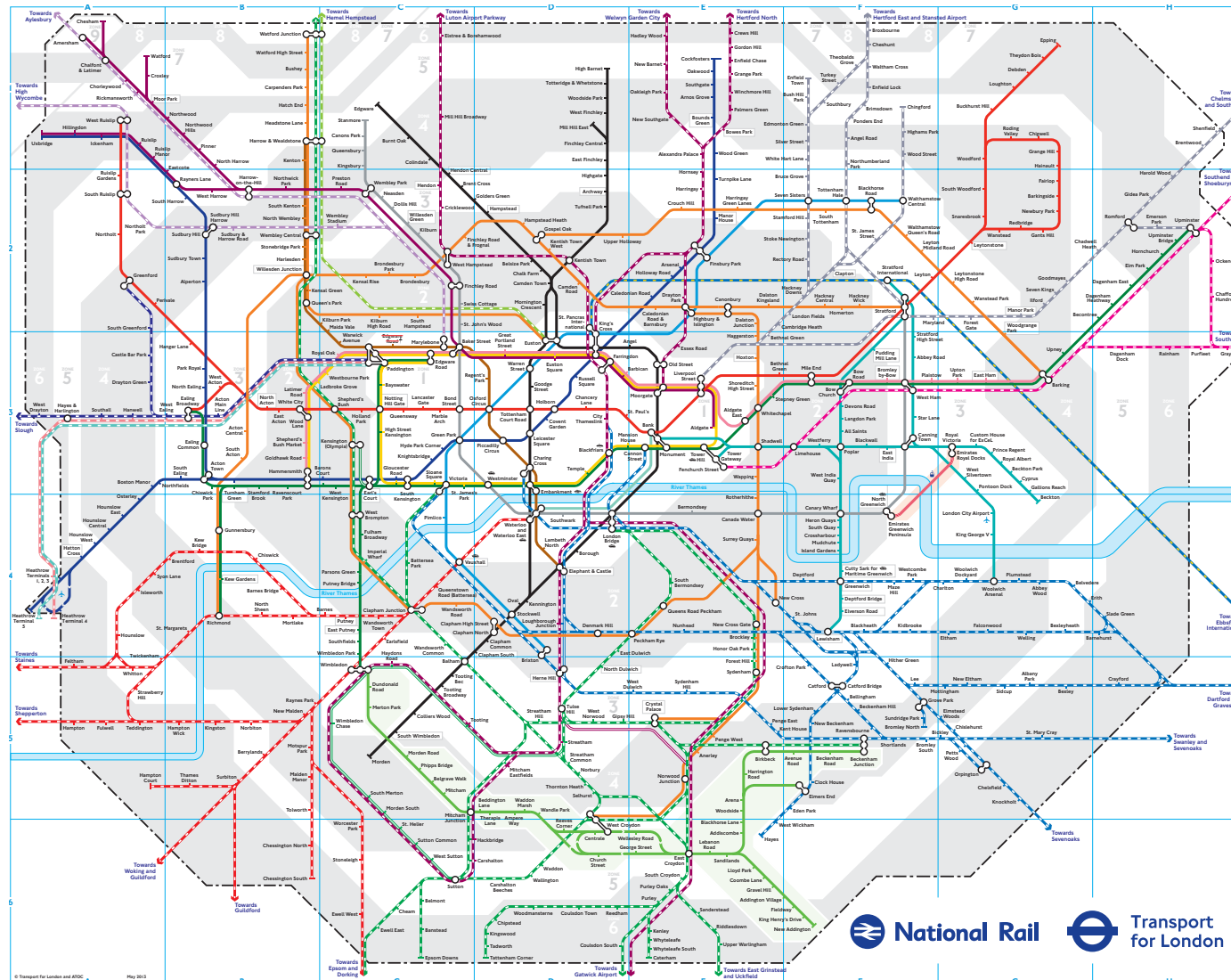
Integrated Ticketing  
and Fare Structure



Service frequency  
and reliability



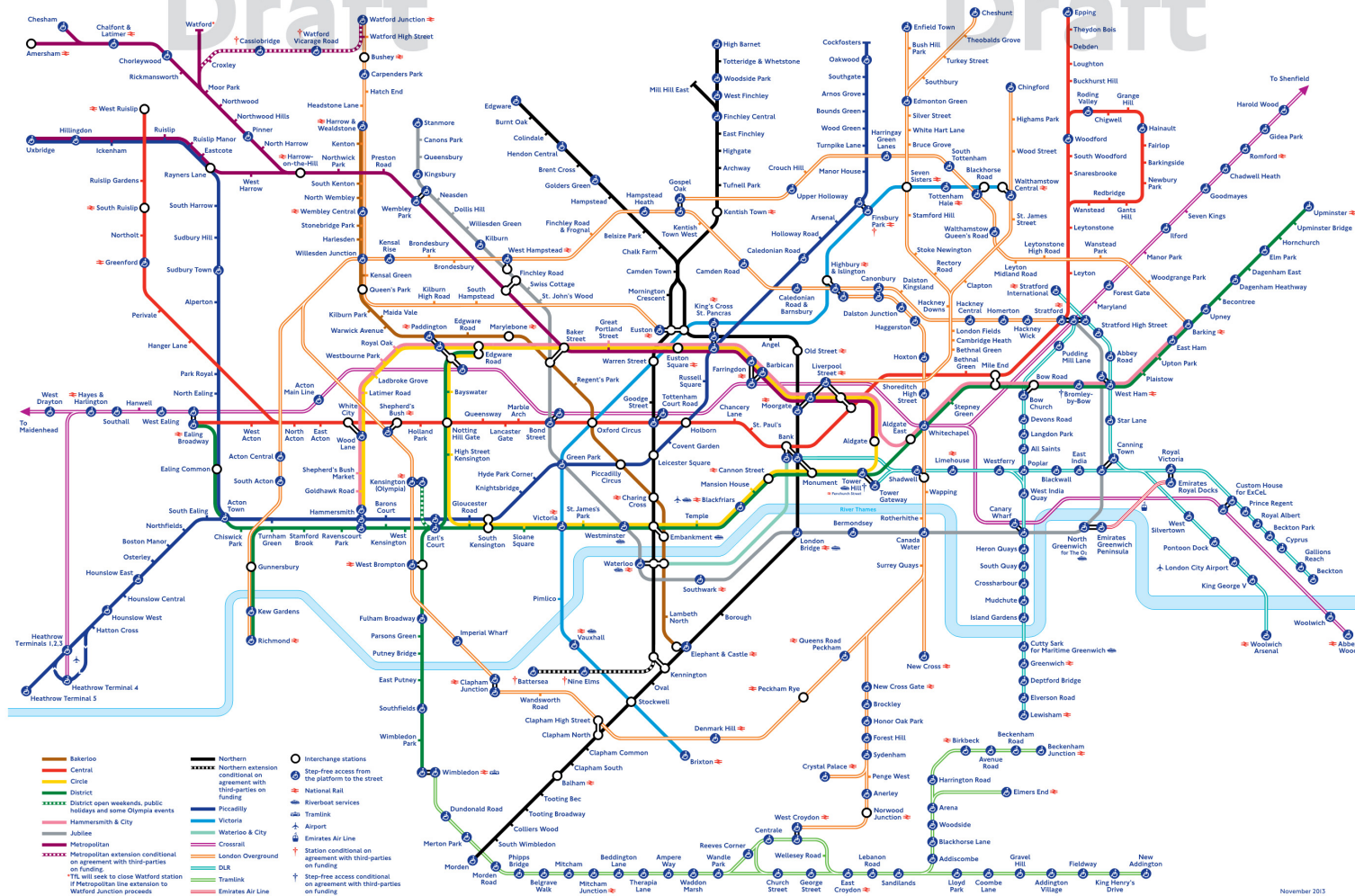
# Transport for London to extend remit



Creating a successful orbital network through integration



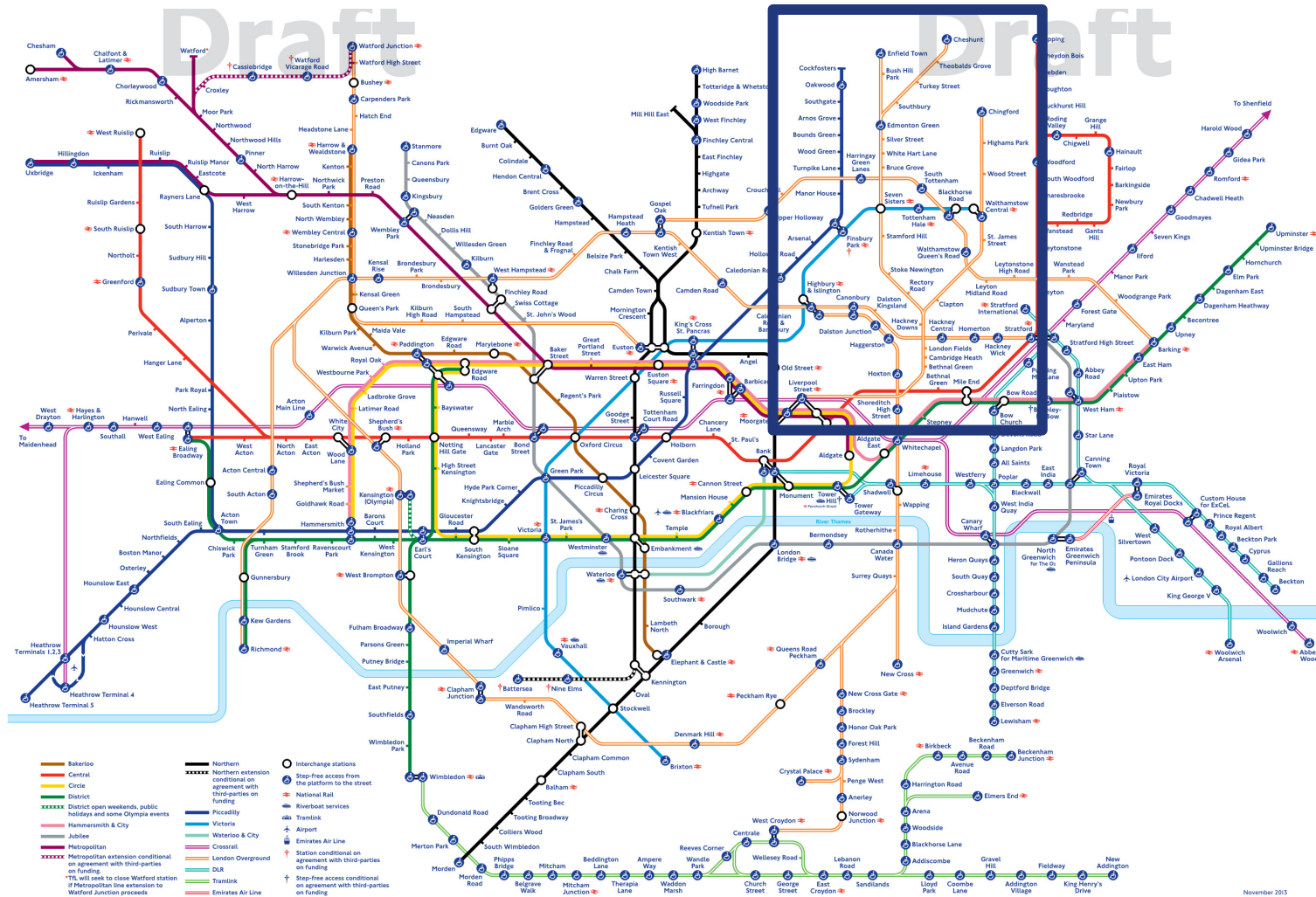
# London Overground extension in 2015



Creating a successful orbital network through integration



# London Overground extension in 2015



Creating a successful orbital network through integration







Creating a successful orbital  
network through integration

Nicole Badstuber

University College London

[n.badstuber@ucl.ac.uk](mailto:n.badstuber@ucl.ac.uk)