

## 28. Bus Information Strategy

### 28.1 Introduction and Overview

The purpose of this strategy is to set out what is needed in Warwickshire to ensure excellent public transport information is made available to address the needs of both current and potential passengers in Warwickshire and deliver the transport objectives of the Government and the County Council.

The Bus Information Strategy sets out what is considered needed, in consultation with others, to comply with the bus passenger information requirements set out in the Transport Act 2000.

Under its third Local Transport Plan, the County Council intends to build on the success achieved in terms of delivering further improvements to bus information in Warwickshire. The County Council will continue to work in partnership with bus operators on the joint development of improvements to bus information.

The vision of Warwickshire County Council's Bus Information Strategy is:-

'An affordable, accessible, safe, convenient, environmentally friendly and integrated public transport network, capable of attracting an increasing market share for public transport thereby contributing to the achievement of the objectives in the Warwickshire's Local Transport Plan 2011'.

The aim of the Bus Information Strategy is to grow the market for public transport by making the product accessible both to existing and potential users alike. It will achieve significant improvement in the provision of public transport services and facilities to the people of Warwickshire by following a customer focused approach designed to identify and overcome barriers to the use of public transport.

The Bus Information Strategy has close links with the Changing Travel Behaviour Strategy, which is aimed at influencing people's travel behaviour away from car use towards more sustainable modes of transport using 'Smarter Choices' measures. 'Public transport information and marketing' is one of a recognised set of Smarter Choices measures, along with travel awareness campaigns and personalised travel planning and workplace travel plans, which each include elements of public transport promotion.

### 28.2 Overview of the Current Situation

#### 28.2.1 Existing Bus Information Provision

For a number of years the County Council has provided passenger information on local bus and rail services in the form of area/route based timetable booklets, a countywide public transport map and an in-house telephone inquiry service.

The County Council has also delivered more innovative approaches to improve accessibility and distribution of bus information, including enhancement of public transport web pages to enable effective journey planning and the implementation of Real Time Information on key inter-urban bus routes in partnership with adjoining local authorities and a bus operator.

The delivery of the countywide SMS (Short Message Service) provision was another landmark improvement in the quality and accessibility of bus information in Warwickshire. All bus stops

now have a printed SMS code clearly on display, allowing bus passengers to access bus information via a mobile phone.

The use of national telephone enquiry number (Traveline) and also Transport Direct for journey planning tool purposes, continues to be promoted by the County Council in partnership with adjoining local authorities and bus operators. The County Council also worked in partnership with Centro to incorporate its Live Travel Map web based journey planning tool software onto the County Council's website.

Numerous Bus Information Point (BIP) initiatives have been delivered to improve the provision of bus information at interchange locations, key bus stops and suitable locations.

The County Council and bus operators have delivered improvements to roadside bus stop information with new bus stop poles, bus flags, timetable cases, new bus shelters with display cases, in-bus shelter display cases and bus information being provided. The County Council will continue to improve its bus information provision to raise awareness of public transport services, particularly as it has been recognised that more could be done to improve roadside publicity, by the creative use of media material, to make the design, format and distribution of publicity material more effective and easy to use.

It is the purpose of the Bus Information Strategy to offer not only improvements in the type, style, format and distribution of information but also to make its distribution consistent and comprehensive. The aim of this improvement is to achieve a growth in the bus market and to raise awareness of bus services to both existing and potential public transport users.

Existing information provision is summarised in the table below:

Table BIS1: Existing bus information provision

Stage of Travel	Information	Information provider
Pre-journey information	Traveline telephone enquiry line 0871 200 2233 providing information on public transport	West Midlands Travel Information Service - a consortium of Local Authorities & Operators
	Timetable leaflets	Main Bus operators - Stagecoach, TWM, Arriva, First Group, Johnsons Coaches & De-Courcey Travel
	Area based timetable booklets	Warwickshire County Council (WCC)
	County Public Transport Map	WCC
	Warwickshire Web Site <a href="http://www.warwickshire.gov.uk/publictransport">www.warwickshire.gov.uk/publictransport</a> passenger information, travel news update and links to bus and train operators sites	WCC
	Certain Key villages have specific leaflets to include information on conventional and community transport	WCC
	Bus Information Points	WCC
	Advanced Travel Planning : Transport Direct	Department for Transport
At bus-stop information	Bus stop flags	WCC/Bus operators
	Bus stop poles	WCC/Bus operators
	Bus shelters and display cases	WCC/District Councils/Parish Councils
	Timetable cases	WCC/Bus operators

	Timetable information	WCC/Bus operators
	High quality bus waiting stops/shelters /raised kerbs at Quality Bus Corridors routes	WCC
	Specific village timetables	WCC
	Real Time Information	WCC
	SMS Provision	WCC
At interchange point or destination	Bus focal points	WCC
	Timetable information	WCC
	Timetable cases	WCC
Other special information	Flexi-bus timetables	WCC
	Brokerage Projects: Rugby Brokerage/Back and Forth –Stratford-upon-Avon	WCC/ Community Transport Operator
	Concessionary fares information	WCC
	Enlarged printed timetables on request	WCC
	Sustainable Transport Pack distributed at new developments	WCC

### 28.2.3 Problems

- Uncertainty and lack of confidence in using bus provision, due to lack of information
- Lack of information regarding connections with other bus and modes of public transport

### 28.2.4 Opportunities

- Improvements to the quality and availability of information
- Improvements to the waiting environment

## 28.3 The Strategy

### Policy BIS1: Partnership

The County Council will work with the Department for Transport, Transport Operators, Regulatory Bodies, Centro, local authorities, users and other stakeholders to progress the delivery of the policies set out in the Bus Information Strategy.

The key role of the County Council, working in partnership with bus operators and other stakeholders, is as initiator and promoter of bus information improvements. The Transport Act 2000 places a duty on local transport authorities to set out required standards of passenger information after consultation and to ensure these standards are met. The delivery of the strategy sets out the minimum standards for each type of required information and who will be responsible for its delivery, see below.

In addition, where necessary the County Council will work with its partners to secure funding from the Local Transport Plan settlement and from other appropriate sources of funding, including developer contributions.

### Policy BIS2: Quality of Information

To meet the overall aim of the Bus Information Strategy the County Council will encourage the provision of passenger information which is simple to use.

Timetables, routes and fares should be readily available, easy to understand and be simple to use. Information systems should enable passengers to plan their journeys and provide increased public confidence as to the availability and reliability of bus services consistent with the Bus Information Strategy. Full and timely information should be provided or be easily available to customers in case of disruption to services.

**Policy BIS3: Minimum Requirements for Bus Information**  
 The County Council will promote improvements to bus information by setting minimum requirements for the standards of bus information and outlining the responsibilities of the County Council, operators and others in providing the relevant bus information.

The table below set out these minimum requirements for various types of bus information.

Table BIS2: Minimum requirements for bus information

Type of information	Minimum requirement	Responsibilities
Printed information	<p>Printed passenger information should be available for every bus service and route in Warwickshire.</p> <p>Timetables should be of a high quality and include service numbers and when the timetable came into effect. They should comply with the printed public transport information – A Code of Good Practice produced by ATCO.</p> <p>Changes to routes/services and timetables shall be minimised. Bus operators are encouraged to implement changes on six key dates per year to accord with school term dates.</p>	<p>Bus operators normally produce timetable leaflets for commercial and subsidised services. The County Council will take responsibility for ensuring that timetable leaflets are produced for all other key services.</p> <p>The County Council will continue to develop its network to distribute and market passenger information to libraries, tourist information centres, shopping centres, major employers, leisure sports &amp; recreation centres, swimming pools, and other suitable locations.</p> <p>The County Council will consult operators on the Bus Partnership Forum Code of Conduct on service stability.</p>
On bus information	<p>Buses/ Public Transport vehicles should display/have clear, accurate route destinations &amp; service numbers.</p> <p>Quality Bus Corridor route buses to have a branded livery and have route maps, timetables &amp; fares Information publicised on the buses.</p> <p>On other key bus routes the County Council will encourage operators to provide route maps and to make available printed timetables and fares information for buses.</p>	<p>The County Council will work in partnership with the bus operators to seek an increase and improvement in the quality of on-bus information in accordance with the minimum requirements.</p> <p>Bus operators will be responsible for providing on-bus information on Quality Bus Corridor route buses as described.</p> <p>Joint responsibility between bus operators and the County Council.</p>
Roadside information	<p>Bus stops to have bus flags (including displaying the Traveline Enquiry Number)</p> <p>Bus stops to have timetable cases</p> <p>Bus stops to display up-to-date timetable</p>	<p>On commercial bus routes, the bus operator supplies the bus flags. The County Council will ensure that bus flags are provided at other bus stops.</p> <p>On commercial bus routes, the bus operator supplies the timetable cases. The County Council will ensure that</p>

	<p>information</p> <p>Bus Information Points</p>	<p>timetable cases are provided at other bus stops.</p> <p>Warwickshire County Council will be responsible for ensuring that high quality bus information is provided at key interchange points.</p> <p>Warwickshire County Council will be responsible for coordinating information bus stops used by more than one bus operator.</p> <p>Bus operators are responsible for maintaining information at bus stops which are served by more than one bus operator.</p> <p>The County Council will continue to provide Bus Information Points at key interchange points and other key locations.</p>
Telephone line information	<p>The National Traveline telephone number is a contact point for the public to access timetable information. All published timetable information refers to this telephone number. In Warwickshire the Traveline service is provided under the auspices of the West Midlands Travel Information Services Ltd (WMTIS).</p> <p>The minimum requirements are to ensure that the travel information database is maintained and kept up to date.</p> <p>The future improvements to be considered for the Traveline service include:</p> <ul style="list-style-type: none"> <li>• The provision of information through digital television; electronic enquiry systems at key locations including travel centres;</li> <li>• providing information about taxis and airline services;</li> </ul> <p>SMS text messaging to mobile phones with passenger information</p>	<p>Operators providing bus services in Warwickshire are required to provide route and timetable information to enable the West Midlands Travel Information Service (WMTIS) to produce up-to-date travel information. Operators are also responsible to reimburse WMTIS the costs of providing information about their commercially operated services.</p>
Electronic information	<p>Real Time Information provision provided at a number of key inter-urban bus routes.</p> <p>Continue to develop SMS provision – which is available at all bus stops throughout the county.</p> <p>Local bus travel information to be available through the Warwickshire County Council Website including timetables for all bus routes operating in the County.</p>	<p>The County Council will seek opportunities to further extend Real Time Information provision in the county, in partnership with bus operators and adjoining local authorities.</p> <p>Operators will be encouraged to participate in the development of the RTI process by agreement and partnership investment.</p> <p>The County Council will seek opportunities to offer Real Time Information through</p>

		<p>SMS provision.</p> <p>The County Council will make improvements to the Warwickshire County Council website to include comprehensive timetable information for all bus routes operating in the County.</p>
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#### Policy BIS4: Improvements to Bus Information

The County Council will encourage improvements in the quality and provision of bus information in the main urban centres and at the main interchanges.

#### Bus Information Points

The County Council seeks to continue the delivery of improvements to the provision of roadside passenger information in the main urban centres, market town centres, key villages, bus interchanges and other key locations. This will be achieved by using a Bus Information Point (BIP) which is designed to provide public transport information, which is accurate, comprehensive and impartial. A BIP will offer:-

- Full details of the bus boarding points;
- Full information on both the core bus network/connecting services in the local area;
- London 'tube style' bus route maps and timetables;
- Traveline telephone enquiry line number;
- Map of the local area; and
- Community Transport information.

A BIP will be located in sites which are safe, secure, well lit and in urban areas where footfall is relatively busy.

### 28.4 Action Plan

This section of the strategy sets out the County Council's actions in delivering the policies of the Bus Information Strategy in a way which recognises the existing problems and opportunities outlined earlier in this document. The delivery of Bus Information Initiatives involves a wide range of stakeholders both national and local and can often depend on strategic decisions which are taken in the context of the national legislative framework. In these circumstances, the timescales for the schemes and measures set out below will need to be flexible to take advantage of the implementation opportunities as they arise.

Action	Schemes and Measures	Timescale	Responsibility
Provide information which should be readily available, easy to understand and be simple to use.	Continue to provide accurate, comprehensive, impartial public transport timetable information	Ongoing	WCC/ Operators
	Continue to maintain the public transport information pages on the County Council's website, including the Live Travel Map	Ongoing	WCC
	Continue to promote the National Rail Enquiry Service	Ongoing	WCC
	Continue to improve signage at interchanges to promote more convenient transfer/travel between different transport modes	Ongoing	WCC

Raise public awareness about the public transport network and the travel choices that it provides	Carry out public transport promotion as part of Travel Awareness campaigns through the Changing Travel Behaviour strategy	Ongoing	WCC
	Provide targeted information on public transport options as part of Workplace and School Travel Plans.	Ongoing	WCC
	Provide targeted information on public transport services to residents at new developments through distribution of Sustainability Packs or as part of personalised travel planning initiatives.	Ongoing / Medium	WCC
	Provide targeted information to households adjacent to new or improved bus routes	Ongoing	WCC
Work in partnership with bus operators, Centro, other local authorities and suppliers to further develop Real Time Information accessible by mobile phones	Enhancement of the Countywide Short Messaging System	Ongoing	WCC/ Operators/ WMTIS/ Centro
Investigate opportunities to deliver Real Time Information on Quality Bus Corridors and at key interchanges	Work in partnership with bus operators, train operators, Centro, other local authorities and suppliers	Ongoing	WCC/ Operators
Provide 'Bus Information Points' in town centres, bus stations, main railway stations and larger villages	Dunchurch	Short	WCC
	Attleborough	Short	
	Henley-in-Arden	Short	
	Bidford-on-Avon	Short	
	Southam	Short	
	Studley	Short	
	Bulkington	Short	
	Warwick Hospital	Short	
	Rugby St. Cross Hospital	Short	
	Nuneaton George Eliot Hospital	Short	
	Chapel End	Short	
	Shire's Retail Park	Short	
	Bedworth Rail Station	Short	
	Stratford-upon-Avon Rail Station	Short	
	Water Orton Rail Station	Short	
	Nuneaton Rail Station	Short	
	Rugby Rail Station	Short	
Kenilworth Rail Station	Short/Medium		
Stratford-upon-Avon Parkway Rail Station	Short/Medium		
Rugby Rail Station	Short/Medium		
Promoting Community Transport	Ensure that the Bus Information Points make reference to the availability of Community Transport information	Short	WCC