

## **Bus route 310 trial – London TravelWatch’s response**

London TravelWatch is London’s independent transport watchdog, using evidence to campaign to improve journeys, and advocate for all people travelling in London.

It is in this role that we are responding to TfL’s consultation about the trial of route 310.

We make the following comments:

### **The benefits of route 310**

London TravelWatch has called for a direct bus service between Stamford Hill and Golders Green for more than 15 years and so we welcome the trial of what has become route 310. The introduction of the 310 has meant there is no longer a need for passengers travelling to/from those locations to change buses in Finsbury Park, which has a particular resonance in this case given the recent increase in antisemitism. The 310 could be made even more useful both in this respect and more widely for passengers if it were to operate later every day than the current 19:00.

For all passengers, the 310 is beneficial because we know that people don’t like changing buses, because having to change will always be second best to using a direct service.

The 310 has also provided additional capacity for passengers using other routes on the same roads as the 310, especially route 210 between Golders Green and Finsbury Park and routes 253 and 254 between Finsbury Park and Stamford Hill.

### **The 310’s route**

Whilst we welcome the new direct link between Stamford Hill and Golders Green, the routeing TfL have given the 310 means that it mirrors existing high frequency route 210 for the long section of more than 25 stops in each direction between Finsbury Park and Golders Green. Should TfL decide to continue with the 310, we ask that they consider changing at least some of its routeing in the section west of Finsbury Park, so that new direct links can be created rather than just replicating some existing ones.

If, however, TfL decide to continue with the 310 and maintain its current routeing, perhaps they can further increase its usefulness in other ways. This could include reducing the duplication of bus stops by changing it into a Superloop route, which could then allow for modest extensions at either or both ends, such as to Stoke Newington or Tottenham at its eastern side, and Brent Cross shopping centre or Brent Cross West station on its western side.

### **The evaluation of route 310**

As we await the publication of the 2024/25 bus passenger numbers, we have no evidence to see how successful (or otherwise) the 310 has been in the first seven months of service. And it is not yet possible to decipher the impact that the introduction of route 310 has had on parallel routes 210, 253 and 254.

In terms of other ways of evaluating the success or otherwise of the 310, we are pleased that TfL has indicated it will be monitoring and measuring the performance of the route using customer feedback as well as bus performance. It would be interesting to know whether TfL will be looking into wider metrics such as reduced hate crimes and incidents on the line of the route.

Alongside this online consultation and carrying out on bus surveys, we welcome TfL's commitment to engaging with local community groups, local authorities and elected members to get as many views as possible about the 310 and its possible future.