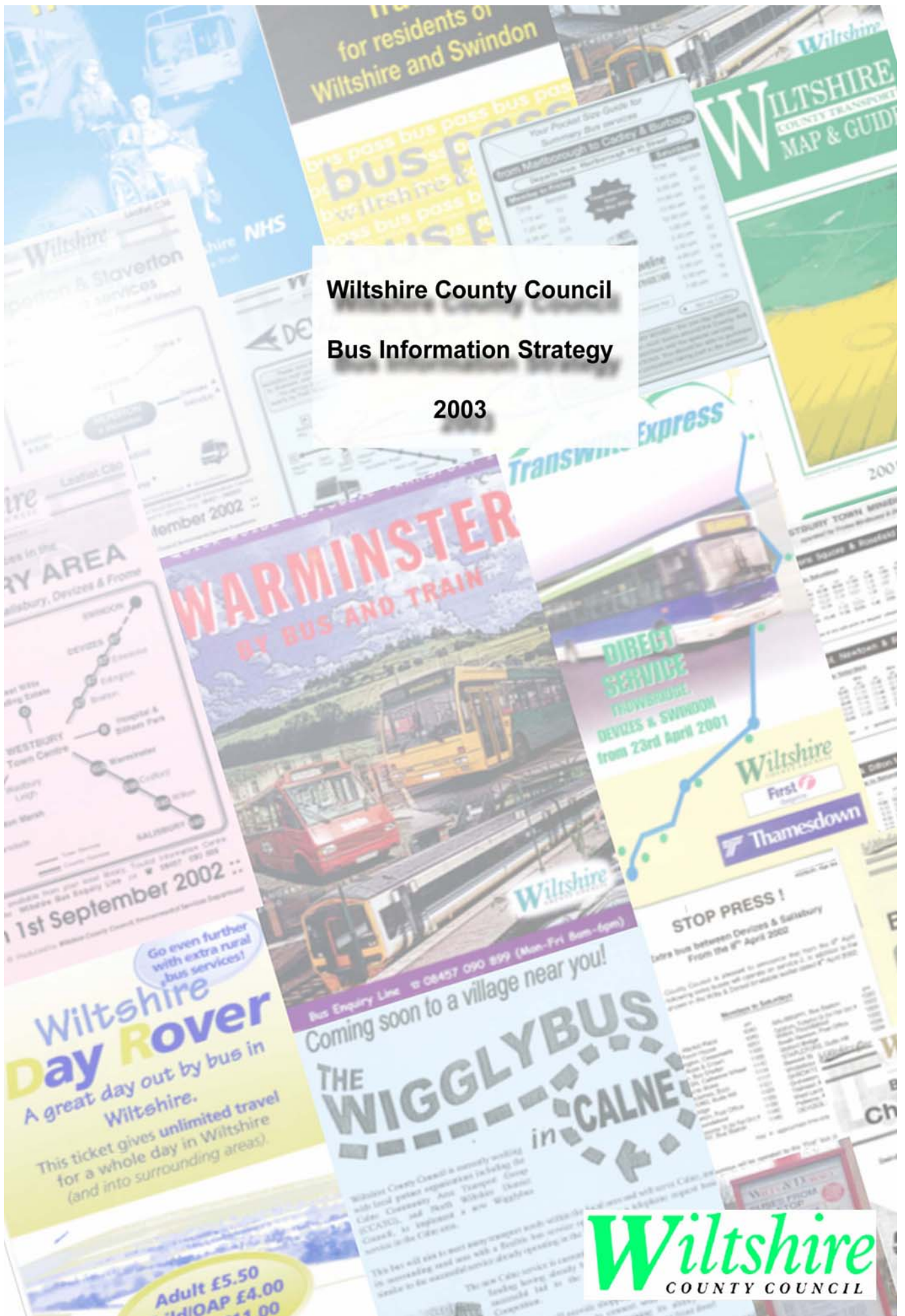



Wiltshire County Council
Bus Information Strategy

2003



Wiltshire County Council

Bus Information Strategy

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Executive Summary

Wiltshire County Council wishes to develop its Bus Information Strategy in accordance with the Transport Act 2000. A Bus Information Strategy is an implied requirement for all transport authorities under sections 139-141 of the Transport Act 2000, and an important part of the overall Passenger Transport Strategy set out within the County Council's Local Transport Plan. The Strategy will be an important tool in ensuring that the obligations of the National Traveline project are met by all bus operators.

The strategy for provision of bus information in Wiltshire has been developed in a way which identifies a programme appropriate for Wiltshire and provides for the needs of particular groups through comprehensive consultation. Appropriate roles for all partners within reasonable funding limits have been set out and the strategy has been designed in a way which is easy to monitor compliance with, and which is coordinated with the strategies of adjacent counties.

The strategy has been developed through three key stages:

- ◆ **Review of existing information** provided by the County Council and local bus operators
- ◆ **Initial consultation** with key stakeholders, including bus operators, district councils, adjacent local authorities, residents, user groups, parish councils and parish transport representatives as well as organisations such as libraries and tourist information centres. This consultation was carried out using a combination of techniques including focus groups, face to face meetings, postal and telephone methods.
- ◆ The findings of the consultation were used to **develop the draft strategy** which will be evolved jointly with the bus operators and consulted upon again with key stakeholders. This stage included an element of market segmentation to tailor particular parts of the strategy to particular groups.

The review of current information provision included both that provided by the County Council and by local bus operators. The County Council provides large numbers of timetable leaflets annually, including 156,000 area/corridor based leaflets, 12,000 village leaflets and 67,000 flyers advertising specific types of services such as community bus services and demand responsive services. The County Council produce 50,000 copies of the county bus map annually at a cost of £5,000, and provide other services, including the Wiltshire bus enquiry line, which is intended to continue until Traveline proves itself as a comprehensive information source. Bus operators also tend to maintain their own enquiry lines as a marketing tool, and a source of information on fares, lost property etc. Roadside information at bus stops is currently provided jointly by operators and the local authority. Of the 3807 stops in the county, Wilts & Dorset provide information at 600 of those, the County Council at 387, First maintain 200, Stagecoach maintain 50 and Thamesdown Transport maintain 35. Operators are receptive to the need to provide electronic information at certain stops and that an element of real time information to increase passenger confidence is also important.

Consultation was seen as a key part of the package for delivering the bus information strategy in Wiltshire, and was designed in a way which would elicit the views of a full range of stakeholders including both users and non-users. The consultation for this strategy was designed in two phases. The first phase was undertaken prior to drafting of the strategy and involved consultation with residents, stakeholders, bus operators and other organisations on

their views about current bus information provision and their views on the way forward for information provision in Wiltshire. In a second phase key stakeholders were consulted on the draft strategy. The consultation was undertaken using a variety of different techniques.

Certain key themes emerged from the consultation. These include the need to improve awareness of where to find information, the need to provide information on whether or not the bus is running on time and the importance of fares information and advance notice of changes to services. There were polarised views on the importance of new technology, which is likely to reflect the profile of users of this type of information.

The results from the postal consultation indicate that the majority of consultees view the following as the 5 most important methods of information provision, in the following order of priority, with these five methods of information also being the most effective (though not in this order):

- ◆ Bus maps and timetable leaflets
- ◆ Information provision at bus stops
- ◆ Information about types of tickets and prices
- ◆ Information about changes to services and ticket prices
- ◆ Telephone enquiry services.

This information was used to shape the framework for the strategy, which was developed under headings for each type of information provision. The strategy includes objectives for provision of each type of information and provides standards and targets for implementation. First and foremost, the key objective is to increase the awareness of where the public can obtain information, and a launch campaign for the strategy was proposed to achieve this objective.

The aims for many information types is to use the regional SWPTI framework to achieve progress (such as with telephone enquiries), whilst others rely on the establishment of joint operator/authority working groups – such as for roadside information provision and printed timetable production. The cornerstone of the strategy is to develop the countywide data management strategy whereby the County's data is held in one central store and can be extracted for a number of different information outputs for little additional cost. The strategy sets out a programme for implementation over the short, medium and long term, and proposes a monitoring framework.

The Strategy and Action Plan will be implemented by the Local Authority and the Bus Operators in partnership. Local Working Groups will be set up to progress many of the key areas identified by the strategy, in particular for the roadside publicity element. The Action Plan has set out which organisation is to have responsibility for each task; funding arrangements should be agreed through the Working Groups.

1. The Bus Information Strategy for Wiltshire

1.1 Introduction

This document sets out Wiltshire County Council's bus information strategy and a strategy for implementation over the coming years.

Under the Transport Act 2000, local authorities have a duty to determine what local bus information should be made available to the public, and the way in which this information should be made available. Local authorities also have a duty to make arrangements with bus operators to ensure the information is provided in the required form, where it is not already available. If operators fail to ensure the provision of the required information, the local authority must arrange for it to be made available and may recover from the operator the reasonable costs of doing this.

For the purposes of the Act, "local bus information" means

- ◆ Information about routes and timetabling of local services to, from and within the authority's area
- ◆ Information about fares for journeys on such local services
- ◆ Such other information about facilities for disabled persons, travel concessions, connections with other public transport services or other matters of value to the public as the authority consider appropriate in relation to their area.

Before finalising the strategy, the authority has consulted a wide range of stakeholders, including the Traffic Commissioner for the Western Traffic Area, and organisations which are representative of users of local services. Consultation has been a key feature of the development of the bus information strategy for Wiltshire, covering residents, user groups, libraries, tourist information centres and bus operators. The emphasis on implementation is developing a partnership working arrangement with the bus operators.

1.2 Why is a strategy needed?

The findings of consultation to date indicates that publicity for public transport in Wiltshire is provided in a fairly comprehensive way. The local authority and the operators act in a reasonably well coordinated manner. However, there is a need for a combined strategy which targets both users and non users in different ways. It is desirable to retain existing users, but it is also important to grow the market among non users. There is no single "one fits all" formula which can be applied consistently across the county. Existing bus users who are familiar with public transport may prefer a comprehensive publicity book, while current non users may prefer a small but simple set of information for their route. The strategy sets out suggestions for different approaches which may suit different target groups.

1.3 Aims and Objectives

The objectives of the strategy are to:

- ◆ Make the Wiltshire public more aware of the availability of public transport information.
- ◆ To increase the availability of up-to-date public transport information in Wiltshire and increase public awareness of the places from where it can be obtained.
- ◆ Show in a clear and easily accessed manner how the whole public transport network can be used to make journeys in a fast and efficient manner.
- ◆ Provide information about routes, timetables and fares for all local services to, from and within the County. It will address information about facilities for disabled people and travel concessions.
- ◆ Make public transport more accessible.
- ◆ Set down a proposal for partnership working with the bus operators which will lead to improved information provision in the county through a programme of joint funding and joint working;
These objectives assist in achieving an overall objective to
- ◆ Ensure that the use of public transport increases.

1.4 Criteria for information provision

For the purposes of the Wiltshire Information Strategy, a package of different forms of information (both available prior to travel and during travel) is defined as “required” information, with the components developed to different extents as time allows being seen as the “appropriate way” of providing that information.

Required information is defined as the following components:

- ◆ Overall awareness publicity
- ◆ Telephone enquiry facility
- ◆ Printed timetables
- ◆ Roadside publicity
- ◆ Improved information at interchanges
- ◆ Real-time information.

The “appropriate way” of providing that information is described under each heading.

2. Wiltshire County Council's approach to the Strategy

- 2.1** The essence of the Transport Act 2000 is that the information should be provided in the most cost effective way by combining the efforts of the bus operators and the local authority in a way which achieves a greater effect than the current combination of methods. The cost effectiveness of the Wiltshire strategy has been striven for by undertaking a carefully constructed consultation programme which establishes what people want.
- 2.2** The overall objective of the strategy is to increase the use of public transport. This ties in the Local Transport Plan modal split targets. The other targets for Wiltshire's strategy centre around increasing awareness of where information is to be found, increasing the availability of information, using information as an advertisement for the whole public transport network, and making public transport more accessible.
- 2.3** The key focus on the implementation of the strategy is a partnership working arrangement with bus operators. Achieving this poses a number of challenges owing to the different business objectives of the bus operators compared with the local authority. The council does not benefit directly from the results of its endeavours to deliver improved information. Increases in patronage from improved information result in increased revenue for the operators, hence the reason why the act gives powers to the council to recover costs from the operators.
- 2.4** The local authority is the author of this strategy given that it will be the local authority's responsibility to see that it is provided. The premise of the strategy for Wiltshire is that all parties will provide at least the level of information which they provide now. The question is whether the relative roles of the Council and the operators need to be repositioned – the steering group is seen as a key body for arriving at these types of agreements.
- 2.5** The strategy is carefully structured to maintain a partnership approach. The Council could pull out of a number of publicity activities, leaving the operators to provide all information. Similarly, major changes are not proposed to the information production machine. There are a number of reasons for this, which include:
- ◆ The Council is well set up for producing publicity, and current arrangements work well.
 - ◆ The County Council provides impartiality and comprehensiveness, and also a consistent way of presenting information
 - ◆ An unnecessary financial burden on the bus operators may have counter-productive results in terms of submission of higher tender prices
 - ◆ With the proliferation of smaller operators across Wiltshire, there are some areas where comprehensive information would be difficult to provide, since some smaller operators are not geared up to providing information at all.
 - ◆ The required information is wider than purely for conventional bus services. It also needs to provide for non-conventional transport, such as demand responsive services, specialist services for people with disabilities etc.

- ◆ A cornerstone of the strategy is to provide one central core for public transport information data, which can be called upon for a multitude of different outputs. Once this is in place, further maintenance of the system should be fairly straightforward.

2.6 The strategy strongly emphasises the need for adherence to standards which is the key area for focus. Wiltshire's information is comprehensive, but the quality needs to be upgraded. Given the continuation of similar arrangements to the present, the local authority reserves the right to recharge the operator if the standards set are not met. The steering group will be responsible for ensuring that the combined efforts of the local authority and the operators in producing publicity are greater than the individual efforts of each party in isolation.

In tandem with improving the provision of information in Wiltshire, the awareness building section at the front of the strategy emphasises that there also needs to be a wider programme of marketing bus services in general. The operators also need to play a role in the development, resourcing and delivery of measures. Resources spent on marketing could be virtually unlimited, so some degree of cut off and costs effectiveness is needed. Following the launch of the strategy, consideration should be given to how these are followed up with smaller regular campaigns over specific routes, or general promotion campaigns about bus travel, and how the operators and local authority would work together on delivering these.

3. Action Plan

3.1 Proposed Strategy

This section sets out the action plan for implementing Wiltshire's Information Strategy. The proposed strategy is set out by theme and sets standards to be adhered to across the key information themes.

The County Council will work with operators towards achieving these standards in the best interests of the public. The County Council reserves the right to require a contribution from operators where the agreed standards are not maintained to make appropriate remedial measures, and from then on, it is the operators' responsibility to maintain that standard.

The strategy is set out on the premise that all partners devote to information provision at least the equivalent level of resource that is currently allocated. In this way, the strategy can build upon and develop that which already exists.

3.1.1 Awareness Building

The cornerstone of the strategy is to improve public awareness of the bus and train services available in the county and the locations from which the public can access public transport information. Wiltshire County Council wishes to improve the public's rating on satisfaction with information in assessments such as the Comprehensive Performance assessment. This will best be achieved by:

Short term measures

- ◆ Issuing a programme of leaflets, press releases and other promotional material emphasising the hierarchy of locations from which information may be obtained.
- ◆ Develop programme for awareness campaign actions to be delivered as part of launch of bus information strategy in Summer 2003.
- ◆ The government bus partnership forum has set out a voluntary code of conduct proposing 12 key service change dates. County Council and Bus Operators are likely to be required to agree on 6 dates, 2 of which should coincide with rail timetable changes. County Council and Bus Operators to further discussions with SWPTI which would provide an ideal framework within which service change dates can be set.

Medium term measures

- ◆ Implementing a countywide publicity campaign centred on the Quality Bus Partnership routes and focussing on information provision.
- ◆ Republishing and expanding the County Council's series of glossy area based public transport information brochures as a marketing tool.
- ◆ Route branding to improve public awareness.

3.1.2 Telephone Enquiry Service

An impartial telephone enquiry service should be offered to intending travellers. The County Council considers that Traveline can offer this service, and it is recommended that this be developed as the single, authoritative source for all public transport enquiries.

Traveline is the national, impartial, multi-modal, multi-operator telephone enquiry service for public transport information. This national telephone enquiry service is organised on a collaborative basis with the South-West region by a partnership of 18 local authorities and 14 bus operators. Unlike other parts of the country, this partnership was a fully inclusive partnership involving local authorities and operators on an equal footing, and was bound by legal contracts. All are members of a private company limited by guarantee, South West Public Transport Information (SWPTI).

Wiltshire County Council has played an active role in the implementation of the service, which has focussed on developing the facility to answer local public transport enquiries to a high standard of accuracy.

Future developments of the Traveline enquiry service will be funded through LTP capital funding. The focus of the strategy for Traveline will be on ensuring that the data is accurate, with the next phases being to incorporate fares within the system and develop the use of the database for other purposes.

Strategy:

Short term measures

- ◆ Jointly with SWPTI, to develop the process for dealing with client complaints to ensure that these are fed back to the appropriate bodies.
- ◆ Jointly with SWPTI, to focus on training Call Centre staff to improve their local knowledge of Wiltshire.

Medium term measures

- ◆ Jointly with SWPTI, to develop Traveline to include enhancements, primarily the inclusion of fares information within the enquiry management system.
- ◆ Increase the awareness of the Traveline by providing new clear flags on all bus stops showing the telephone number, displaying the number on a poster inside all buses and bus shelters, sending marketing material to all households which contains the Traveline number as a reference.
- ◆ Promote the National Traveline number so that it becomes the main single number for public transport enquiries.

Long term measures

- ◆ Promote the use of the Traveline database for electronic registration using the Transexchange protocol.
- ◆ Investigate ways of using the Traveline framework to provide real-time information in Wiltshire.

Standards

- ◆ The service should be available from 0700 to 2100 daily as a minimum.
- ◆ The information should consist of routes, times, and the location of bus stops.
- ◆ The County Council considers that Traveline provides the required information in the appropriate way, and each operator is obliged to contribute to the call costs of Traveline in proportion to the benefit received. The benefit is assessed by SWPTI on the basis of the number of public enquiries received by Traveline relating to each operator or service. The costs will apply to both tendered and commercial services. Any debts in relation to these calls are pursued by Transport Information Finance Limited (TRIFLE), (a company set up by SWPTI partners to manage the finances for Traveline), in collaboration with SWPTI and the local authority partners.

3.1.3 Printed Timetables

The County Council currently arrange the publication and distribution of timetables, maps and leaflets, covering Wiltshire's bus services. The bus operators also produce their own leaflets for particular services. The strategy for printed timetables is designed to build on the current provision by operators and local authorities.

Strategy:*Short term measures*

- ◆ The County Council will continue to produce and distribute printed area timetable information for bus services where appropriate, and will investigate ways of improving the presentation, clarity and distribution of these.
- ◆ Where operators produce printed route timetables which duplicate those produced by the County Council, options will be considered for pooling resources and distribution methods, with a view to sharing resources, widening circulation, and jointly sharing accountability.
- ◆ Where additional publicity is required to promote commercially provided services, the bus operators will be expected to fund the production of these and ensure that they meet the standards set out below. Where these standards are not met, the County Council reserves the right to produce the publicity on their behalf, and recharge the operators the costs of doing so.
- ◆ Include information about typical fares, or maximum fares on particular routes, in published timetables and leaflets.

Measures that are short, medium and long term

- ◆ Bus operators will supply individual tailored timetable leaflets for Quality Bus Partnership and key corridor routes in accordance with the standards set below.
- ◆ The County Council will produce a countywide public transport map and will update it annually.
- ◆ To improve the reliability of bus service information, the County Council will encourage operators to concentrate timetable changes a small number of key dates which will be agreed each year with neighbouring councils and the operators of commercial bus services. The County Council will arrange publication and distribution of its own timetable publicity in advance of those implementation dates. These change dates will be set in conjunction with the bus operators. Where operators chose to select another date to change services, Wiltshire County Council reserves the right to re-charge the operator for any additional publicity costs incurred.
- ◆ Operators will carry relevant timetable information on buses. This nature of this information will be agreed by the steering group, but could include:
 - Route diagram on the inside of buses
 - Fares information
 - Information about the concessionary fares scheme
 - New timetable single page leaflets prior to service changes
 - A poster containing Traveline number
- ◆ The County Council will incorporate details of demand responsive services into timetable booklets, or produce separately publicity for them. This publicity will also reflect the standards below.

Standards:

- ◆ The printed information will be made published and distributed at least seven days before the date of implementation of the change.
 - ◆ The timetable information will adhere to the standards set out in the ATCO Code of Practice.
 - ◆ Timetables will be in conventional matrix format, will include service numbers, all registered journeys on that service (regardless of operator) with their days and periods of operation. Reference will be made to any variations on public holidays, school term/school holiday variations or special events. For urban routes, the information will include a route description.
 - ◆ Reference will be made to the Wiltshire Day Rover Ticket, any commercial network cards, and the Wiltshire Concessionary Fares Scheme.
 - ◆ The Traveline telephone number will be included.
 - ◆ Details will be included of how to complain about failures in service or to submit comments.
 - ◆ The timetables will identify those journeys normally operated with fully accessible vehicles (operators will be required to supply this information).
 - ◆ The timetables will show clearly any sections of route which are non-stop or limited stop.
 - ◆ Large print timetables will be made available on request.
-

3.1.4 Roadside Timetables

There are approximately 3807 bus stops in Wiltshire, with timetable cases at approximately 1272 locations. Of these approximately 885 are provided and maintained by the operators themselves, with the County Council providing a further 387 cases, mainly at places served only by subsidised services or by more than one company. The County Council is focussing on upgrading information throughout the county but particularly on key routes. This will be achieved through operators and Local Authorities working in partnership through a steering group to agree an appropriate level that should be met for each target.

Strategy

Short term measures

- ◆ A partnership arrangement between bus operators and the local authority will be established whereby roadside publicity displays are produced by either bus operators or the local authority in a consistent format. The County Council will set the standards for roadside publicity in conjunction with an authority/operator Steering Group;
- ◆ Responsibility for distributing and posting the publicity will depend upon the ownership of the each bus stop. This arrangement will be coordinated by the steering group described above, which will determine the responsibility for each bus stop by an operator or local authority.
- ◆ Complete audit of stops to ensure that responsibility for stops is agreed;
- ◆ Investigate options for better use of software for producing roadside publicity displays;
- ◆ The steering group will develop a renewal programme for information at bus stops and shelters to ensure that all stops meet the standards and have the appropriate facilities.

Medium term measures

- ◆ Information at stops will include basic fares information to key destinations where possible.
- ◆ Where a bus stop is served by more than one Bus Company, the display case will be expected to show all journeys passing the stop, regardless of operator.

Measures that are short, medium and long term

- ◆ Information at stops will provide a minimum level of cover as follows:
 - At Quality Bus Partnership stops tailored information should be provided by the operator in a consistent automated format.
 - At interchanges and parish stops (where a parish stop is defined as a bus stop within a rural community which is identified as being the only or most

important stop for provision of roadside information), tailored displays will be provided. These should provide departure times, destinations, journey time lengths, and fare information.

- Remaining rural village stops (defined as other stops within the built up areas of villages) to be provided with full timetable, fares and local area map (Long term).
- A standardised format will be developed to enable publicity to be produced for other stops.
- Roadside displays at other stops will be in departure list format.

Targets

- ◆ To improve the quality of information provided at stops by increasing the number of stops at which roadside information meets the standards listed below, and to ensure that all roadside publicity reaches these standards within 3 years.
- ◆ Progress towards achieving this target will be made by prioritising important stops with 1 bus per hour or more for treatment first.
- ◆ An additional target is for all settlements with a population of 300 or above to be provided with at least one roadside timetable display at their parish stop or main notice board.

Standards

- ◆ A single bus stop flag complying with the Traffic Signs Regulations and General Directions 2002 should be fitted to all marked bus stops. The flag should show the Traveline enquiry line number. Where a bus operator is not prepared to provide a flag to the required standard, a flag will be provided by the County Council. Operator names and logos will only be permitted on County Council bus stop flags where that operator is providing a service past the stop, on a commercial basis.
- ◆ The County Council may provide a bus stop pole where no other appropriate post is available.
- ◆ Every bus stop will be named and known by its short name in the Naptan database, and this will be used on all publicity materials and on bus stop flags.
- ◆ All service information should be contained in a watertight display case, either separately mounted or an integral part a bus shelter, and the printed information should meet the standards set by the County Council after consultation with the steering group.
- ◆ Roadside information about service changes should be posted no later than the date of implementation of the change. The owner of the stop shall ensure that outdated information is removed from all appropriate displays, at the latest on the day that service changes take place, in order that confusion to passengers is minimised.
- ◆ Information should state when the information was last updated.
- ◆ Each operator to be responsible for managing the provision and updating of information at those stops allocated to them.
- ◆ Where a particular section of route is served by more than one bus service, consideration will be given to producing easy to read departure list tables to summarise these.

- ◆ Wiltshire County Council will audit that adequate information is being provided and notify bus operators of any deficiencies.
- ◆ Operators will provide the information at the stops they are responsible for in accordance with the standards set out above. In the absence of roadside information provided by the operators that meets the required standards, the County Council will meet this requirement in the appropriate way and will re-charge the appropriate operator.

3.1.5 Publicity at interchanges

The provision of good quality publicity material at interchanges is a key method of improving the awareness of the travel opportunities available from key points of the network. It is also particularly important for attracting less frequent or first time users of bus services.

Strategy

Short term measures

- ◆ Undertake audits of the availability of local signage to assist pedestrian movement and facilitate transfers between modes;
- ◆ Provide signage to other stops at bus interchanges where stops are spread out;
- ◆ Provide signage for taxi ranks;
- ◆ Provide signage between modes (e.g. rail/ bus);
- ◆ Provide bus stations with a board where information about forthcoming service changes can be posted.

Medium term measures

- ◆ Provide interchange stops with attractive, tailored information, which provides a route diagram, timing information and fares information;
- ◆ Provide railway station bus stops with full timetables for each service with an overall diagram of the distribution of boarding points and destinations served.

3.1.6 Internet

The development of information which is accessible over the internet will be playing an important role, particularly in encouraging use of public transport by younger users. Libraries should be promoted as places to access information via the internet.

Strategy

Short term measures

- ◆ Jointly with SWPTI, to develop the Traveline south-west web site;
- ◆ The County Council will undertake an audit to assess the content and quality of information on the operator web sites. Based on the Best Practice Guide on 'Public Transport Information Web Sites' (published by the Institute of Logistics

and Transport, 2001), guidelines will be provided on the preferred range of information that local operators should provide on the internet.

Medium term measures

- ◆ Provide specific information on the network of public transport services available in the County, on the Wiltshire County Council website and on operator and community transport websites (with links to the Traveline South West journey planner);
- ◆ Bus operators who provide their own web sites will be encouraged to include a link to the Traveline site and other transport sites requested by the County Council. The County Council will supply the operator with details of these on request;
- ◆ Local authorities will post a summary of service change dates and details on the Traveline website;
- ◆ Operators will post summaries of service change dates and details on their own websites where these exist.

Long term measures

- ◆ Investigate the potential within Wiltshire for enquiry terminals which could make use of internet information.

3.1.7 Real Time Information

The County Council does not currently provide real-time information at any of its stops, but a real time information system will be introduced in Salisbury during 2003, and is scheduled to be introduced along some key corridor routes by December 2003.

Strategy

Short term measures

- ◆ To develop the implementation of real time information along selected routes where funding can be obtained, particularly along Bus Quality Partnership routes.
- ◆ Bus operators will be encouraged to make full use of the Automatic Vehicle Location element of the real time information system to manage their operation to achieve improvements to the reliability of services. Operators will ensure that fitted vehicles are allocated to the correct routes and data is uploaded correctly

Long term measures

- ◆ The County Council and operators will, jointly as part of SWPTI, look at opportunities for making real time information available across as many media as

possible, including internet, WAP phones, telephone and SMS messaging to mobile phones.

- ◆ Longer term, the County Council and operators will investigate the introduction of electronic information displays at bus stations and interchanges.

3.1.8 Publicity distribution strategy

The operator and County Council steering group will agree methods of developing the overall strategy for distributing publicity. Consideration will be given to:

Short term measures

- ◆ Trials of house to house delivery of printed timetables in an area of the county;
- ◆ Expansion of the distribution of timetables to cover major activity centres and shopping centres;
- ◆ Involvement of parish councils in information distribution e.g. through house to house distribution, use of parish notice boards and parish magazines.
- ◆ Development of initiatives to target workplace travel in conjunction with the Travelwise Travel Awareness Campaign, such as provision of a personalised public transport travel plan to all employees at firms which wish to co-operate with a staff travel plan.

3.1.9 Meeting the needs of disabled users

Although not strongly referred to within the consultation results, meeting the needs of disabled users for information is an important part of this strategy. The Community Transport directory and web site already provides information for special needs users and the Wiltshire Rural Transport Partnership's Community Transport Development Project is working with community and voluntary transport groups to increase awareness of the services they provide. The initiatives below look to build on these established practices.

Strategy

Short term measures

- ◆ Efforts will be made to improve access to information for the mobility impaired, since this is a need that can often be unmet, either through a lack of awareness or poor provision. National studies on disabled and elderly users have identified awareness among current and potential users as being an issue. A particular lack of awareness exists of special transport schemes such as those provided by community and voluntary transport operators among people who would potentially benefit. The main sources of information for these were word of mouth, friends/relatives, doctors and other health care providers.
- ◆ Information provided as part of the strategy will meet the requirements of part three of the Disability Discrimination Act 1995 with regard to bus information provision for disabled people. These are already incorporated within the ATCO standards on print size, fonts and backgrounds that will be adhered to within the strategy. Where appropriate, use will be made of scrolling, symbols and announcements for disabled users.

- ◆ Wiltshire County Council will ensure that a clear statement is agreed of any duties under Section 17 of the Crime and Disorder Act 1998. Good roadside information provision will help to reduce fear of crime as information provides reassurance that services are running. This is particularly important in rural areas.

Medium term measures

- ◆ Opportunities will be sought to make improvements in information provision for special needs users. These will range from telephone information through to public access terminals, as well as information needed during a journey for example audio information provision at real time bus stops and internal LCD displays on buses.

Long term measures

- ◆ General information on issues such as facilities and equipment at rail stations and interchanges will be made more widely available. This follows advice issued at the European Conference of Ministers of Transport which developed a series of recommendations of good practice to improve transport for people with mobility handicaps.

3.1.10 Countywide Data Management Strategy

In order that information be provided in the most cost effective way, it is important that a holistic approach be taken to the management of data for information provision. The database for the national Traveline project is specified to a very high standard within the south-west region, and as such provides an extremely versatile data source with much potential for deployment as part of the bus information strategy. This data source can be exploited by both operators and the County Council.

Strategy

Short term measures

- ◆ To focus effort short term on ensuring the Wiltshire data for Traveline is fully up to date and verified.
- ◆ Commercial bus operators will provide an appropriate level of staff resource (up to 2 days per operator per month), and in the absence of this resource being forthcoming, the County Council reserve the right to recharge the operators for acquiring this resource from elsewhere. Small operators running only tendered services would not be expected to provide this resource.
- ◆ The County Council and bus operators will jointly push for SWPTI to develop mechanisms which will assist with data management. This particularly relates to establishing a view on the ownership issues surrounding SWPTI data and subsequent licensing, and with putting pressure on Aim to assist with accessing and utilising this data for different project purposes.

Medium term measures

- ◆ To investigate the options available for better use of software for producing publicity.

Long term measures

- ◆ The County Council and bus operators will jointly work towards an early adoption of electronic registration.
- ◆ To explore ways of using this data for other applications including real time information and roadside publicity

3.2 Monitoring

The County Council will put in place a monitoring programme to ensure the effective and efficient delivery of this information strategy and will review this from time to time, in the light of published research.

The bus information strategy presented here is designed to improve the public's awareness of transport choices, to show clearly how public transport can be used to make journeys in a fast and efficient manner, to make public transport more accessible, and ensure the use of public transport increases. Many of these aims are influenced by a wide range of initiatives in the Local Transport Plan, not just the bus information strategy.

There are a number of indicators which will be used to assess the effect of the information strategy. These include levels of growth in weekly Traveline enquiries and hits on the traveline sw web site, and use of the 3 yearly BVPI 103 to measure people's satisfaction with public transport information. The LTP includes a target to increase the proportion of "satisfied" and "very satisfied" from 31% in 2000 to 41% in March 2005.

The County Council will act as an arbiter in determining whether the standards for publicity provision set out within this strategy are being met, and the local bus operators will abide by the conclusions of decisions made on standards of information provision.

Operators will have the chance to input to the ongoing evolution of the strategy which will be subject to an annual review, and will be an item on the agenda of an appropriate local authority-bus operator meeting.

3.3 Implementation

The strategy will be implemented over the next five years, and will be split into the following groups for the purposes of delivery:

3.3.1 Measures which are to be implemented in the Short Term (within the next 12 months)

Awareness Building

- ◆ Develop programme for awareness campaign actions to be delivered as part of launch of bus information strategy in summer 2003;
- ◆ County Council and bus operators to further discussions within SWPTI to seek agreement to set service change dates;
- ◆ Issuing a programme of leaflets, press releases and other promotional material emphasising the hierarchy of locations from which information may be obtained

Telephone Enquiry Service

- ◆ Work with SWPTI on improvements to Traveline e.g. inclusion of fares information, dealing with client complaints, training of call centre staff, to improve local knowledge of Wiltshire.

Printed Timetables

- ◆ To explore opportunities for pooling resources and distribution methods for printed timetables, and to continue to develop existing arrangements for provision of printed timetable information;
- ◆ Include information about typical fares in published timetables/leaflets, or maximum fares on particular routes;
- ◆ Bus operators to supply individually tailored timetable leaflets for Quality Bus Partnership and key corridor routes;
- ◆ County Council to produce a countywide public transport map, to be updated annually;
- ◆ Operators to carry timetable information on buses;
- ◆ County Council to incorporate details of demand responsive services into timetable booklets or produce separate publicity.

Roadside Timetables

- ◆ Establishment of roadside publicity steering group to agree consistent format;
- ◆ Investigate options for better use of software for producing roadside publicity displays;
- ◆ Complete audit of stops to ensure that responsibility for stops is agreed;
- ◆ Set programme in place for providing Traveline telephone number on all bus stop flags;
- ◆ Upgrade information provided at bus stops as follows:
 - At Quality Bus Partnership stops tailored information should be provided by the operator in a consistent automated format.
 - At interchanges and parish stops (where a parish stop is defined as a bus stop within a rural community which is identified as being the only or most important stop for provision of roadside information), tailored displays will be provided. These should provide departure times, destinations, journey time lengths, and fare information.

- Remaining rural village stops (defined as other stops within the built up areas of villages) to be provided with full timetable, fares and local area map.
- ◆ Steering Group to develop a renewal programme for information at bus stops and shelters to ensure that all stops meet the standards and have appropriate facilities.

Publicity at Interchanges

- ◆ Undertake audits of the availability of local signage to assist pedestrian movement and facilitate transfers between modes;
- ◆ Provide signage to other stops at bus interchanges where stops are spread out;
- ◆ Provide signage for taxi ranks;
- ◆ Provide signage between modes (e.g. rail/ bus);
- ◆ Provide bus stations with a board where information about forthcoming service changes can be posted.

Internet

- ◆ Jointly with SWPTI to further develop the Traveline-SW internet site;
- ◆ The County Council will undertake an audit to assess the content and quality of information on the operator web sites.

Real Time Information

- ◆ Begin implementation of Real Time information in Salisbury city and on core routes in Wiltshire.

Publicity Distribution Strategy

- ◆ Operator and County Council steering group to agree methods of developing the overall strategy for distributing publicity e.g. house to house publicity trials and initiatives to target workplace travel.
- ◆ Expansion of the distribution of timetables to cover major activity centres and shopping centres.
- ◆ Involvement of Parish councils in information distribution e.g. through house to house distribution, use of parish notice boards and parish magazines.
- ◆ Development of initiatives to target workplace travel in conjunction with the Travelwise Travel Awareness Campaign, such as provision of a personalised public transport travel plan to all employees at firms which wish to co-operate with a staff travel plan.

Meeting the needs of Disabled Users

- ◆ Wiltshire CC to improve awareness of information sources available for the mobility impaired e.g. those provided by community and voluntary transport groups.
- ◆ Information provided will meet the requirements of the Disability Discrimination Act 1995 with regard to bus information provision for special needs users;
- ◆ Wiltshire County Council will ensure that a clear statement is agreed of any duties under Section 17 of the Crime and Disorder Act 1998.

Countywide Data Management Strategy

- ◆ County Council to focus on ensuring Wiltshire data for Traveline is fully up to date and verified;
- ◆ Commercial operators to provide necessary resource to ensure Traveline data is verified;
- ◆ The County Council and bus operators will jointly push for SWPTI to develop mechanisms which will assist with data management e.g. ownership and licensing issues.

3.3.2 Measures which are to be implemented in the Medium Term (12 months to two years)**Awareness Building**

- ◆ Implement a countywide publicity campaign centred on the Quality Bus Partnership Routes and focusing on information;
- ◆ Republishing and expanding the County Council's series of glossy area based public transport information brochures as a marketing tool;
- ◆ Route branding to improve public awareness.

Telephone Enquiry Service

- ◆ Promote the National Traveline number so that it becomes the main single number for public transport enquiries;
- ◆ Increase awareness of Traveline by providing new clear flags on all bus stops showing the telephone number.
- ◆ Jointly with SWPTI, to develop Traveline to include required enhancements, primarily the inclusion of fares information within the enquiry management system.

Printed Timetables

- ◆ Include information about typical fares in published timetables/leaflets, or maximum fares on particular routes;
- ◆ Bus operators to supply individually tailored timetable leaflets for Quality Bus Partnership and key corridor routes;
- ◆ County Council to produce a countywide public transport map, to be updated annually;
- ◆ Operators to carry timetable information on buses;
- ◆ County Council to incorporate details of demand responsive services into timetable booklets or produce separate publicity.

Roadside Timetables

- ◆ Fares information to be included at key bus stops as agreed by the local authority/operator roadside publicity steering group;

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- ◆ Upgrade information provided at bus stops as follows:
 - At Quality Bus Partnership stops tailored information should be provided by the operator in a consistent automated format.
 - At interchanges and parish stops (where a parish stop is defined as a bus stop within a rural community which is identified as being the only or most important stop for provision of roadside information), tailored displays will be provided. These should provide departure times, destinations, journey time lengths, and fare information.
 - Remaining rural village stops (defined as other stops within the built up areas of villages) to be provided with full timetable, fares and local area map.
 - ◆ Stop owners to ensure that outdated publicity is removed, at the latest, on the day that the service change takes place.

Publicity at Interchanges

- ◆ Provide interchange stops with attractive, tailored information;
- ◆ Provide railway station bus stops with full timetables for each service with a diagram showing boarding points and destinations.

Internet

- ◆ Jointly with SWPTI to further develop the Traveline-SW internet site;
- ◆ To provide specific information on the Wiltshire CC website and on operator and community transport websites about the network of public transport services available in the county;
- ◆ Encourage bus operators to include on their website a link to the Traveline website and other sites specified by WCC;
- ◆ Local Authorities to post summaries of service change dates on the Traveline website, and operators to post summaries on their own websites.

Real Time Information

- ◆ To complete implementation of Real Time information along core routes begun in 2003/4;
- ◆ Use of the Traveline framework to provide real time information in Wiltshire.

Meeting the needs of Disabled users

- ◆ Wiltshire CC to seek opportunities to make improvements to information provision for special needs users e.g. telephone information, public access terminals and LCD displays.

Countywide Data Management Strategy

- ◆ As part of countywide data management strategy, to investigate the options for better use of software for producing publicity.

3.3.3 Measures which are to be implemented in the Long Term (two years to three years)

Awareness Building

- ◆ Implement a countywide publicity campaign centred on the Quality Bus Partnership Routes and focusing on information;
- ◆ Republishing and expanding the County Council's series of glossy area based public transport information brochures as a marketing tool;
- ◆ Route branding to improve public awareness.

Telephone Enquiry Service

- ◆ Promote use of Traveline database for electronic registration using Transexchange protocol;
- ◆ Investigate ways of using Traveline framework to provide real time information in Wiltshire.

Printed Timetables

- ◆ Include information about typical fares in published timetables/leaflets, or maximum fares on particular routes;
- ◆ Bus operators to supply individually tailored timetable leaflets for Quality Bus Partnership and key corridor routes;
- ◆ County Council to produce a countywide public transport map, to be updated annually;
- ◆ Operators to carry timetable information on buses;
- ◆ County Council to incorporate details of demand responsive services into timetable booklets or produce separate publicity.

Roadside Timetables

- ◆ Upgrade information provided at bus stops as follows:
 - At Quality Bus Partnership stops tailored information should be provided by the operator in a consistent automated format.
 - At interchanges and parish stops (where a parish stop is defined as a bus stop within a rural community which is identified as being the only or most important stop for provision of roadside information), tailored displays will be provided. These should provide departure times, destinations, journey time lengths, and fare information.
 - Remaining rural village stops (defined as other stops within the built up areas of villages) to be provided with full timetable, fares and local area map.

Internet

- ◆ Investigate the potential within Wiltshire for enquiry terminals.

Real Time Information

- ◆ Operators and County Council, jointly as part of SWPTI, to look at opportunities for making real-time information available across as many media as possible, including internet, WAP phones, telephone and SMS messaging to mobile phones.
- ◆ Bus operators to be encouraged to make full use of Automatic Vehicle Location.

Meeting the needs of Disabled Users

- ◆ General information on issues such as facilities and equipment at rail stations and interchanges will be made more widely available.

Countywide Data Management Strategy

- ◆ To explore ways of using the Traveline data for other applications including real time information and roadside publicity;
- ◆ The County Council and bus operators to jointly work towards an early adoption of electronic registration.

3.3.4 Who does what?

Table 5.1 below shows a timeplan for implementing the strategy. The strategy is designed in a way which will be jointly delivered by bus operators and the local authority. However, certain tasks will be led by the local authority or the operator, whilst others will be joint. The timeplan in figure 5.1 indicates these as follows:

Local Authority Led : CC

Operator Led: Ops

Jointly developed: Joint

Table 5.1: Time chart for implementation and areas of responsibility

Action	2003 3rd qtr	2003 4th qtr	2004 1st qtr	2004 2nd qtr	2004 3rd qtr	2004 4th qtr	2005 1st qtr	2005 2nd qtr	2005 3rd qtr	2005 4th qtr	2006 1st qtr	2006 2nd qtr
Awareness Building												
Develop programme for awareness campaign - actions to be delivered as part of launch of Bus Information Strategy. (CC)												
County Council and bus operators to further discussions with SWPTI to set key service change dates. (Joint)												
Issue of a programme of press releases emphasising the hierarchy of locations from which information may be obtained. (CC)												
Implement a countywide publicity campaign centred on the Quality Bus Partnership routes and focussing on information. (Joint)												
Republishing and expanding the County Council's series of glossy area based public transport information brochures as a marketing tool. (CC)												
Route branding to improve public awareness. (Ops)												
Telephone Enquiry Service												
Work with SWPTI on improvements to Traveline e.g. inclusion of fares information/dealing with client complaints/to improve local knowledge of Wiltshire.(Joint)												
Increase awareness of Traveline by providing new clear flags on all bus stops showing the tel number (Joint)												

Action	2003 3rd qtr	2003 4th qtr	2004 1st qtr	2004 2nd qtr	2004 3rd qtr	2004 4th qtr	2005 1st qtr	2005 2nd qtr	2005 3rd qtr	2005 4th qtr	2006 1st qtr	2006 2nd qtr
Promote the National Traveline number so it becomes the main single number for public transport enquiries (Joint)												
Promote the use of the Traveline database for electronic registration using Transexchange (Joint)												
Investigate ways of using Traveline framework to provide real time information in Wiltshire (CC)												
Printed Timetables												
WCC and bus operators to explore opportunities for pooling resources and distribution methods for printed timetables, and to continue to develop existing arrangements for provision of printed timetable information. (Joint)												
Include information about typical fares in published timetables/leaflets, or maximum fares on routes. (Joint)												
Bus operators to supply individually tailored timetable leaflets for Quality Bus Partnership and key corridor routes. (Ops)												
County Council to produce a Countywide Public Transport Map, to be updated annually. (CC)												
Operators to carry timetable information on buses. (Ops)												
County Council to incorporate details of demand responsive services into												

Action	2003 3rd qtr	2003 4th qtr	2004 1st qtr	2004 2nd qtr	2004 3rd qtr	2004 4th qtr	2005 1st qtr	2005 2nd qtr	2005 3rd qtr	2005 4th qtr	2006 1st qtr	2006 2nd qtr
timetable booklets or produce separate publicity. (CC)												
Roadside Timetables												
Establishment of roadside publicity steering group to agree consistent publicity format. (Joint)												
Investigate the options for better use of software for producing roadside publicity displays. (CC)												
Steering group to develop renewal programme for stops and shelters (Joint)												
Complete audit of stops to ensure that responsibility for stops is agreed. (CC)												
Set programme in place for providing Traveline telephone number on all bus stop flags (CC).												
Upgrade roadside information at QBP stops (Op)												
Upgrade roadside information at interchanges and parish stops (Joint)												
Upgrade roadside information at remaining rural village stops (Joint)												
Fares information to be included at key bus stops. (Joint)												
Stop owners to ensure that all outdated publicity is removed, at the latest, on the day that the service change takes place. (Joint)												

Action	2003 3rd qtr	2003 4th qtr	2004 1st qtr	2004 2nd qtr	2004 3rd qtr	2004 4th qtr	2005 1st qtr	2005 2nd qtr	2005 3rd qtr	2005 4th qtr	2006 1st qtr	2006 2nd qtr
Publicity at Interchanges												
Signage audit; Provide additional signage at appropriate bus stop locations & board at bus stations (Joint)												
Provide interchange stops & rail stns with attractive, tailored information (Joint)												
Internet												
The County Council will undertake an audit to assess the content and quality of information on the operator web sites (CC)												
Jointly with SWPTI, to further develop the traveline-sw internet site, including associated links. (CC)												
To provide specific information on the Wiltshire CC website about the network of public transport services available in the county.(CC)												
Local Authorities and operators to post summaries of service change dates on their websites.(Joint)												
Investigate the potential within Wiltshire for enquiry terminals (CC).												
Real Time Information												
Begin implementation of Real Time Information in Salisbury city and on core routes in Wiltshire. (CC)												
Complete implementation of Real Time Information on core routes. (CC)												

Action	2003 3rd qtr	2003 4th qtr	2004 1st qtr	2004 2nd qtr	2004 3rd qtr	2004 4th qtr	2005 1st qtr	2005 2nd qtr	2005 3rd qtr	2005 4th qtr	2006 1st qtr	2006 2nd qtr
Use of the Traveline framework to provide the real-time information in Wiltshire. (CC)												
Operators and County Council, jointly as part of SWPTI, to look at opportunities for making real-time information available across as many media as possible, including internet, WAP phones, telephone and SMS messaging to mobile phones. (Joint)												
Bus operators to be encouraged to make full use of Automatic Vehicle Location (Op)												
Publicity Distribution Strategy												
Operator and County Council steering group to agree methods of developing the overall strategy for distributing publicity e.g. house to house publicity trials, expansion of distribution, initiatives to target workplace travel. (Joint)												
Expansion of the distribution of timetables to cover major activity centres and shopping centres (Joint).												
Involvement of PCs in information distribution (Joint)												
Meeting the needs of Disabled Users												
Wiltshire CC to improve awareness of information sources available for the mobility impaired e.g. Dial-A-Ride and												

Action	2003 3rd qtr	2003 4th qtr	2004 1st qtr	2004 2nd qtr	2004 3rd qtr	2004 4th qtr	2005 1st qtr	2005 2nd qtr	2005 3rd qtr	2005 4th qtr	2006 1st qtr	2006 2nd qtr
Taxicard schemes. (CC)												
Information will meet the requirements of the Disability Discrimination Act 1995. (CC)												
Wiltshire County Council will ensure that a clear statement is agreed of any duties under Section 17 of the Crime and Disorder Act 1998 (CC)												
Wiltshire CC to seek opportunities to make improvements to information provision for special needs users. (CC)												
General information on issues such as facilities and equipment at rail stations and interchanges will be made more widely available. (CC)												
Countywide Data Management Strategy												
County Council to focus on ensuring Wiltshire data for Traveline is fully up to date and verified. (CC)												
Commercial operators to provide necessary resource to ensure Traveline data is verified. (Ops)												
The County Council and bus operators to jointly push for SWPTI to develop mechanisms which will assist with data management e.g. ownership and												

Action	2003 3rd qtr	2003 4th qtr	2004 1st qtr	2004 2nd qtr	2004 3rd qtr	2004 4th qtr	2005 1st qtr	2005 2nd qtr	2005 3rd qtr	2005 4th qtr	2006 1st qtr	2006 2nd qtr
licensing issues. (Joint)												
To investigate the options available for better use of software for producing publicity. (CC)												
To explore ways of using the Traveline data for other applications including real time information and roadside publicity. (CC)												
County Council and operators to work towards early adoption of electronic registration												

4. Summary and Next Steps

4.1 The Bus Information Strategy for Wiltshire has been built around a framework developed through a program of consultations with residents, stakeholders, bus operators and other organisations. The following key elements form the Strategy framework:

- ◆ Awareness Building;
- ◆ Countywide Data Management Strategy;
- ◆ Telephone Enquiry Service;
- ◆ Printed Timetables;
- ◆ Roadside Timetables;
- ◆ Publicity at Interchanges;
- ◆ Internet;
- ◆ Real time Information;
- ◆ Publicity Distribution Strategy;
- ◆ Meeting the needs of Disabled Users.

4.2 The review of current arrangements for providing information both by operators and the local authority indicates that the programme of information provision in Wiltshire is generally fairly effective. The strategy focuses upon particular areas of information provision to refine the way in which they are provided.

4.3 The strategy will focus on improving overall awareness of sources of publicity. This will be achieved by an awareness campaign to launch the strategy which will be targeted towards particular areas, and will focus on improving the methods for distributing publicity across Wiltshire.

4.4 The strategy has been developed under each of the headings listed above to include objectives for the provision of each type of information, and standards and targets for implementation. The strategy sets out a programme for implementation over the short, medium and long term, and proposes a monitoring framework.

4.5 The Strategy and Action Plan will be implemented by the Local Authority and the Bus Operators in partnership. Local Working Groups will be set up to progress many of the key areas identified by the strategy, in particular for the roadside publicity element. The implementation of the Strategy will rely on the development of these Working Groups for some elements, with others to be developed through the SWPTI regional framework.

4.6 The Action Plan has set out which organisation is to have responsibility for each task; The Working Groups will agree funding arrangements for the various tasks, which will need to be divided between the local authority and

the operators. SWPTI will provide an important framework for agreement of the service change dates, which is seen as a key method of providing a more structured approach to providing publicity.

4.7 The implementation plan sets out a programme for the short, medium and long term, so that there is not an onus upon operators and local authorities to be delivering the initiatives all at once, but there is a mechanism for achieving some quick wins for those aspects of information provision requiring particular attention, such as improving general awareness of the locations at which public transport information can be found, and developing the provision of roadside information in a more structured way.

4.8 The effectiveness of the strategy will be monitored and a review of the strategy will be undertaken each year, to which the bus operators will have an opportunity to contribute to this review. The monitoring information collected will assist the County Council in monitoring progress towards the Local Transport Plan target for improving satisfaction with public transport information.

The County Council will act as an arbiter in determining whether the standards for publicity provision set out within this strategy are being met, and the local bus operators will abide by the conclusions of decisions made on standards of information provision.

4.9 A number of areas require further investigation and progression as part of the development of the strategy implementation. These include:

- Implementation of the overall Awareness campaign
- Establishment and facilitation of the operator/authority working groups
- Agreeing with operators structures for funding
- Setting appropriate targets for those areas where these are not set
- Working with SWPTI to progress those areas requiring a regional approach such as the set service change dates
- Setting the Countywide Data Management Strategy in place, including focussing on verification and procurement of the appropriate software.
- Further development of the market segmentation strategy to tackle different sectors of the population in different ways.