

## Making Public Transport Safer - The Action Plan Bus Users UK and Partners

### **WHO WE ARE**

Bus Users is a charity that campaigns for inclusive, accessible transport. We are the only approved Alternative Dispute Resolution Body for the bus and coach industry and the designated body for handling complaints under the Passenger Rights in Bus and Coach Legislation. We are also part of a Sustainable Transport Alliance, a group working to promote the benefits of public, shared and active travel.

Alongside our complaints work we investigate and monitor services and work with operators and transport providers to improve services for everyone. We run events, carry out research, respond to consultations, speak at government select committees and take part in industry events to make sure the voice of the passenger is heard.

Bus Users UK Charitable Trust Ltd is a registered charity (1178677 and SC049144) and a Company Limited by Guarantee (04635458).

Bus Users UK  
22 Greencoat Place  
London SW1P 1PR  
Tel: 0300 111 0001 [enquiries@bususers.org](mailto:enquiries@bususers.org)  
[www.bususers.or](http://www.bususers.or)

### **OVERVIEW and OBJECTIVES**

Women make more bus journeys than men and tend to be the primary carers of young children and older relatives. As a result, they are often reliant on buses to provide vital access to education, medical appointments, shops and employment.

Improving how safe people feel increases confidence around bus travel and makes it more attractive, encouraging people out of their cars and onto this sustainable transport option.

### **APPROACH**

The inspiration for this work was the United Nations Day for the Elimination of Violence Against Women. Its 16 days of activism set out ways everyone in society could play a part in preventing and eliminating violence towards women and young girls.

Working in partnership with Women in Transport and members of the Diversity and Inclusion Bus Group, Bus Users created a 5 Point Action Plan, highlighting what each of us can do to make public transport safer.

The Action Plan was promoted on the social media and media platforms of Bus Users and Women in Transport, encouraging discussion and activism.

## **RESULTS**

The Action Plan gained a lot of traction and was widely circulated. One technology company working with the bus and coach industry wants to build on this success and carry out a series of video interviews with women across the industry. The videos will share women's personal experiences of actions that have made them feel safer when travelling.

This campaign has put women and their safety in the spotlight in a sector in which women have historically been under-represented. It has prompted conversations around what more could be done to improve safety which, ultimately, will improve the journey for all passengers.

## **CONCLUSION**

Collaboration on this campaign was invaluable, with our partner acting as a critical friend and leveraging their incredible networking knowledge and expertise.

The aim of this campaign was to stimulate discussion and action around how transport could be made more inclusive and accessible to everyone. We also wanted to empower people – women and men – to feel more confident when travelling.

The campaign has enabled Bus Users to reach out and engage with new audiences and new partners, and has highlighted our work to improve diversity and inclusion in transport.

**Click here for the full action plan details**

<https://bit.ly/3nJEap0>

The campaign is being led by Dawn Badminton-Capps, here's a bit about her. Dawn has extensive experience of the public and NGO sectors, particularly around community and stakeholder engagement, and is a passionate advocate of accessible, sustainable transport. Having joined Bus Users UK as Director for England in 2015, Dawn works closely with research bodies and universities to build social inclusion through transport

