PTI - Research into 'Best Practice'

Final Report

Public Transport Users' Committee

March 2012

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Final Report

Contents

Executive Summary 1

1 Introduction 2

1.1 Study Brief 2

1.2 Purpose of the Study 2

1.3 Structure of Report 2

2 PTI Guidance and 'best practice' 2

2.1 Background 2

2.1.1 What is Public Transport Information? 3

2.1.2 What is 'best practice' and how it is defined in relation to PTI? 3

3 Guidance and Legislation 4

3.1.1 'Buses White Paper '- UK Bus Industry Deregulation 4

3.1.2 Transport Act 2000 5

3.1.3 Transport Wales Act 2006 5

3.1.4 A Regulated Industry 5

4 PTI 'best practice': Methodology for Selection 6

4.1 Introduction 6

4.1.1 Traveline Cymru 6

4.1.2 Criteria for Industry-led 'best practice' Examples 7

4.2 Best Value Performance Indicators 7

4.3 Industry Awards 7

4.4 Partnership Working 8

4.5 Conclusion 8

5 'Best practice' Examples 9

5.1 Industry defined 'best practice' 9

6 Industry Consultation and Passenger Surveys 10

7 Who Uses information? 10

7.1 Introduction 10

8 Provision of PTI – What is available and how is it used? 10

8.1 Introduction 10

8.2 Before the Journey 11

Final Report

8.2.1 Paper-based 11
8.2.2 Electronic 11
8.2.3 Other 13
8.3 At the Bus Stop 13
8.3.1 Paper-based 13
8.3.2 Bus stop infrastructure 13
8.3.3 Electronic 14
8.3.4 Other 15
8.4 During the Journey 15
8.4.1 Paper 15
8.4.2 Electronic 15
8.5 Post Travel 16

9 Governance and Funding 16
9.1 Governance 16
9.2 Funding 16

10 Outputs of Surveys 17
10.1 Introduction 17
10.2 Outputs of Surveys 17

11 Options Appraisal and Evaluation 18
11.1 Introduction 18

12 Recommendations 18
12.1 Introduction 18
12.1.1 Roles and Responsibilities 18
12.1.2 Bus Services 'Change Dates' 20
12.1.3 Printed (Paper Based) Public Transport information 20
12.1.4 Timetable Publications / Leaflets 20
12.1.5 Passenger Transport Maps 21
12.1.6 Printed information Formats 22
12.1.7 Bilingual Welsh / English information 22
12.1.8 Foreign Language; Braille and Type talk Information 22
12.1.9 Roadside Information 22
12.1.10 Interchange Information 23
12.1.11 Dissemination of Information 24
12.1.12 On-bus Information 24
12.1.13 Other Paper-based Information 24
12.1.14 Real Time Passenger Information (RTPI) 25
12.1.15 Additional electronic information 25
12.1.16 Website Information 25
12.1.17 Traveline 26
12.1.18 Electronic Information Points 27
12.1.19 Face-to-face Information 27
12.1.20 Marketing 27

Final Report

13 Implementation Plan 28
13.1 Introduction 28
13.1.1 Implementation Process 28
13.2 Going Forward 28

Appendices

Appendix A Guidance Analysis
A.1 Background
A.2 National Guidance
A.2.1 Bus Industry Deregulation
A.2.2 Early Years
A.2.3 Better Information for Bus Passengers
A.2.4 New Deal for Transport
A.2.5 Best Value Performance Indicators
A.2.6 Transport Act 2000 (England and Wales)
A.2.7 Wales Transport Act (2006)
A.2.8 Disability Discrimination Act (1995)
A.2.9 Equalities Act (2010)
A.2.10 Inclusive Mobility (DfT) 2004
A.3 Local Guidance
A.3.1 Welsh Guidance
A.3.2 Welsh Language
A.4 Interest Group Guidance
A.4.1 Association of Transport Coordinating Officer (ATCO)
A.4.2 Passenger Transport Executive Group (PTEG)
A.4.3 The Disabled Persons Transport Advisory Committee (DPTAC)
A.5 Consultation

Appendix B 'Best practice' Area – Award Criteria
B.1 Top Operator Awards – City, Shire and Express
B.2 Marketing Excellence
B.3 Marketing Initiative
B.4 The Bus in the Countryside Award
B.5 Accessibility
B.6 DfT Winning New Customers
B.7 Environment
B.8 International based defined 'best practice'

Appendix C Public Transport Users' Committee
C.1 Narrative/Justification

Appendix D Industry Consultation
D.1 Richard Johnson, Brighton and Hove City Council
D.2 Peter Heath, Cardiff Bus

Final Report

D.3 Andy Hamer, Commercial Manager - Oxford Bus
D.4 Rhyan Berrigan – Policy Officer (Access and Transport) – Disability Wales

Appendix E Survey Form

Appendix F Baseline and 'Best Practice' Case Studies

Appendix G Public Survey Results

G.1 Introduction
G.2 Demographic Information of Respondents
G.3 Use of Public Transport
G.4 Ease of Use
G.5 PTI Charges
G.6 Quality of PTI

Appendix H Options Appraisal and Evaluation

Final Report

Executive Summary

Halcrow was commissioned by the Public Transport Users' Committee to determine whether 'best practice' in relation to public transport information from a 'users' perspective existed, and if so, what it contains and how it can be developed and delivered within Wales.

The analysis through a data gathering and exercise of public transport information in Wales; the United Kingdom and within Europe demonstrated that whilst information across a number of places within these areas were considered to be very good, it may not necessarily be considered good by users themselves or be defined as 'best practice'.

A fundamental factor was to consider exactly what 'best practice' maybe and where this may exist. It identified that the public transport industry itself determined what 'best practice' was and that this delivery was not widespread, but within a select number of areas.

Having identified industry-led examples of best practice; surveys were then undertaken in these areas to obtain the opinions of users to determine the reason for this industry recognition.

In addition, Halcrow also sought to consult with a selection of operators and local authorities within these areas, to understand why the industry considers these to demonstrate 'best practice', and to ascertain whether these methods can be adopted across Wales.

What has become evident from the study is that there are number of outputs and recommendations necessary to improve information. This includes the need for information production; development and dissemination to be **efficiently planned**; **continuously monitored** and **effectively enforced** to ensure consistently high standards of information is available to users. In addition it is important that to in order improve and maintain standards holistically across Wales, the following important elements to consider are:

- To ensure that those duties and responsibilities placed on the 'guardians' for public transport information production and delivery through relevant legislations are adhered to;
- To ensure that there is a coordinated partnership approach in the delivery of information provision by key stakeholders, to build upon these arrangements where they currently exist;
- To set up a mechanisms, through existing legislation, to continuously monitor information provision and dissemination to ensure it meets defined standards, and where appropriate, to enforce with penalties any failure to comply with these standards;
- To ensure that appropriate levels of funding are in place and available for the production and dissemination of information in both urban and rural areas across Wales;
- The Welsh Government to take a coordinating role in improvements and delivery for information provision across Wales; and
- The design of a standard 'National Template' for information production and dissemination

1 Introduction

1.1 Study Brief

Halcrow has been commissioned to undertake a study on behalf of the Public Transport Users' Committee (PTUC) to identify elements of Public Transport Information (PTI) 'best practice'.

This report details Halcrow's findings and recommendations for 'best practice' in relation to PTI provision across Wales.

1.2 Purpose of the Study

Over the past 15 years there has been guidance and legislation published within the United Kingdom, identifying the requirements for PTI provision, its content and dissemination.

Although the UK Transport Industry and its professionals including the Department for Transport and industry user groups have provided guidance to the betterment of information. However, much of this is over five, some even ten, years old; with developments and priorities in PTI having changed during this period. This guidance and legislation is therefore considered relatively outdated.

Whilst this guidance has been produced to improve the development and delivery of information, what is available in relation to PTI currently, forms an industry led approach and rarely, if at all, other than passenger surveys in specific areas, does 'best practice' from a users perspective.

This report seeks to consider 'best practice' from a user's perspective or how, through the industry examples, 'best practice' can be delivered and the manner in which it should do so.

1.3 Structure of Report

This report is structured as follows:

- Chapter 2 – PTI Guidance and 'best practice'
- Chapter 3 – Guidance and Legislation;
- Chapter 4 – PTI 'best practice' – Methodology for Selection,
- Chapter 5 – PTI 'best practice' Examples
- Chapter 6 – Industry Consultation and Passenger Analysis;
- Chapter 7 – Who Uses Information
- Chapter 8 – Provision of PTI, during the stages of the Journey;
- Chapter 9 – Governance and Funding
- Chapter 10 – Outputs of Surveys
- Chapter 11 – Options and Appraisal
- Chapter 12 – Recommendations
- Chapter 13 – Implementation Plan.

2 PTI Guidance and 'best practice'

2.1 Background

In order to determine whether there are any existing examples of PTI 'best practice', in Wales; across the United Kingdom or internationally upon which to draw experience, it is important to consider firstly:

- What is PTI?
- What is 'best practice' and how it is defined in relation to PTI?
- the guidance and legal environment which exists to promote or support the delivery of PTI; and whether this promotes 'best practice';
- what (if any) 'best practice' in relation to PTI exists, and the environment

(regulatory; political; social; financial and operational) in which this is delivered; and

- The formats (ie paper or electronic methods) which information is available, how it is delivered and how it is used?

This report will seek to consider each of these aspects, drawing upon stakeholder consultation; desk top review and data gathering and industry analysis to determine the context of what is 'best practice'.

2.1.1 What is Public Transport Information?

Public Transport Information is essentially the means in which to 'inform' transport using passengers or perspective passengers, the relevant facts about a particular public transport service.

Most notably this information will - at a minimum - display the exact time at which the bus; train or air service will arrive and depart and where from.

In relation to bus services, it will also include the points (bus stops; interchanges or bus stations or towns or villages) at which the service will use along its journey.

More inclusive examples of PTI – such as those identified within this report as being industry-led 'best practice' examples - will however, provide a greater level of detail about the service and include for example information on fares and ticketing; special promotions; interchange opportunities between different bus services or other modes (ie rail or air); as well as improved dissemination of information through a variety of mediums (paper based or electronic) or outlets in which to access information.

However, irrespective of whether the information is detailed enough to consider these additional elements, it still may not be considered as being 'best practice', from a user's perspective.

2.1.2 What is 'best practice' and how it is defined in relation to PTI?

A number of varying theoretical definitions as to what 'best practice' is or what it constitutes exists. The Oxford English Dictionary defines 'best practice' as being:

"…….commercial or professional procedures that are accepted or prescribed as being correct or most effective….."

Specifically in relation to PTI however, an important factor to consider is that owing to its interpretation from guidance and legislation; its production; development; delivery and how it is used, PTI is *entirely subjective,* reflecting the differing needs of users.

It is with this 'subjectivity' therefore that trying to determine what 'best practice' is, from a user's perspective that makes it difficult to develop and deliver the most appropriate methods for improving what information is currently available to passengers.

In light of the definition above it is therefore appropriate to assume that 'best practice' information should at least be full; accurate and up-to-date at all times – irrespective of the medium in which it is delivered.

It is also likely that in order to meet the *'most effective'* element of the definition, that it will be disseminated through a number of methods, such as:

- Likely to be available in a printed format - containing composite or single timetable information for bus services (in leaflet ; individual formats; booklets; maps; etc)

- Likely to be available in an electronic format - either in real time or scheduled format (ie Real Time Displays; SMS; Quick Response Codes; Smartphone applications; journey planning capabilities; information points and kiosks; etc)
- Include telephony services;
- Involve Face to Face and Travel Office Facilities;
- Provide integrated model information (bus and rail and where appropriate other modes);
- Demonstrate at-stop and interchange infrastructure (ie bus stop flags; timetable cases information; talking bus stops; SMS Mogo Plates)
- Display signage (and appropriate road markings) between interchanges and bus stops;
- Provide fares and intergraded ticketing information; and
- Deliver on-bus information displays and talking bus facilities.

However, it is this element regarding what is *'most effective'* that perhaps causes the ambiguity in relation to 'best practice'.

Owing to this ambiguity and the subjectivity, and perhaps through lack of effective consultation with users following the development of guidance, it has therefore been the public transport industry and those employed within the industry that have sought to determine; what it constitutes or *accepts* to be 'best practice'

PTI has therefore to date very much taken an *'industry-led'* approach.

Halcrow believes that - following a data gathering exercise and from experience on what is produced by local bus operators or local authorities that generally across Wales and the wider UK, that 'best practice' in PTI from a 'users perspective' does not exist., simply because, other than pockets of passenger surveys by more progressive bus operators and local authorities, such as Brighton & Hove; Reading Transport; TrentBarton Bus company to name a few, there has been very little to determine what constitutes 'best practice'.

This is coupled with guidance and legislation which is between ten and fifteen years old and should be considered outdated - with very little having been done in the intervening years.

3 Guidance and Legislation

In developing our findings, Halcrow sought to provide 'context' in terms of the delivery for 'best practice' in respect of PTI.

A more detailed understanding of the Guidance and Legislation surrounding Public Transport Information is contained within Appendix A.

The purpose of this context is to identify how key legislation, policy and guidance may have evolved and attempted to shape the delivery of PTI.

3.1.1 'Buses White Paper '- UK Bus Industry Deregulation

The deregulation of the bus industry in 1985 in Wales brought about wholesale changes to the way bus services and information was provided.

Following deregulation, bus services were operated by commercial entities for their own financial gain, with the exception of a handful of 'municipal' operators, still 'managed' at arms length by local authorities (Newport Transport; Cardiff Bus and Islwyn for example).

These changes also brought about the way services were publicised.

The main difference to this model however, is London (and Northern Ireland). Currently London operates on a series of tenders and contractual arrangements in a regulated environment, in that all services which operate, are awarded and therefore coordinated – along with information provision - centrally by London Buses, which is effectively an arm of Transport for London (TfL).

3.1.2 Transport Act 2000

This Transport Act 2000 (which included Wales) outlined the requirement for the production of Local Transport Plans by Local Authorities and, with relevance to this study, the requirement for the provision of bus services information.

Specifically in relation to PTI, the Transport Act 2000 outlined the provisions of PTI; the requirements of what should be produced; the role; responsibilities and duties of who should provide the information and in addition, the mechanisms for information to be provided and recouped by the authority from the operator, should they fail to provide 'adequate' information – as determined by the authority.

These elements were explicit and were outlined within sections 139 to 141 of the Transport Act 2000.

In addition the Act also provided Welsh authorities with the powers to enter into Quality Bus Partnerships; Quality Bus Contracts or Voluntary Partnership Agreements. Each of which has the power to generate local authority and operator partnerships with an emphasis to provide improvements across transport provision generally, and in relation in PTI.

3.1.3 Transport Wales Act 2006

The Transport Wales Act imposes on the Assembly a general transport duty. This is a duty on the Assembly to develop policies for the ***promotion*** and encouragement of safe, integrated, sustainable, efficient and economic transport facilities and services to, from, and within Wales and to carry out its functions so as to implement those policies.

Additional information; guidance or legislation relating to the provision of public transport information, is contained within the following documents or Acts:

- Welsh Guidance – RTCs (SEWTA; SWWITCH; TRACC and TAITH) & Wales Transport Strategy;
- Better Information for Bus Passengers;
- 'From Workhorse to Thoroughbred' - New Deal for Transport;
- Best Value Performance Indicators (Local Authorities – Corporate Performance Assessments – Audit Commissions);
- Disability Discrimination Act (1995) & The Equality Act (2010),
- Inclusive Mobility (DfT) 2004;
- Association of Transport Coordinating Officers Documents – PTI Guidance.

More detail on each of these elements of guidance and legislation in relation to PTI, is contained within Appendix A.

3.1.4 A Regulated Industry

Perhaps one of the key factors in the quality and variety of public transport information that is produced in London and across parts of Western Europe as opposed to that within the majority of the rest of the UK is as a result of the ***regulated environment*** in which the industry operates.

This regulated environment provides a greater element of planning; monitoring and enforcement in setting and enforcing standards with operators, to ensure that

information is of a sufficient enough quality to meet user's needs.

It also means that information provision is often provided by central bodies within these organisations, who are specifically employed to manage this process.

In addition to this coordinated and 'regulated' approach, there is also sufficient dedicated funding to ensure that information provision is continually assessed; maintained and improved.

This is also the case in the rail industry within the UK, who whilst may not provide 'best practice' in relation to timetable booklets; font sizes; colouring; etc, but do limit services changes to 2 per year; also provide a range and variety of paper based and electronic information.

4 PTI 'best practice': Methodology for Selection

4.1 Introduction

Owing to a lack of user derived information, Halcrow has sought to determine a methodology for delivery of the study. Therefore given our experience and knowledge of the public transport industry in Wales and the wider UK, this is derived from:

- Previous studies involving information development and provision;
- Experience of wider public transport studies which have included information provision;
- Wider knowledge and experience of the public transport industry generally, and
- Data gathering exercises pertinent to this study.

A more detailed understanding of the methodology for selection of public transport information 'best practice' examples is contained within Appendix B

Taking the assumption that 'best practice' regarding information is ***subjective*** and that within Wales in respect of public transport information – from an operator or local authority perspective – it is on the whole lacking.

This section of the report details the processes undertaken to identify Operators and Local Authorities within locations that represent – in the opinion of Halcrow, and with supporting evidence from the public transport industry - 'best practice' in provision of PTI .

It is important to note however, that notwithstanding individual operator or local authority based surveying of passengers that data and reporting on what is 'best practice' is very limited.

It is acknowledged that information provision in Wales is perhaps different to that of the rest of the UK, in the role that Traveline Cymru has in the coordinated and managing responsibilities for provision of electronic and telephony information.

4.1.1 Traveline Cymru

Halcrow is aware of the existing relationship in place for the delivery of electronic information provisions and the mechanisms provided by Traveline Cymru on behalf of local authorities, operators and the Welsh Government.

This relationship, its roles and responsibilities sees Traveline Cymru - quite differently from that of Traveline responsibilities across English regions - taking a more inclusive and holistic approach to information delivery, across the whole medium of electronic and telephony provisions.

As a result of this approach, Traveline Cymru provides a range of services through web access including amongst other elements journey planning; smart-phone applications; real time provision; electronic bus timetables; traffic alerts, bus services diversions; ticketing & Fares information; bus stops information as well as rail information and business based travel planning.

4.1.2 Criteria for Industry-led 'best practice' Examples

Having considered that there is no information – other than individual operators or local authorities' surveys - available from a user's perspective, and in order to provide an industry led perspective, the following criteria was used in addition to stakeholder and PTUC consultation.

4.2 Best Value Performance Indicators

Following the Transport Act 2000, Welsh Local Authorities were tasked to provide results of annual monitoring against Best Value Performance Indicators (BVPI) 103 - satisfaction with local provision for PTI.

The reporting of annual results for BVPI 103 has been sporadic over the past ten years of monitoring. As such, those authorities that have scored consistently high or have improved scoring rates between the available dates have been short-listed.

These included:

- Derbyshire;
- Oxfordshire;
- Brighton and Hove; and
- Nottinghamshire (Nottingham City)

In addition to this scoring, each of these areas has also received awards or accolades by the industry as a result of providing good quality or levels of PTI.

4.3 Industry Awards

Award-winning Operators and Local Authorities also demonstrate those within the bus industry "getting it right", whether it is for PTI, environmental policies, accessibility or service provision. The Bus and wider Transport Industry recognise those Local Authorities and Operators within the Bus Industry who are examples of 'best practice'.

A full set of criteria and entry requirements for Bus Operators Awards (UK Bus Awards) is contained within Appendix B. This criteria requirement demonstrates the need when submitting entries and during scoring processes that they have actively sought to engage the public in relation to the category that they are entering.

Operators with Oxfordshire, Derbyshire, Nottingham City and Brighton & Hove have all received national awards for bus operators recently in 2001, but also across a number of years across various categories. These 2011 awards include:

2011

- Top Express Bus/Coach Operator of the Year: Oxford Tube, Stagecoach in Oxfordshire (Winner);
- The Eureka! Award for Marketing Initiatives: Brighton & Hove Bus Company (Highly Commended);
- Marketing Excellence Award: Trent Barton (Winner);
- Putting Passengers First: Trent Barton (Winner);

- Environment Award: Stagecoach in Oxfordshire (Highly Commended), Oxford Bus Company (Special Commendation);
- City Transport Operator of the Year: Nottingham City Transport (Runner-up); and
- Accessibility Award: Nottingham City Council (Runner-up).

4.4 Partnership Working

One of the fundamental elements to the provision of information being considered as being 'best practice' is the partnership working between the local authority and its operators.

Generally within the wider delivery public transport, the local authority is often responsible for the highways and infrastructure elements, including measures to ensure accessibility (such as for example raised kerbs; walkways; adequate waiting provisions at stops; etc)

The operator should provide the services according to their registrations, with the intention to ensure accessibility in relation to the service (ie regular and frequent services, audible stopping point; on bus information; etc).

This joined up partnership working approach is one which is replicated across the UK when delivering effective transport systems.

In respect to the delivery of public transport, the roles should remain the same. The authority would be responsible for the bus stop infrastructure (kerbs and pavement access; walkways; shelters; bus stops; road markings; signage etc); whilst the operator is responsible for the delivery of the service (i.e. vehicles; service specifications; paper based information; registering of services for Traveline and RTI purposes; etc).

In the case of information provision for Wales, Traveline Cymru is responsible for the delivery of electronic based information provision through its web based; journey planning and telephony services.

The areas we have chosen (section 5.1) are done so on the basis of effective partnership working (to include regular meetings; identified responsibilities; commitments for improvements; formal partnership arrangements; etc) between that of the local authorities and the operators.

In the industry led approach to defining what is 'best practice' each of the local authorities and operators in those areas are seen, by the industry and local users as being progressive, with a 'can-do' attitude in respect of PTI.

4.5 Conclusion

Whilst the majority of local authorities, bus companies and providers across Wales and the wider UK appear to have simply adopted the principles of what was contained with various forms of guidance, a select number of perhaps more progressive authorities and bus companies have sought to supplement guidance with additional surveying of passengers.

In a number of these cases, some authorities and bus companies, appreciate the importance of the results which are gained through these surveys and regularly review the comments and suggestions provided, changing information and services to reflect the answers received.

In addition to these factors, there are a number of additional elements which should also be taken into account, which include:

- Two of the areas (Oxford and Brighton) have Go-Ahead (a large English based operator) as one of, or as their main operator;

- Brighton & Hove Council has 'The Green Party' as their council lead, promoting green initiatives and travel;
- Two of the areas (Derby and Nottingham) have large 'independent' operators (TrentBarton Bus Company and Nottingham City Transport) as one of, or as their principal bus companies; thereby enabling autonomy in decision making processes; and
- It could be argued that culturally, both Oxford and Brighton, place a greater emphasis on green travel, with mechanisms to restrict car use through parking policies and with Park and Ride within their areas.

Whilst it is important to recognise the value and commitment that these authorities and operators are making to the provision of information; it is also perhaps just as important to recognise the reasons why so many others fail to do so.

It is likely to be the case that for most authorities and bus companies, it is as a result of a number of reasons, including:

- Lack of financial resources to do more than the bare minimum as set by guidance;
- Lack of human resources to produce; review or update PTI (particularly roadside information);
- An apathy or reluctance to take ownership or responsibility towards providing; reviewing or updating information; or
- No legal duty to do so.

In order to address these issues going forward it is important to consider how these difficulties can be overcome.

5 'Best practice' Examples

5.1 Industry defined 'best practice'

In order to understand how PTI guidance and 'best practice' has been delivered to different locations within the UK, case study areas have been identified for further investigation, and are contained within the appendices section (Appendix F)

It broadly appears that better quality information provision is often displayed in urban areas, than in rural areas simply as a result of the catchment and number of users in those areas.

This process to determine what 'best practice' is also enables some comparisons to be drawn, between the case study areas and Wales. The locations were chosen for both their urban disseminations for information and their operating links to rural areas.

Shire counties with main cities that provide strong attractors were identified. The case study locations to be taken forward for consultation with Local Authorities and/or Operators, passenger surveys and further investigation were:

- Oxfordshire;
- Derbyshire; and
- Brighton and Hove (East Sussex)
- London;
- Madrid; and
- Helsinki

Nottinghamshire was not taken forward for consultation due to the mainly urban context of the public transport network. Although very successful with regards to PTI, it was deemed too urban for comparison with Wales.

Surveys have been undertaken to identify successful 'best practice' examples as well as any areas for further improvement. Surveys were also undertaken in Cardiff to provide a PTI baseline for comparison and enable recommendations to be provided for improvements to PTI dissemination.

A copy of the survey form is in Appendix E.

Further information on the 'best practice' and Baseline locations has been provided within Appendix F.

International 'best practice' examples have also been provided within Appendix F – however surveys (and therefore the users' perspective) within these locations have not been undertaken.

6 Industry Consultation and Passenger Surveys

During the course of the study, consultation was carried out with Operators and/or Local Authorities within the select 'best practice' example locations.

The outcomes of this consultation are contained within Appendix D.

Public surveys were also conducted within these areas, the results of which can be found within Appendix G.

7 Who Uses information?

7.1 Introduction

Local public transport services across the whole of the UK are broadly used by a cross section of the public. With the exception of the local school transport services which are provided by specific welsh authorities for school children, local bus services are provided for fare paying passengers.

Our surveys, which are contained within appendices section, demonstrated a mixture of usage for transport information purposes across a range of those dissemination mechanisms contained within ***Section 8***.

What is evident is that younger users tended to use website facilities, more than other means of information dissemination, with electronic information provisions scoring the highest across a number of areas and age ranges.

At stop information and printed information appeared to be used mainly by older travellers (aged 60+) across each of the areas surveyed.

These results (and those further contained within the survey results section) appeared to identify that whilst information provision was more prevalent by certain age ranges and in certain locations, a holistic deliver of information provision is necessary and that there was no one type or method of dissemination stood out particularly from others.

8 Provision of PTI – What is available and how is it used?

8.1 Introduction

This chapter identifies the many mediums used for the dissemination of PTI by Operators, Local Authorities and Traveline Cymru that may exist at each stage of the journey process.

This is designed to demonstrate what methods of dissemination could be available and identifies what is currently provided within Wales.

There are many options for users to access information throughout their journey.

8.2 Before the Journey

This describes information used in advance of the journey being made (i.e. at home, at work, school or college). It can also include information used during the journey in between the origin (home/work) and the bus stop itself.

There are many different types of PTI available to the public from their home or work location; the list below list is by no means exhaustive as some areas may have additional dissemination methods.

It should also be mentioned that some methods may not be available or limited in their use.

8.2.1 Paper-based

There are a variety of formats of paper based information provided currently by local operators and authorities in Wales. These publications vary quality; content; and size.

- Timetable booklets & Individual service leaflets – timetables for all bus routes within an area/corridor or locale, or as individual services, often available from council offices/public buildings, bus stations, operators or tourist information centres. These booklets or leaflets can often be provided in larger fonts or languages for specific requirements of the user;

- County & Bus route maps – maps (street-by-street or "tube-map"/key destinations styles) of local bus routes, often defined by area/corridor, can sometimes be individual routes; and
- Individual route timetables – timetable pamphlet for single bus route, can sometime include bus route map. Similarly to the booklets, these single timetables may be available in larger fonts or alternative formats for those users who require them.

8.2.2 Electronic

County Council websites in Wales provide a 'Transport and Streets' section which provides a wealth of highways and related areas, but it is often 'hidden' within web pages.

- Council website – bus timetables, maps, operator details are provided through a link to **Traveline Cymru** where information on bus service updates/alterations. Information of all services operating within the area is displayed. A number of councils (ie Pembrokeshire; Powys; Conwy; Monmouthshire; Gwynedd) still provide and update their own information, but this is usually relatively well 'hidden' within the content of 'other 'local authority web pages.

- Operator website – bus timetables, maps and service updates for specific services run by a particular operator. This tends not display information for other operators and is not as inclusive as that provide by

Traveline Cymru. It usually however, does provide service specific timetables, for large operators (First; Arriva; Stagecoach and Cardiff Bus)

- Journey planning website (Traveline) – within Wales, Traveline provides a holistic approach to web based transport information and including a host of services including a local and national journey planning service (across council boundaries) and bus timetables; provide bus route maps; web & Smartphone application services and bus service alerts and diversion information.

- Phone – Traveline (some councils have their own PTI lines, but the link is supposed to be provided through to Traveline) this is a national phone number (0871 200 22 33) that provides PTI such as multimodal journey planning and bus times for particular routes. This service is particularly useful of those users who are visually impaired or do not have access to the internet;

- Twitter; Facebook; RSS (Traveline) bus service information; alerts; diversions and up-to-date information is also provide through social media from Traveline sources to inform passengers about bus; rail and car based services.

- Smartphone App – some operators and Traveline in particular have developed applications (Apps) for Smartphone's, which provide timetables, real-time information, service updates etc. this information is available for anyone with a Smartphone and an App available for PTI in their area; Currently Traveline Cymru is the only – non rail operator / provider - in Wales to offer this service.

- Near Field Technology – this is standard communication technology, available through smart phone applications, to enable a sharing feature (ie sharing pictures; documents; etc). In respect of transport it is starting to gain momentum in relation t ticketing and pre-purchase contactless swipe ticketing.

- Quick Response Code – is a type of matrix barcode that can be located on timetable information, bus stops and advertisements, which when using a Smartphone enables the user to access PTI via their mobile phone. This currently is available through 3 local authorities in Wales currently; and

- Short Messaging Service (SMS) – some English Local Authorities and/or Operators use a SMS service

to provide real-time information updates for particular bus stops.

Currently in Wales this SMS service is provided by Traveline Cymru as a service linked to the electronic delivery of bus timetable information.

Each bus stop has its own identity code, which the user texts (SMS) to a local number; a text message response is sent with real-time departures for services calling at that stop.

This provides a journey planning facility to enable the user to plan onward journeys and connections.

8.2.3 Other

- Face-to-face (Public Transport Kiosk or Information Point) – facilities that are situated elsewhere to bus stop location. Many organisations, including for example Cardiff Bus, place significant emphasis on the use of face-to-face information points.

  Often combined with other functions such as providing tickets for travel, information hubs and citizens advice centres. Whilst this type of information dissemination can be expensive (overheads and staff costs), it can be positively regarded by customers and can support the image of quality passenger transport network. Before their journey, users may use these services to collect timetables, tickets or other PTI.

8.3 At the Bus Stop

Once the user has reached the bus stop, there are additional methods of disseminating PTI available. All the examples outlined below are for use once the user has made the decision to use public transport, has reached the bus stop and is waiting for their service to arrive.

8.3.1 Paper-based

- Timetable frames – these are often located within the bus shelter or attached to the bus flag pole. Can contain bus timetables for services calling at a particular bus stop, contact information for Traveline (phone number), bus stop location and route maps and ticketing prices.

8.3.2 Bus stop infrastructure

- Bus stop flag – the flag sign at the top of the bus stop pole or shelter provides information for users with regards to what bus services call at each bus stop. This usually includes service numbers; additional information can include bus stop identify code (links to bus stop maps –where to catch your bus), Traveline Cymru phone number and potentially direction of travel destinations (i.e. towards Cardiff city centre, towards Caerphilly)

- SMS code – Each bus stop in Wales has its own identity code – located on the bus shelter or flag, which the user texts (SMS) to a local number; a text message response is sent with real-time departures for when your next bus is due to arrive. This is an exclusive service provided by Traveline in Wales currently.
- Braille code – Nottingham City Council have introduced a scheme that provides a two-digit code in Braille at selected stops within Nottingham city centre. The code denotes the road and location of the stop (i.e. '**K**' = King Street, '**#**' = position of the stop along the road, therefore '**K2**' is for the second bus stop on King Street); and

- Talking bus stops – Some Operators and/or Local Authorities (ie Brighton and Hove) have implemented talking bus stops within their area, either within central locations or along specific routes. These stops can be activated by portable fob (like a key-ring) carried by the user. Activating the fob results in the bus stop announcing the real-time bus information for that particular stop.

8.3.3 Electronic

- Real-time information (RTI) – this variable message system enables users to see the up-to-date arrival time of their bus service(s) to their chosen stop. RTI screens can be located within or separate to bus shelters/stops. Vehicles are fitted with a GPS tracker which is linked to a central system which updates the bus stops with real-time information. However some RTI systems are actually scheduled-time systems, which show the timetabled arrival times, rather than actual real-time;

- Smartphone App – The Traveline Cymru journey planning site has developed applications (Apps) for Smartphone's, which provide timetables, real-time information, service updates etc. this information is available for anyone with a Smartphone and an App available for PTI in their area;

  There is also a bi-lingual service (Welsh / English) service provide by

Traveline Cymru for Smartphone applications.

- SMS – Each bus stop in Wales has its own NAtional Public Transport Access Node (NAPTAN) identity code which the user texts (SMS) to a local number; a text message response is sent with real-time departures for when your next bus is due to arrive.

- Traveline on phone – this provides PTI such as multimodal journey planning and bus times for particular routes. This service is particularly useful of those users who are visually impaired; this service also provides information on train; coach and ferry services also; and
- Quick Response Code - symbol could be located on bus stops and advertisements within timetable frames, which when using a Smartphone acts like a bar-code and enables the user to access PTI for their specific journey. This currently is available through 3 local authorities in Wales currently.

8.3.4 Other

There may be opportunities for certain users who live within a well-served area (urban or on key radial routes) that have a level of bus services to their chosen destination that do not require timetables or real-time information provision, as the service(s) are that regular (ten minutes or less) that users can just turn-up and go.

Marketing of this service will be essential to ensure users and potential users know are informed of the frequency and general operating times.

8.4 During the Journey

This refers to PTI options available to the user once on the vehicle.

8.4.1 Paper

- Bus route maps – some bus vehicles are fitted out with bus route map posters for the local area in which the vehicle serves. However this does limit the flexibility of vehicles operating within different areas;
- Ticketing options – Advertisements and ticketing prices are often publicised on the vehicle, both internally and externally; and
- Leaflets/timetables – can be available from the driver or located within the vehicle.

8.4.2 Electronic

- Talking bus – certain routes with Brighton have been fitted out with talking bus capabilities (routes 6 & 7), which announce the next bus stop to passengers;
- RTI display screens (next bus stop) – some vehicles can be fitted out with screens that announce the name of the next stop;
- Smartphone App – some operators and journey planning websites have developed applications (Apps) for Smartphone's, which provide timetables, real-time information,

service updates etc. this information is available for anyone with a Smartphone and an App available for PTI in their area;

- Quick Response Code - symbol could be located within the vehicles and advertisements, which when using a Smartphone acts like a bar-code and enables the user to access PTI for their specific journey; and
- Wi-Fi – some vehicles, particularly on long-distance journeys, have Wi-Fi (often free) for passengers to use whilst travelling on their vehicles.

8.5 Post Travel

Once the user has completed the journey, or is undertaking an onward connection (multimodal journey), there can often be a period of reflection about the journey.

This can consist through a 'post-purchase buyer' behaviour of a user, including of the level of satisfaction and general determination about the service, based on the information available to enable the user to make choices about their ravel options. It can also include the experience of the user throughout the journey, with regards to access to PTI especially if there were any issues on the journey.

The passenger obtains further knowledge of the service used, through observation and experience; targeted marketing and advertising; access to more information specifically at stop and on vehicle; and then is able to make an informed decision about whether to use the service going forward for future travel purposes or whether to use alternative modes.

9 Governance and Funding

9.1 Governance

The Governance is fundamentally about the way in which an organisation is managed at its highest level and the systems it has in place for doing this.

Existing Governance see responsibilities and duties through the provisions of the Transport Act and the Wales Act, placed on the Welsh Government and the Local Authorities in relation to PTI. In addition, whilst it is ultimately the responsibility of the operator to provide timetable information about commercial services provision, the duty for subsidised services is placed on the wider public sector to provide this.

There are mechanisms in place for Traveline Cymru however, to provide information provision on behalf of the local authorities and bus operators in respect of PTI, incorporating relevant funding (from the Welsh Government and Bus Operators – through call handling recharging) to do so.

9.2 Funding

The funding mechanism for public transport information across Wales is from a variety of sources.

Principally however, this is either as a result of public sector spending either through the Welsh Government or local authorities or through private operators.

The Welsh Government currently financially supports the delivery of information through Traveline Cymru; whilst additional funding mechanisms based on telephone call volumes (Call Centre Operations) to Traveline are catered for in recharge mechanisms to private operators.

The local authorities who provide infrastructure and information provision are funded through ‘capital’ or ‘revenue’ funding streams.

The capital investments will be to deliver bus shelters and stop infrastructure; whereas the revenue funding is generally derived from large bus subsidy funding pots to continually improve paper based printed information.

It is fair to suggest that on the whole, a number of authorities in Wales do not have designated revenue funding streams solely dedicated for public transport information.

10 Outputs of Surveys

10.1 Introduction

The purpose of this section of the report was designed to try to appraise the information available to generate the most appropriate methods of information to be used.

It is designed to score, what information is most appropriate (from surveys; desktop work and consultation); to try and identify the value of the various types of information.

10.2 Outputs of Surveys

The survey results are contained within Appendix G**,** where a more detailed review of the survey results is considered. The outputs of the surveys sought to identify a number of considerations in relation to PTI; how information is used and the preferred dissemination methods.

The use and types of information that are preferred is entirely subjective. It is as a result of this subjectivity that causes concerns for operators and authorities alike on how to focus both their physical; human and financial resources to best meet the needs of the user.

The most appropriate elements of PTI dissemination differ depending on location. In urban areas within Wales, electronic provision – SMS; real time at stop information and web based journey planning are perhaps most widely used; whereas it is likely that in outlying and rural areas, paper based and at stop maps information is more widely regarding owing to mobile phone signal access and internet speeds (or access) in rural areas

Irrespective of means of dissemination, confidence in public transport is lost owing to outdated or inaccurate information.

It is also important to recognise that at-stop information in the areas surveyed are also likely to include RTPI information, where it is regarded that such electronic information also instils greater confidence in passengers on when their bus will arrive.

In addition with this at-stop information, additional paper based information is also important; simply perhaps because passengers feel confident when they are able to refer to a timetable leaflet or booklet with the service information contained.

From an electronic perspective, passengers also appear to feel more confident with the information on bus operator’s websites as opposed to council provide web information.

This may be because information on council websites is generally more ‘hidden’ or ‘behind’ a number of different pages, and information cannot be gained with two or three clicks of the mouse.

The tables which are included within the Appendices section (Appendix G) demonstrate that there is greater confidence and preference in at bus stop methods of dissemination, with results between papers based methods and RTPI as being broadly similar.

Following closely behind is a mixture of internet based information or journey planners, and timetable booklets or maps.

11 Options Appraisal and Evaluation

11.1 Introduction

It is relatively difficult to derive the benefits associated with public transport information and how this may increase patronage or demonstrate wider benefits. Benefits, financial or otherwise are often as a result of increased bus services provision or enhancements through service provision are often the key drivers for patronage increases or wider satisfaction.

Whilst the means of using and providing information is entirely subjective, the table contained with Appendix H seeks to identify, from Halcrows perspective, the most appropriate methods that can be used and where users will have confidence in what is being provided.

Each element of PTI as identified, in **Section 7,** is identified along with a benefit and cost and then a score (the full tables are contained within Appendix H).

This table has been generated following a desktop review of available information methods; consultation with stakeholders (operators and local authorities) survey results and in part local guidance.

The scoring is not intended to discount important methods for users but to highlight the most effective methods of information for the greatest public use.

The scoring is done on the basis of how important it is viewed to the customer, whilst the cost is associated to the financial cost of provision and maintenance.

Where three 'ticks' or '£' signs are viewed as high (value or cost) and one 'tick' or '£' sign is viewed as low (value or cost).

Appendix H contains the full appraisal table.

12 Recommendations

12.1 Introduction

Following the review of PTI both in Wales and elsewhere, in relation to a desktop survey; data gathering exercise and a stakeholder engagement exercise in developing what is believed to be public transport information 'best practice', a series of recommendations have been developed.

Whilst there are a number of elements contained within these recommendations which currently already exist within Wales, and are currently provided by Traveline Cymru, we have sought to identify additional recommendations necessary to improve PTI across the Wales.

12.1.1 Roles and Responsibilities

The providers of services generally within Wales (whether that is The Welsh Government; local authorities or private operators) have a duty placed upon them within legislation to provide and maintain information provision.

It is important that these legal mechanisms are enforced by the Welsh Government in the future.

Some of these powers have however, been 'devolved' through partnership arrangement in which Traveline Cymru leads and coordinates electronic and telephony to develop improved PTI across Wales.

This process appears to work very well, but large operators (First; Arriva; Stagecoach and Cardiff Bus) and a number of county councils (Powys;

Carmarthenshire; Flintshire; Gwynedd; Conwy; etc) still maintain their own electronic bus and community transport information and therefore duplications occur.

Where appropriate; this electronic information provision should be through a single source, to ensure accuracy; continuity and to avoid duplication. This should ideally, given its existing role, be through Traveline Cymru

In relation to paper based and infrastructure provision, certain elements have already been identified (ie bus stops flags), the following however should be considered:

- The local bus operator has the responsibility for providing paper based information to publicise their commercial services. This should continue.
- If there are several services in key areas using the same bus stop, a coordinated approach is required. If this coordination is not currently happening, it is the responsibility of the relevant local authority to ultimately lead and coordinate.
- Where the local authority feels that this information is not being provided adequately, they should work with the operator to generate an acceptable standard of information. This should be either through the mechanisms of the Transport Act 2000, and its remedies; or more realistically through a coordinating or assisting approach to develop a minimum standard. It should however, be the responsibility of the operator to incur the financial costs associated with any changes.
- The local authority should coordinate the publicising of subsidised services and consider, with the operators how this is met. If the tendered services are intrinsically linked to others on the network (ie only certain journeys are subsidised; evenings or Sundays are subsidised), then the operator should cover the display of these as part of their service information.
- The local authority should either, themselves or in partnership with the bus service operator, coordinate paper based timetable and mapping provision within their areas;
- On routes or corridors with more than operator providing a service, the local authority should coordinate how publicity is produced; managed and maintained. Ideally all operators should display information about all services and operators on the corridor (particularly along common parts of the corridor).
- For infrastructure purposes; the local authority should coordinate and manage a database and programme updates for bus stops and shelters (this should include at stop information; flags (and its information); poles; shelter information; SMS codes; information plaques; bus stop names and numbers. The local authority should work with the operator and Traveline Cymru to ensure all bus services infrastructure is maintained and updated as necessary.
- Whilst there is no formal responsibility for bus companies or local authorities to send registration change information to Traveline; mechanisms should be considered for all parties to ensure that Traveline is fully informed of all bus services changes no less than 14 working days prior to any service change dates.
- As part of their on-going stakeholder and partnership working arrangements; operators and local authorities should ensure that

adequate time is available to discuss the provision of information going forward and particularly any changes required.

12.1.2 Bus Services 'Change Dates'

It is recommended that in order to deliver cost-effective printed information the number of service changes, and therefore need for timetable changes, is limited to two per year.

This limit will afford the local authorities and the bus companies to effectively plan for the production and dissemination of PTI, in respect of these changes. The limit will also help ensure that passengers are aware of when the changes will occur and the durability and accuracy of the information available.

More frequent timetable changes will assist in jeopardising the quality, cost and delivery of high quality printed information, and therefore passenger confidence in public transport.

The purpose of set dates for changes services should not be at the detriment of the bus companies and the services that they are providing. A coordinating approach to outline these set change dates needs to be established.

The limits to change dates should be coordinated by the Welsh Government.

12.1.3 Printed (Paper Based) Public Transport information

It is recommended that, subject to funding and where practical, the Welsh Government or Local Authorities should continue to produce a countrywide passenger transport map in partnership with local bus and rail operators.

This is currently an effective element of integrated printed information.

An electronic internet based 'version' of a countrywide passenger transport map should also continue to be produced.

This should be available on both the respective local authority and bus operator and accessible through Traveline Cymru.

It is also recommended that printed town and city maps, which meet a standard template, should be developed to supplement the countrywide passenger transport map.

It is recommended that printed timetable booklets and leaflets are produced in partnership with bus operators. This will provide the public with the opportunity to build a bespoke portfolio of individualised passenger transport information, thereby ensuring value for money for both the local authority and passenger transport operator.

Printed information is appropriate for rural areas of Wales owing to limits in network coverage for mobile technologies and internet connections.

12.1.4 Timetable Publications / Leaflets

Transport operators in conjunction with local authorities should continue to liaise in the production of printed timetable information.

A series of 'National Standard Templates' should be developed, and each element of printed information should conform to the following standards;

- Information on how to use the printed publicity;
- Advice for users and non-users;
- Single or composite bus and rail timetable information, depending on the publication;

- Full area passenger transport service route map(s);
- Indexes on how to find your passenger transport service information;
- Information on concessionary fares, service changes, community transport services;
- Introduction of 'Valid until dates' or 'commencement dates' on all publicity. This will mean that the validity of information does not remain open-ended; and
- Role of the Welsh Government and Local Authorities in passenger transport planning and provision.

In delivering the template through a single service timetable leaflet is, it should include:

- Full passenger transport service timetable information; and
- Full passenger transport service route map;
- Operator contact details;
- Where possible fares information; and
- Introduction of 'Valid until dates' or 'commencement dates' on all publicity. This will mean that the validity of information does not remain open-ended.

Any printed information should be complementary to and supplement that produced by passenger transport operators.

12.1.5 Passenger Transport Maps

It is recommended that, subject to funding, different levels of passenger transport maps are produced, including:

- County level map, to include:
  - Title indicating the area the map covers and the publication or 'valid until' date;
  - Linear based bus routes with route numbers (often coloured by frequency);
  - Basic bus frequency guides, detailing origin and destination with key stopping points (numerical order);
  - Operator contact details and local authority contact details;
  - Railway lines & stations;
  - Places of interest (e.g. Hospitals, Tourist Information Centres, Churches, Youth Hostels); and
  - Information on local non-conventional passenger transport services (e.g. community transport schemes).
  - Introduction of 'Valid until dates' or 'commencement dates' on all publicity. This will mean that the validity of information does not remain open-ended.

Area/city/town level map, to include:

- As above.

Individual passenger transport route maps, to include:

- Linear based route of the service;

- Origin and destination points of the service;
- Stops and stations along the route;
- Route/Service number or description; and
- Key characteristics (e.g. vehicle accessibility).

12.1.6 Printed information Formats

It is recommended that a standard template for printed information be developed. This should include:

- Owing to space availability and where it is possible and practicable, that font sizes should be no less than point 14 size, a minimum of font size 12 as an absolute minimum;
- That fonts should be produced in a sans serif font typeface – such as Arial or similar;
- All font colouring should be in black or a dark colour on a light background;
- Colouring of backgrounds should be limited to a white or light background;
- Where colouring is needed for marketing purposes or to demonstrate innovation in relation to marketing that font colours and background colours contrast;
- Footnotes and supplementary codes should be kept to an absolute minimum; and should be supplemented with symbols where possible;
- All information should display origin and destination points; with intermediary stopping points either in the title of the service or on a secondary line;
- Whilst the discussions regarding the use of the 12 hour / 24 hour clock did not bring a general consensus; for consistency purpose for rail provision and air services and for transport integration consistency (ie Traveline); the 24 hour clock should be used;

12.1.7 Bilingual Welsh / English information

Owing to the bilingual focus within Wales, consideration must be given to the production of information in both the Welsh and English languages.

This must be done by the bus companies, in respect of the services that they provide.

The local authority however, should adopt a coordinating role to ensure that information is produced in both Welsh and English, in both printed electronic, and continue to be produced in these standards by Traveline Cymru.

12.1.8 Foreign Language; Braille and Type talk Information

Whilst it is recognised that the requirements for foreign language; Braille or type talk information is low, each of the local authorities must put in place mechanisms either internally within their organisations or through a third party provider (such as an international language centre; translator or representative of a blind or deaf organisation) to provide information if and when requested, at their own cost.

Local authorities should ensure that through their own mechanisms - when notifying the public for access to other information or services - that PTI is also available in foreign languages or for alternative methods such as Braille or 'type talk' services.

12.1.9 Roadside Information

It is recommended that subject to funding all bus stop flags are provided exclusively by the Local Authorities, and should include:

- A passenger transport network logo and local authority logo;
- The allocated bus stop name;
- Directional information (e.g. towards the direction of travel, whether that be local stops or towards the next settlement or end destination);
- All bus service numbers using that stop (including night buses); and
- The individual SMS eight lettered or numbered code.

The maintenance of such flags however, should be considered in partnership with bus companies; who use those stops. Financial or physical resources should be considered through private partners (ie bus operators; stops on private land – supermarkets / hospitals), and coordinated by the local authority.

In partnership with passenger transport operators, roadside bus timetable display information is developed and agreed to a uniform standard template adopted across all Welsh timetable display cases, to include:

- Composite or service / stop specific timetable (this is dependent upon the number of services using stops or whether it is a bus station or key interchange – see below);
- A line diagram showing stopping points and origin and destination;
- The service numbers;
- Accessibility symbols such as whether the bus is likely to be wheelchair/pushchair friendly;
- Operator details; and
- Full Traveline Cymru details and contact telephone / SMS information through Mogo plates.

- The above service would be provided at the existing cost-covering charge to operators who do not have the provision of in-house resources (electronic data provision) to supply this level of information.

12.1.10 Interchange Information

It is recommended that:

At bus only interchanges all bus timetable and service information is provided in partnership with Local Authorities and bus operators, to include:

- Full bus service timetable information for that interchange; and
- Full bus service route map for that interchange.

At multi-modal interchanges Local Authorities work with all passenger transport operators, to ensure that comprehensive information is provided for all passenger transport services, to encourage multi-modal travel, and include:

- Full bus, rail and other passenger transport service timetable information for that interchange;
- Area maps displaying destinations served by passenger transport services from that interchange;

- Clear and appropriate signage to platforms or bus stands must be provided for all services;
- Clear and appropriate signage must be provided for walking links both within the interchange and also towards town/city centre locations; and
- Subject to funding, a staffed travel shop should be provided to access further information relating to passenger transport services.

12.1.11 Dissemination of Information

It is recommended that:

All outlets should be explored for the dissemination of information, and should include as a minimum:

- Traveline Cymru website (and the appropriate links from other public transport or local authority websites);
- Libraries;
- Customer Service Centres;
- Tourist Information Centres;
- County and District/Borough Council offices;
- Welsh Government offices;
- Passenger Transport Interchanges (including rail stations and airports);
- Operator based Ticket Sales Outlets/Travel Centres / Tourist outlets;
- Post Offices;
- Hospitals, Health Centres and Surgeries;
- Leisure, Shopping, Sport and Community Centres;
- Jobcentres;
- Major Employers;
- Schools, Colleges and Universities; and
- Museums and Art Galleries.

Full use should be made of the bus, rail and other operator's vehicles and carriages, where practical.

It is important that any dissemination of information lists which are prepared are regularly reviewed and maintained for accuracy and on a cost saving basis.

12.1.12 On-bus Information

It is recommended that:

- Full service specific timetable information should be provided on the vehicle operating that service, available upon request from the bus driver; and
- Where audible announcements are available during vehicle purchase, or fitted retrospectively that this should be used at all times during the service.
- Full service specific fare information should also be provided on the vehicle operating that service, available upon request from the bus driver.

12.1.13 Other Paper-based Information

It is recommended that:

Full information should be provided for non-conventional forms of passenger transport, including:

- Comprehensive community and voluntary-sector transport information;

- Guides on how to access and use passenger transport;
- Guide to alternative modes of transport, e.g. cycling and walking;
- Appropriate information should be displayed on concessionary fares and fares information; and
- Appropriate information should be provided on accessibility at bus stops and rail stations, passenger transport interchanges and on vehicles/carriages.

12.1.14 Real Time Passenger Information (RTPI)

It is recommended that:

Welsh Government and Local Authorities work in partnership with passenger transport operators and other key stakeholders to provide - where appropriate and subject to funding - passenger transport information in electronic format including Real Time Passenger Information at key passenger transport interchanges, such as bus and rail stations.

The further roll out of RTPI systems to other locations should be explored in terms of costs and benefits. The additional locations to include:

- Hospitals;
- Town and city centres;
- Major leisure and sport facilities; and
- Along key passenger transport service corridors that carry a large volume of passengers.
-

12.1.15 Additional electronic information

It is recommended that alternative methods of electronic information dissemination are considered, including:

- SMS technology - which has the ability for low cost capital cost investment on rural services and can easily be included in the data models and systems for sharing and using. Traveline Cymru currently offer this facility and should continue to do so as a method of dissemination;
- Smartphone Applications & Near Field Technology – like its SMS partner is growing in popularity. Traveline Cymru currently offer this smart-phone application facility and should continue to do so as a method of dissemination;
- Quick Response Codes – whilst a relatively new concept, both local authorities and operators should continue to explore this method as method of dissemination, 3 authorities in Wales currently offer this method of dissemination;
- 'Talking Bus Stops' – this should be considered in those areas which have RTPI, and particularly at urban centres; interchanges and bus stations.
- Talking Buses – Operators which currently have this facility enabled should use it as a method of information dissemination. Local authorities should monitor the use of these facilities.

12.1.16 Website Information

It is recommended that electronic information provision which is currently being delivered through Traveline Cymru should continue on behalf of local authorities and bus operators, as the principle single source provider.

To avoid duplication, local authorities and Wales based local transport operators should have visible; front page links to the Traveline Cymru website outlining the services in which it provides.

A review should be conducted on the extent to which the Local Authorities passenger transport websites are being used for access to passenger transport information. Currently a number of the large rural shire authorities in Wales (Pembrokeshire; Flintshire; Powys; Monmouthshire Ceredigion) provide full bus service timetable information on their sites

A review is conducted on the content held on the passenger transport website and its link to Traveline Cymru; and

Following the review, ensure that Traveline Cymru website is:

- Concise, accurate and understandable in its provision of information;
- Maintained and up-to-date;
- Structured in a way that key information is easily located;
- Has appropriate links to other websites where additional information is required (e.g. passenger transport operators);
- Conforms to the Equality Act provisions for users with disabilities;
- Designed to be aesthetically pleasing; and
- Regularly updated and monitored by appropriate staff.

12.1.17 Traveline

It is recommended that the Welsh Government; Local Authorities and Transport Operators:

- Continue to support Traveline Cymru to be the single provider for electronic bus services information across Wales, to include:
  - Smartphone application technology;
  - Journey Planning and Personalised Journey Planning information
  - Electronic Bus service timetables;
  - Electronic Mapping for bus services provision
  - Accessible mobile - At stop information and updates on bus services;
  - Provider of social media links to inform, in real time, services information and marketing opportunities for the benefit of information provision;
  - Continue to provide multi-modal information;
  - Continue to support the development of business based travel planning.
- Ensure information held on Traveline for the county's passenger transport network is regularly maintained; updated and accurate;
- Ensure that the information is continually provided to Traveline in a cost effective manner, and no later than 14 days prior to the change (amendment; cancellation or variation) to a bus service;

- Work in partnership with all passenger transport operators in respect of financially contributing to Traveline calls relating to their services; and
- Fully promote and continue Traveline on all county and operator-produced literature and infrastructure.

12.1.18 Electronic Information Points

It is recommended that the Welsh Government and Local Authorities:

- Explore the development of alterative formats of information provision through kiosk-based technology;
- Understand how alternative formats of electronic information meet the needs of users, perhaps through conducting market research; and
- Conduct an initial trial of kiosk-based journey planning technology in key areas, e.g. major passenger transport interchanges.

12.1.19 Face-to-face Information

It is recommended that the Welsh Government and Local Authorities:

- Review how information is disseminated in a face-to-face fashion
- Implement the following:
  - Staff Training: Front line staff to undertake regular customer service training, in addition to attaining a recognised qualification in Customer Service;
  - Informing Staff: Staff must be provided with all the necessary information. Well informed and well prepared staff will be sufficiently empowered to serve the public effectively and provide impartial advice on all passenger transport enquiries. Relaying information to staff could be via information technology, formal training or printed information or a combination of these, dependent on the enquiry;
  - Working Environment: All council and operator owned outlets should be clean, maintained and fully stocked with all relevant passenger transport information, as a result staff are much more likely to take pride in their jobs and the quality of service that they provide; and
  - Dress: Smart, tidy and appropriate clothing presents a professional image to customers. It is strongly recommended that all front line staff is provided with uniforms. This is to promote “belonging”, develop pride in the service, empower staff and make them easily recognisable to members of the public.

12.1.20 Marketing

It is recommended that, the following continues to be produced:

- All marketing activity should be customer focused, seek to increase passenger transport patronage and support the achievement of local, regional and national policies and targets relating to passenger transport; and
- A clearly defined marketing strategy should be produced in order to

develop passenger transport within Wales.

- All marketing costs for information - unless in partnership with the local authority, as part of a coordinated or sustained effort to improve public transport – should be done so at the cost to the Welsh Government

13 Implementation Plan

13.1 Introduction

In order to implement the recommendations shown in Section 12, it is important to consider the existing role in which Public Transport information is delivered across Wales.

This in particular needs to consider the duties and responsibilities placed on the relevant public sector bodies to deliver information.

This is also particularly important given the coordinating role that Traveline Cymru currently provides and the overarching provision for electronic and telephony information.

A coordinated 'Partnership' is necessary to formally identify the roles and responsibly of each of the providers of information and this should include:

- The Welsh Government – has the overall responsibility and duty for providing and coordinating information provision across Wales;
- Traveline Cymru – leads in the dissemination of the holistic provision of electronic and telephony based information, through the agreements with the Welsh Government and the support through the Traveline Board with private operators;
- Local Authorities – has a co-ordinating approach to paper based information and bus services infrastructure within its boundaries and works in partnership with Traveline Cymru and private operators;
- Private Transport Operators – provides information on their services, in line with recommendations; working in partnership with the local authority and Traveline Cymru.

A plan for implementing change and improvements to information provision must start with understanding the existing provision and identifying where the shortcomings are, and then having done this seek to infill these gaps.

13.1.1 Implementation Process

The implementation process should involve the following principal processes:

- Planning;
- Monitoring; and
- Enforcement.

It is with these three key factors in mind that, information provision across Wales can be improved.

From an operational perspective it is important to be aware of:

- Governance;
- Funding;
- Partnership and Stakeholder Engagement
- Delivery Mechanisms for improvements;
- Role and Responsibilities.

13.2 Going Forward

In order to improve information, there needs to be an understanding that what exists, does not currently meet the needs of the users, and to use this as a starting

point to move forward. The following process, and iterative, elements should be considered:

- **Identify what information is currently available** throughout Wales and how this is disseminated (within Section 7);
- **Identify which organisations have responsibility for the production and delivery of information** – This is likely to be the Local Authority; Bus Operators or Traveline Cymru and ultimately the Welsh Government;
- **Consider who has the responsibility for the delivery of information**. In relation to electronic information provision this is Traveline Cymru, on behalf of the Welsh Government, but in relation to printed information this will consist of the local authority or bus operator or a combination of the two;
- **Identify within legislation and existing partnering arrangements who has responsibility for information provision**. The Transport Act 2000 places duties on transport operators and local authorities to deliver information, however, partnering agreements place responsibilities through Traveline Cymru (and its board of private operators) to deliver information;
- **Identify – across these provisions – where duplication occurs**. This is most notable across electronic provision with Traveline Cymru providing electronic information, but equally, within authority boarders and across operator areas, this service timetable information and maps are duplicated on council and operator websites;
- **Review funding future streams** to ensure that monies spent on information, where duplication may occur, is not wasteful.
- **Develop a series of national minimum standards**; in line with those contained within this document and a template or set of templates, for nationwide dissemination;
- The Welsh Government, given its overarching role within the industry **should develop mechanisms to monitor information provision and enforce**, with penalties, those who do not meet standards for delivery;
- **Develop a partnership arrangement and process for consultation and engagement with key providers** (the Welsh Government; Local Authorities and transport providers) to generate a template or set of templates for information delivery;
- **Develop on-going consultation with key user groups** to ensure an effective method for monitoring of information is in place;
- **Set a timeline or schedule; which will determine when changes will take place** (by date). These will identify key tasks for change - information standards;
- **Identify key personnel members** with each organisation as a point of contact for assisting in the change process. This person should have the responsibility within their own organisation to deliver change.
- **Develop an appropriate Action Plan and / or Trial Area** to deliver the change, which then can be assessed against a set of key criteria and the reasoning for change and then rolled out across Wales. It is important that iterative processes are built in at this stage to overcome any issues or problems identified within the action plan or trial area.

Appendix A

Guidance Analysis

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Appendix A Guidance Analysis

A.1 Background

This section of the report identifies key legislation, policy and guidance that have driven the requirements for and development of PTI (PTI).

It also outlines national and local 'best practice' guides which detail specific recommendations for PTI.

A.2 National Guidance

A.2.1 Bus Industry Deregulation

The deregulation of the bus industry in the mid 80's brought about wholesale changes to the way bus services were provided.

The industry prior to the changes, were operated by the National Bus Company, with subsidiaries across the country. Following deregulation and subsequent management buyouts of these subsidiaries, services were operated by commercial entities.

These changes also brought about the way services were publicised, owing to increased direct competition from neighbouring newly formed bus companies.

The main difference to this model however, is London. Currently London operates on a series of tenders and contractual arrangements in a regulated environment, in that all services which operate, are awarded and therefore coordinated centrally by London Buses, which is effectively an arm of Transport for London (TfL).

Services themselves are still operated by commercial companies, as part of national subsidiaries which also exist outside of London. However, the regulated industry ensures they have to comply with a series of conditions within their contracts. The provision and integration of PTI is managed and maintained by TfL

A.2.2 Early Years

Increased competition in the bus industry meant the need to attract passengers on to services was paramount in order ensure recently commercialised bus companies survived.

To ensure that companies survived immediately following deregulation, also saw anti-competitive practices and protectionism on routes designed to ensure that bus companies attracted passengers, but also generated money to reinvest in the business.

These practices, were frequently described as 'bus wars', and although the need to get passengers on-board was of paramount, doing so was rarely as a result of what can be considered as being good quality PTI.

A.2.3 Better Information for Bus Passengers

Following the 1997 election of the Labour Government, a strategy for bus passenger information was published. It detailed the issues with current bus passenger information, as well as objectives for the betterment of PTI as a whole.

The attention to transport-related policy continued to be a key focus for the new Labour Government.

A.2.4 New Deal for Transport

The 1997 election of the Labour Government resulted in a step-change in transport policy, with the development of a wide-scale strategy for transport. The 1998 Transport White Paper – "New Deal for Transport: A Better Deal for Everyone" outlined objectives of the Government to improve the transport system, particularly encouraging sustainable transport and reducing reliance on cars.

This document led to the publication of Ten-year Transport Plan in 2000, a strategy for delivering the objectives outlined in the 1998 White Paper. This Ten-year Plan also coincided with the adoption of the Transport Act 2000.

A.2.5 Best Value Performance Indicators

The 'Best Value' regime of indicators was, first muted in the late 1990's as a method of setting indices in order to provide demonstrable results, against performance in various aspects of local government.

The term 'Best Value Performance Indicator' or BVPIs was first introduced into the Local Government Act of 1999, and weighed heavily and predominantly for Local Authorities in England.

These performance indicators were used principally between 2000/2001 and 2007/2008.

Whilst various principles of the Best Value regime are still in use today, the reporting processes associated with the planning, review and monitoring for local authorities has recently been superseded, by Corporate Performance Assessments (CPAs) and by National Indicators (Nis).

The relevant BVPIs to the bus industry and to the provision of information were:

- BVPI 102 - total local bus passenger journeys originating in the authority area in a year;
- BVPI 103 - Satisfaction with local PTI;
- BVPI 104 – Percentage of users satisfied with local bus services

Whilst these measures have been superseded by CPAs or NIs, they were the first proper set of indicators of satisfaction with bus services and more importantly information.

Whilst only 103, was linked to satisfaction with PTI, it was widely regarded that at least BVPI 103 and 104 were intrinsically linked, and that satisfaction with bus services; invariably meant that passengers were satisfied with the provision of information.

A.2.6 Transport Act 2000 (England and Wales)

This Act outlined the requirement for the production of Local Transport Plans by Local Authorities and, with relevance to this study, the requirement for the provision of bus services information.

Specifically in relation to PTI, the Transport Act 2000 outlined the provisions of PTI; the requirements of what should be produced; the role and responsibilities of who should provide the information and in addition, the mechanisms for information to be provided and recouped by the authority from the operator, should they fail to provide adequate information.

These elements were outlined within sections 139 to 141 of the Transport Act 2000.

Section 139 of the 2000 Act stated that:

1. Each local transport authority must from time to time determine, having regard to their local transport plan—

a) what local bus information should be made available to the public ("the required information"), and

b) the way in which it should be made available ("the appropriate way").

2. Each authority must from time to time ascertain whether the required information is being made available to the public in the appropriate way.

The 2000 Act refers to "local bus information", in relation to a local transport authority, as—

a) information about routes and timetabling of local services to, from and within the authority's area,

b) information about fares for journeys on such local services, and

c) such other information about facilities for disabled persons, travel concessions, connections with other public passenger transport services or other matters of value to the public as the authority consider appropriate in relation to their area

Section 140 covers the duty of authority to make information available:

1. If the authority are unable to make satisfactory arrangements with one or more of those operators, they –

a) must make available, or secure that there is made available, in the appropriate way such of the required information as is not being made available or is not being made available in that way (whether by virtue of arrangements made under section 139(5) or otherwise), and

b) may recover from that operator or those operators the reasonable costs incurred by them in doing so as a civil debt due to them.

2. In determining for the purposes of subsection (1)(b) what is reasonable in relation to a particular operator, the authority must have regard to-

a) the amount of information which has to be made available, and

b) the way in which that information has to be made available, in respect of the local services provided by that operator.

3. If the authority require an operator to provide information to them or to another person in order to perform their duty under subsection (1) (a), the operator must provide the information at such times and in such manner as is specified by the authority.

4. The authority must give notice of any requirement imposed under subsection (3) to the traffic commissioner for the traffic area covering their area

Section 141 addresses bus information supplementary:

1. In considering how they should carry out their functions under sections 139 and 140, a local transport authority must have regard to a combination of economy, efficiency and effectiveness.

2. In carrying out those functions, Local Authorities-

a) must not act in such a way as to discriminate (whether directly or indirectly) against any operator, or class of operator, of local services, and

b) must co-operate with one another.

3. A local transport authority must have regard to the desirability, in appropriate cases, of carrying out those functions jointly with another authority (whether as respects the whole or any part of their combined area).

The 2000 Act also stipulated the requirement of Local Authorities to produce Local Transport Plans (LTP) – within these LTPs; provision had to be made for a strategy for PTI.

Guidance for LTPs was published in 2000; it also encouraged local authorities to develop a strategy for ensuring that appropriate PTI is available in their area, through a variety of media, whether produced by Local Authorities, operators or others.

Additional Guidance included:

A.2.7 Wales Transport Act (2006)

A.2.8 Disability Discrimination Act (1995)

A.2.9 Equalities Act (2010)

A.2.10 Inclusive Mobility (DfT) 2004

In 2004 the Department for Transport (DfT) published *Inclusive Mobility: A Guide to 'best practice' on Access to Pedestrian and transport Infrastructure*. Although this guidance focuses mainly on access public transport infrastructure and vehicles, information provision is also discussed.

An example of information guidance: *"Visually impaired people need a good level of lighting in transport buildings and elsewhere and, if information such as a train or bus timetable is displayed, a print size that they can read easily. But almost everyone else benefits from good lighting, not least because it gives a greater sense of security, and practically everyone finds reading timetables easier if the print is clear and large"*.

Timetables

Timetables and other information which people will read from a short distance should:

- use a simple sans serif mixed-case typeface;
- print size of 16 point (if there is sufficient space);
- good contrast between print and background, e.g. black on white or black on yellow;
- matt finish paper, not glossy;
- and if appropriate, distinguish clearly between weekday and weekend services.

In some cases the amount of timetable information that has to be displayed will mean that use of 16 point print size would make the displays too large, so a smaller size will have to be used. The other requirements listed above would still apply.

Where text is used it should be left-aligned type with a ragged right-hand margin; this is easier to read than justified type. Although a word or two in capitals should not present any difficulties, capitals should be avoided in continuous text.

Timetables placed outside, for example at bus stops, should if possible be sheltered from the rain; water on the glass over the timetable distorts the text and makes it difficult to read. All bus stops should be provided with timetable frames located between **900mm** and **1800mm** above ground level.

Bus Stop Flags

This document also discusses level of information provided on and the positioning of bus stop flags. These are an important part of "at stop" PTI and

consideration should be given to all users. The guidance states:

Bus stop flags should be fixed as low as possible while remaining visible above road traffic, pedestrians and any other nearby obstacles. The bottom of the flag should not be less than *2500mm* above ground.

The minimum size for the flag given in Traffic Signs Regulations and General Directions is *300mm* wide by *250mm* high, but it is recommended that a larger size, *450mm* wide by *400mm* high should be used if possible.

Bus route numbers on the flag should be at least *50mm* high. Guidance states that a limited amount of information is more effective than a substantial amount, which tended to lead to confusion. It suggests:

- Route number / name
- Pictograph of a bus
- Special messages
- Telephone number for information

Direction of travel, "Towards (name of next town / principal destination)" helps travellers who are not familiar with the area.

In the future it is possible that there will be automatic on-bus announcements made as the bus approaches each stop. With this in mind, it would be helpful if the name / location of the bus stop could be included either on the flag or in a prominent position on the bus shelter.

Bus stop signs should be positioned so as to be visible to passengers inside the vehicle so that they can verify where they are.

Coloured bands should be applied to the bus stop pole to enhance visibility; as with bus shelters, bus stops should be well lit with sufficient illumination to enable reading. A good level of lighting will also improve personal security.

Timetable Information at Bus Stops

Timetable information should be provided at as many bus stops as is feasible. Timetable and information displays should be located between *900mm* and *1800mm* in height.

Information that is of particular relevance to wheelchair users should be put at the bottom of the display and any important information should not be more than *1700mm* above ground. If surrounding street lighting is not adequate, additional lighting should be provided at the stop itself.

The information provided should include at minimum details of the route(s), destination(s) and departure times. Full timetables and route diagrams are helpful to passengers unfamiliar with the service(s) and are essential for longer routes or less regular services.

Details of other stopping places in the vicinity and routes servicing them will avoid confusion where routes cross or there is more than one stopping place. Lettered bus stops should be used where stops are split between different routes at complex junctions or picking-up points, with maps of the stop locations, letters and route numbers displayed at each stop.

Where bus stops are lettered, the letter should be shown on the bus stop flag as well as on the timetable display.

The information provided on this display should also include directions to and distance of the nearest public telephone, with the display itself including the bus operating company's telephone number and textphone number. The maps of bus stop locations should also show where public telephones are, including any textphones, separately identified.

Where space permits, new designs of panel bus stops provide more space for information.

Visual displays of expected arrival times of buses at stops, destinations served and any delays are helpful for all passengers but particularly so for deaf and hard of hearing people.

Where real-time information of this type is provided, the screen should be shielded from direct sunlight. Voice activated information systems will assist people with visual impairments and learning difficulties.

Typeface

Considerable research has been carried out into legibility of different typefaces. The general recommendations are that letters and numbers should:

- be Sans Serif;
- use lower case lettering, which is more readily distinguishable than uppercase (capital) lettering;
- use Arabic numbers;

- have a width to height ratio of between **3:5** and **1:1**;
- have a stroke width to height ratio between **1:5** and **1:10**, preferably in the band **1:6** and **1:8**;
- character spacing the horizontal spacing between characters should be **25 to 50%** of characters width and **75 to 100%** between words; and
- vertical spacing between lines should be at least **50%** of character height.

Examples of appropriate typefaces for signs include New Johnston (used by London Underground), Futura, Folio, Helvetica, Standard, Airport and DfT Transport Heavy and Medium (expressly designed for clarity for traffic signs).

Colour contrast

It is essential that characters on signs should contrast with the background of the sign. Apart from signs that are internally lit, dark text on a light background is preferable: e.g. black or dark blue on a white background though there may be occasions when light lettering on a dark background is preferable.

Signs should have a matt finish, not a shiny one, and should be well and evenly lit with uniform lighting over the surface of the sign of between **100** and **300 lux**.

The sign board colour should contrast with its background as this will assist with visibility and readability. The table below shows appropriate colour relationships.

Schedule of Colour Contrast for Signs		
Background	Sign board	Legend
Red brick or dark stone	White	Black, dark green or dark blue
Light brick or light stone	Black/dark	White or yellow
Whitewashed walls	Black/dark	White or yellow
Green vegetation	White	Black, dark green or dark blue
Back-lit sign	Black	White or yellow

A.3 Local Guidance

In the process of developing Local Transport Plans, English Local Authorities were required to publish public transport (or specifically Bus) information strategies, detailing their requirements and forward-vision for improving PTI provision in their area.

LTP Round 2 (2006-2011) required separate PTI and bus strategies to be appended to the wider LTP2 documents. These documents, similarly to the BVPIs were intrinsically linked, often the two strategy documents were combined.

As with all local policy documents - draft versions of the LTPs (and associated strategies) were published for consultation in public, as well as additional consultation undertaken with key stakeholders (including Operators, local authority departments, local disability groups, large employers etc).

A.3.1 Welsh Guidance

Instead of Local Transport Plans, the four consortia (SEWTA; SWWITCH; TAITH and TRACC) submitted their Regional Transport Plan (RTP) to the Welsh Government in 2009.

In the RTPs, each of the four consortia have alluded to or identified that PTI in each of the respective four areas is currently inconsistent and often inadequate.

In an effort to improve the holistic delivery of information, each of the four RTP document have indicated a need to improve information and ticketing, and have included indicative costs split over the intervening years between 2010 – 2014 / 2015.

Whilst some clear high-quality information is produced by Traveline, operators and local authorities, there remain considerable gaps. In some parts of the regional timetable information is patchy, fares information is even more limited and too many bus stops display no information at all.

Even where quality information exists it is not consistent across the region and often difficult to obtain.

The RTPs broadly outline a comprehensive and costed multi-modal regional PTI strategy will be developed, including amongst other things:

- proposals for regional user-friendly timetable information (electronic, by phone and printed), maps and diagrams;

- complete ticketing information;
- information availability (including travel shops);
- at-stop bus information, interchange information, real-time information (on-line, by text, and at stations / stops);
- on-vehicle information standards;
- guidelines for PTI provision for key destinations such as hospital, colleges and tourist attractions; and
- a 'one stop shop' approach for dissemination of information.

A.3.2 Welsh Language

The Welsh Language Act 1993 put the Welsh language on an equal footing with the English language in Wales with regard to the public sector.

The Act set up the Welsh Language Board, with the duty of promoting the use of Welsh and ensuring compliance with the other provisions. It also obliged all organisations in the public sector providing services to the public in Wales to treat Welsh and English on an equal basis.

Following the 1993 Act, the Welsh Government has since passed a new Welsh Language Law in 2010.

The measure makes Welsh an official language in Wales, and obliges public bodies and some private companies to provide services in it.

A.4 Interest Group Guidance

There are numerous public transport and disability interest groups, which have produced guidance on PTI. Publications include guidance on type, font, and size of text and information dissemination methods.

A.4.1 Association of Transport Coordinating Officer (ATCO)

The Association of Transport Coordinating Officers (ATCO) has provided comprehensive guidance on PTI in 2002[1] (updated in 2003) following the Transport Act 2000. It mainly provides a code of best practice for printed materials, related to bus services – primarily timetable booklets, leaflets and maps.

The purpose of this guidance was *"to assist local authorities in discharging this duty and to provide advice on how a high standard of printed PTI might be secured".*

The Code of Best practice outlines main principles for guidance on PTI, those of particular importance include:

- Current printed information should be available at modest or no cost to the user at relevant key locations;
- A single publication should be available for each county/ unitary council or PTE area, listing the map and timetable publications available and explaining how to find out about service changes and how to contact operators;
- New timetables must be made available at least seven days before any changes to services;
- The information needs of visually impaired people should be considered at all times. This includes making printed information available in alternative formats;
- Print should be in a simple upright sans serif typeface, of medium weight, with simple but clear character definition. It is recommended that light print is avoided;
- Every effort must be made to incorporate the largest possible font size. 8pt is a minimum, and should not be considered to be an acceptable norm;
- Lower case print is much easier to read and should be used almost exclusively. Where emphasis is required, bold type may be used;

1 *Association of Transport Co-ordinating Officers PRINTED PTI: A Code of Best practice – publish in 2002 (revised and reissued in 2003). This paper has been prepared by ATCO together with CPT, ATOC, DPTAC and LTUC.*

- Route Numbers should always be in large bold print, preferably at the top of the page;
- Route Headings should be confined to the two terminal points and a selection of the most important places on the route, making clear the difference between any routes on the same table.
- The 24 hour clock is now universal for rail and flight times and should be used in bus timetables for consistency and ease of understanding. It should be presented without punctuation (i.e. 1340 rather than 13:40);
- It is recommended that good quality white paper be used to minimise "shadow" from the opposite side, rather than thin, flimsy or highly reflective paper, which impairs contrast and readability;
- Print should be either black or in a colour which contrasts strongly with the background. Intense blue or brown are acceptable alternatives to black, but red and green should be avoided. Printing ink should be selected to optimise contrast;
- A map should be included in all timetable leaflets to show the route covered and connections to other services. Timetable books should incorporate a detailed route map and town plans which indicate the location of bus and coach terminals and other stopping places;
- Always use plain English, avoiding technical terms and jargon. Words and phrases like “alight”, “set down”, “headway”, “terminal point”, “transfer” and “interchange” are not always readily understood and should be explained if they cannot be avoided; and
- The principal Traveline phone number (0871 200 22 33) and logo (where possible) should be featured in all publications, even where there is a local information line available as well, so that people learn how to obtain information wherever they are. The Traveline textphone number should also be shown clearly.

In 2009, ATCO published further PTI Best practice Guiding Principles. This document provided examples/scenarios rather than an update to their previous Code of Best practice.

A.4.2 Passenger Transport Executive Group (PTEG)

The Passenger Transport Executive Group represents the various Integrated Transport Authorities (formerly Passenger Transport Executives) within metropolitan areas of England.

ITAs are responsible for the dissemination of PTI within there areas, instead of the Local Authority.

The provisions and dissemination of information in areas which is managed by ITAs generally tends to be better in terms of integrated information and of inclusivity, owing to the coordination by the officers of the bus services across a series of operators.

Whilst it is fair to suggest that this integration and inclusivity is a positive element of the dissemination of information, sometimes the quality is not something which could be considered best or best practice.

Often, owing to the complexities and numbers of services available, information is generally over complicated and composite in its nature. It is this composite nature in the form of area wide maps that often makes it difficult for users to understand.

The benefit of the ITA is through one of its roles as a coordinating authority. The ability to ensure effective coordination of the development and dissemination of PTI ensures that information is often readily available and in abundance for passenger use.

It is important to remember however, that ITAs operate in highly urban areas, and whilst the provision or dissemination of information is considered by users as being ‘good’ within this area, it can sometimes fade away at the fringes of their areas where shire authorities and reduced provision then takes over.

A.4.3 The Disabled Persons Transport Advisory Committee (DPTAC)

DPTAC is an independent body established by the Transport Act 1985 to advise Government on the transport needs of disabled people. Its role is to advise Government and industry by presenting a pan-disability view on the impacts of transport legislation, regulation, guidance and policy.

DPTAC has a statutory duty to consider any matter referred to it by Transport Ministers, but it also gives advice on any other issue relevant to the transport needs of disabled people

It is made up of eleven members, who represent a wide cross-section of disabled people with experience of key transport and pan-disability issues. The DPTAC Secretariat is based within the Department for Transport.

Following announcement of the disbandment of the DPTAC as part of the Bonfire of Quangos (part of the Public Bodies Bill) in 2010, DPTAC will continue to operate until the enactment of the Public Bodies Bill (currently being deliberated within the House of Commons), where a new Body will take on the roles and responsibilities of Committee.

DPTAC published the *Code of Best practice for Legibility of Bus Timetables, Books and Leaflets* in 1996. This outlined requirements for printed (paper) PTI, particularly for those with audio-visual and/or physical disabilities.

Print style and size

- Print should be in an upright sans serif typeface of medium weight, with simple but clear character definition.
- Light print should be avoided. Type should be set in the largest size that circumstances will allow, with a minimum of 8 point.
- Lower case print is much easier to read and should be used almost exclusively.
- Clear numerals are very important, in particular to avoid confusion between numbers such as 6 and 8, or 3 and 5.
- Legibility depends upon text spacing.

Paper

- Good quality paper should be used to minimise "shadow" from the opposite side. Thin, flimsy, glossy or coated paper should not be used.
- Avoid dark coloured paper; if colour is used, pastel tones are essential. Pale yellow is the best alternative to white.

Print Colour

- Print should be black. If it is absolutely necessary to use other colours, intense blue or brown are acceptable alternatives, but red and green should be avoided.

Background

- Grey shading and coloured tints, other than pale yellow, should be avoided.

Page Size

- The most popular size is A5, which is also the largest size that can be readily carried.

Route Number

- This should always be in large bold print, preferably at the top right hand corner of the page, as it is the first thing the reader will be seeking.
- If the timetable is in a landscape (horizontal) format it may help to repeat the number at the bottom right hand corner of the page.

Route Heading

- This should be confined to the most important places on the route. No route should be shown as a complete heading unless it is served by at least one throughout journey each way.

Operators' Names

- Operators' names should be included above each table where more than one operator's services are covered. Their information telephone number(s) and opening times should appear at the bottom of the table.

Routeing

- Long lists of streets covered by each route may be a waste of space. Clear line diagrams showing principal points served may be of more help. They are particularly useful to show routes which split into two or more sections or operate around a loop, and to indicate where "hail and ride" applies.
- Too many route variations should not be included in one timetable. Use separate tables with a summary to back up a common section of route.

Days of the Week

- Where the days of operation follow in sequence for each route, they should appear immediately below the route heading
- Where appropriate, Mondays to Saturdays should appear in the same style as Mondays to Fridays

24 Hour Clock

- The 24 hour clock is now universal for rail and flight times and should be used in bus and coach timetables for consistency and ease of understanding.

- An explanatory diagram can be included if thought necessary. In those cases where the 12 hour clock is used, however, the PM timings should appear in bold print.

Stopping points

- Avoid having too many; for longer routes aim for points between seven and ten minutes apart, allowing for the fact that principal points must be included and the need to define the route followed.
- Use lower case letters, with terminals and principal points in bold. Where separate arrival and departure times are to be shown at one place the name should be repeated. Times should read down a vertical column, never up.

It should be noted that DPTAC endorsed the ATCO Code of Best practice (2003), and considered it to be an effective update and replacement for the 1996 publication. Therefore up-to-date DPTAC requirements have been taken as those outlined in section 2.4.1.

A.5 Consultation

The Transport Act 2000 required Local Authorities to produce Bus and PTI strategies within their Local Transport Plans. As part of this process, authorities were required to undertake public consultation for these documents.

The purpose of the consultation was to ensure inclusivity, and to ensure that representatives of bodies and their members had the opportunity to comment on the proposals being tabled for the respective local authority areas.

The consultation also enable neighbouring authorities to comment on the provisions for information, to ensure that where cross boundary services existed; or where there were partnership arrangements between authorities; that they could be commented upon; reviewed and amended to provide inclusivity for passengers.

The act, subsequent guidance and the provision of bus and bus information strategies were required to be updated and reviewed regularly to ensure that they took advantage of changes in regulations; updates in the changes relating to electronic PTI and to ensure that they regularly met the needs of users.

Each local transport authority, which had responsibility for the provision of information; were required to develop as part their proposals a consultation list to ensure that all parties that wished to comment had the opportunity to do so.

The consultation process was developed by local authorities to encourage a range of options from face to face meetings; surveys and individual questionnaires in order to capture responses.

Appendix B

‘Best Practice’ Areas – Industry Awards Criteria

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Appendix B 'Best practice' Area – Award Criteria

The areas which have been chosen as areas of providing best practice in relation to public transport information include: Derby and Derbyshire; Oxford; Brighton and Hove with international examples being Madrid and Helsinki.

In identifying these areas of best practice we have sought to demonstrate this with justification from a range of different area include performance indicator assessment and contained within this section, relevant to awards and accolades and the criteria on which these are measured. The following therefore outlines the criteria which operators have to demonstrate to be successful in the award process.

B.1 Top Operator Awards – City, Shire and Express

Criteria

The short-list will be determined on the basis of the quality of the submissions, which need to:

- Show how the operator maintains and improves customer relations. For example how it uses:
  - customer satisfaction surveys
  - suggestion and complaint handling procedures
  - customer newsletters
- State whether it has policies for specific customer groups, for example recognising disability and diversity
- Submit evidence on matters such as any partnership working, describe how the company responds to the policies of its transport authority and how it fosters and contributes to the life of the communities it serves.
- Show how the operator contributes to sustaining and expanding the market for public transport in their area, including joint working with authorities and integration schemes. This should be supported by statistics to confirm patronage and revenue trends and statistical evidence of modal shift.
- Provide statistics on timekeeping and lost mileage
- Provide evidence of the company's employee relations policies, including:
  - diversity
  - equal opportunities
  - training
  - employee development programmes.
- State whether or not the company resolved any issues by reference to the Bus Appeals Body within the last three years prior to entry. If so, the issues and the outcome need to be described
- State whether or not there has been any Traffic Commissioners' action in the three years prior to entry. If so, describe the company's responses
- Provide information to demonstrate the financial sustainability of their activities. This could come, for example, from the most recent audited accounts for the two years prior to nomination and include:
  - Capital investment: amount per £1,000 turnover; changes in fleet age profile
  - Commercial performance: % operating profit margin
  - Movement in reserves.
- Demonstrate the company's approach to risk assessment in all its activities including:
  - a commentary on Health and Safety issues for the past year, supported by reports on any significant incidents,
  - showing how the company assesses the impact of its activities on staff, passengers and the general public and has monitoring and control measures to reduce risk and the level of the residual risks.
- Describe the operator's approach to environmental matters and social responsibility.
- Describe the operator's approach to improving or promoting the accessibility of their product for people with mobility difficulties

Entries needed to address each of the above criteria to assist with the judging process.

Shortlisted entries were also assessed by "mystery travellers" to monitor the standard of service delivery.

B.2 Marketing Excellence

Criteria

The Award will be based on the quality of the submissions made, which should:

- Describe the strategic objectives of the company and describe how marketing drives the achievement of these
- Provide evidence of initial and ongoing customer research (including methodology and results)
- State how the strategy was implemented and the how the workforce was involved and empowered
- Describe the promotional campaigns implemented, showing:
  - methods used and the reasons for their use
  - how demand was stimulated
  - how customer access to the product improved
  - how potential customers were identified and informed
- Describe how the impacts of the campaigns were monitored and measured
- Describe any changes to the campaigns or the overall business strategy made as a result of the monitoring
- Supply statistical evidence showing the results of the strategy and the campaigns in terms of patronage, revenue or other appropriate indicators, especially modal shift achieved
- Supply appropriate examples of campaign materials that delivered the reported results
- Describe any future plans for further development
- Include any relevant supporting material.

B.3 Marketing Initiative

Criteria

A successful nomination for this Award would need to demonstrate development of an original or novel idea which breaks new ground in promoting the bus.

Entries should therefore:

- Provide evidence of the market research, methodology and results, carried out prior to the initiative.
- Describe how the initiative was planned and how the targets were set for it
- Describe their work in the project to improve or promote the accessibility of their product for people with mobility difficulties
- State how the initiative was executed, showing methods used and why, how demand was stimulated and customer access to the product improved and how potential customers were identified and informed
- Describe how the impact of the initiative was monitored and measured
- Describe any changes to the initiative made as a result of the monitoring
- Supply statistical evidence showing the results of the initiative in terms of patronage, revenue or other appropriate indicators, especially modal shift achieved
- State whether the results are likely to be sustainable
- Describe any future plans for further development
- Include any relevant supporting material
- Supply appropriate examples of the initiative's materials that delivered the reported results

B.4 The Bus in the Countryside Award

Criteria

The judges will be looking for entries which demonstrate how buses in the countryside have built patronage and improved access. Decision will be based on the quality of the submissions made, and the extent to which they address the criteria.

Entry submissions should therefore:

- Describe the services or schemes (e.g. fares and ticketing, enhanced marketing) involved.
- State whether a partnership was involved. This may include service specification and financing and any

interested bodies, including local authorities, local bus operators and other commercial organisations or user, leisure and tourist representative groups.

- Show how environmental impact was minimised.
- Describe the objectives set for the initiative.
- Describe how:
  - needs and the potential needs were assessed, including details of market evaluation and customer research
  - potential customers were informed of the improved or new product(s)
  - interest in, or desire for, the product(s) was facilitated.
- Indicate the methods used to measure:
  - the progress made towards meeting the objectives,
  - overall patronage, and
  - the impact of marketing campaigns before, during and after the initiative
- State whether any changes were made as a result of the monitoring.
- Supply statistical evidence showing the results of the initiative in terms of patronage, revenue or other appropriate indicators, and modal shift.
- State whether the results are likely to be sustainable.
- Describe any future plans for further development.
- Include any relevant supporting material.

B.5 Accessibility

Criteria

The award will be won by a project, or a change in practice, designed to improve accessibility for any group of people. The entry must demonstrate the improvements gained, that the project goes beyond minimum statutory requirements and that it is supported by endorsements from those who benefit most. Entries will be ranked on the basis of the submissions made, which need to:

- Describe the problem(s) that the project was designed to solve.
- Describe the project and how it was implemented, including staff training and development, and explain why this solution was chosen.
- Explain the extent to which disabled people or their representatives were involved in developing the project
- State how the project or service was communicated (marketed) to the target group(s)
- Indicate the methods used to monitor the impact of the project, and any changes to the project made as a result of the monitoring.
- Supply evidence showing the results of the project in terms of patronage or other appropriate indicators.
- State whether the results likely to be sustainable?
- Describe the organisation's accessibility policy and/or codes of practice for serving customers with disabilities, and how the policies are monitored
- Describe how staff is involved in developing and implementing accessibility policies including training and feedback.
- Describe any future plans for further development.
- Include any relevant supporting material.

B.6 DfT Winning New Customers

Criteria

The judges will be looking for successful innovative promotional ideas which get the message about bus services over to the target market by advertising, PR activity or sales promotion schemes. A successful nomination for this award will need to demonstrate:

- development of an original or novel idea, which breaks new ground in promoting the bus the extent to which the initiative:
  - informs potential customers
  - stimulates interest in, or desire for, the product
  - provides customers with access to the product
  - the objectives achieved or the lessons learned

Entrants need to:

- Supply statistical evidence showing the results of the initiative in terms of patronage, revenue or other appropriate indicators and modal shift

- State whether the results are likely to be sustainable
- Describe any future plans for further development
- Include any relevant supporting material

Inclusion of statistical evidence, particularly of any modal shift achieved, was regarded as essential by the judges.

B.7 Environment

Criteria

Decisions were based on the quality of the submissions made and the extent to which they address the criteria. Nominations should therefore provide information on:

- The nature of the project(s) and its intended effect on the environmental impact of the bus
- The extent of technological innovation
- Where the nomination concerns a new product or service, the extent of its commercial success
- Deliverability on an industry-wide basis (this would include the practicality and affordability of the idea).
- Where the nomination concerns a new product, the degree to which the product has proved reliable in everyday service and delivered the benefits intended.
- The extent to which customer and market research was employed in the development of the product
- The involvement of other partners in the industry in the development of the project or product.

Entries needed to address each of the above criteria to assist with the judging process, and were required also set the entry in the context of the entrant's overall approach to Corporate Social Responsibility.

In this context, entrants may be requested to provide details of customers using the product and their agreement for the Management Committee and/or judges to approach such customers for independent verification.

Products or services entered for consideration need not necessarily be exclusive to the bus industry, but entrants need to demonstrate that it has widespread application within the industry

B.8 International based defined 'best practice'

Guidance

The European Conference of Ministers of Transport published 'best practice' guidance in 2006[2], with regards to improving transport accessibility.

Within this document, PTI 'best practice' was identified along with guidance.

ECMT (2006) guidance states that "in whatever form information is made available it should meet the four criteria:

- Clear - easily legible in the case of textual information, whether printed or on a screen or a sign and in all cases, including spoken information, easily understood;
- Concise - Quite a lot of information is seen while *en route*. The time available to see, read and understand the information may therefore be quite short, emphasising the importance of keeping information as concise as possible and emphasises the value of using symbols;
- Accurate - any information in whatever form should be accurate. This means more than just making sure that it is correct at the time it is first presented: it also means a process of updating and checking to make sure that it continues to be accurate; and
- Timely - thought should be given not just to the content but to the point in the journey when it is needed.

It makes no difference whether the information is presented on a leaflet, a sign, in response to a telephone call or in any other way, those criteria must be satisfied if it is to meet the needs of travellers.

[2] European Conference of Ministers of Transport (2006) Improving Transport Accessibility for All: A Guide to Best practice

These criteria, of course, apply to information for everyone who has to travel, but for disabled people there are aspects of these criteria that are particularly important.

Electronic Visual Information

There is an increasing use of variable message signs (VMS) particularly in air and rail services but also growing on bus services as well.

These take a variety of forms from television screen displays, LED and fibre optics to the more old-fashioned but still much used flip disks.

Following the advice given for printed texts and static signs will improve the legibility of these displays - clarity, appropriate size of letters and contrast are just as important.

But, by their nature, variable message signs change by scrolling or flipping. It is most important that speed of change should not be too fast otherwise people who can read, but not well, will find it difficult to understand the message.

The ECMT recommends that a line of text should be displayed for at least ten seconds, preferably a little longer. Dynamic signs should have non-reflective glass and should be shielded from direct sunlight.

Real-time information techniques have already been introduced in many cities throughout Europe, with an average passenger acceptance and appreciation level of 77%, i.e. in cities, such as Rome, Graz, Rotterdam and Berlin (Bus and Coach Travel - doubling the use of collective passenger transport by bus and coach

Auditory Information

Audible information is also important, especially for conveying any unexpected changes to services and in emergencies. However, audible information is not restricted to announcements at stations and on-board public transport vehicles. Other sources include telephone information, information and ticket office.

Madrid, Spain

Madrid has an extensive passenger transport network, which is fully integrated with comprehensive information on all tram, bus and rail services. Full multi-modal information is shown at all major interchanges and at the majority of those stops equipped with shelters.

The information provided at bus stops (and key locations) is often supplemented by directional signs which highlight places of interest, walking routes and access to nearby passenger transport interchanges. The information is colour-coded for ease of use.

The extensive network of bus services that exist in Madrid compounds the need for high quality PTI and this is reflected in the provision and dissemination of paper based and electronic information.

Each bus stop has full information about the services which use these stops, and all stops are usually lettered or named to ensure that passengers are aware of which stop to use.

Public Transport at key stops, with shelters, also include area wide maps which identify services across the locality, detailing service numbers; origins and destinations, plus intermediary stopping points; service numbers / letters or names, as well as information about fares.

This information is provided in addition to that of the Madrid Metro subway system, clearly displaying how buses and rail provision is integrated and owing to the high levels of passenger use of the urban and sub-urban rail services, the information combines integrated publicity between modes.

This integration means that information does not stop at the city boundaries and is often reflected – albeit in less quantities - in certain outlying sub-urban and rural areas around Madrid itself.

In 2009, the Region of Madrid had an Integrated Collective Public Transport Management Centre - a “big brain” that coordinates the information on infrastructure and services of the different modes of transportation that operate in the region in real time.

This centre is the first in Europe to receive and manage in a single space specific information on all “incidents” that may occur in each one of the modes of transport, acting like a “112” or central emergency hotline for public transport.

It is also fair to suggest that whilst the ethos of the Madrilenos and of a number of European citizens, particularly within heavily urbanised areas is to support the use of public transport and therefore the need for PTI, these is also evidence of growing car or motorcycle use.

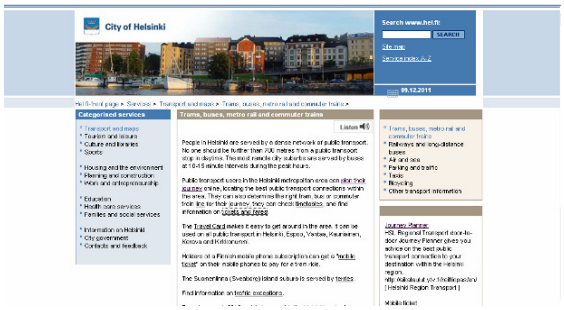
It is also important to remember that in addition to positive aspects in relation to International ‘best practice’s that there is difference socially and culturally in the provision of both bus services and information, in Europe against that of the UK and Wales.

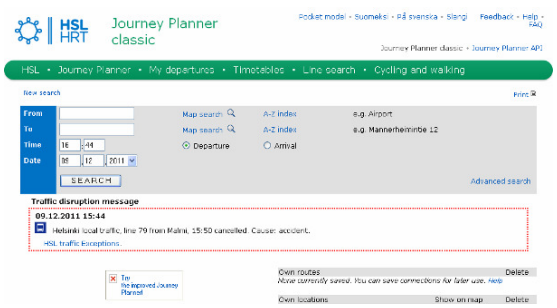
In addition public transport provision and information is controlled centrally in Europe and is often state owned, and not as in the UKs model (outside of London) managed; maintained and funded through commercial operator provisions.

Helsinki, Finland

In Finland, the Helsinki Metropolitan Area Council has a door-to-door internet journey planner, which provides itinerary planning, timetable and route information for the whole public transport system in the area. The Council website also provides comprehensive information for both local people and tourists/visitors – on travelling around Helsinki using public transport.

Helsinki authority are aware that electronic information provisions is more readily updated and cost effective to produce electronic information for a series of datasets than to update printed information which is costly and often outdated as soon as it put in timetable displays





The Benchmarking in European Service for Public Transport – annual surveys, highlighted that Helsinki along with its Scandinavian counterparts tend top score relatively highly when it comes to the provision of information.

Whilst this is arguably linked to service provision also, it is important to consider than in recent scoring Helsinki was well rated and commended for Value for Money; as well as scoring well for access to information provision.

In the Helsinki model, it is fair to suggest, owing to Finland’s technology industry that the provision of electronic information is a growing sector, and there is, as expected, a growing reliance on electronic PTI.

This is demonstrated through increased use of internet, journey based planners, as well as smart phone application technology and a growing Quick Response code use.

Additional Notable Examples of International ‘best practice’ - PTI.

There are, in addition to those mentioned, a number of other notable examples of ‘best practice’ in relation to PTI.

It is fair to suggest that these areas also experience, effectively coordinated networks of bus services; have good transport integration and are urban in their outlook.

- Geneva, Switzerland
- Stockholm, Sweden
- Oslo, Norway
- Copenhagen, Denmark

These particular areas are rated as good owing to:

- Their integrated transport provisions (multi-modal provision);
- Integrated information and multi-modal planners;
- Composite information timetable at key stops and interchanges;
- Linear diagrams for bus service information;
- Provision of timetable based information at all bus stops;
- Growing trend use of electronic information provision (notably SMS and RTPI);
- Provision of information outside of urban areas; rural inclusivity.

Appendix C

Public Transport Users' Committee

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Appendix C Public Transport Users' Committee

C.1 Narrative/Justification

This section outlines the outcomes of consultation with various members of the PTUC group.

Whilst we endeavoured to capture as many individual views as possible, we have through various forums captured a number of opinions and thoughts.

This was done through individual discussions and from the basis of the PTUC forum.

- Lack of information on the availability of low-floor vehicles on services within their area (i.e. does not state on timetables or other PTI whether the vehicles will have low floor capabilities;
- No indication on timetable or maps whether there are Kassel kerbs or dropped kerbs in the vicinity of the bus stop;
- No audio/visual announcements on journeys, for next stop, for those people with visual or audio impairments – could also be useful for non-users or casual users of the services who are unsure about the route and bus stop locations; and
- General PTI once a person leaves the house/work, at bus stop and on-route – not really geared for those with disabilities, particularly the visually impaired – especially when there are delays or cancellations.
- There is a need to consider the differences in relation to urban and rural elements relating to PTI, both are important, but used differently owing to the levels of service in different areas;
- Wales is rural, so methods of electronic dissemination needs to be considered, it is unlikely owing to capital requirements that RT can be rolled out across Wales; where other discreet methods such as SMS could be;
- Needs to consider the 'look' of the paper based information from a users perspective – font sizes; colours of text and backgrounds; fonts themselves;
- Often a duplication of information between what Traveline provides and what local authorities or operators provide in respect to telephony or internet based planners;
- Growth in internet based journey planner over the telephony services;
- Telephony services are still fundamentally important for non-internet users;
- Information is entirely reliant upon the bus companies (and local authorities) sending over up-to-date and accurate registration documents;
- Paper based information is too varied across Wales and there should be standardisation in its output
- The look and feel of the timetable is often difficult to understand – too many codes; font size often too small. Footnotes and codes should be replaced by symbols – which are far easier to understand;
- Need to consider what is at the stop and how this is viewed; ie bus stop poles and flags; SMS plates;
- Bilingualism – easier to express in symbols rather than text / footnotes / codes etc;
- Timetable booklets – often cumbersome; difficult to understand;
- Need to be aware of colouring – backgrounds; fonts; font sizes; etc
- Traveline colouring does not sometimes lend its self to being easily understandable;
- Traveline have more of a focus on telephony and IT, does not produce publicity per se, but does produce ad hoc marketing materials;
- Needs more effective coordination on the production and dissemination of information. Currently local authorities are either restrained financially or by human resources, whereas the Welsh Government has 'the teeth' to provide improved coordination for PTI ;
- Need to consider rural areas vs. urban areas as the mix between PTI is different depending on the levels of bus services available;
- Information should be produced in a timely manner; thus hinging on how the operators change their services. Should there be limits on service change dates;

- Unlikely that RTI can be rolled out country wide, by SMS and Smartphone applications are ore commonly used and are less capital intensive;
- Does not believe there are any instances of PTI best practice within Wales.
- True integration of PTI, both multimodal (rail/bus particularly) and cross border (between regional areas within Wales, as well as between England and Wales), with regards to journey planning and during the journeys.
- There is a loss of opportunity for better provision of PTI for tourists, not just regular users. Destination timetabling and audio announcement including bus stop locations, as well as destinations/areas of interest (alight here for……), could provide further information during and before the journeys. The link to tourism and adaptation of timetables etc would perhaps enable PTI to be of more use to more people. There are also possibilities for PTI to be an economic generator, although more funding would be required to provide the information, the links to marketing/branding could encourage more patronage and trips by visitors to the area.
- RTI does not fully function within areas of Wales, particularly rural areas. It could be due to signal issues due to the topographical landscape of areas, or the systems have not been fully integrated between different regions.
- 3G networks are very patchy in Wales, internet speeds can also be limited within certain areas; therefore some Smartphone and other electronic media may not be available to a large proportion of users. Different methods of distribution would ensure those without electronic PTI capabilities would not be isolated or discouraged from using public transport.
- Transport Wales – one entity (similar to ITA) which provides standards for PTI provision and other elements of public transport. As well as providing standards, if TW were to collate the information themselves from operators etc, it could ensure a more integrated PTI service. It could even be rolled-out into other aspects of public transport provision, including publicly funded services – branding and marketing standards/guidance could potentially be identified – with operators delivering the service and information as part of successfully winning the tender. Obviously this is not possible for commercially run services.

Appendix D

Industry Consultation

Appendix D Industry Consultation

During the course of the study, consultation was carried out with Operators and/or Local Authorities within the select 'best practice' example locations.

The outcomes of this consultation is summarised below.

D.1 Richard Johnson, Brighton and Hove City Council

Richard Johnson is a public transport officer within Brighton and Hove City Council. During discussions for this study, he provided the following information:

- There is a good partnership between the Council and Brighton and Hove Bus Company (main operator) – it is an active partnership;
- Council are responsible for bus stop infrastructure and RTI system; the Operator is responsible for hard copy PTI at the bus stops (timetable frames), publishing "Bus Times" and delivering the services;
- The RTI system in Brighton and Hove is located all on-street; no screens are located within shelters, each RTI bus stop flag costs £3,000;
- RTI screens are situated in central locations, as well as on main radial routes within Brighton and Hove – aim is to implement RTI throughout the entire network;
- RTI infrastructure (at bus stop) is funded with s106 and other capital funding, operating costs of the system are funded by the Council;
- Annual consultation is carried out with passengers, asking them to identify where they would like RTI (bus stop locations), the top ten sites are often implemented;
- The Council also respond to public requests for local stops, the request is recorded and the site is investigated for provision and scheduled according to deliverability;
- Brighton and Hove Council had to reconfigure the GPRS system to accommodate longer distance services operated by Stagecoach, to be able to take advantage of the services' GPS capabilities;
- Brighton and Hove Officers chair a quarterly Quality Bus Partnership meeting, informal discussions held with all the relevant Heads of Services attending – the key concern is to keep the buses running;
- Brighton and Hove Bus Company only update their timetables twice a year – "Bus Times" publishes the new information, every six months (ten days before changes come into practice). There is a massive take up of publication;
- Other Operators and Council also publish their timetables within Bus Times, the same fees apply (charged per page) whether Operator or Council;
- A sister publication is released with Bus Times – "On Route", marketing tool for Brighton and Hove Bus Company – similarly other operators and the Council can pay to include marketing and advertisements for their services or ticketing schemes;
- The Council have implemented 25 "talking bus stops" within certain areas of Brighton and Hove, in association with RNIB, a fob activates the bus stop which announces the RTI;
- Brighton and Hove Bus Company have developed a popular Smartphone App (free), an SMS service is also available, text for your next bus (£0.25) – SMS codes are available within timetable frames and on bus stop flags;
- The Council and Operator seek feedback from bus users within their area, by undertaking annual consultation, this also includes consultation of a local focus group Brighton and Hove Federation of Disabled People;
- The BHFDP have stipulated that their main requirements for the bus services within the Brighton and Hove area include the implementation of Kassel kerbs at all bus stops (infrastructure) and audio announcements on vehicles (PTI);
- Audio announcements would not only be useful to those passengers with visual impairments, but also to occasional users/tourists who do not know the bus route very well;
- Disabled passengers have often indicated that due to the location of the designated wheelchair space on the vehicle, they are

facing the opposite direction to travel, audio announcement would provide an additional useful PTI facility;

- Livery and Branding of vehicles can be used for marketing of services – particularly to non-users and occasional users, encouraging recognition of services and providing reassurance to those not used to travelling on public transport; and
- The Council has set up a mailing list for those users who require large print timetables – free for users, sent out twice a year to incorporate timetable changes.

Contact details for Richard Johnson are available in **Appendix C**.

D.2 Peter Heath, Cardiff Bus

Peter Heath is the Commercial Director of Cardiff Bus. Peter was consulted to understand the current roles and responsibilities of PTI provision within Cardiff (and wider Wales), as well as to understand the delivery aspects of PTI in Cardiff. His comments have been summarised below:

- All Cardiff Bus vehicles have been fitted out with GPRS responders for the RTI system, approximately 90% are working at any-one time;
- Cardiff Bus are responsible for bus stop PTI, including timetable frames (1200 over Cardiff area – fares are included within the timetable frames), the Council are responsible for bus stop infrastructure;
- Cardiff Bus are able to update the RTI system if a service has been cancelled, rather than a scheduled time shown;
- Cardiff Bus provide timetable information, to SEWTA formatting standards, as paper copies and within the timetable frames;
- Cardiff Bus do not provide formal larger font provision for paper-based PTI;
- Electronic PTI, including timetables, bus maps and ticketing information, is provided by Cardiff Bus via their website, feedback from customers states that the website is a preferred method of PTI, to hardcopy timetables;
- Cardiff Bus also produce fewer timetable leaflets than a few years ago, the call centre also receives fewer calls now;
- Cardiff Bus has recently employed someone to maintain and update their social media sites (Twitter and Facebook);
- Some shelters within Cardiff, were fitted out with audio facilities, to announce RTI, however not sure whether the facility remains operational;
- There are no audio systems available on buses, however there are visual signs on some of the services;
- Cardiff Bus is looking into developing Quick Response Codes and Smartphone Apps;
- The Council only produces timetable information for their supported services;
- PTI provision outside of the city centre is patchy, Local Welsh Authorities do not have the resources to maintain the PTI at stops and the operators do not always provide up-to-date information at every stop;
- The Council also numbered the bus stops within Cardiff city centre – as part of a wayfinding scheme; and
- Cardiff Bus is looking to cater more for Welsh Language going forward – both electronic and paper PTI provision.

Contact details are available for Peter in Cardiff in **Appendix C**.

D.3 Andy Hamer, Commercial Manager - Oxford Bus

Andy is the Commercial manager for the Oxford Bus Company. Prior to joining Oxford Bus Company; Andy was responsible for the production and coordination of PTI at Hertfordshire County Council.

During his time at Hertfordshire, Andy was heavily involved in the Intalink Partnership between the local authorities and the local bus companies for the provision of high quality public transport information.

Andy was also heavily involved in Traveline South East. Shown below are a selection of pertinent comments and thoughts regarding information:

- There needs to be a coordinated and joined up approach to the delivery of information; this has to be through partnership working;
- Information should be easily accessible and dissemination lists need to be effective;

- Information needs to be clear; concise; readable and understandable;
- Paper based information needs to take account of font sizes; colourings; font typefaces; spacing's; footnotes – how the information is displayed.

D.4 Rhyan Berrigan – Policy Officer (Access and Transport) – Disability Wales

Rhyan Berrigan is the Policy Officer for Access and Transport for Disability Wales. Rhyan was contacted to provide her thoughts on what improvements she believes could be made to information provision for public transport for those who have disabilities. The following indicates a number of Rhyan's key points.

- Real time information is fundamental for improved information for those with disabilities, this is especially important at key locations such as rail stations;
- Couple with the availability of real time information is the need to include information which is accessible for both those with visual and hearing impairments, therefore audio and visual information, which confirms to RNIB standards in terms of colourings; backgrounds; etc is important ;
- Information which is displayed in printed format should be available at levels which can be easily accessed by those in wheelchairs, consideration therefore needs to be given as to how and where the information is provided ;
- Electronic information on websites is a very useful tool for disabled passengers, but not all information is suitable. It is important that all information is 'screen reader' / jaws accessible , with an appropriate font colour, size and background colour appropriate for those with visual impairments;
- Any printed publications, should be produced in accessible formats for all impairments and should be written in 'plain English', this information should be available in Braille; large print; easy to read formats; CD Rom;
- All signage should also be produced in 'plain English' and bilingual formats; where space allows, but this should also demonstrate symbols or pictorial information which will assist passengers with learning difficulties.

Appendix E

Survey Form

Final Report

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Appendix E Survey Form

Public Transport Information Survey

Dear Respondent,

We are conducting a survey to find out peoples' perceptions on public transport information provision within your area, whether you use public transport or not.
We are looking for your opinion on information provided for public transport services, not the services themselves.
Many thanks, in advance, for your involvement.

Respondent information:

Gender

- ☐ Male
- ☐ Female

Age

- ☐ 18 - 25
- ☐ 26 - 35
- ☐ 36 - 45
- ☐ 46 - 59
- ☐ 60 +

1 Do you use public transport?

- ☐ Yes (Go to question 2)
- ☐ No (Go to question 7)

2 How often do you use public transport?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

3 Where do you get your information on public transport services from? (Tick all that apply)

- ☐ Council Website
- ☐ Operator Website
- ☐ Traveline/TransportDirect
- ☐ At bus stop
- ☐ Bus timetable (hard copy)
- ☐ Smartphone App
- ☐ Other: _____

4 How easy is it to access public transport information?

- ☐ Very Easy
- ☐ Easy
- ☐ Negligible
- ☐ Difficult
- ☐ Very Difficult

5 Did you have to pay for any of the public transport information you have used?

- ☐ Yes, how much? £_____ (Go to question 8)
- ☐ No (Go to question 6)

6 If No, how much would you be willing to pay for information?

- ☐ <£0.50
- ☐ £0.50 - £1.00
- ☐ £1.00 - £2.50
- ☐ £2.50 - £5.00
- ☐ >£5.00
- ☐ I would not be willing to pay for information

7 If you do NOT use public transport, does the quality or availability of information contribute to your decision?

- ☐ Yes
- ☐ No

8 Whether you use public transport or not, what is your preference for method of information distribution? (Please select top three)

- ☐ Internet - council/operator website
- ☐ Internet Journey Planner (e.g. Traveline)
- ☐ Phone - Traveline
- ☐ At bus stop - display case
- ☐ At bus stop - real time information
- ☐ Bus Maps
- ☐ Bus timetable booklet
- ☐ Individual bus route timetable
- ☐ Smartphone App
- ☐ SMS
- ☐ Other: _____

9 Are you satisfied with the level and quality of information available?

- ☐ Yes (Got to question 10)
- ☐ No (Go to question 11)

10 If yes, what elements are you happy with? (Tick all that apply)

- ☐ Easy to read (font size and style)
- ☐ Easy to understand
- ☐ Current and up-to-date information
- ☐ Find information easily
- ☐ Plenty of methods of distribution
- ☐ Accurate
- ☐ Other: _____

11 If no, what elements are you NOT happy with? (Tick all that apply)

- ☐ Cannot read text (too small/font-style)
- ☐ Hard to understand
- ☐ Out-of-date information
- ☐ Cannot find information quickly and easily
- ☐ No enough methods of distribution
- ☐ Other: _____

Final Report

Appendix F

Baseline and ‘best practice’ Case Studies

Final Report

Halcrow

Appendix F Baseline and 'Best Practice' Case Studies

Final Report

Baseline Welsh Example:

Cardiff, South Wales

Operators

There are currently a number of operators which operate across Wales. In Cardiff however, the predominant operator across the city is the Cardiff Bus Company, This operators produces its own paper based timetable information in both English and Welsh formats. In addition to these printed information formats, Cardiff bus also provide flag and timetable information across the city. The operator also produces a website which indicates bus services information through timetable and mapping. This website also provides a link to Traveline as well as other links elsewhere. In addition to Cardiff Bus, Newport transport also provides services through to Cardiff from Newport.

Local Authority

Cardiff Council

Infrastructure Provision:

- **Real-time information boards** – available at most city centre stops within Cardiff – live updates where available, otherwise scheduled times (Cardiff Bus vehicles all fitted out with GPS trackers);
- **Timetable frames** – maintained and updated by Cardiff Bus – provide detailed listings of bus services within Cardiff, maps and frequencies;
- **Bus stop flag** – service numbers and destinations, bus stop code (locator code for city centre) and Traveline number;
- **Cardiff Bus Travel Office** – located adjacent to Cardiff Bus Station, provides face-to-face information (bus service information, ticketing, journey planning queries), as well as timetables, route maps and marketing information on Cardiff Bus services; and
- **Talking Bus** – vehicles providing services down to Cardiff Bay are fitted out with capability to announce next stop (not always available).

Information Provision:

- **Traveline** – journey planning, timetables and maps available on website, phone service also provides journey planning and bus times, also developed a free (bilingual) Smartphone app providing PTI across the whole of Wales;
- **NextBus.mobi** – SMS facility (provided by Traveline Cymru) which sends text with next departures from selected stop – real-time updates where available, otherwise scheduled information;
- **Council website** – provides links to Traveline and further information on bus services;
- **Cardiff Bus (main operator) website** – information on route maps, timetables, tickets and fares – also provide Facebook and twitter accounts to offer up-to-date travel information; and
- **Paper-based timetables** – provided by Operators, for their services, can include route maps and fare information.

Survey Location

Contact Information:

Cardiff Bus Station

Cardiff Bus Company –
Peter Heath (Commercial Director**)**
PHeath@cardiffbus.com

'Best Practice' Case Study Example:

Brighton and Hove, Sussex

Main Operators

Brighton and Hove Bus Company (as part of the Go-Ahead Group), is the main operator across Brighton and Hove. This bus company is a subsidiary of a large national bus company, which has various other subsidiaries across England (including Oxford Bus Company). In addition to Brighton and Hove Bus Company, there are a couple of other companies who also operate within and across Brighton; these operators are Stagecoach South-Coast and The Big Lemon.

Local Authority

The local authority - Brighton and Hove City Council – currently demonstrates a strong partnership working with the bus operator in the delivery of bus services, providing subsidy for bus services provision, whilst the bulk of the information provision is produced by the operator themselves. The council is currently the only council in the country 'managed' by the Green Party.

Why chosen:

- **Good partnership working** between Local Transport Authority and Bus Operators – **clearly defined roles** and responsibilities for the delivery of different aspects of PTI.
- **Proactive local bus company** – with regards to PTI (and services).
- Limit their **timetable changes to twice a year** – publicise the schedule with good marketing campaign to inform users of the imminent changes.
- Improvement to Brighton and Hove's **Best Value Performance scores** – 60% satisfaction with PTI in 2003/2004, compared to 51% satisfaction in 2000/2001.
- Similarities enabling **comparison** with Wales, i.e. Cardiff – waterfront town with rural hinterlands, as well as other substantial towns within bus journey distance (Hastings, Eastbourne etc).

Awards:

- **The Eureka! Award 2011** – *Highly Commended* – Brighton and Hove Bus Company
- **City Operator of the Year 2010** – *Winner* - Brighton and Hove Bus Company
- **UK Bus Operator of the Year 2010** – *Joint Runner-up* - Brighton and Hove Bus Company
- **UK Bus Operator of the Year 2009** – *Winner* - Brighton and Hove Bus Company
- **City Operator of the Year 2009** – *Winner* - Brighton and Hove Bus Company
- **The Bus in the Countryside 2009** – *Highly Commended* Brighton and Hove City Council
- **Accessibility Award 2008** – *Winner* – Brighton and Hove City Council
- **City Bus Operator of the Year 2007** – *Runner-up* - Brighton and Hove Bus Company.

Survey Location

Contact Information:

Churchill Road Bus Stops	**Brighton and Hove Bus Company –** Roger French (Managing Director) **roger.french@buses.co.uk** **Brighton and Hove City Council –** Richard Johnson (Public Transport Officer) **richard.johnson@brighton-hove.gov.uk**

'Best Practice' Case Study Example:

Derby, Derbyshire

Operators

The principal operators within Derby and across Derbyshire are Trent Barton, Arriva and Stagecoach. The TrentBarton Bus Company is a large independent bus operator and is prevalent in operating a network of bus services across rural and urban areas within Derbyshire and Nottinghamshire.

Local Authority

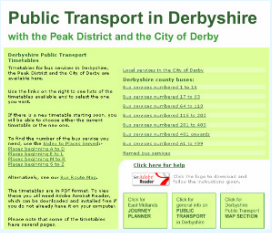
- Derby City Council – responsible for Bus Station
- Derbyshire County Council – Local Transport Authority

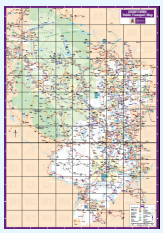
Why chosen:

- **Good partnership working** between Local Transport Authority and Bus Operator – clearly defined roles and responsibilities for the delivery of different aspects of PTI.
- **Proactive local bus company** – with regards to PTI (and services).
- Improvement to Derbyshire's **Best Value Performance** scores – 60% satisfaction with PTI in 2003/2004, compared to 53% satisfaction in 2000/2001.
- Similarities enabling **comparison** with Wales, with cities and the Peak District, as well as other substantial towns within bus journey distance (Burton-upon-Trent, Ashbourne, Uttoxeter, Nottingham etc).

Awards:

- **Marketing Excellence 2011** – *Winner* – Trent Barton
- **Putting Passengers First 2011** – *Winner* – Trent Barton
- **DfT Winning New Customers 2010** – *Winner* – Trent Barton
- **GoSkills Company of the Year 2010** – *Winner* - Trent Barton
- **DfT Winning New Customers 2009** – *Highly Commended* – Arriva Midlands (We are Derby).





Survey Location

Contact Information:

Derby Bus Station

‘Best Practice’ Case Study Example:

Oxford, Oxfordshire

Operators

The Oxford Bus Company, along with Stagecoach in Oxfordshire are the principal operators within Oxford and Oxfordshire, The Oxford Bus Company is a member of the Go-ahead group of companies; with a number of other subsidiaries operating across the UK.

Local Authority

Oxfordshire County Council

Why chosen:

- **Good partnership** working between Local Transport Authority and Bus Operators – clearly defined roles and responsibilities for the delivery of different aspects of PTI through the Quality Partnership.
- **Integrated ticketing scheme** implemented (SmartZone) enables travel with different Operators across Oxford.
- Improvement to Oxfordshire’s **Best Value Performance** scores – 49% in 2003/2004 from 46% in 2000/2001.
- Similarities enabling **comparison** with Wales, main city surrounded by rural villages and hamlets with bus services (Kidlington, Witney, Abingdon); as well as other towns within bus journey distance (Bedford, Aylesbury, Brackley, Banbury, Bicester).

Survey Location

New Road Bus Stops, Oxford City Centre

Awards:

- **Top Express Bus Operation 2011** – *Winner* Oxford Tube, Stagecoach in Oxfordshire
- **Environment Award 2011** – *Highly Commended* - Stagecoach in Oxfordshire; *Special Commendation* – Oxford Bus Company – Environmental Policy & Practice
- **Express Bus Operator of the Year 2010** – *Winner* - Oxford Tube, Stagecoach in Oxfordshire
- **Express Bus Operator of the Year 2009** – *Winner* - X5 Oxford to Cambridge, Stagecoach East
- **Bus in the Countryside 2008** – *Winner* – Route 20, Stagecoach in Oxfordshire
- **Express Bus Operator of the Year 2007** – *Winner*- The Airline, Oxford Bus Company; *Runner Up* – Oxford Tube, Stagecoach in Oxfordshire.

Contact Information:

Oxford Bus Company –
Andy Hamer (Commercial Manager)
Tel: 01865 785400

‘best practice’ Example:

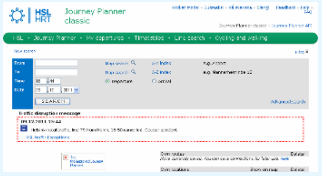
International

Madrid, Spain:

- Madrid has an **extensive passenger transport network**, which is **fully integrated** with **comprehensive information** on all tram, bus and rail services;
- **Full multi-modal information** is shown at all major interchanges and at the majority of those stops equipped with shelters;
- The information provided at bus stops (and key locations) is often **supplemented by directional signs** which highlight places of interest, walking routes and access to nearby passenger transport interchanges;
- The wayfinding information is **colour-coded** for ease of use;
- Since 2009, Madrid has an **Integrated Collective Public Transport Management Centre** - a “big brain” that coordinates the information on infrastructure and services of the different modes of transportation that operate in the region in real time; and;
- The **screens display information** regarding the operation of all different lines of the public transport system and also offer alternatives if any of the infrastructure is not operating at full capacity at a given time.

Awards:

- **Award for Outstanding Innovation in the Public Transport 2010** – *Winner* - Consorcio Regional de Transportes de Madrid CRTM (Madrid Interchange Plan)



Helsinki, Finland:

- In Finland, the Helsinki Metropolitan Area Council has a **door-to-door internet journey planner**, which provides itinerary planning, timetable and route information for the whole public transport system in the area.
- The Council website also provides **comprehensive information** for both local people and tourists/visitors – on travelling around Helsinki using public transport;
- **Annual monitored by BEST** (Benchmarking in European Service of Public Transport[3]), participates in **public satisfaction surveys** on all aspects of public transport provision including information, along with six other European cities; and
- In 2011, Helsinki scores highly in **overall citizen satisfaction** (78%) and has improving scores for satisfaction with PTI (52%) compared with previous years, particularly the **ease in accessing information** when planning a trip (81%).

Memberships:

- Both Madrid and Helsinki are members of the **European Metropolitan Transport Authorities**, which brings together the authorities responsible for public transport in the main European cities.
- It promotes the **exchange of information** and **best practices in the field of public transport organisation**, **planning and funding**. Other members include: London, Birmingham, Seville, Oslo, Paris, Vienna, Stockholm and Copenhagen.

[3] http://best2005.net/Public-reports/Main-reports

Appendix G

Public Survey Results

Final Report

Appendix G Public Survey Results

G.1 Introduction

This Technical Note summarises the results of the passenger transport information surveys undertaken at four locations within the UK. The aim of these surveys was to identify users and non-users perspective of passenger transport information provision in their area.

The four areas where surveys were undertaken include:

- Derby – Derby Bus Station (Monday 14th November 2011);
- Brighton – Churchill Square Bus Stops (Tuesday 15th November 2011);
- Oxford – New Road Bus Stops (Wednesday 16th November 2011); and
- Cardiff – Cardiff Bus Station (Thursday 17th November 2011).

Surveys were undertaken between 08:00 and 18:00 for one day at each location.

G.2 Demographic Information of Respondents

The table below summarises the demography of respondents with regards to the age and gender.

Categories	Derby	Brighton	Oxford	Cardiff	Total
# of responses	**270**	**374**	**329**	**300**	**1,273**
Gender:					
Male	38%	39%	36%	41%	**38%**
Female	62%	61%	64%	59%	**62%**
Age:					
18 – 25	30%	25%	23%	24%	**26%**
26 – 35	11%	21%	15%	13%	**15%**
36 – 45	12%	19%	11%	8%	**12%**
46 – 59	17%	14%	11%	15%	**14%**
60+	29%	22%	40%	40%	**33%**

There is a good demographic mix of respondents, with no category being over- or underrepresented. Over the course of the interview w period (a day in each location 8am til 6pm), an appropriate number of respondents were deemed to have been surveyed)

G.3 Use of Public Transport

The survey differentiated between those respondents who used public transport and those who do not. Of those who do use public transport, their perceptions of PTI were identified, as well as how often they use public transport services. The table below summarises these results.

Final Report

Categories	Derby	Brighton	Oxford	Cardiff	Total
# of responses	**270**	**374**	**329**	**300**	**1,273**
Use PT services:					
Yes	98%	98%	100%	99%	**99%**
No	2%	2%	0%	1%	**1%**
Frequency of use (of those who use PT services):					
# who use PT services	*264*	*367*	*328*	*298*	***1,257***
Daily	53%	55%	63%	59%	**58%**
Weekly	35%	31%	26%	27%	**30%**
Monthly	4%	7%	5%	4%	**5%**
Sometimes	5%	5%	3%	5%	**4%**
Rarely	3%	1%	2%	4%	**3%**
Never	0%	0%	0%	0%	**0%**
Current PTI source (multiple answers were applicable – does not total 100%):					
Council website	6%	26%	3%	6%	**n/a**
Operator website	25%	11%	30%	25%	
Traveline/Transport Direct	4%	3%	3%	9%	
At bus stop	54%	61%	72%	50%	
Bus timetable	23%	33%	38%	30%	
Smartphone App	1%	10%	1%	2%	
Other	6%	2%	14%	4%	

88% of all respondents who use public transport services do so either daily or weekly.

In order to further understand the demographic breakdown of respondents and what information they use (as indicated in the table above), results for each area have been compiled. The number of respondents have been categorised by what source of PTI they use, of all those public transport users who indicated what methods they used (see table above), the gender and age split has been identified.

For example, of the 26% of respondents in Brighton who indicated by use the council website as a source of PTI; 20% were female between 18 and 25, 16% were male between 25 and 36 and only 3% of all respondents over the age of 60.

Final Report

PTI Source	Male						Female					
	18-25	26-35	36-45	46-59	60+	*Total*	18-25	26-35	36-45	46-59	60+	*Total*
Derby												
Council Website	7%	0%	7%	0%	0%	**13%**	27%	7%	7%	13%	33%	**87%**
Operator Website	32%	5%	5%	0%	5%	**47%**	27%	12%	8%	5%	2%	**53%**
Traveline etc	20%	0%	0%	0%	0%	**20%**	40%	10%	0%	10%	20%	**80%**
At bus stop	11%	6%	8%	4%	11%	**40%**	16%	6%	6%	13%	18%	**60%**
Bus timetable hard copy	3%	3%	2%	11%	10%	**29%**	5%	2%	2%	19%	44%	**71%**
Smartphone App	33%	0%	33%	0%	0%	**67%**	33%	0%	0%	0%	0%	**33%**
Other	13%	0%	13%	7%	20%	**53%**	13%	0%	0%	7%	27%	**47%**
Brighton												
Council Website	13%	16%	12%	6%	2%	**49%**	20%	13%	11%	5%	1%	**51%**
Operator Website	13%	13%	5%	5%	2%	**37%**	22%	13%	13%	10%	6%	**63%**
Traveline etc	0%	27%	0%	0%	9%	**36%**	9%	9%	27%	9%	9%	**64%**
At bus stop	10%	11%	13%	4%	7%	**44%**	12%	10%	10%	6%	19%	**56%**
Bus timetable hard copy	5%	8%	7%	5%	7%	**33%**	13%	8%	11%	11%	25%	**67%**
Smartphone App	22%	19%	8%	3%	0%	**53%**	28%	17%	3%	0%	0%	**47%**
Other	13%	13%	13%	0%	13%	**50%**	0%	0%	0%	25%	25%	**50%**
Oxford												
Council Website	22%	11%	0%	0%	0%	**33%**	33%	11%	0%	11%	11%	**67%**
Operator Website	10%	9%	5%	8%	4%	**35%**	19%	20%	6%	11%	9%	**65%**
Traveline etc	0%	0%	0%	0%	0%	**0%**	29%	29%	0%	29%	14%	**100%**
At bus stop	9%	6%	2%	2%	14%	**32%**	15%	9%	8%	6%	29%	**68%**
Bus timetable hard copy	9%	3%	3%	3%	19%	**37%**	19%	5%	3%	7%	34%	**63%**
Smartphone App	0%	33%	0%	0%	0%	**33%**	67%	0%	0%	0%	0%	**67%**
Other	11%	5%	11%	5%	14%	**46%**	3%	0%	11%	14%	27%	**54%**

Final report

PTI Source	Male						Female					
	18-25	26-35	36-45	46-59	60+	*Total*	18-25	26-35	36-45	46-59	60+	*Total*
Cardiff												
Council Website	24%	0%	6%	12%	0%	**41%**	12%	12%	6%	12%	18%	**59%**
Operator Website	19%	8%	5%	4%	5%	**42%**	23%	16%	5%	5%	8%	**58%**
Traveline etc	14%	7%	0%	4%	7%	**32%**	29%	11%	60%	67%	21%	**68%**
At bus stop	13%	7%	6%	9%	14%	**48%**	9%	5%	2%	7%	29%	**52%**
Bus timetable hard copy	6%	2%	6%	3%	24%	**41%**	3%	2%	5%	9%	40%	**59%**
Smartphone App	0%	20%	0%	0%	0%	**20%**	60%	20%	0%	0%	0%	**80%**
Other	0%	0%	50%	0%	50%	**100%**	0%	0%	0%	0%	0%	**0%**

G.4 Ease of Use

Respondents who indicated that they used public transport services were also asked how they found using PTI. The table below summarises their answers.

Categories	Derby	Brighton	Oxford	Cardiff	Total
# of responses	**270**	**374**	**329**	**300**	**1,273**
Ease of use:					
Very Easy	30%	36%	37%	42%	**36%**
Easy	59%	52%	53%	44%	**52%**
Negligible	5%	9%	5%	8%	**7%**
Difficult	3%	2%	4%	6%	**4%**
Very Difficult	1%	0%	0%	0%	**0%**
N/A (do not use PT services)	2%	2%	0%	1%	**1%**

88% of all respondents who use public transport services find PTI easy or very easy to use.

Final Report

G.5 PTI Charges

To better understand public transport users' access to information, respondents were asked if they had paid for any of the PTI that they had used. The table below summarises their responses.

Categories	Derby	Brighton	Oxford	Cardiff	Total
# of responses	**270**	**374**	**329**	**300**	**1,273**
Paid for PTI:					
Yes	0%	2%	1%	3%	**2%**
No	98%	96%	99%	96%	**97%**
N/A (do not use PT services)	2%	2%	0%	1%	**1%**
If Yes, how much was paid:					
<£0.50		2%	0.6%	3%	**5.6%**
£0.50 - £1.00					
£1.00 - £2.50					
£2.50 - £5.00			0.3%		**0.3%**
>£5.00					
If No, how much would the respondent be willing to pay:					
<£0.50	5%	4%	7%	10%	**7%**
£0.50 - £1.00	5%	4%	3%	7%	**5%**
£1.00 - £2.50	1%	2%	1%	1%	**1%**
£2.50 - £5.00	1%	0%	0%	0%	**0%**
>£5.00	3%	1%	1%	2%	**2%**
I would not be willing	83%	85%	87%	77%	**83%**
N/A	2%	4%	1%	3%	**2%**

G.6 Quality of PTI

Respondents who do not use public transport services were asked if the quality of PTI affected their decision not to travel by public transport. The table below summarises their responses.

Categories	Derby	Brighton	Oxford	Cardiff	Total
# of responses	**270**	**374**	**329**	**300**	**1,273**
Quality of PTI affect decision-making:					
Yes	1%	1%	0%	0%	**1%**
No	1%	1%	0%	1%	**1%**
N/A (do not use PT services)	98%	98%	100%	99%	**98%**

Respondents were also asked to indicate what their preferred method of PTI distribution is; they were allowed to select three of a predetermined list. Their responses are summarised in the table below.

Final Report

Categories	Derby	Brighton	Oxford	Cardiff	Total
# of responses	**270**	**374**	**329**	**300**	**1,273**
Preferred method of PTI distribution:					
Internet – council/operator site	10%	11%	14%	15%	**12%**
Internet – journey planner	7%	10%	5%	11%	**8%**
Phone - Traveline	6%	4%	4%	14%	**7%**
At bus stop – display case	24%	20%	22%	20%	**22%**
At bus stop - RTI	23%	21%	28%	20%	**23%**
Bus maps	10%	12%	8%	7%	**9%**
Bus timetable booklet	14%	12%	11%	9%	**12%**
Individual route timetable	3%	6%	4%	3%	**4%**
Smartphone App	1%	2%	1%	0%	**1%**
SMS	0%	1%	0%	0%	**0%**
Other	2%	1%	3%	1%	**2%**

All respondents were asked if they were satisfied with the level and quality of PTI available in their area. The responses are summarised in the table below.

Categories	Derby	Brighton	Oxford	Cardiff	Total
# of responses	**270**	**374**	**329**	**300**	**1,273**
Satisfied with quality and level of PTI:					
Yes	95%	92%	88%	91%	91%
No	5%	8%	12%	9%	9%
If Yes, what elements happy with (multiple answers were applicable – does not total 100%):					
# of Yes responses	*257*	*344*	*290*	*273*	***1,164***
Easy to read	65%	49%	56%	53%	**n/a**
Easy to understand	82%	56%	58%	78%	
Current and up-to-date info	67%	34%	62%	49%	
Find information easily	44%	40%	66%	61%	
Plenty of methods of distribution	28%	24%	32%	17%	
Accurate	34%	34%	40%	28%	
Other	1%	1%	1%	0%	
If No, what elements not happy with (multiple answers were applicable – does not total 100%):					
# of No responses	*13*	*30*	*39*	*27*	***109***
Cannot read text	14%	13%	5%	7%	**n/a**
Hard to understand	43%	27%	13%	25%	
Out-of-date information	57%	34%	73%	29%	
Cannot find information	64%	7%	13%	39%	
Not enough methods of distribution	36%	20%	3%	11%	
Other	7%	43%	30%	21%	

Final Report

Appendix H

Options Appraisal and Evaluation

Halcrow

Appendix H Options Appraisal and Evaluation

The role of this table is to link to Section 8 which outlines the method of delivery for each element of information during the various stages of the journey. It is a holistic view of the public transport information and contains within this body acknowledgement to what is currently provided in Wales

Categories	Benefits	Costs	Scoring
Printed Paper-based			
Bus route maps **Currently available across Wales, through a national Map and additional operator and authority produced maps**	• Passengers within the survey results appeared to like to have something tangible to use – particularly those aged 60+; • Comprehensive, composite information on all bus services operating within specific area; • Useful for both regular and irregular bus users; • Area-based information - local, district or regional; • Simple, linear maps can be cheap to produce and easy way to disseminate; • Can inform users of level of bus services in their area in a simple, pictographic way; and • Can be linked to provide information on local places of interest – map locations, advertising etc.	• Information is out-of-date as soon as it is published; • Can be difficult to understand, especially with larger urban areas and lots of services; • PTI dissemination lists – can be outdated, require regular updates and can be difficult to maintain; • Paper-intensive; • Requires a review into the value of dissemination outlets (providing most accessible location, popular for information collection); • Stakeholders – updates to maps require consultation with all operators and council; and • Detailed, high quality maps can be expensive to produce.	Value ✓✓✓ Cost £ £
Timetable booklets **Currently available across Wales, through a operator and authority produced TT information**	• Comprehensive, composite information on all bus services in a geographic area; • Area-based information - local, district or regional; • Passengers like to have something tangible to use; • Can also provide information on fares and ticketing etc; • If Operators limit their route/timetable changes to twice a year – can be accurate source of information for longer periods of time; and • Great publicity tool – marketing and branding can also be contained within the booklet (charge for advertising space).	• Can be unwieldy and cumbersome to use and carry around; • Can be out-of-date as soon as they are published; • Expensive to produce and disseminate; • Paper-intensive; • Can be difficult to understand and read – lots of information, with font sizes; footnotes etc often small; • Due to level of detail, are often only used by regular bus users who understand the format and public transport-enthusiasts; and • Can incur costs for the user (fee), which will result in back-room costs to administer payments).	Value ✓✓ Cost £ to £ £ £

Final Report

Individual bus service timetables **Currently available across Wales, through a operator and authority produced Timetables**	• Localised for specific journeys; • More easily understood, less complicated than booklets; • Often nicely produced and can include maps; • Easy to carry around compared to booklets; • Easier to replace than timetable booklets if only changes occur on specific route; and • Can also provide information on fares and ticketing specific to route.	• Can be too specific, may require carrying several leaflets for one journey; • Can also require lot to be printed for all the routes in the area – storage and dissemination; • Costly to print for all the separate routes in the area; • Easily disposable – requires more printing compared to booklets which are likely to be kept; and • Paper-intensive.	Value ✓✓✓ Cost £
Categories	Benefits	Costs	Scoring
At stop – timetable frames Available throughout Wales	• Provide timetables, route maps and other local area-based information; • Can also provide information on fares and ticketing etc; • Doesn't require the user to carry around information, especially when up-to-date information is available at every stop; and • Identifies specific services that call at the particular stop.	• Information can be out-of-date as soon as it is published; • Costly to maintain at all bus stops in area – especially if requires updates regularly; • Limited amount of space for information – text can often be small; and • Paper-intensive.	Value ✓✓✓ Cost £ £ £
Electronic information			
Traveline (phone) Currently provided throughout Wales by Traveline Cymru, however additional telephony services can 'sometimes' be provided by the operator or authority.	• Provide up-to-date, specific journey-related information; • More easily understood – door to door PTI; • Enables multi-modal journey planning across county boundaries; • Useful for passengers who find it difficult to use (or don't want to use) paper-based or other electronic PTI; • Can be accessed both at home/work and whilst undertaking the journey; and • National number that can provide information (bilingually) to users for any area they are travelling to, especially useful if passengers have never or rarely travel in area by public transport. • Ability to talk to a 'human being'	• Relatively expensive (compared to individual operator or local authority provision) to provide service, with regards to staff costs etc; • Heavily reliant on Operators sending through their service registrations to local authorities and Traveline; and • Requires a telephone to use; • Large overheads costs associated with a call centre; • Whilst Traveline is the principal provider of telephony across Websites this can result in doubling-up of services of telephony is provided by local authorities or operators;	Value ✓ Cost £ £ £

Final Report

Traveline (journey planner / Smartphone Application; Text Alerts; links to Twitter and other social media sites) Principally provided by Traveline Cymru, but electronic information exists on operator and authority websites	• Provide up-to-date, personalised journey information; • More easily understood – door to door PTI; • Enables multi-modal journey planning across county boundaries; and • Provide up-to-date timetables, ticketing information and sometimes provide route maps of services. • Can be done in the comfort o the users home or work; • Can have printable timetables and maps included; • Data provisions as re widely used for a variety of sources; mechanisms, so data accuracy is relatively regarded as being good • Provide real time alerts and links to social media sites to update passengers.	• Requires a computer and computing proficiency; • Requires regular reviews, maintenance and updates – revenue costs; • Heavily reliant on Operators sending through their service registrations to local authorities and Traveline; and • Requires internet services and computer/Smartphone.	Value ✓✓✓ Cost £
Categories	**Benefits**	**Costs**	**Scoring**
Council Owned websites Currently there are a series of council websites providing information on bus services.	• Good Council websites can provide comprehensive PTI for district/county region, including up-to-date timetables, ticketing information and area route maps; • Local updates on services – weather/traffic-related issues; and • Provide useful contacts to report issues with PTI – feedback from users.	• Poor Council websites do not provide much PTI, apart from links to Traveline, some websites provide little to no PTI; • Heavily reliant on Operators sending through their service registrations to local authorities; • Requires internet services and computer/Smartphone; • Requires regular reviews, maintenance and updates; and • Apathetic Councils, with poor resources, can struggle to maintain a good PTI website. • Do no provide journey planning facilities or those additional facilities provided by Traveline	Value ✓✓ Cost £ £
Operator Owned websites Currently there are a series of operator websites providing information on bus services	• Good Operator websites can provide PTI for specific services within the district/county region, including up-to-date timetables, ticketing information and area route maps; • Links to social media sites, i.e. Facebook and Twitter (further live updates); as do Traveline Cymru • Local updates on services – weather/traffic-related issues; as do Traveline Cymru and • Provide useful contacts to report issues with PTI – feedback from users, as do Traveline Cymru	• Poor Operator websites (if one is provided) some websites provide little to no PTI, just a contact number for customer services; • Requires internet services and computer/Smartphone; • Requires regular reviews, maintenance and updates; and • Operators with few services in the area and poor resources can struggle to maintain a good PTI website. • Do no provide journey planning facilities or those additional facilities provided by Traveline	Value ✓✓✓ Cost £ £

Final Report

Real-time information	• Good RTI – information provides live updates, communicating any delays to the user to inform their journey decision-making process; • Gives the passenger confidence that the bus is going to arrive; and • Free for passengers to utilise. • Can be used in conjunction with other means such as SMS or Smartphone technology.	• Scheduled times, although useful, do not reflect the actual network – delays are not communicated to the user; • Capital cost for installation and back-room maintenance of system; • Heavily reliant on Operators sending through their service registrations to local authorities and Traveline; • Only usually available at stop, although sometimes available in public sector buildings; and • Requires continued maintenance/updates – which incur revenue costs.	Value ✓✓ Cost £ £ £
Categories	**Benefits**	**Costs**	**Scoring**
Smartphone Applications	• Provide up-to-date, specific journey-related information; • Door to door PTI - gives the passenger confidence that the bus is going to arrive; • Provided by operators, Traveline (in some areas) and Councils; • Links to social media sites, i.e. Facebook and Twitter (further live updates); • Enables multi-modal journey planning across county boundaries; • Can be accessed both at home/work and whilst undertaking the journey; and • Can be free to download.	• Requires Smartphone and costs for such can vary; • Requires some Smartphone proficiency; • Can be a fee for the App, which can be further incurred for updates; • Requires continued maintenance/updates – which incur revenue costs; • Heavily reliant on Operators sending through their service registrations to local authorities and Traveline; and • No signal, no access to information.	Value ✓✓ Cost £ £
SMS	• Currently only provided through Traveline • Provide live updates for services calling at a specific bus stop; • Gives the passenger confidence that the bus is going to arrive; and • Can be accessed both at home/work and whilst undertaking the journey. • Provides information for Taxi access in Wales also.	• Requires mobile phone; • Requires continued maintenance/updates – which incur revenue costs; • No signal, no access to information.	Value ✓✓✓ Cost £ £

Final Report

Quick Response Codes	• Provide up-to-date, specific journey-related information; • Links to further marketing and advertising materials; • Can be provided by Operators, councils, Traveline etc; • Links to social media sites, i.e. Facebook and Twitter (further live updates) or specific Smartphone Apps for PTI; • Provides specific information, which can be updated easily; • Can be accessed both at home/work and whilst undertaking the journey; and • Can be free to download the information from the QR code.	• Requires Smartphone with QR code reader capabilities (App) – limited dissemination to users; • May incurs costs for the user; • Requires continued maintenance/updates – which incur revenue costs; and • No signal, no access to information.	Value (not yet tested) Cost (Not yet tested)
Talking bus (vehicles)	• Useful to both irregular users and those passengers who are visually impaired or wheelchair users (location of space often means they are travelling backwards); • Confidence to users with sight disabilities	• Facility not always working – malfunction or driver switching it off (Swansea ftr); • Announcements can be frustrating to regular users; • If installed in vehicles for specific routes, facility cannot be used on other routes; • Capital costs for installation; • Revenue costs for maintenance and updating	Value ✓✓ Cost £ £ £
Categories	**Benefits**	**Costs**	**Scoring**
Talking bus stops	• Useful to both irregular users and those passengers who are visually impaired or wheelchair users (location of space often means they are travelling backwards);	• Facility not always working – malfunction • Not in wide spread use and is linked to RTPI systems; • Unlikely to be available in areas other than interchanges; urban areas	Value ✓ Cost £ £ £
Braille codes (linked to SMS)	• Useful for users who are unable to see; • One of the only few methods available for users who are blind, whilst at the bus stop; • Can be linked to the talking stop mechanisms to deliver greater confidence to users	• Reliant on the user being able to understand the Braille alphabet and Braille generally; • Can be cost (capital) intensive as the Braille code may be etched into the stop infrastructure; • Likely to only exist in urban areas and / or at interchange points • Risk of damage (graffiti; wear and tear; etc) to codes on infrastructure	Value ✓ Cost £ £
Other			
Face-to-Face (Travel Offices, Info Points)	• Confidence to users who want to talk to somebody; • Often attached to other facilities such as waiting rooms; toilet facilities; ticket purchases; paper information outlets	• Can be cost intensive; unless it is linked to other services (ie as part of the bus station; operators offices) • Useful dependent upon its opening hours and what it provides.	Value ✓✓✓ Cost £ £ £

Final Report

Bus stop flags	• Demonstrates where and what bus stops there; • Relatively inexpensive to maintain and update (where space is available) • Mogo Plates for Traveline information links	• Acts a stops point only • Limited in terms of what it can display – owing to available space on some signs; • Does not display timetable information (only bus number) • Needs to be used in a coordination with other means of information.	Value ✓ Cost £

Final Report

Final Report

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