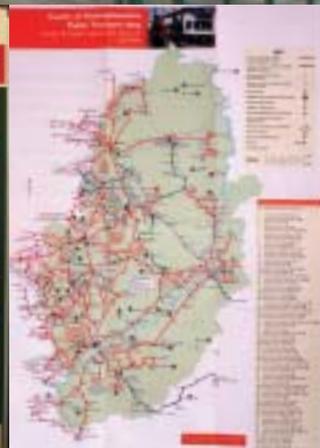




Nottinghamshire  
County Council

# Strategy for the Provision of Information on Local Bus Services

July 2003



## Why a strategy?

Nottinghamshire County Council is committed in its Strategic Plan "*Building a Future*" to improving public transport. More specifically, it recognises the need to provide better information about local bus services, as this makes it easier for people to use this mainstay of the public transport network, and to make the positive choice of doing so rather than using the private car.

Information on local bus services in the past has been in the form of traditional paper based timetable leaflets, booklets and roadside timetables. In the late 1980's an innovative telephone call centre hotline was set up by the County Council to provide readily available advice and information. Recently there have been new and exciting advances in the development of electronic information, such as internet-based journey planning, Real Time Passenger Information, and mobile phone technology. The way that information is provided is being revolutionised. Nevertheless there are and will always be many people who prefer to receive information in its traditional format.

This has led to the need to take a strategic approach to the delivery of information. This must ensure that the needs of the users of public transport services are met in the short, medium and long term. It must consider what information is needed to encourage new users to public transport. Moreover it must also define the roles of both bus operators and the County Council in the delivery of this information. Although in national surveys, Nottinghamshire County Council ranks highly amongst its peers in the delivery of local bus information, customer feedback has indicated that the standard and availability of information needs to improve still further. This strategy will be a major step forward in doing so.

The local bus information strategy is just one part of a wider strategic approach to the planning and delivery of public transport in the County. A bus strategy has been published, and this with other detailed policy documents complements the overall transport strategy set out in the Nottinghamshire Local Transport Plans.

## Status of this document

This document fulfils the legal requirement on the County Council to produce a local bus information strategy. Importantly, it contains within it a formal statement of policy in the form of Appendix 4. This is a legal document which sets out the minimum standards for information provision that are required of operators who provide local bus services in the County. The County Council has powers under the Transport Act 2000 to enforce the delivery of this policy.

## Summary of consultation

This strategy has been prepared following extensive consultation. Under the Transport Act the County Council is required to consult with the Traffic Commissioner, with representatives of bus users, and with neighbouring transport authorities. However, we have chosen to adopt a much more inclusive approach, and have also consulted operators of registered local bus services, district councils, transport interest groups and others who have shown an interest.

## Comments and further copies

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A free summary leaflet is also available from the same address.



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## 1.1 Legal and national policy context

*1998 Transport White Paper "A New Deal for Transport – Better for Everyone"*

In 1998, the Government published its Transport White Paper "A New Deal for Transport – Better for Everyone". This made clear that improved public transport lay at the heart of national transport policy. Moreover it made explicit reference to the need to improve information if the public are to be encouraged to make better use of public transport. It made a commitment to introduce new legislation to make the provision of a strategy for the delivery of information on bus services a duty on Local Transport Authorities (LTAs).

*Transport Act 2000*

This commitment was delivered in the form of the Transport Act 2000, (sections 139 to 141 inclusive, attached as Appendix 1). This requires that LTAs must from time to time determine, having regard to their Local Transport Plan (LTP), what local bus information should be made available and the way in which it should be made available. This strategy has been prepared to fulfil Nottinghamshire County Council's legal duties in this respect.

The Transport Act also gives LTAs powers to enforce this minimum standard by providing "the required information" themselves if operators fail to comply, and reclaiming reasonable costs from the operators concerned.

*Disability Discrimination Act 1995*

The Disability Discrimination Act has a significant impact on a number of areas of information service provision. In July 2000, Nottinghamshire County Council agreed to take a 'triple audit' approach to addressing the requirements of DDA. This approach is recommended by the Employers Forum on Disability and combines actions relating to three kinds of reasonable adjustment in the areas of policy, technical aids and equipment and buildings. Taking this approach will assist in meeting the requirements of the DDA.

*Specific Government Initiatives*

As well as providing this policy and legal framework, Government has launched a number of national initiatives designed to improve the delivery of local bus information. These relate specifically to electronic services such as website journey planning, and fall under the overall "Transport Direct" umbrella. The vision behind Transport Direct is a revolution not just in the way that information is provided, but also in the reservation and sale of tickets on public transport services. Traveline (a national telephone information service), TransXchange (the electronic delivery of service timetables), and NaPTAN (a standardised protocol for the identification of bus stops) are all part of the wider Transport Direct initiative, and all are discussed later in this strategy.

## 1.2 Local policy context

*Building a future*

Nottinghamshire County Council shares the Government's commitment to improving public transport, and increasing the vital role it plays in meeting the transport needs of the people of Nottinghamshire. Moreover, it recognises the importance that better information has in encouraging greater use of public transport and thereby reducing car usage. The Council's 5 year strategic plan "Building a future" has a clear commitment under its priorities for the Environment to:

*"reduce car usage through the provision of better information on public transport, through the adoption of more school travel plans and by improving bus, rail and tram services"*

This strategy is an important step in delivering this commitment.

*Nottinghamshire Local Transport Plans*

The Transport Act 2000 makes clear that in delivering their duty to specify minimum standards for public transport information, LTAs must have regard to their Local Transport Plan. LTAs are obliged under the Act to publish Local Transport Plans, which set out the County Council's transport strategy and policies, and also specific deliverable programmes and targets over a five-year period.

Nottinghamshire is covered by two LTPs. One for Greater Nottingham covers the south of the county and the City of Nottingham, and has been prepared in partnership with Nottingham City Council. The North Nottinghamshire LTP covers the remainder of the county, comprising the West Nottinghamshire Coalfield Area and the rural areas including Worksop, Retford and Newark.

These LTPs contain a number of main objectives for the period 2001/2002 - 2005/2006. They include :-

- To promote sustainable travel and transport and modal shift away from the car
- To reduce social exclusion and rural isolation
- To increase information on, and awareness of, sustainable travel alternatives

Good public transport information makes public transport easier to use, and in generating more passengers makes the maintenance of a comprehensive network more achievable. Thus improved information meets all these LTP objectives.

### **1.3 Scope, key components, and preparation of Strategy**

#### *Scope*

This strategy has been developed to fulfil the requirements of the Transport Act 2000. It relates to the provision of local bus service information, as distinct from information on other forms of public transport. The Transport Act 2000 draws a distinction between them, and the specific duty on LTA's relates exclusively to the former. Even within the classification of local bus service, there are some services which it is not in the public interest to advertise/publicise widely. Examples are schools, works and special bus services, and these are exempted from the normal provisions of this strategy as set out in the appropriate section below.

However the importance of integrated public transport is widely acknowledged, and is a central principle of both national and local transport policy. The goal of integration needs to extend to public transport information – in that a passenger wishing to travel by a mix of modes should expect to be able to find information on all elements of their journey from a single source. To an extent this has started to be addressed in Nottinghamshire – for example the internet journey planner considers both train and bus services in designing the best route for the enquirer. Nevertheless the respective structures of the bus, rail, community

transport and tram sectors, both providers and regulators, are such that at this point in time it is piecemeal rather than comprehensive. However it is a medium term objective for this strategy to achieve much more widespread integration of information provision..

#### *"Required information" – a statement of minimum enforceable standards*

Under the Transport Act 2000 this strategy must define the "required information" which must be available in the County. This minimum standard is enforceable using powers vested in the County Council. For clarity, minimum enforceable standards are highlighted within this document in shaded boxes. They are reproduced in a definitive policy statement in Appendix 4. **It is this policy statement that will be used in any judgement on whether bus operators have complied with this strategy in terms of minimum standards, and therefore in any decision by the County Council to provide information directly and reclaim costs from the operator concerned.**

#### *Wider improvement and development proposals*

The strategy however covers more than this minimum enforceable standard. Within it there are many areas where improvements in provision for the benefit of the travelling public are proposed, but which it is too early to include in the minimum standard. Wherever possible a timescale for these improvements has been defined.

#### *Five year plan/annual update*

It is intended that this strategy should be an iterative document. It has been prepared to coincide with the endpoint of the two Local Transport Plans, in March 2006. At this point there will be another major consultation, leading to a new strategy. In the meantime, progress against the targets within this strategy will be monitored on an annual basis. A statement of progress will be timed to coincide with the Annual Performance Report to the LTP in late July, and will be presented at the County Council's annual Public Transport Forum.

#### *Preparation – consultation process*

The Transport Act 2000 stipulates that the local transport authority must, before determining what information should be provided and the way it should be provided, consult with user groups and with the Traffic Commissioner. The Authority is also required to liaise with adjoining LTA's to explore appropriate opportunities for joint initiatives.

In recognition of the importance of consulting all relevant parties this authority has adopted a more proactive approach and widened the consultation to include key bus operators, bus and coach operator associations; rail operators, (where interchange opportunities occur), and Parish and District Councils. These organisations have received earlier drafts of the document, and many attended a seminar organised in 2001 to discuss the strategy.

#### **1.4 Current standards of local bus service information provision**

In developing a strategy for the future provision of local bus service information, it is important to consider current standards of provision and the extent to which they meet the public's aspirations (both of users and non-users of public transport).

##### *Current provision*

A review of the existing provision of local bus information has been undertaken in order to identify potential areas of conflict or duplication. Current provision is set out in Appendix 2, and is presented in the following categories:

- 1 Printed
- 2 Electronic
- 3 Face-to-face

##### *The Big Wheel*

In Greater Nottingham there has been a major initiative to promote integrated public transport through the "Big Wheel" marketing campaign, run by the Greater Nottingham Transport Partnership on behalf of both Nottingham City Council and Nottinghamshire County Council. This has a distinctive brand, and has produced additional information of both a general nature and specific to certain routes, locations, interchanges and user groups. This strategy supports this campaign, and encourages the use of the Big Wheel brand in the Greater Nottingham area.

##### *Customer satisfaction and performance*

In autumn 2000, Nottinghamshire County Council employed market researchers MORI to undertake a major survey of public satisfaction with the provision of public transport information. This is a Best Value Performance Indicator – i.e. a national measure of a local authority's performance which is used to compare it to others. The County Council is required to supply data on this indicator every three years.

The survey demonstrated that 55% of people in Nottinghamshire were satisfied with public transport information. This placed the authority third amongst Shire Counties, and well within the top 25%. It compares to a national average of 43%. Further details are included in Appendix 3. Thus while current performance is good compared to others, there is still considerable scope for improvement.

There is a lack of more detailed performance data in specific areas of information provision. One of the objectives of this strategy is to establish a much more comprehensive performance framework for information provision in the County.

# 2 STRATEGY

## 2.1 Objectives and principles

The overarching objective of this strategy is to improve the availability and quality of local bus service information to the public in Nottinghamshire. This will encourage more people to use public transport, and improve the ability of bus users both to plan journeys and travel with confidence.

The underlying principles are that local bus information should be:

- High quality – i.e. reliable and accurate
- Readily available at all stages of the journey
- Easy to understand, and available in formats suitable for those with impaired vision and those who cannot read English
- Comprehensive – covering all local bus services
- Free

By 2005 it is an objective to widen the scope of this strategy to cover other modes of public transport including heavy rail, light rail (tram), and community transport in an integrated way.

## 2.2 Key elements

### *Definition of information*

The Transport Act Section 139 Subsection (6) provides guidance on what a strategy should contain. It defines “local bus information” in the following way:

- “a) information about routes and timetabling of local services to, from and within the local transport 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.”

### *Categories of information provision*

In defining the ways in which information should be available to the public, a number of specific categories have been defined:

- **Printed**, including roadside information, leaflets, booklets, and posters
- **Electronic**, including telephone, internet, electronic displays and real-time passenger information
- **Face-to-face** – as delivered through travel centres

## 2.3 Strategy

This strategy for the provision of local bus information needs to balance the demand for information with the resources that can be reasonably be made available for its provision. In so doing, strategic choices have to be made between the different media for the provision of information – printed, electronic and face-to-face. For this reason, the importance of different types of information provision has been ranked as follows.

### **Priority 1**

- Comprehensive and accurate roadside timetable and route information at all stops and bus stations
- Comprehensive and freely available leaflets for all appropriate local bus services, showing both route and timetable information
- Accurate timetable and journey planning information over the telephone, through the Traveline service
- Internet-based journey planning and timetable/route information
- Publicity and contact details for both telephone and internet-based information on all printed information, together with other information such as the availability of concessionary travel and useful contact numbers
- All printed information should be in easy-to-understand formats, and there should be provision for the needs of the visually impaired, and those who cannot read English.

## Priority 2

- Provision of fares information on all above
- Provision of information to bus stop level rather than nearest timing point

## Priority 3

- Other aspects of information provision, including real time information, on-bus information, area booklets combining a number of services, face-to-face information, and wider public transport publicity

The detailed proposals for delivering these priorities in the categories of printed, electronic and face-to-face information have been set out in the following three chapters. In all cases the document makes clear which is the "required information", or minimum enforceable standard, and which are longer term development proposals which are not mandatory at this stage. In the latter case, the strategy makes clear that some proposals are expected to be included as required information at some specific time in the future.

## 2.4 Responsibility for delivery

In the following chapters, the strategy makes clear who is responsible for the delivery of different elements of the strategy. In many cases this is the bus operator. This is the operator who provides that particular service, and has registered it as a local bus service with the Traffic Commissioner under section 6 of the Transport Act 1985. Community and voluntary transport providers who have registered a bus service under section 22 of the Transport Act 1985 are also bound by the contents of this document.

As mentioned in section 1.3 above, there are some services which it is not in the public interest to advertise/publicise widely. Examples are schools, works and special bus services, and these are exempted from the normal provisions of this strategy.

### *Services subsidised by the County Council*

For services run with a public subsidy (either on a minimum cost or minimum subsidy basis), the bus operator has the legal responsibility for information provision. However the public body subsidising the service (normally the County Council) may opt to take financial and/or practical responsibility for providing the

publicity. The same situation applies to local services subsidised by private companies, for example supermarkets.

The County Council has traditionally taken on the responsibility for financing and producing publicity relating to tendered services, and will continue to do so for its current portfolio of services until the end of each contract. However in the future it will clarify for each new contract which party is responsible for the financing and delivery of information.

For *de minimis* contracts (which are not tendered) the County Council will consider the bus operator to be responsible for all publicity.

### *The County Council as a provider for bus operators*

Where the bus operator is responsible for the delivery of publicity, but is not in the position to do so, the County Council is willing to provide a service to the operator in return for the payment of a fee which will cover all costs. Costs will be quoted by the County Council on a case-by-case basis. In the particular case of specialised publicity such as leaflets in braille or a minority language, the County Council is currently prepared to provide information at no cost as a service to passengers with particular needs upon request. Operators will be expected to advertise the availability of specialist literature to their passengers. The County Council will keep under review whether this service should be offered free, or whether bus operators should be expected to meet the costs.

## 2.5 Cross boundary services

A number of services cross the County boundary, and therefore will also be subject to the neighbouring authorities' requirements for local bus information. The standard and format of publicity in these circumstances will be subject to negotiation and agreement of all parties. However Nottinghamshire County Council will normally expect publicity to be of an equal or higher standard to that defined in this strategy, and by consulting with neighbouring authorities is seeking to encourage a common approach to the production of local bus information across the region.

# 3 PRINTED INFORMATION

## Introduction

Printed information in the form of leaflets and roadside information is considered to be of the highest priority within this strategy. Other types of printed material such as area booklets and on-bus information are also of value. While evidence suggests that significant numbers of people now prefer electronic methods of accessing information, there remain many who either do not have access, for example, to the internet, or simply prefer printed information. Although printed information can be relatively inexpensive to produce, its nature is such that it can quickly become out of date if services change, and thereafter can mislead if not replaced. In addition, for a significant proportion of the community, poor eyesight or an inability to read English will be a constraint on the effectiveness of standard printed information. The strategy seeks to address all these issues.

Printed information has been categorised into the following:

- Service specific timetables
- Roadside information
- Bus station information
- On-bus information and publicity
- Other paper-based information

## Information of value to the public

The Transport Act 2000 makes clear in its definition of information that certain "matters of value to the public" can be included as part of the minimum standard. The following is a list of such items which must be included in the provision of printed information in the County:

<b>Minimum requirement for provision of information of value to the public in printed material</b>	
<b>Type of information</b>	<b>Where</b>
Traveline logo* and telephone number – 0870 608 2608.	On all printed material
County Council public transport website address – <a href="http://www.nottinghamshire.gov.uk/buses">www.nottinghamshire.gov.uk/buses</a>	On all printed material

<b>Type of information</b>	<b>Where</b>
A notification of where fares information can be found – from the bus driver or the operator’s customer contact point	All service leaflets and roadside information, and displayed on the bus
Operator(s) customer contact number and address	All service leaflets, roadside information and area booklets
A statement concerning the availability of timetables in Braille/Large Print /non-English	All service leaflets and area booklets
A "valid from" date	All service leaflets, roadside information and area booklets

\*Copies of the logos, information number etc are provided in Appendix 5.

## 3.1 Service timetable leaflets

For many passengers the availability of a service specific timetable leaflet or booklet is the main source of information required, and effective provision is a core part of this strategy.

**Minimum enforceable requirements**

a) All registered bus services, whether commercial, tendered or a combination of both, must have an individual timetable leaflet. If it is considered appropriate, the service may be contained within a small booklet containing a combination of local services provided by one or more operators. However any such booklet must meet the standard for updating specified in (f) below, and will therefore need to be reissued when any of the services it contains are amended. Operators will also need to ensure joint leaflets do not conflict with the Competition Act 1998.

b) Service specific timetables or booklets must be available free-of-charge.

- c) The minimum unit for which a specific leaflet or booklet is required is the service (i.e. a single service number), not the route. Thus a single service which has a number of route variations should have a single leaflet or be part of a wider booklet. Equally a service supplied jointly by more than one operator should have one publication that covers all timetabled journeys for that service, irrespective of who operates them.
- d) Responsibility for the production of the leaflet or booklet will rest with the operator who runs the greatest number of journeys or services covered by the publication (in case of dispute measured in route kilometres), unless agreement has been reached that the other operator(s) should produce it instead. However all operators should contribute toward the costs of the publication on a pro rata basis, measured by route kilometres. Where agreement cannot be reached on the production of the leaflet then Section 140(1) of the Transport Act, entitling the County Council to produce the leaflet and recharge operators, will be invoked.
- e) Information must be provided in a clear and easy-to-understand format, and wherever possible in accordance with the specification contained within the ATCO/CPT Code of Good Practice (see Appendix 6). In addition each individual leaflet or booklet will contain the information considered of value to the public specified above, i.e.:
- Traveline logo and number
  - County Council website address
  - Notification of where fare information can be obtained
  - Operator contact number
  - Statement of availability of leaflet in alternative formats
  - Valid from date
- f) Where the service changes, a new leaflet should be available at least 2 working weeks before the introduction date, except in cases where the service registration with the support of the County Council is less than the normal 56 days. In all cases information must be available before the date of change, even if only in temporary form.
- g) Copies of the timetables must be available within 2 weeks of a request in Braille/Large Print/Audio in order to fulfil the requirements of the Disability Discrimination Act.

- h) Each service specific timetable or booklet should be available on board the bus operating on the service, or by request from the driver. Leaflets should also be available from the primary outlets listed in Appendix 7

## Improvement and development proposals

### *ATCO-CPT Code of Good Practice*

Full conformity with the ATCO-CPT Code of Good Practice for the provision of printed material (set out in Appendix 6) is not mandatory. However information should always be to the high standards implicit in the Code of Good Practice, and should be clear and easy-to-understand. The County Council will review in the future whether conformity with this Code of Good Practice should be mandatory, but will consult further before introducing such a requirement.

### *Naming of stops*

Following recent work, all bus stops in the County now have a specific name in accordance with "NaPTAN" guidance (a government-led protocol for the identification of all bus stops). In addition it is a government target that all timetable information should provide times to individual stops (rather than the nearest timing point) by October 2003. The County Council intends to make it a requirement in future revisions of this strategy that all leaflets should include some representation of the full route, perhaps in the form of a route map, even if timetable information is only supplied to timing points.

### *Valid from/until dates*

It is anticipated that a long term objective of achieving a Countywide 'valid from/until' date can be introduced, minimising revisions to four common agreed dates. Until this time all printed timetables should contain a 'valid from' date as specified above.

## 3.2 Roadside Information

The provision of roadside information relies on there being adequate infrastructure at the stop – a bus stop flag and a timetable case. Currently 34% of stops have timetable cases. Moreover ownership in some cases is with the operator, in others with the County Council. Whilst the provision of roadside information is seen as key to this strategy, the lack of infrastructure is a constraint which can only be addressed in the medium to

long term. This is discussed in greater length in section 6 below.

It should be noted that the Senior Traffic Commissioner (the Government's regulator of the local bus industry) has publicly set out the aspirations of all the Traffic Commissioners for public transport information, particularly in relation to roadside provision. In his statement, he indicates that:

- *Local Authorities and bus operators must agree who is responsible for providing roadside information at each stop and who is responsible for ensuring sufficient space is available at each stop to do this adequately.*
- *Service numbers, times and destinations of buses should be displayed at all stops.*
- *Information should wherever possible be stop specific.*
- *Displays at stops must be changed each time a service or timetable is revised.*
- *Three weeks prior notice of changes to services or timetables should be displayed at stops and on buses particularly on Quality Partnership routes.*
- *Static information should be provided and maintained at stops even where real time information is provided.*
- *Public holiday timetables should be included within displays.*
- *Local Authorities should name all stops and ensure that the agreed name is displayed at each stop.*

*Senior Traffic Commissioner - 2001*

Against this context, the following are the proposals for roadside information:

### **Minimum enforceable requirements**

In all cases, the following minimum enforceable requirements only apply where there is adequate infrastructure at the bus stop.

### **Bus stop flags**

- a) Where a new bus stop flag is provided, either by the County Council or the bus operator, it will be a minimum requirement that the flag provides a standard bus stop symbol, the County Council's unique NaPTAN-compliant reference number, the name of the stop, the Traveline telephone number and logo, and the website address [www.nottinghamshire.gov.uk/buses](http://www.nottinghamshire.gov.uk/buses). This information must be provided in accordance with the specification in Appendix 5. This responsibility rests with whichever organisation owns the flag. The County Council maintains a comprehensive database listing the location, name and unique reference number of each stop in the County, and this is available to all operators.
- b) Wherever space on the bus stop flag allows, and in all cases where there is a cluster of bus stops, and two or more stops serving different routes are located in close proximity, the flag must also display the numbers of the services which stop at each location. In this case it is the responsibility of the bus operator to provide the number in the form of an adhesive vinyl, together with any branding they consider appropriate. Again further details are available in Appendix 5.
- c) The County Council reserves the right either to remove bus stop flags which do not comply with the specification in Appendix 5, and to replace with a compliant one; or to amend the flag through the use of adhesive vinyls. However it will only do so in consultation with the bus operator, and if replacing on the basis that a replacement will be provided at the same time. During the consultation, the operator if they so wish, may choose instead to make the bus stop flag compliant themselves.

### **Timetables**

- d) Where a timetable case is available, it must contain legible up-to-date service information specific to the stop in question for all services which use it. This will include the bus service numbers, times of departure and destinations, together with public holiday timetables, and all of the information of value to the public specified above. This includes:

- Traveline logo and number
- Website address
- Notification of where fare information can be obtained
- Operator contact number
- Valid from date

e) All printed roadside information must be provided in a clear and easy-to-understand format. Responsibility to provide roadside timetable information rests with the bus operator concerned. Where two operators share a particular service, the arrangements set out above for cost sharing with service leaflets apply.

f) In the case of stops used by more than one bus operator, the organisation which provides the timetable case should normally make enough space available free-of-charge within the case for the other operator(s) to display their service information, and thereby fulfil their duties under this strategy. Where the operator which owns the case feels this is not appropriate, for whatever reason, they should inform officers of the County Council who may then decide to install a larger case themselves. In either case operators must ensure their publicity does not obscure that of other operators.

g) All timetable information must be up-to-date. Where changes to service times take place the timetable must be changed ideally on the day of implementation, or in all cases within 1 working week.

## **Improvement and development proposals**

### *ATCO-CPT Code of Good Practice*

It is anticipated that in the near future an ATCO-CPT Code of Good Practice for the provision of roadside information will be published, complementing that already produced for printed material. Once published, the County Council will consider the relevance of this Code of Good Practice for Nottinghamshire, with a view to possibly making it a mandatory requirement in the future following appropriate consultation.

### *NaPTAN stop references*

Nottinghamshire County Council has completed the process of assigning a unique reference number, using the national NaPTAN protocol, and a recognisable and acceptable name for each bus stop in its area. It is

currently consulting with operators before these names are finalised. A programme of investment is proposed to ensure that both number and name are displayed at all bus stops on the bus stop flag. This is a requirement of the Transport Direct initiative, and is intended to assist passengers in finding out information relating to specific stop locations. However it will be some considerable time before all stops in the County conform with this requirement.

### *Stop level detail*

By April 2004 the County Council intends, where information is displayed at a bus stop, to make mandatory that it is accurate and specific to the stop in question. There will however be further consultation before this requirement is introduced. Current practice is often to provide a standard timetable, which gives information only to the nearest timing point. The provision of information to stop level detail is central to the Travel Direct concept. The County Council will be willing to assist in this process by providing operators who do not have the appropriate software with information drawn from the regional journey planner in the appropriate format.

### *Advanced warning of timetable changes*

This strategy specifies that new roadside timetable information must be available ideally on the first day of the operation of a new timetable. This ensures the information is accurate on the day in question, and aims to avoid any confusion associated with two different timetables on display simultaneously. It also reflects the fact that timetable cases may not be big enough to hold two sets of timetables. However it is recommended, although this involves two separate trips to the stop, that operators provide advanced notification that there will be timetable changes from the date in question, and advises that users should contact either Traveline, the website, or the bus operator for further details. They may also secure new timetable information from the service leaflet, which as set out above should be available at least 2 weeks prior to the service change, on the bus or at other outlets.

### *Lighting at bus stops*

In the longer term, it is an objective for the County Council to install lighting at as many bus stops as possible where ambient lighting conditions are inadequate to read timetable information at night. This can be extremely expensive where there are no electricity

supplies nearby. The County Council is currently piloting the use of solar panelled lights combined with rechargeable batteries.

#### *Audio information*

The provision of audio information at key bus stops for those whose vision is poor is technically feasible. While a long term aspiration, the costs will prohibit widespread adoption of this technology in the short term, and its use may be superseded by mobile phones.

#### *Real time displays*

The installation of Real Time Passenger Information displays at bus stops is discussed in the following chapter on Electronic information.

### **3.3 Bus station information**

“Bus stations” vary from a collection of stops in specific locations, small interchanges, to self-contained buildings with extensive areas for passengers and buses to wait. In Nottinghamshire they are owned by a variety of organisations including the County Council, District Councils, and bus operators. The requirements below apply to the following bus stations in the County:

Mansfield	Newark
Worksop	Beeston
Retford	Sutton

#### **Minimum enforceable requirements**

- a) All bus stations shall display timetable information for all services, whether commercial or tendered, operating to and from that bus station. This information will be available at the bay normally used for that bus service. The information must conform with the standards set out above for bus stops. As for bus stops, responsibility rests with the bus operator(s) of the service concerned.
- b) A bus station plan/destination board should be provided by the bus station operator.

#### **Improvement and development proposals**

##### *New bus stations*

As and when new bus stations are developed in the future, these will be required to comply with the same standards as those listed above. A separate standard for

significant bus interchanges, which are not designated bus stations but nevertheless important transfer points, will be developed by March 2004.

#### *Electronic departure information*

It is hoped that in the next 5 years, electronic departure boards similar to those found at rail stations can be installed at the larger bus stations. This is discussed further in the next chapter.

#### *Directions to rail stations and tram stops*

Given the importance of interchanges in the delivery of integrated transport, there should also be information on the location of the local rail station and tram at bus stations wherever appropriate. Opportunities for installation of high quality interchange information will be pursued in the next 2 years.

### **3.4 On-bus information and publicity**

#### *Bus/coach interior*

Government has recently made clear in its consultation over bus service regulation “The Flexible Future” that comprehensive passenger information should be available on board the bus.

Minimum enforceable requirements are as follows:

#### **Minimum enforceable requirements**

- a) Timetable leaflets must normally be available on-bus, and a revised leaflet must be available at least 21 days in advance of a service change. Where this is considered impractical, an alternative would be a supply of pre-paid cards by which the passenger can request a free copy of the appropriate leaflet through the post.
- b) A notification that full fares information is available from the driver on request must be displayed on the vehicle.

In addition, operators will be encouraged to provide the following information of value to the public on all local bus services:

- Route
- Operator’s customer contact number and address
- Traveline contact details and logo

- For buses which spend the majority of their time in the County, the Nottinghamshire website address [www.nottinghamshire.gov.uk/buses](http://www.nottinghamshire.gov.uk/buses).

#### *Bus/coach livery*

The outside of the bus provides a valuable platform not just to brand that particular service, but also to provide more general public transport information. Operators are encouraged to include the Traveline logo and contact number on the outside of all buses. For buses which spend the majority of their time in the County, operators are also encouraged to display the above website address.

### **3.5 Other printed information**

#### *Area Timetable Books*

Passengers planning journeys need to know the full choice of local bus services available to them in one particular area, not just those available from one bus operator. For this reason the County Council produces 12 area timetable books each of which covers a part of the County. The costs are met entirely by the County Council, and each book is reprinted annually. Research has shown these to be popular with users. However their nature is such that they are out-of-date very quickly after production because of the high level of service changes that take place.

Nottinghamshire County Council has undertaken market research which indicates a high level of satisfaction with the booklets in their current format. It will therefore continue to produce area timetable books as frequently as budget allows, and at a minimum frequency of one per area per year.

To address the fact that the timetables within the booklet may be out-of-date, the booklets will include a clear statement that passengers should confirm travel times using the internet or Traveline service, or by obtaining a current service leaflet.

Booklets will comply wherever possible with the specification contained within the ATCO/CPT Code of Good Practice, and will also contain all of the information of value to the public set out above.

Individual booklets will be available at no charge. Requests for multiple booklets will be considered as not being for personal use, and the County Council therefore reserves the right to make a charge in this circumstance.

#### *Nottinghamshire Route Map*

Nottinghamshire has in the past produced a route map of the County (Travel Planner) which sets out all local bus services on a map base. Segments of the map are still issued with Area Timetable Books, and also available in fully updated form on the [www.nottinghamshire.gov.uk/buses](http://www.nottinghamshire.gov.uk/buses) website. However printing of the map as a whole has ceased.

In the future, the role of a comprehensive County route map as a journey planning tool is increasingly likely to be supported by the potential contribution such a publication can make in addressing social exclusion issues, integrated ticketing and also raising public awareness in the network in line with the County Council's modal change objectives. Consideration will be given to reintroduction of the route map at an early opportunity.

If in the future the County route map is published, it will contain all the information of value to the public specified above. There will not be a charge for this publication if it is produced in the future.

#### *General information leaflets*

Nottinghamshire County Council will continue to publish and distribute a number of general information leaflets concerning different aspects of public transport provision. These include leaflets on:

- Concessionary travel
- Community transport availability
- School transport

In addition, it is intended to produce a new leaflet, to be widely distributed, which summarises this strategy and makes clear what information the public can expect and who will provide it. As for all local information provided by the County Council, this will be available on request in large print, braille, or in common non-English languages.

#### *Marketing and promotional literature*

There is significant scope for the production of marketing literature to promote public transport use in general, and specific services, ticket offers, facilities or travel opportunities in particular. Whilst commercial bus operators will tend to market their own services, there may be considerable scope for the County Council and others to market public transport more generally. This will include printed material such as posters and leaflets, but

also will explore other marketing opportunities such as ticketing. This important area is being developed in a separate Public Transport Marketing Strategy for the County area.

In Greater Nottingham a major marketing campaign is being pursued by the County Council and Nottingham City Council, through the Greater Nottingham Transport Partnership, under the "Big Wheel" initiative. This has developed promotional material focusing in particular on interchange facilities, multi-operator ticketing schemes across different operators, integrated services aimed at commuter travel and initiatives towards specific markets such as the elderly and disabled. It has also developed a website ([www.thebigwheel.org.uk](http://www.thebigwheel.org.uk)). The County Council supports this initiative, as it adds value to the basic provision of information set out in this strategy. Opportunities for using the Big Wheel brand in Greater Nottingham will be explored in the development of the Marketing Strategy.

## 4 ELECTRONIC INFORMATION

### *Introduction*

Electronic information on local bus services is available in a variety of ways. An electronic journey planner underpins the provision of telephone-based information, a website journey planner and remote enquiry terminals located in hospitals, shopping complexes and other public places. In addition certain bus routes within the County benefit from real time passenger information.

One key advantage of electronic information is that it can be updated regularly and is therefore more reliable than paper-based information. Also information on the internet is accessible day and night.

### *Transport Direct*

Transport Direct, as mentioned in Chapter 1, is an ambitious government initiative to transform the provision of public transport information, and is underpinned by electronic information systems. When the project is complete, it will allow passengers to plan journeys, find out fares, purchase tickets, and make seat reservations across different transport modes in one integrated service. Access will be possible by telephone and internet.

The project has a number of components, the delivery of which will happen at different times. However underpinning the whole initiative is the development of a comprehensive database of services. Computer software will then be able to interrogate this database to provide a journey planning service. Once the user has entered their starting point and destination, this will provide information on the best route options, modes, and times including those of connections between different modes.

The journey planner will be accessible by individuals via an internet connection, or by Traveline call centre staff who can then relay the information on to a telephone enquirer.

### **4.1 Stationmaster database**

The model for Transport Direct being pursued by government is a series of County databases containing information about local bus services managed by transport authorities such as the County Council. In Nottinghamshire this database is called "Stationmaster".

County databases feed a network of regional journey planners. Information concerning train services will be managed separately.

In order to update the database, the County Council relies on the receipt of service registrations from bus operators. These must be submitted to the Traffic Commissioner, and simultaneously copied to the local transport authority. In Nottinghamshire this process currently relies on paper information, which County Council staff then have to enter manually onto Stationmaster. The information is then transmitted to the regional journey planner, which in turn is used by the Traveline call centre serving the County. The process is slow and potentially subject to human error.

### *Electronic registration*

A protocol ("Atco-cif") now exists to automate this process. Using this protocol, it is possible for service data to be sent electronically both to the Traffic Commissioner and to the County Council. This automated process would be instantaneous and almost error-free compared to the current system.

Government has indicated under the TransXchange initiative that moving to electronic registrations is a high priority and should have been comprehensively adopted by December 2002. Unfortunately this has not been the case, and many operators in Nottinghamshire still rely on paper registrations. To encourage quicker uptake, the Government has indicated that it wishes to introduce a cost differential in the registration fee to encourage operators to move to electronic registration, but this has still to be introduced.

### *Stop-level detail*

A further problem with the current system is that many registrations contain timetable information only to "timing points" – often a relatively small proportion of the stops on a route. A journey planner with only this information can only provide a time to the nearest timing point to an enquirer's local bus stop.

Again government has indicated that it wishes to see regional journey planners offering travel information to stop level detail by October 2003. This first requires all stops to be identified, and second a time against each

stop on the timetable.

Identifying all stops with both a unique reference number and local name is to be achieved under the NaPTAN initiative. The proposal also includes the geo-coding of all stops and their representation on a GIS mapping base. This work has effectively been completed in Nottinghamshire. The journey planner is now being developed to allow stops to be selected from digital maps or by using the postcode as an alternative to specifying the name.

The further step to populate the database with times for all intermediate stops between timing points is more problematic. Ideally bus operators should themselves provide these intermediate times, and the Government has set a target of October 2003 for this to happen. Until they do so, the County Council will be obliged to estimate these times itself.

### Improvement and development proposals

Nottinghamshire County Council will continue to update the stationmaster database. It will continue to strive to meet the operational target of having all service change information updated on the database at least 14 days before it comes into force, and will monitor performance against this target.

Operators should strive at the earliest opportunity to submit service information in electronic format, either using their own dedicated software compliant with the Atco-cif protocol, or by entering the information online on the TAN website. This is not yet a mandatory requirement of this strategy, but the County Council looks to government to make it a statutory requirement at the earliest opportunity.

In addition, operators will be encouraged to provide timetable information to stop level, even where this is not part of the service registration. In the absence of this data, the County Council will populate the database with times for all stops, using its best judgement to maximise accuracy. The provision of stop level timetable information is again not yet a mandatory requirement of this strategy, but the County Council looks to government to make it a statutory requirement at the earliest opportunity.

## 4.2 Traveline service

The national Traveline telephone information service is a network of call centres that provides telephone advice on

local bus service using a single national-rate number 0870 608 2608. Nottinghamshire is covered through a call centre in Scunthorpe. The Traveline service is available between the hours of 0700 and 2100. The call centre staff when answering calls use the regional journey planner which draws from information on the Stationmaster database.

The contract with the call centre in Scunthorpe is managed by EMTIS, the East Midlands Transport Information Service. This organisation represents bus operators and local authorities in the East Midlands region. Under the arrangement, bus operators and local authorities have agreed to share costs on a pro rata basis dependent on the number of calls received by the call centre relating to the services each bus operator provides. Local authorities meet the pro rata costs of calls relating to tendered services.

The call centre is subject to performance monitoring under the contract, and EMTIS has adopted the following performance standards:

Performance indicator	Current performance	Target
Percentage of all Calls Answered	89.9%	85%
Percentage of Calls answered in 30 secs	75.5%	85%

Against this background, the following are the proposals for telephone information:

### Minimum enforceable requirements

All operators of local bus service in the County must contribute to the costs of providing the Traveline service on the basis described above, and according to a schedule of charges set by EMTIS. Where an operator fails to do so, Nottinghamshire County Council will meet those costs and recover them from the operator using the statutory powers afforded it under the provisions of the Transport Act 2000.

### Improvement and development proposals

The quality of advice received from the call centre is extremely dependent on the quality of information on the Stationmaster database. The measures to improve the accuracy of this database are set out in 4.1 above. They

include achieving short term updating targets, introducing estimated stop-level timetable information, encouraging operators to provide stop-level detail themselves, and encouraging electronic registration.

### **4.3 Internet development**

The new Nottinghamshire County Council web site provides access to a wide range of public transport information through its traffic and travel pages. The bus section, located at [www.nottinghamshire.gov.uk/buses](http://www.nottinghamshire.gov.uk/buses), includes comprehensive route and timetable information as well as news updates and information on community transport, concessionary travel and school travel.

The web site also includes travel maps and the traveline journey planner as well as contact details and links to all the bus operators active in Nottinghamshire. This ensures access to all the information required to plan journeys on buses within Nottinghamshire and beyond.

Future developments for the site include e-government initiatives such as downloadable bus contract tender documentation and application forms for school travel passes.

Links are provided to the Travelwise web site which is jointly funded by Nottinghamshire County Council and Nottingham City Council. This site gives information on local traffic and other transport issues.

The traveline journey planner uses the Stationmaster database. It is currently provided primarily to timing point level. By October 2003 enquiries will be possible from individual bus stops as part of the Transport Direct initiative. The Journey planner received an average of 6,853 hits per month during the year April 2002 to March 2003, a figure which is increasing. Customer feedback is that the site is useful but can be slow to provide information.

Many bus operators provide their own web sites with timetable information and some details of fares. All currently provide a link to the Travelwise web site, this should now be enhanced to include links to the County Council bus pages. This has been included as an enforceable requirement to ensure that any bus operators that develop a new web site comply.

### **Minimum enforceable requirement**

Where a bus operator operating a service in Nottinghamshire has its own website, this must include a direct link into the County Council's public transport website [www.nottinghamshire.gov.uk/buses](http://www.nottinghamshire.gov.uk/buses)

### **Improvement and development proposals**

As for Traveline, the quality of advice received on the internet is dependent on the quality of information on the Stationmaster database. The measures to improve the accuracy of this database are set out in 4.1 above. They include achieving short term updating targets, introducing estimated stop-level timetable information, encouraging operators to provide stop-level detail themselves, and encouraging electronic registration.

However the website will also be transformed by the move to representing stops on a GIS based map, and providing an enquiry tool based either on entering the postcode or clicking onto the bus stop on interest on the map. It is anticipated that this capability will be introduced in the future.

There is some evidence to suggest that at times of high usage, the website journey planner can be slow. The County Council will continue to work with the Internet service provider to improve speed. It will also work to publicise the site more widely and increase its use.

### **4.4 Remote enquiry terminals**

The County Council has installed a number of "remote enquiry terminals", which are touch-screen information points located in high profile public places. In essence they simply allow the user to access the same database and journey planner as is used for the internet.

Current usage figures suggest an average monthly enquiry rate of approx. 1,000 per terminal.

### **Improvement and development proposals**

Further installations of these terminals is seen as an important step in improving information provision, provided they are located in places accessible to relatively large numbers of people. Future installations will depend on finance, the availability of suitable sites, and the average cost per enquiry.

## 4.5 Electronic information at bus stations

The provision of electronic display panels at bus stations, similar to those installed at many railway stations, is seen as an important step in upgrading the image of bus transport. However unlike displays at many railway stations, those at bus stations would simply display scheduled departure times, and are unlikely in the near future to show real time data. In particular, there will not be the facility to display a delayed departure or arrival, or a change of bay if a service has to use a different bay from normal.

While live audio announcements are also unlikely at bus stations, the facility to introduce pre-recorded audio departure information is also possible.

Nottinghamshire County Council will continue to develop electronic timetable display units, together with audio timetable departure systems for installation at Bus Stations and major interchanges. It is hoped that this can be completed for the following bus stations, subject to finance, by 2006:

Newark	Beeston
Retford	Sutton

## 4.6 Real time passenger information

Real-time passenger information (RTPI) is a system which informs a passenger of the predicted time that a bus will arrive at a bus stop, rather than the scheduled time. It works using a global positioning system (GPS) installed on the bus which transmits its location to a central computer. The computer then calculates the time it will take to travel to any particular stop. For those stops which have roadside RTPI displays installed, this time is then transmitted to the stop itself, and displayed to passengers.

There are currently eight routes in the County equipped with RTPI, with approximately 132 roadside displays. The system was one of the first to be installed in the United Kingdom. As such it has recently experienced significant operational problems, and is currently subject to a major review. The County Council has adopted a target for correct prediction rate of 95%, but is currently achieving 50% or less, and four of the routes in Greater Nottingham have been switched off until performance can be improved. The review will ascertain the measures required to achieve the necessary major improvement in performance.

Technology has also moved on since the original installation of RTPI, and now allows access to real-time information both through mobile phones and the internet, as well as the more traditional roadside displays. The review will assess whether information provided in these alternative formats may represent a more appropriate and cost-effective way of meeting customer needs.

Any future development of the real time system has been put on hold until the review is complete.

## Improvement and development proposals

If the review demonstrates that the system is sound, a refurbishment will be undertaken on a route by route basis. When a route is refurbished, the number of roadside displays will be rationalised, and consideration will be given to mobile phone and/or website information. Thereafter each route will be strictly monitored for performance and operational cost. Once performance has stabilised at 95%, the refurbishment will continue onto the next route. Unless external funding becomes available, there will be no further development of RTPI until the refurbishment of existing routes is complete and their 95% performance proven to be stable.

## 4.7 E-marketing

This strategy relates to information provision rather than marketing. However the active marketing of individual bus routes and of the wider network is potentially a powerful way to attract new users to public transport. Marketing can cover a wide range of activities unrelated to information. However in developing marketing campaigns, bus operators and the County Council needs to ensure that information about the services is widely available. Information provision is an essential component of marketing.

A recent national initiative, Travelsmart, has proposed the use of computer software and electronic communication such as e-mail to develop a travel profile of individual members of the public, and e-mail or send to them information specific to their particular travel needs. Thus a regular commuter on a particular route would be e-mailed information automatically about that route. Nottinghamshire County Council is developing a separate, but connected, marketing strategy for local bus services in the County. In doing so it will evaluate the provision of information under a Travelsmart initiative. Firm plans for whether to pursue this on a widespread scale will be developed by March 2004.

# 5 FACE-TO-FACE INFORMATION

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A certain proportion of the public prefer face-to-face personal advice and information, rather than using telephone or internet services. In the past this has been provided primarily by staff at ticket offices, as well as drivers on buses themselves. In 1999 Nottinghamshire County Council established the Worksop Travelwise Centre. Located in the centre of Worksop, this provided free face-to-face information and advice to callers. Market research has clearly demonstrated that such a facility was popular amongst those who use it. However it also proved to be a very expensive way of providing information, and the centre closed in March 2003. Other options for providing the service more cost effectively are being investigated.

## **Improvement and development proposals**

Any future development of this concept must ensure that the cost per inquiry is lower than has been achieved in Worksop. Options include incorporation into ticket offices at bus stations, travel agencies, public buildings, mobility advisers travelling to different locations, and "one-stop-shops" offering travel advice as part of a wider range of local authority services.

# 6 DELIVERY AND CAPITAL FUNDING

This strategy sets out the enforceable minimum requirements for the provision of local bus information, and also the development and improvement proposals for the next five years. This section discusses practical delivery and financial issues which will be crucial if the strategy objectives are to be achieved.

## 6.1 Local Transport Plan capital funding

Many of the proposals within the strategy require capital funding, particularly those relating to roadside and electronic information provision. The County Council is awarded funding from government through the Local Transport Plan settlement for investment in transport infrastructure. Nottinghamshire's Local Transport Plans were well received by Government, and the Authority was awarded Centre of Excellence as a result. A total of approximately £1 million per year is likely to be available through this process for public transport schemes over the 5 years of the plan. Although much of this money will be earmarked for other physical infrastructure and highways-based projects, a proportion will be available for the improvement of information facilities. The following paragraphs describe the priorities that will be assigned to delivering aspects of this strategy.

## 6.2 Roadside infrastructure

As described in Section 2.3 above, the provision of roadside timetable information is seen as a key part of this strategy. However, where adequate roadside infrastructure does not exist, it is not considered reasonable to expect bus operators to meet the costs of installing this infrastructure. The comprehensive provision of good roadside information is therefore dependent on significant levels of public funding.

In addition, the ownership of current infrastructure is somewhat confused. Some is owned by bus operators, other infrastructure by the County Council, District and Parish Councils.

It is therefore intended to adopt the following process:

- 1 Nottinghamshire County Council has written to every main operator, District and Parish Council, inviting them to identify which infrastructure on a stop-by-stop

basis they claim ownership to. The recently completed bus stop inventory of the County will form the basis for this exercise.

- 2 All infrastructure that is not claimed by a bus operator will be assumed to be the ownership and responsibility of the County Council.
- 3 For those stops where infrastructure is owned by the bus operator, the County Council will apply the requirements of the strategy set out in section 3 above.
- 4 The County Council will ensure that all infrastructure in its ownership is maintained to a standard that allows bus operators to meet their duties under section 3 above.
- 5 The County Council will develop a programme, in consultation with bus operators, for installation of new infrastructure to allow roadside information to be provided where it currently is not. This will take account of proposals for quality bus corridors, which are likely to be a high priority for new investment. It will also be subject to the availability of funding – both capital funding for the installation of new facilities, and revenue funding for their maintenance.
- 6 Where a bus operator requests the installation of infrastructure, and this cannot be met by the County Council, they have the option to provide this themselves. However such installations are subject to the requirements of this strategy. In particular, bus operators will be required as part of this strategy to inform the County Council. This will allow the database of bus stops and roadside infrastructure to be kept up-to-date, and allow the Authority to ensure that all appropriate information is being provided.

### Minimum enforceable requirement

Where a bus operator decides to install bus stop flags and/or timetable cases at its own expense, they must inform the County Council within three weeks of installation.

# 7 TARGETS AND PERFORMANCE

It is pleasing to note that Nottinghamshire is in the top quartile (25%) of similar local authorities for the overall provision of information (third equal behind just Cheshire and Shropshire). However there is no room for complacency. The figure of 55% may still be considered as low, reflecting a national problem in the availability of good quality, reliable public transport information.

The County Council has therefore decided in this strategy to adopt exacting targets for the improvement of information provision. The following are the performance indicators and targets against which the delivery of this strategy will be measured:

PI	Target	Achievement date
<b>Headline indicator</b>		
Satisfaction with public transport information	Increase from 55% to: 60% 70%	October 2003 October 2006
<b>Printed information</b>		
Proportion of bus stops with timetable data	Increase from 34% to: 38% 42% 46%	March 2004 March 2005 March 2006
Proportion of services with leaflets	Increase from 85% (estimated) to: 90% 95% 100%	March 2004 March 2005 March 2006
<b>Electronic information</b>		
Electronic registrations	90% of service registrations received in electronic format	March 2004
Regional journey planner	Timetable detail on all stops	October 2003
Traveline	Response time of 85% within 30 seconds	March 2004
Website journey planner	10,000 hits	March 2004
Real time	95% performance on all existing routes	March 2004

# APPENDIX 1

## Transport Act 2000 – Sections 139-141 Bus services: provision of information

### *Information about bus services*

**139.** - (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) Before making such a determination, the authority must consult-
- (a) such organisations appearing to the authority to be representative of users of local services as they think fit, and
  - (b) the traffic commissioner for the traffic area covering their area.
- (3) Each authority must from time to time ascertain whether the required information is being made available to the public in the appropriate way.
- (4) Subsection (5) applies if an authority consider that-
- (a) the required information is not being made available to the public to any extent, or
  - (b) that information is not being made available to the public in the appropriate way.
- (5) If this subsection applies, the authority must seek to make arrangements with the operators of the local services concerned under which those operators agree to make the information available (or to make it available in that way).
- (6) In this section "local bus information", in relation to a local transport authority, means-
- (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.

### *Duty of authority to make information available*

**140.** - (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.

### *Bus information: supplementary*

**141.** - (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 transport 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).

## Current Information Provision

<i>INFORMATION</i>	<i>PROVIDED BY NCC</i>	<i>PRODUCED BY OPERATORS</i>	<i>OTHERS</i>
<b>Printed Material</b>			
Area Timetable Books	Yes	No	No
Route Specific Timetable Leaflet	Yes (limited)	Yes	No
Route Map	Yes	Yes (some)	No
Sherwood Forester Leisure Guide	Yes	No	No
Bus Station Information	Yes	Yes	No
Roadside Information	Yes	Yes	No
Bus/Coach Interior	No	Yes	No
Bus/Coach Livery	No	Yes	No
<b>Telephone information</b>			
Traveline Service	Yes	Yes	No
<b>Electronic</b>			
Journey Planner	Yes	No	No
Enquiry Kiosks	Yes	No	No
Internet Page	Yes	Yes	No
Real Time Information	Yes	Yes	No
<b>Personalised (face-to-face)</b>			
Worksop Travelwise Centre	(Closed March 2003)	No	No
<b>Other</b>			
Gt Britain Phone Line	No	No	Yes
BBC/Carlton TV	No	No	Yes
Teletext/Ceefax	No	No	Yes

# APPENDIX 3

## Details of MORI Customer Satisfaction Survey Autumn 2000 and National Comparison

Satisfaction with local bus service information provision

<i>Authority</i>	<i>% very/fairly satisfied overall</i>	<i>% very/fairly satisfied - received/seen info</i>	<i>% very/fairly - received/seen info</i>
Bedfordshire	32%		
Buckinghamshire	49%	59%	27%
Cambridgeshire	31%		
Cheshire	58%	76%	47%
Cornwall	41%	65%	22%
Cumbria	45%		
Derbyshire	39%	66%	21%
Devon	49%	67%	31%
Dorset	45%	62%	29%
Durham	44%	58%	30%
East Sussex	48%	62%	28%
Essex	37%	60%	25%
Gloucestershire	33%		
Hampshire	54%	71%	33%
Hertfordshire	40%	60%	
Kent	33%	47%	23%
Lancashire	47%	59%	37%
Leicestershire	47%	69%	34%
Lincolnshire	41%	71%	25%
Norfolk	36%	54%	21%
Northamptonshire	37%	56%	23%
Northumberland	53%		
North Yorkshire	41%		
<b>Nottinghamshire</b>	<b>55%</b>	<b>68%</b>	<b>40%</b>
Oxfordshire	46%	63%	50%
Shropshire	61%		
Somerset	39%	62%	17%
Staffordshire	48%	70%	33%
Suffolk	54%	70%	42%
Surrey	33%	61%	14%
Warwickshire	45%	69%	25%
West Sussex	50%		
Wiltshire	17%		
Worcestershire	38%	56%	20%

Source – Audit Commission

## Statement of minimum enforceable requirements

### 1 SERVICE TIMETABLE LEAFLET

The following information must be provided by bus operators:

- a) All registered bus services, whether commercial, tendered or a combination of both, must have an individual timetable leaflet. If it is considered appropriate, the service may be contained within a small booklet containing a combination of local services provided by one or more operators. However any such booklet must meet the standard for updating specified in (f) below, and will therefore need to be reissued when any of the services it contains are amended. Operators will also need to ensure joint leaflets do not conflict with the Competition Act 1998.
- b) Service specific timetables or booklets must be available free-of-charge.
- c) The minimum unit for which a specific leaflet or booklet is required is the service (i.e. a single service number), not the route. Thus a single service which has a number of route variations should have a single leaflet or be part of a wider booklet. Equally a service supplied jointly by more than one operator should have one publication that covers all timetabled journeys for that service, irrespective of who operates them.
- d) Responsibility for the production of the leaflet or booklet will rest with the operator who runs the greatest number of journeys or services covered by the publication (in case of dispute measured in route kilometres), unless agreement has been reached that the other operator(s) should produce it instead. However all operators should contribute toward the costs of the publication on a pro rata basis, measured by route kilometres. Where agreement cannot be reached on the production of the leaflet then Section 140(1) of the Transport Act, entitling the County Council to produce the leaflet and recharge operators, will be invoked.
- e) Information must be provided in a clear and easy-to-understand format, and wherever possible in accordance with the specification contained within the

ATCO/CPT Code of Good Practice (see Appendix 6). In addition each individual leaflet or booklet will contain the information considered of value to the public specified above, i.e.:

- Traveline logo and number
  - County Council website address
  - Notification of where fare information can be obtained
  - Operator contact number
  - Statement of availability of leaflet in alternative formats
  - Valid from date
- f) Where the service changes, a new leaflet should be available at least 2 working weeks before the introduction date, except in cases where the service registration with the support of the County Council is less than the normal 56 days. In all cases information must be available before the date of change, even if only in temporary form.
  - g) Copies of the timetables must be available within 2 weeks of a request in Braille/Large Print/Audio in order to fulfil the requirements of the Disability Discrimination Act.
  - h) Each service specific timetable or booklet should be available on board the bus operating on the service, or by request from the driver. Leaflets should also be available from the primary outlets listed in Appendix 7.

### 2 ROADSIDE INFORMATION

In all cases, the following minimum enforceable requirements only apply where there is adequate infrastructure at the bus stop.

#### *Bus stop flags*

- a) Where a new bus stop flag is provided, either by the County Council or the bus operator, it will be a minimum requirement that the flag provides a standard bus stop symbol, the County Council's unique NaPTAN-compliant reference number, the name of the stop, the Traveline telephone number and logo, and the website address [www.nottinghamshire.gov.uk/buses](http://www.nottinghamshire.gov.uk/buses). This information

must be provided in accordance with the specification in Appendix 5. This responsibility rests with whichever organisation owns the flag. The County Council maintains a comprehensive database listing the location, name and unique reference number of each stop in the County, and this is available to all operators.

- b) Wherever space on the bus stop flag allows, and in all cases where there is a cluster of bus stops, and two or more stops serving different routes are located in close proximity, the flag must also display the numbers of the services which stop at each location. In this case it is the responsibility of the bus operator to provide the number in the form of an adhesive vinyl, together with any branding they consider appropriate. Again further details are available in Appendix 5.
- c) The County Council reserves the right either to remove bus stop flags which do not comply with the specification in Appendix 5, and to replace with a compliant one; or to amend the flag through the use of adhesive vinyls. However it will only do so in consultation with the bus operator, and if replacing on the basis that a replacement will be provided at the same time. During the consultation, the operator if they so wish, may choose instead to make the bus stop flag compliant themselves.

#### *Timetables*

- d) Where a timetable case is available, it must contain legible up-to-date service information specific to the stop in question for all services which use it. This will include the bus service numbers, times of departure and destinations, together with public holiday timetables, and all of the information of value to the public specified above. This includes:

- TraveLine logo and number
- Website address
- Notification of where fare information can be obtained
- Operator contact number
- Valid from date

- e) All printed roadside information must be provided in a clear and easy-to-understand format. Responsibility to provide roadside timetable information rests with the bus operator concerned. Where two operators share a particular service, the arrangements set out above for cost sharing with service leaflets apply.

- e) In the case of stops used by more than one bus operator, the organisation which provides the timetable case should normally make enough space available free-of-charge within the case for the other operator(s) to display their service information, and thereby fulfil their duties under this strategy. Where the operator which owns the case feels this is not appropriate, for whatever reason, they should inform officers of the County Council who may then decide to install a larger case themselves. In either case operators must ensure their publicity does not obscure that of other operators.
- f) All timetable information must be up-to-date. Where changes to service times take place the timetable must be changed ideally on the day of implementation, or in all cases within 1 working week.

### **3 BUS STATIONS**

- a) All bus stations shall display timetable information for all services, whether commercial or tendered, operating to and from that bus station. This information will be available at the bay normally used for that bus service. The information must conform with the standards set out above for bus stops. As for bus stops, responsibility rests with the bus operator(s) of the service concerned.
- b) A bus station plan/destination board should be provided by the bus station operator.

### **4 ON-BUS INFORMATION**

- a) Timetable leaflets must normally be available on-bus, and a revised leaflet must be available at least 21 days in advance of a service change. Where this is considered impractical, an alternative would be a supply of pre-paid cards by which the passenger can request a free copy of the appropriate leaflet through the post.
- b) A notification that full fares information is available from the driver on request must be displayed on the vehicle.

### **5 TRAVELINE TELEPHONE INFORMATION SERVICE**

All operators of local bus service in the County must contribute to the costs of providing the TraveLine service on the basis described above, and according to a schedule of charges set by EMTIS. Where an operator

fails to do so, Nottinghamshire County Council will meet those costs and recover them from the operator using the statutory powers afforded it under the provisions of the Transport Act 2000.

## **6 WEBSITE INFORMATION**

Where a bus operator operating a service in Nottinghamshire has its own website, this must include a direct link into the County Council's public transport website [www.nottinghamshire.gov.uk/buses](http://www.nottinghamshire.gov.uk/buses).

## **7 BUS STOP FLAGS AND TIMETABLE CASES**

Where a bus operator decides to install bus stop flags and/or timetable cases at its own expense, they must inform the County Council within three weeks of installation.

# APPENDIX 5

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## Bus Stop Flag - specification

All new bus stop flags must contain the following information, and conform with the design specification overleaf.

<i>Content</i>	<i>Notes</i>
Overall size	A bus stop flag should be 325mm wide, and a minimum of 600mm high.
Unique NaPTAN bus stop reference number	Reference number must be that on Nottinghamshire County Council database.
International Bus Stop logo	Available from Department for Transport/Nottinghamshire County Council as a pdf file.
The words "Bus Stop"	
Bus Stop common name	Name must be that on Nottinghamshire County Council database, which has been agreed after consultation with operators, even where other local names are used
Bank of framed 4x4 (minimum) boxes to contain service information.	One row should be allocated to each operator. The first box in the row should be the company (or brand – e.g. Go2) the other three boxes are for service numbers. If one company has 4 or more services then 2 rows (or more) will need to be used.
Where a stop serves a large number of routes, that one service, branded as necessary, to allow first row on the plate.	Where a service is an "approved BQP route" this should be allocated more rows may be added at the overall height of the whole row for the flag increased from 600mm prominence. Ideally it would be the
Nottinghamshire County Council web site address	This web address, and not the operator's own web address, must be used
Traveline logo and telephone number	The correct logo and colour must be used – details available from Department for Transport/ Nottinghamshire County Council as a pdf file.

325mm x 600mm (minimum size)

190mm

MA1234



90mm

# Bus Stop

## Leeming Lane North

Operator or Branding	<b>22</b>	<b>114</b>	<b>X73</b>
Operator or Branding	<b>4A</b>		
Operator or Branding	<b>10</b>		
Operator or Branding	<b>747</b>		

275mm

25mm

[www.nottinghamshire.gov.uk/buses](http://www.nottinghamshire.gov.uk/buses)

60mm



**traveline**  
public transport info  
0870 608 2608

# APPENDIX 6

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## **Printed Public Transport Information - A Code of Good Practice**

**First Edition September 2002**

Issued by:

Information & Ticketing Sub-Committee, Association of Transport Co-ordinating Officers  
[www.atco.org.uk](http://www.atco.org.uk)

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## Introduction

The Transport Act 2000 (and corresponding legislation in Scotland) requires each local transport authority to develop a public transport information strategy. The purpose of this paper is to assist local authorities in discharging this duty and to provide advice on how a high standard of printed public transport information might be secured.

A public transport information strategy, together with a bus strategy, will form part of the local transport authority's Local Transport Plan (LTP). Guidance from the DTLR on the preparation of full LTPs was issued in March 2000. In short, the guidance encourages local authorities to develop a strategy for ensuring that appropriate public transport information is available in their area, through a variety of media, whether produced by Local Authorities, operators or others.

The Transport Act puts LTPs on a statutory basis and creates a duty for local transport authorities (county councils, non-Metropolitan unitary councils and Passenger Transport Authorities) to work with bus operators to ensure the availability of local bus information, if necessary by stepping in to provide it themselves.

Timetables also fall within the scope of the Disability Discrimination Act 1995 (the DDA). The Act makes it unlawful for service providers to discriminate against disabled people. Although transport services fall within the scope of Part V of the DDA, the provision of information is a service that is covered by Part III. It is therefore necessary to make appropriate arrangements to provide information - to ensure that disabled people, including blind and partially sighted people, can access the service.

Decisions are ultimately a matter for individual local authorities, but this Code of Good Practice sets out standards which authorities should aim to achieve, taking into account the statutory frameworks of the Transport Act and the DDA.

This Code of Good Practice is concerned with printed material related principally to bus and tram services – primarily timetable booklets, leaflets and maps. It includes advice on producing printed material in alternative formats. Whilst the Code's principles also apply to information about train and other public transport services, ATCO is keen to undertake further work with ATOC and others to secure more formal

adoption of these principles within the other parts of the public transport industry

A subsequent paper will address the question of roadside information, including displays at stops and stations. The provision of telephone and other media-based public transport information is being dealt with through the national traveline project. traveline is a national service, currently delivered through 26 call centres throughout Great Britain, which provides multi-modal public transport information through a single national telephone number 0870 608 2 608 (and a national minicom service on 0870 241 2216).

This paper has been prepared by ATCO (The Association of Transport Co-ordinating Officers) together with CPT (The Confederation of Passenger Transport), ATOC (Association of Train Operating Companies), DPTAC (The Disabled Persons Transport Advisory Committee) and LTUC (the London Transport Users Committee).

DPTAC has endorsed this Code of Good Practice, and consider it to be an effective update and replacement for the "DPTAC Code of Good Practice for Legibility of Bus Timetables, Books and Leaflets", produced and published by the Committee in 1996.

## 1. General Information

- 1.1 Current printed information for all modes of public transport serving the locality should be obtainable at modest cost or no cost to the user at relevant key locations (such as staffed railway stations, bus stations, libraries, travel centres, tourist information centres, hospitals, health centres, supermarkets, shopping centres and enquiry offices), whether run by operators, local authorities or others. As well as bus and rail information, it is recommended that information about community transport, dial-a-ride and taxis/private hire is included. Exceptions can be made in the case of education or works services not available to the public. In the case of heritage railways a basic description of the service with an address or telephone number for further information may be included, particularly in tourist areas.
- 1.2 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. This publication would also include information on taxis,

community transport and dial-a-ride services. Information about the accessibility of transport (especially trains, buses and taxis) is particularly valued by disabled passengers, and this should be included in timetable publications.

- 1.3 In order that customers can learn of changes, new timetables must be available at least 7 days before services change.
- 1.4 Authorities and Operators should co-operate to ensure that service changes are advertised as early as possible but at least seven days in advance in at least **two** of the following ways -

An advertisement in a local newspaper (and in local talking papers where they exist);  
A notice in all bus stop displays on the route(s) affected;  
A notice in all buses on the route(s) affected.

It is in everyone's interest that this is backed up by information posted on neighbourhood or village notice boards, other public information boards or via the internet, Teletext etc. Staff in information and telephone centres should be briefed thoroughly so that they are able to explain changes clearly.

- 1.5 The information needs of visually impaired people should be considered at all times. This includes making printed information available in alternative formats, including large print, and the use of local radio, television and talking newspapers to give advance notice of service changes.
- 1.6 People with learning difficulties, those who are deaf or hard of hearing, and those who are deaf and blind, all have different information needs which should be addressed. It may be that these people need to be referred to specialist services or to someone who has been specially trained to communicate information to such people.

## 2 Publications

### 2.1 Print Style and Size

Print should be in a simple upright sans serif typeface (such as Gill Sans or Humanist 521 or New Johnston) of medium weight, with simple but clear character definition. It is recommended that light print is avoided.

For publications which are only to be readily available in one size, it is better to use the largest type size that is reasonable in the circumstances, preferably 14 point or larger. It is recognised that this will not always be achievable. However, under no circumstances, should information be presented with a typeface smaller than 8 point. Every reduction in point size will exclude more people. 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; it should only be used when all larger possibilities have been shown to be unworkable.

In choosing a particular typeface, it is important that attention is paid to its actual size when printed. For example, non-Roman fonts generally give smaller print and may need a larger font to achieve the desired result (possibly 16 point to achieve a good '14 point' result). Good advice is to use Arial 14 point as the baseline for comparing what is required with what is achieved.

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, and between o, O and 0. Where emphasis is required, **bold type** may be used.

Legibility also depends upon text spacing. Increasing the leading between the lines can improve clarity. Leading of at least 120% should be used (eg 14 point type with 16.8 point leading).

Pocket sized A7 bus and train cards may need to be produced. These often require type sizes smaller than suggested above. Where this is necessary, a full timetable meeting all the criteria in the Code should also be published.

Alternative large print timetables are easily produced and must be available on request. This is especially important where 14 point has not been possible. There must be a note about this, with the note in the same point size as large print material (at least 16 point) in all publications,

which specifies what is available. This note should appear near the front of any books as well as at regular intervals throughout. The note should include details of how to obtain the timetable in large print and other alternative formats (such as braille and tapes), including a contact telephone number and text phone number.

## 2.2 Paper

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.

## 2.3 Print Colour

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.

## 2.4 Background

Grey shading and coloured tints including background pictures, other than pale yellow, are best avoided. It is recommended that background colour be used to highlight or supplement specific items of information - and not be used as the sole means of conveying such information.

Background colour should not be used if it reduces the contrast of the text.

## 2.5 Page Size

Page size is optional providing all standards within this document (particularly regarding print size) are met.

## 2.6 Alternative Formats

Where, for reasons of practicality, it is considered necessary to produce timetables and leaflets that do not conform fully to the guidelines on print size set out above, it will be necessary to make the same information available in a large print format. No single size of print is suitable for everyone who needs a large print document, but most people prefer their large print in the range 16 to 22 point.

Modern technology, particularly timetable databases, can be adapted to assist operators and local authorities to produce short runs of large print versions of timetables and leaflets in a convenient form.

The Royal National Institute for the Blind (RNIB) publish an information pack called See It Right. To purchase this, contact RNIB Customer Services, PO Box 173, Peterborough PE2 6WS (telephone 0845 702 3153; minicom 0845 758 5691; fax 01733 371555).

Some disabled people have difficulty in turning the pages of conventionally bound books. Publishers of timetable books should consider making them available in a spiral binding which enables the book to lie flat when the pages are being turned.

If users request audio versions of timetables, it is usually worthwhile asking the customer for detailed information about his or her requirements. This will make it easier to present the relevant information in a concise form which is easy to understand. Some users prefer CD format to cassette tapes.

Timetable books and leaflets should always include clear information about how to obtain the publications in the alternative formats that are available.

## 3. Timetables - Layout

### 3.1 Route Number or Identity

This should always be in large bold print, preferably at the top of the page, as it is the first thing the reader will be seeking and it should be in a consistent position on all pages in any single publication. Logos are best avoided unless they are explained.

### 3.2 Route Heading

3.2.1 This 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. A route should not be shown as a complete heading unless it is served by at least one through journey each way.

3.2.2 Route numbers / identities and headings may be reversed out of a boldly coloured (or black) panel so long as a strong tonal contrast is provided.

### 3.3 Operators

- 3.3.1 Publicity should make it clear who operates which journey plus details of how to contact operators for lost property, complaints etc.

### 3.4 Routeing

- 3.4.1 Long lists of streets covered by each route may be a waste of space. Clear maps or diagrams showing principal points served is 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.
- 3.4.2 Too many route variations are confusing if included in one timetable. Use separate tables with a summary to back up a common section of route.
- 3.4.3 Please also refer to section 4.3 Maps.

### 3.5 Days of the Week

- 3.5.1 Where the days of operation follow in sequence for each route, they are best shown immediately below the route heading in a typeface larger than that used for the timing points. Mondays to Saturdays and Daily are shown in the same style as Mondays to Fridays. There should be a clear distinction between the way that days of the week are presented such as :-

Mondays to Fridays  
in bold lower case

**Mondays to Fridays**

Saturdays  
in reversed lower case

**Saturdays**

Sundays  
in lower case, boxed

**Sundays**

- 3.5.2 The term Weekdays must be avoided. If a service operates only on certain days of the week, add 'only', e.g:- Mondays and Thursdays only. This should be backed up by day codes over columns or times shown in italics for journeys not operating every day. It is essential that such features are always clearly explained.
- 3.5.3 If there is no service on a Sunday (or any other day) a clear statement to that effect should be made. If a service on other days or at certain

times is provided by another operator details of this will help passengers and improve their perception of the publicity.

- 3.5.4 Where services vary on most Bank Holidays this should be made clear in the headings (e.g. "Sundays & Bank Holidays" etc.). Make clear which Bank Holidays the timetable will (or will not) cover. Where special timetables apply these should be included in timetable publications. Where this is not possible, details of when and where information will be available should be included.
- 3.5.5 If details of Bank Holidays etc are not known at the time of publication a note on each timetable so affected should say this and how to obtain information nearer the time.

### 3.6 24 Hour Clock

- 3.6.1 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. It should be presented without punctuation (eg: 2340, not 23.40)
- 3.6.2 However, some users still have difficulty in understanding the 24 hour clock. '2340' is not always understood to mean '23.40', let alone '11.40pm'. A simple explanatory diagram should be included. It is important that this issue is well understood by information centre and telephone helpline staff, so they can help enquirers understand such information.

### 3.7 Timing Points

- 3.7.1 Authorities and all operators concerned should agree on which points to show in timetables and the appropriate name should be used consistently for each point. The general aim should be to identify points between five and ten minutes apart, allowing for the fact that principal points (including all interchange locations) must be included. The points should also clearly define the route followed. Use Title Case (ie: capitalised initial letters, but otherwise 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.

3.7.2 The preferred format should have timing points displayed down the left side of the table followed by columns of timings for journeys.

### 3.8 Guidelines

3.8.1 A horizontal line should be provided across the timetable page, preferably below every third line, to act as a guide. Horizontal lines for every line of times should be avoided. Vertical columns should always be clearly separated from adjacent times by "white space". Vertical lines should not be used unless they have a particular purpose - for example to separate blocks of times relating to different days of the week. Where segregation is needed, for example to allow for "at these minutes past each hour", blank column spacing is more effective.

3.8.2 Journeys operating after midnight, and clearly meant to be part of the late evening service, would be better shown at the end of the table. Services which run all night should be shown with times in strict chronological order through the day - but journeys which operate across midnight normally should be shown in full at both ends of the day.

3.8.3 Timetables showing all journeys individually are more easily understood by most people. However, where the interval between journeys is 60 minutes or less throughout the whole length of the route, it may be appropriate to save space by using a block of "minutes past each hour", rather than showing the times of each individual journey. It is clearer to use the phrase "... then at these minutes past each hour ..." with the minutes set out, followed by "... until ..." and the time of the last bus to adhere to that pattern, rather than "at the same minutes past each hour" or "then every XX minutes". Even so, timetables for frequent urban services (at least every 10 minutes) may take the form of times of first and last journeys and show headways for various parts of the day.

3.8.4 Where a journey does not call at every place shown in the column of timing points but calls only at some of them, it is preferable to show this by using a vertical line or downward pointing arrow in the column for that journey. This helps the eye to read down rather than across. Horizontal dashes, leader dots or blank space should be used before the start of short journeys or at the end of them.

### 3.9 Notes and Reference Codes

3.9.1 Operators should take account of the need for clearly understood information when designing services. This allows codes to be kept to an absolute minimum. Codes that are absolutely necessary should be used consistently in all tables. Users should not have to turn over pages to find the explanation of codes. All explanations should be in plain unambiguous language. Days of the week should be shown as M Tu W Th F S Su.

3.9.2 Other standard codes should include:-

C for change of vehicle/connecting service; N for not (as a prefix), Sch or ≈ for schooldays only. These can be used in combinations, for example:- NS for Not Saturdays; NTh for Not Thursdays, etc;

Established local practice should be followed in using codes to describe schooldays and school holidays. Consistency is essential. In some areas, S&H is used for Saturdays and School Holidays, H for Monday to Friday during school holidays. In other areas, there is an established use of the symbol ≈ to mean schooldays, N≈ to mean Not schooldays and NS≈ to mean Not Saturdays or schooldays.

The dates of schooldays and school holidays during the currency of the timetable should also be set out in detail, for the benefit of the many users who would not otherwise have access to such information.

3.9.3 If other letters are used they should indicate the same thing on all pages of the table concerned. The letters I, O, Q, U and V should not be used as they are easily confused (eg: with each other, with the figures one and zero or with arrow-heads used to denote continuation of timings from another column).

3.9.4 Standard icons (symbols or graphic codes) should be used on a selective basis. They are particularly useful to denote rail stations and tram stops.

3.9.5 Where a note or symbol applies to a single timing it should be shown to the right of it in bold type.

3.9.6 Disabled people at a local level need to know how to find out about accessible local bus services. In bus timetables, the international wheelchair symbol

should be used to denote a journey or service operated by a vehicle that meets DDA regulations and may be termed wheelchair accessible low floor. Journeys operated by such accessible buses should not be indicated solely by symbols intended to show that the bus is accessible by passengers with shopping trolleys or child buggies.

3.9.7 Whatever codes are used, they should be explained clearly, be used consistently throughout any publication and not be used for any other purpose.

### 3.10 Plain English

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.

## 4. Timetables - Books and Leaflets

### 4.1 Covers

4.1.1 The cover of any timetable book or leaflet should make it clear that it is a timetable. On leaflets covering specific services, the route number(s) and principal places served should be set out clearly on the front at the top.

4.1.2 Covers may illustrate local attractions or be used to advertise new facilities or buses, but the area covered and date of issue should remain clear. Varieties of design and colour can be used to identify different areas and draw attention to new issues. Care should be taken with the cover design to keep the text legible, by maintaining good contrast with the background. Text should not be printed on a graphic background.

### 4.2 Layout and Index

4.2.1 Covers should be in portrait for ease of identification in racks but inside pages should be consistent in either portrait or landscape (avoiding changes from one to the other within the publication). Always justify to the left except for route numbers in headings. For the second language in bilingual publications the preferred method of separating the languages in headings is to place each on a separate line. Whilst separating the languages by left justifying one and right justifying the other is more effective than showing

both together separated only by a "/", this can still present some problems to visually impaired readers.. Avoid long paragraphs and do not split text around illustrations. Do not fill a page with print - good spacing is important for clarity - and always use plain language. Any listing of routes should always give routes in strict alpha-numerical order.

4.2.2 Timetable pages should be in sequence by route number order. Routes with a prefix letter should be in a series before or after those with plain numbers. Where routes are grouped together in one timetable out of sequence (e.g.: 175 and 275) the full heading with a cross-reference should be included where each number would fall in sequence. Use of the same route number by one or more operators for different services in any given area must be avoided.

4.2.3 Publications covering several services or a whole area should include an index of places served with the appropriate route or table numbers. Where a place is served by several routes, separate entries may be shown for the principal destinations available. Publications not set out in pure route or table number order should also include a list of contents, including page numbers.

### 4.3 Maps

4.3.1 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. Alternatively the maps may be available separately. Ideally, the stop names (at least for all timing points) should be shown. Local features, interchanges, information offices, stations, taxi ranks and train, metro and tram tracks should also be included to provide a comprehensive range of public transport information.

4.3.2 Simplified linear route diagrams are helpful to many users. Appropriate symbols (such as the double-arrow to indicate a railway station) or other pictorial images can usefully be incorporated, as can information about journey times between timing points.

4.3.3 Those commissioning maps should be aware of the current legislation regarding use of copyright basemaps, roadnames and rasterised GIS information, among others.

#### 4.4 Other Information

- 4.4.1 Include a summary of the route and service changes made since the last book or leaflet was issued.
- 4.4.2 Take advantage of any empty space at the bottom of a page to convey related information such as other services with which the route connects, special ticket details or operation under contract to a funding authority - but avoid too much clutter. Non-essential information should not distract the reader. A certain amount of white space helps the eye to find things.
- 4.4.3 Local train, metro and tram service timetables or summaries should also be included in area publications to give comprehensive public transport information. Failing this, mention should be made of the connections available, together with details of where times for them are published.
- 4.4.4 Add useful information in timetable books, so people know where to contact for more information, how to use the timetable, and how to keep it up to date. The principal traveline phone number (0870 608 2 608) 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. As traveline expands, it will include information that will enable disabled people to find out about accessible local bus services. The traveline textphone number (0870 241 2216) should also be shown clearly.
- 4.4.5 Include advice on the availability of timetable information in alternative formats (e.g.: internet, CD/cassette tape, Braille or by minicom/textphone and other languages).
- 4.4.6 Include advice about TRIPSCOPE. This is a telephone based information service on all aspects of travel for people with mobility difficulties. TRIPSCOPE operates throughout the UK and internationally, and its information and advice are available to elderly and disabled people as well as those caring for them. In preparing timetables,

publishers should contact TRIPSCOPE at The Vassall Centre, Gill Avenue, Bristol BS16 2QQ, for up to date information on how best to describe the TRIPSCOPE service. Telephone: 08457 58 56 41; E-mail : enquiries@tripscope.org.uk  
Internet: <http://www.tripscope.org.uk>.

- 4.4.7 Include basic fares information where possible, such as sample fares between main centres and validity of return tickets, network-wide tickets, etc.

## 5. Timetables - Periods of Operation

- 5.1 Include the date when a particular timetable started and, wherever possible, an end date. The aim should be to include 'end dates' on all publications as soon as practically possible. On leaflets this is especially valuable, and it also assists if the leaflet states what it is replacing. Where timetable books are published on a regular basis an indication of when the next edition is due can help. A regular updating service is essential. Give details of how to be included on a mailing list to receive updates or information in alternative formats.
- 5.2 Seasonal variations in a single table can be very confusing. It is preferable to display separate tables boldly headed, such as "Until 31 August 2001" or "From 1 September 2001".
- 5.3 Give the dates of schooldays, especially for main term times, whenever they are known in advance. In some areas it may be necessary to indicate that school dates are unknown or may change; in such cases a telephone enquiry number should be quoted.
- 5.4 Do not use "until further notice" unless precise details can be given as to when and how such notice will be given.

## References

1. Timetable Comprehension - Marketing Report, The Shires, January 1996
2. Legibility of Timetables, Books and Leaflets - A Code of Good Practice, DPTAC, February 1996
3. Better Information for Bus Passengers - A Guide to Good Practice, Department of Transport, September 1996
4. Bus Timetable Information, Bob Saxby, ATCO Research Paper, November 1997

5. Timetable Production Guide - Arriva the Shires, January 1999
6. Joint Committee on Mobility of Blind and Partially Sighted People Policy Statement on Public Transport Information, July 2000
7. National Rail Standard - Presentation of Timetable Information, ATOC, August 2000
8. Bus Timetable Guidelines - Arriva Corporate Communications, May 2001
9. RNIB – See it Right Information Pack

## **Appendices**

- 1 Sample Timetable for frequent service
- 2 Sample Timetable for rural service

# Sunderland - Jarrow - Whitley Bay - Blyth via Royal Quays, Tynemouth and Seaton Sluice

# 310

Operated jointly by Go Coastline and Go Wear

## Monday to Saturdays

	Days of Operation:				Stand R	Stand F	NS	S	NS									
	NS	S	NS	NS														
<b>Sunderland, Interchange</b>	-	-	-	-	0810					10	1610	1710	1810	1910	2240	-	-	-
East Boldon, Black's Corner	-	-	-	-	0825					25	1625	1725	1825	1925	2255	-	-	-
<b>Jarrow, Bus Station</b>	-	-	-	-	0851	and				51	1651	1751	1851	1951	2321	-	-	-
East Howdon	-	-	-	-	0859	then				59	1659	1759	1859	1959	2329	-	-	-
Percy Main village	-	-	-	-	0903	at				03	1703	1803	1903	2003	2333	-	-	-
Royal Quays, Wet'n'Wild	-	-	-	-	0905	these				05	1705	1805	1905	-	-	-	-	-
North Shields, Wellington Street	-	-	-	-	0814	0914	mins			14	1714	1814	1912	-	-	-	-	-
Tynemouth, Holy Saviours	-	-	-	-	0819	0921	past			21	1721	1821	-	-	-	-	-	-
Whitley Bay, Maughan's Shop	0723	0728	0826	0928	each					28	1728	1828	-	-	-	-	-	-
<b>Whitley Bay, Bandstand</b>	0725	0730	0828	0930	hour					30	1730	1830	-	-	-	-	-	-
Whitley Bay, Cemetery	0730	0735	0833	0935						35	1735	1835	-	-	-	-	-	-
Seaton Sluice, Roundabout	0737	0742	0840	0942						42	1742	1842	-	-	-	-	-	-
<b>Blyth, Bus Station</b>	0745	0750	0848	0950						50	1750	1850	-	-	-	-	-	-

Days of Operation :

NS = Not Saturdays  
S = Saturdays only

Sunday and Bank Holiday timetable is on following page

### Sundays and Bank Holidays

<b>Sunderland, Interchange</b>	Stand R	1010	10	1510	1610	1710	2240	-	-	-	-
East Boldon, Black's Corner		1025	25	1525	1625	1725	2255	-	-	-	-
<b>Jarrow, Bus Station</b>	Stand F	1051 and	51	1551	1651	1751	2321	-	-	-	-
East Howdon		1059 then	59	1559	1659	1759	2329	-	-	-	-
Percy Main village		1103 at	03	1603	1703	1803	2333	-	-	-	-
Royal Quays, Wet'n'Wild		1105 these	05 until	1605	1705	1805	-	-	-	-	-
North Shields, Wellington Street		1114 mins	14	1614	1714	1812	-	-	-	-	-
Tynemouth, Holy Saviours		1120 past	20	1620	1720	-	-	-	-	-	-
Whitley Bay, Maughan's Shop		1127 each	27	1627	-	-	-	-	-	-	-
<b>Whitley Bay, Bandstand</b>		1129 hour	29	1629	-	-	-	-	-	-	-
Whitley Bay, Cemetery		-	-	-	-	-	-	-	-	-	-
Seaton Sluice, Roundabout		-	-	-	-	-	-	-	-	-	-
<b>Blyth, Bus Station</b>		-	-	-	-	-	-	-	-	-	-

starting on 15 September 2001

**This timetable will operate on all Bank Holidays except Christmas Day, Boxing Day and New Year's Day**

Evening and Sunday journeys run via Virgin Cinema, in Boldon

North East Explorers can be used on this service.

# Watlington - Henley via Northend and Turville Heath

# 124

Red Rose Travel

## Thursdays and Saturdays only

	Days of Operation : ThS		S	ThS	Days of Operation : S		ThS	S	Th
	Notes : ●				Notes : ■			◆	
Watlington, Library	0920	1245	1357	-	Henley, Hart Street	1045	1200	1600	1645
Howe Hill, Crossroads	0927	1252	1404	-	Lower Assendon, Golden Ball	1051	1206	1606	1651
Christmas Common	0930	1255	1407	-	Middle Assendon, Rainbow	1053	1208	1608	1653
Northend, Nags Head	0932	1257	1409	-	Stonor, Stonor Arms	1057	1212	1612	1657
Turville Heath	0936	1301	1413	-	Turville Heath	1103	1218	1618	1703
Stonor, Stonor Arms	0941	1306	1418	-	Northend, Nags Head	1107	1222	1622	1707
Middle Assendon, Rainbow	0945	1310	1422	-	Christmas Common	1109	1224	1624	1709
Lower Assendon, Golden Ball	0947	1312	1424	-	Howe Hill, Crossroads	1112	1227	1627	1712
Henley, Hart Street	0953	1318	1430	-	Watlington, Library	1118	1233	1633	1718

starting on 12 April 1999

## No Service on days other than Thursdays and Saturdays.

### Days of Operation :

**Th** operates only on Thursdays

**ThS** operates only on Thursdays and Saturdays

**S** operates only on Saturdays

● on Saturdays only, starts at Thame at 0850

■ on Saturdays only, continues to Shirburn and Lewknor on request

◆ continues to Thame, arriving 1700

### Notes :

## Outlets for Public Transport Information

### Primary outlets

- Bus stations
- Libraries
- County Contacts Centres
- Bus & Coach operator travel offices
- Tourist Information Centres

### Secondary outlets

- Post Offices
- Railway Stations (staffed)
- Local businesses
- Health Centres
- Citizens Advice Centres
- Volunteer Bureaux
- District Councils
- Supermarkets
- Hospitals
- Employment Centres
- House to house along appropriate corridor



**Nottinghamshire  
County Council**

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fax **0115 977 4353**

post **Environment, Trent Bridge House, Fox Road,  
West Bridgford, Nottingham NG2 6BJ**

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