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Tayside and Central Scotland
Transport Partnership

Regional Bus Information Strategy

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CHANGING FOR THE FUTURE

PERTH & KINROSS COUNCIL

Stirling Council

Contents

1 Setting the Scene

1.1 The Need for a Regional Bus Information Strategy

Tactran's constituent Councils currently provide bus information in a variety of different ways. This Strategy sets out the principles to help to maintain and improve the availability and consistency of information on bus services across the region. It sits within and complements the wider Regional Transport Strategy and Travel Information Strategy and Action Plan. It is intended that this Strategy can also guide and/or be adopted by the constituent Councils as their Local Bus Information Strategy. This will have the benefit of achieving a consistent standard of bus information provision across the region. Currently only Angus Council of the four constituent Councils has adopted a Local Bus Information Strategy.

This Strategy identifies broad areas of responsibility for Tactran and/or constituent Councils and bus operators. In a number of cases the assignment of actions is intended to be flexible where Tactran and/or constituent Councils may wish to jointly agree delivery responsibilities taking account of resource availability. It is also envisaged that detailed action plans would be identified and incorporated within individual Council Bus Information Strategies.

1.2 National, Regional and Local Strategies

Development of this Regional Bus Information Strategy has been informed by the following national, regional and local policies.

Table 1.1 Relevant national, regional and local policies

National policies	
Transport (Scotland) Act 2001	Scotland's National Transport Strategy
Moving into the Future, Buses: An Action Plan for Buses in Scotland	Buses for Scotland – Progress Through Partnership
Regional policies	
Tactran Regional Transport Strategy	SEStran Bus Passenger Information Strategy
Tactran Travel Information Strategy and Action Plan	Hitrans Road Based Passenger Transport Strategy
Tactran Buses Strategy and Action Plan	SPT Bus Action Plan
Local policies	
Angus Local Transport Strategy (2000, currently under review)	Stirling Council Local Transport Strategy (2006)
Angus Public Transport Information Strategy (2005)	Stirling Council Smaller Towns and Villages Local Transport Strategy (in production)
Cairngorms National Park Plan	Stirling Council National Park Transport Strategy (in production)
Dundee Local Transport Strategy (2000)	Stirling Council City Transport Strategy (2007)
Loch Lomond and The Trossachs National Park Plan	Aberdeenshire Bus Information Strategy (2010)
Perth and Kinross Local Transport Strategy (2000)	

1.3 Strategic Objectives, National Outcomes and Single Outcome Agreements

The Regional Transport Strategy (RTS) was approved by the Scottish Ministers in June 2008. It shows how regional transport can contribute to achieving the Scottish Government's Strategic Objectives and National Outcomes and assist Local Authorities and Community Planning Partnerships to achieve their Single Outcome Agreements (SOA).

The Regional Travel Information Strategy was adopted in October 2009 and provides the policy framework for the development and delivery of the information element of the RTS. It was developed in response to the RTS desire to significantly improve travel information and its accessibility within the Tactran area.

In addition, Tactran has produced an associated Delivery Plan that details the schemes proposed to deliver the objectives of the RTS.

2 Objectives

2.1 Regional Bus Information Objectives

Objectives were produced for the Travel Information Strategy and Action Plan (TIS) through analysis and consultation, reflecting the appropriate RTS objectives to maintain consistency with the RTS. Bus information makes a significant contribution to the overall TIS and therefore the objectives of the TIS have been adopted for the RBIS. The Strategy also draws on national guidance and constituent Councils' best practice.

2.2 Regional Transport Strategy Overarching Objectives

The RTS establishes six overarching objectives for meeting the transport needs of people and businesses throughout the Tactran region, as follows:

- **Economy:** To ensure transport helps to deliver regional prosperity.

- **Accessibility, Equity and Social Inclusion:** To improve accessibility for all, particularly for those suffering from social exclusion.

- **Environment:** To ensure that the transport system contributes to safeguarding the environment and promotes opportunities for improvement.

- **Health and Well-Being:** To promote the health and well-being of communities

- **Safety and Security:** To improve the real and perceived safety and security of the transport network.

- **Integration:** To improve integration, both within transport and between transport and other policy areas.

2.3 Regional Bus Information Strategy Objectives

Objectives have been developed for the TIS and RBIS that reflect and nest within the RTS overarching objectives, as follows:

Economy

1. Information that improves the reliability, confidence and knowledge of the transport system in the region.

Accessibility, Equity and Social Inclusion

2. Information that demonstrates accessibility to the transport network and key locations for everyone.

Environment

3. Information that contributes to a shift to more sustainable travel.

Health and Well-Being

4. Information tailored to promote active and healthy travel options.

Safety and Security

5. Information that contributes to travellers' security and perceptions of security when using the transport system.

Integration

6. Information that contributes to integrating the multi-modal/multi-operator regional transport network into one coherent transport system.
7. Information provision that supports/complements other national, regional and local strategies and policies.

2.4 Best Practice

A Best Practice Review has been undertaken and is available at www.tactran.gov.uk. It has drawn on guidance from the following:

- *Legibility of Timetables Books and Leaflets – Code of Good Practice*, Disabled Persons Transport Advisory Committee (DPTAC)
- *Bus Services: Provision of Information*, Association of Transport Co-ordinating Officers (ATCO)
- *Printed Public Transport Information – A Code of Good Practice*, Association of Transport Co-ordinating Officers (ATCO)
- *Valuable for Anyone, Valuable for Everyone*, Mobility and Access Committee for Scotland (MACS)
- *Buses for Scotland, Progress Through Partnerships*, Scottish Government

Within the Tactran region constituent Councils have many best practice examples that provide the opportunity to be built on and extended to the whole region, these include:

- Real Time Information – Roadside Bus Information at 300 shelters in Dundee, on the Tayway corridor in Angus and Perth & Kinross, and at 78 other key sites throughout Angus.
- Roadside Bus Information boards – all constituent Councils follow ATCO best practice guidelines
- Multi-operator public transport timetables and map - published in Angus and Perth & Kinross
- Information Kiosks/Displays – on-street and at strategic locations in Dundee and Stirling
- Information for people with disabilities – Angus Council has engaged with disability groups to develop a visual mapping technique, known as Visual Memory Maps, to aid people who have learning disabilities to use public transport. In Dundee the city centre interchange shelters provide audible timetable information triggered by concessionary travel entitlement cards
- Multi-modal transport information web sites – dundeetravelinfo and tactranconnect.

3 Key Issues

3.1 Introduction

An examination of the key issues and areas for action was undertaken through an audit of bus information provision together with a wide ranging consultation including the Traffic Commissioner, local authorities, local bus operators, organisations that are representative of local bus users, other relevant organisations and the general public.

A separate Consultation Report to support this Regional Bus Information Strategy, together with an Audit Report produced for the TIS, are available at www.tactran.gov.uk.

3.2 Areas for Action

The results of consultation reflected that information is currently available from a variety of providers, in particular, the region's constituent Councils and bus operators. A detailed list of the areas of action identified through the consultation process is in the Appendix.

3.3 Key Issues

Analysis of the issues where action is required identified the following:

- standardisation of travel information - ensure a consistency of approach across all constituent Councils and their bus information sources, so that the same information is available in a similar way and in similar format

- building on what is there already - resolve the multiplicity of information sources not all of which are as comprehensive as they could be to develop a regional source for all modes and all formats of information

- filling in the gaps in current provision - provide information about accessible services, demand responsive and community transport; ticketing and fare options; and a more co-ordinated distribution of information

- providing an authoritative multi-modal travel information source – make national, regional and local information more co-ordinated by establishing a one-stop source of bus information

- establish concise standards for information dissemination within Councils on road maintenance and road closures which cause disruption to services

- embrace new technologies for dissemination of information

- clarify funding arrangements and responsibilities - funding priority for marketing/information is currently an extremely small fraction of overall transport budgets

- ensure adequate funding for transport information for community transport.

The RBIS aims to establish consistent policies and standards for travel information acknowledged for its:

- consistency

- cooperation
- coherency, and
- completeness.

The RBIS aims to avoid:

- compartmentalisation of information
- competition between information sources
- competition between information providers, and
- duplication of information.

4 The Strategy

4.1 Strategy Overview

The RBIS sets out the content and standards for bus information in the Tactran region, along with how it will be distributed, and by whom. The Strategy has eleven strands:

- Service Alterations

- Service Diversions and Roadworks

- Booklets, Leaflets and Maps

- Bus Stops

- Information at Interchanges and Bus Stations

- Travel Information Kiosks

- On-bus Information

- Electronic Information

- Telephone Information

- Real Time Information

- Fares & Ticketing

Each of the strands includes a high level statement together with a table of more detailed actions.

The Strategy combines: **minimum** levels of information provision, which should be met across the region; and **aspirational** levels, set targets to work towards. In each of the tables on pages 11 to 28 **M** indicates minimum levels of provision and **A** indicates aspirational levels of provision. The levels of provision have been assessed and allocated based on best practice guidance and mandatory levels of information provision. Where elements are either mandatory or readily deliverable, they have been assessed as **M**. Elements which are neither mandatory nor easily deliverable have been assessed as **A.**

This Strategy has been produced at a time of considerable budgetary uncertainty and constraint in the public sector. This will have implications for the rate at which minimum levels of information provision are maintained.

4.2 Service Alterations

It is essential to ensure information regarding alterations to bus services is communicated effectively to users to avoid any inconvenience or anxiety.

Content and standards	Level of provision
Where appropriate, local Press/Media must be used for advance notice of all significant scheduled changes (minimum notice required – 7 days).	M
Traveline Scotland must be advised of all scheduled temporary changes (e.g. public holiday alterations) with a minimum notice of 7 days.	M
Where changes are made to bus services which are featured in area timetable booklets, Tactran and its constituent Councils should produce addendum leaflets or booklets containing the updated information. Wherever possible service changes should be limited and should be implemented to coincide with the publication of new timetables.	M
The bus operators will provide constituent Councils/Tactran with information on all their service changes at least 70 days (of which 14 days are a consultation period, as per the Transport Act) in advance of them occurring, except in exceptional circumstances.	M
Tactran and its constituent Councils will work with operators to ensure that registered timetable changes are introduced on no more than four set days per annum, subject to exceptional passenger need. Those days are to be agreed one year in advance.	A

Where changes are minor, the advanced notice of changes must include full details of the alterations; where changes are more complex, passengers should be advised of which services are affected and where to obtain more details.

Responsibilities

The provision of notification of planned changes / alterations should be delivered as follows:

Tactran / Councils:

- local radio and press, where there are multiple operators involved
- Traveline Scotland notification
- addendum leaflets and booklets
- bus stop and station notifications
- timetable outlets.

Bus Operators:

- local radio and press
- addendum operator leaflets and booklets
- on-bus notices.

4.3 Service Diversions and Roadworks

It is essential to ensure information regarding alterations and diversions to bus services is communicated effectively to users to avoid any inconvenience or anxiety.

Content and standards	Level of provision
All information received by constituent Councils which may result in temporary route diversions or significant delays must be communicated to the Council's public transport officer immediately upon receipt. The public transport officer will inform bus operators, providing 14 days notice for planned road works.	M
Where appropriate, local Press/Media must be used for advance notice of all significant scheduled changes (minimum notice required – 7 days). Changes due to emergencies do not apply.	M
Advance notice of temporary route diversion must be displayed prior to the effective date and time (minimum notice required – 7 days; 14 days notice preferable when practically possible).	M
Traveline Scotland must be advised of all scheduled temporary changes with a minimum notice of 7 days and non-scheduled emergency changes as soon as possible.	M
Where Real Time Information displays are provided specific messages should be used to inform of route diversions and delays.	M

Where services are changed at short notice due to road closures or other unforeseen circumstances, Tactran, Councils and operators will make best endeavours to notify affected users but cannot guarantee to meet the standards set out above (particularly with respect to notice period).

Responsibilities

The provision of notification of alterations / diversions should be delivered as follows:

Tactran / Councils:

- local radio and press, where there are multiple operators involved
- Traveline Scotland notification
- addendum leaflets
- bus stop and station notifications.

Bus Operators:

- local radio and press
- addendum operator leaflets
- on-bus notices.

4.4 Booklets, Leaflets and Maps

Timetable Booklets and Leaflets

Timetable booklets and leaflets are seen as the primary means of delivering information, particularly to those who do not have access to telephone or electronic means. Timetable leaflets are key to delivering this, as they represent a handy and 'portable' source of information.

The ATCO Printed Public Transportation Information – A Code of Good Practice will be used as a baseline guide to printing styles and layouts. The table set out the standards in addition to those defined in this document.

Content and standards	Level of provision
Operators should publish their own timetable leaflets with only one or a few services, or timetable booklets with many services. Service corridor leaflets and area booklets should be complete and comprehensive; they should include all operators' services running in that corridor or within the area that they cover.	M
Where Tactran or constituent Councils produce service, area or corridor timetable booklets, these booklets should include all supported and commercial bus services and should be free of charge.	M
Timetable booklets and leaflets that are no longer current should not be given to the public. Bus operators, Tactran or local authority representatives should either recover expired timetables from outlets, or inform the outlets that the leaflets are no longer current.	M
Where changes are made to bus services that are featured in any area booklets, the relevant authority or operator should produce addendum leaflets or booklets containing the updated information. These should be produced free of charge and distributed to the outlets.	M
Timetables should be in conventional matrix format (for journey direction read downwards), unless agreed otherwise by Tactran, constituent Councils and operators.	M
Reference must be made to Traveline Scotland with logos shown.	M
Reference should be made to tactranconnect with logos shown.	M
Reference should be made to where fare information could be obtained.	M
Reference should be made to how complaints or compliments on the service can be made, including contact details for Bus Passengers' Platform where possible.	M
Telephone numbers should be included for lost property enquiries.	M
Leaflets and timetable booklets must carry 'effective from' or 'start date' information.	M

Timetables should indicate journeys subsidised by Tactran and/or constituent Councils with a note alongside or below the timetable explaining which services are subsidised or financially supported.	M
Leaflets and timetable booklets should show passengers where they can obtain information on dates on which services are likely to be affected by local holidays or school holidays. Councils should provide information to bus operators about school holidays at the beginning of each academic year.	M
Wherever possible, codes / abbreviations used to identify standard variations (e.g. school days only) must be in accordance with guidance given within the ATCO Printed Public Transport Information – A Code of Good Practice. They should be common to all timetables and also be accompanied by clear explanations.	M
All timetables must indicate rail interchange points and Park and Ride facilities.	M
Timetables must show any sections of route which are non-stop, limited stop or Hail and Ride.	M
Where appropriate, a detailed route description/route map/diagram should be provided.	M
Timetables should provide information on which services can accommodate bicycles and use this symbol:	M
Timetables should provide information on wheelchair access to the services being offered and use this symbol: Assurances of accessibility to wheelchairs should only be given where relevant low floor operation can be guaranteed.	M
Large print timetables (14-point minimum font size) should be made available on individual request. The availability of large print timetables should be mentioned on all timetables.	M
Timetables should contain information on where Braille, audio and non–English language timetable information can be obtained.	M
Timetables/booklets may carry advertisements but these advertisements must not detract from the purpose of the timetable/booklet or influence the layout.	M
Bus stop names used on leaflets must be consistent with those contained in the NaPTAN database.	M
Bus stop names should display SMS short code for the Traveline Scotland text service, either next to the stop name, or as a list where space permits (as per NaPTAN protocols). A simple instruction on use of the SMS service, or a link on where to obtain guidance, should also be included.	A
Reference should be made to any relevant travel cards, other ticketing arrangements (through ticketing or integrated), commercial network cards and concessionary fares scheme.	A

Distribution

Stockists (of all relevant timetables) should include the following, subject to agreement by the outlet:

- local authority offices within the Tactran area
- transport gateways (bus and rail stations, Dundee Airport)
- public libraries (including mobile libraries)
- village shops and post offices
- Tourist Information Centres
- healthcare facilities (including hospitals, clinics and surgeries)
- Citizens Advice Bureaus
- leisure centres
- cinemas and theatres
- schools, colleges and universities
- public buildings
- key destinations (i.e. shopping centres)
- Job Centres
- nominated locations in the neighbouring Partnership areas (SPT, nestrans, and SEStran).

In addition, places listed below must be supplied with a reference set of all timetables:

- local authority offices
- public libraries
- Tourist Information Centres
- other agreed locations.

Timetable leaflets should be available to the public 14 days before 'start date'.

Tactran and constituent Councils, in partnership with the operators, will ensure that adequate supplies of timetables and booklets will be distributed to the above and operators offices to ensure availability at all times.

All operators, except those who provide both start and end dates on all printed timetables and those who operate subsidised services, must provide a summary of their printed timetable information to Tactran and its constituent Councils at least twice per year. Submission dates should be agreed between Tactran, constituent Councils and the bus operators. These summaries should indicate which local services are wheelchair-accessible and which can accommodate bicycles. They should also clearly indicate where through ticketing or integrated ticketing is available.

Responsibilities

Bus operators may produce area or corridor booklets as part of their marketing strategy. Tactran and its constituent Councils may take the lead in producing, or continuing to produce where already done so, area booklets in conjunction with all operators to provide a comprehensive overview of the bus network in the area. Consideration will be given to producing an area guide that covers the whole Tactran area.

It is essential that area booklets contain composite and comprehensive information on all operators' services, and Tactran along with its constituent Councils will seek a partnership contribution from operators for their production and distribution. Consideration will also be given to including other modes of transport within these area guides including trains, ferries and planes as appropriate. The responsibility for co-ordination and procurement of these booklets will rest with Tactran constituent Councils. Area booklets will be made available to the public free of charge. Where produced, the relevant authority will seek a partnership contribution from operators based on the number of their services shown within the booklets. Tactran, Councils and operators will have shared use of the booklets and the associated electronic files for use with other promotional material.

Services that are supplied jointly by more than one operator should have one leaflet which covers all timetabled journeys for that service. Responsibility for the leaflet production will lie with the operator who operates the highest number of kilometres on the service. All operators will contribute to the costs of production on a pro rata basis measured by route kilometres. Where agreement cannot be reached, then section 34(1) of the Transport (Scotland) Act 2001 will be invoked, entitling the relevant local authority to produce the leaflet and recharge operators. Where changes are enforced through operational error or service inefficiencies, these may be levied back to the operator(s) causing the error or change.

Printed Area and Network Maps

The ATCO Printed Public Transport Information – A Code of Good Practice will be used as a baseline guide to printing styles and layouts. The table sets out the standards in addition to those defined in this document.

Content and standards	Level of provision
Area and network maps should depict the bus network with route numbers to indicate bus routes. Where possible, colour coding should be used to give an indication of service frequencies. Tactran and its constituent Councils may adopt minimum frequency criteria or any other criteria deemed appropriate in determining which bus services should be included.	M
All major interchange points and Park and Ride sites (with an indication of the number of parking spaces) must be highlighted. Maps should refer to integration with other modes of transport, access to major destinations and details of cross boundary services.	M
Maps must carry 'effective from' or 'start' date.	M

Content and standards	Level of provision
Main visitor attractions, Tourist Information Centres, places of interest and public buildings should be clearly shown where possible with the nearest bus stop NaPTAN identification for SMS timetable information, subject to clarity constraints.	M
Routes which reliably offer wheelchair accessible vehicles should be indicated.	M
Routes which reliably offer bicycle carrying vehicles should be indicated.	M
Contact details must be provided for each operator.	M
Reference must be made to Traveline Scotland with the logo shown.	M
Reference should be made to tactranconnect with the logo shown.	M
Information on how to make complaints or compliments must be given with reference to Bus Passengers' Platform.	M
Maps may carry advertisements but these advertisements must not detract from the purpose of the map or influence the layout.	M
Reference should be made to where fare information can be obtained.	M
Maps are to be updated periodically to reflect route changes.	M
Reference should be made to the NaPTAN bus stop ID of the central bus stop of each settlement, subject to clarity constraints.	A
Reference should be made to basic fare information.	A
Maps should show clearly any sections of route which are non-stop, limited stop or hail and ride.	A

Distribution

Same distribution list as "Timetable Booklets and Leaflets".

Responsibilities

Same responsibilities as "Timetable Booklets and Leaflets"- except a charge may apply to the area and network maps.

4.5 Bus Stops

Content and standards	Level of provision
All key bus stops should include a name. This should be the name recorded in NaPTAN.	M

In rural and remote areas, bus stops should include all relevant operators' names (or logo) and service numbers.	M
In urban areas, bus stops should include all relevant operators' service numbers or numbers of routes serving the bus stop.	M
The bus stop should clearly display a unique bus stop reference code with Traveline Scotland's txt2traveline phone number.	M
It is desirable to include a broad indication of the destination or direction of the buses serving the stop – 'To City', 'From City' etc.	A

Bus Stop Flags

A single bus stop flag complying with appropriate regulations will be fitted to all bus stops (including a point in each community/village where hail and ride applies).

Content and standards	Level of provision
All bus stops must be easily identifiable with flags carrying the word 'Bus Stop' and recognised pictogram.	M

Responsibilities

Tactran's constituent Councils will meet the costs of providing, erecting and maintaining bus stop flags.

Display Cases

This is a key area for action that should be given priority in the first instance to bring the standard of bus information provision up to a consistent level.

Presentation of the bus stop timetables will be in accordance with ATCO Printed Public Transport Information – A Code of Good Practice.

Bus stop information should also be compliant with the recommendations of the MACS report 'Valuable for Anyone, Valuable for Everyone' and DfT Guidance 'Inclusive Mobility' (2005) as well as the other relevant guidance/guidelines highlighted in the Best Practice Review.

Content and standards	Level of provision
Bus stop displays must be 'stop-specific' and display specific departure times (in 24-hour clock) for that stop.	M

Every bus stop panel/display case should have the bus stop location/stop name and identification (as per NaPTAN protocols) unless this information is already displayed on the bus stop flag.	M
Service information at all bus stops should include route numbers; route details; the first services until a regular frequency is achieved; frequency – with minutes past the hour when the interval is greater than 10 minutes or showing all departures; irregular departures; and last and weekend services.	M
The information will be presented using the agreed Traveline/NaPTAN descriptions for each bus stop/timing point/destination. Any requests from operators for new destination descriptions, or a revision to an existing place name, will be processed and approved by the local authority.	M
The name of the bus operator should be visible, especially where different operators use the same route numbers, or compete on services to the same destination.	M
Timetables should be printed black on white.	M
Graphical route representation should be included wherever practical.	M
Displays must carry 'effective from' or 'start' date.	M
Where displays carry fares information, reference should be made to the relevant information sources for full fare information.	M
Bus stop displays should be updated for every registered service change.	M
Reference must be made to Traveline Scotland with the logo shown.	M
Reference should be made to tactranconnect with the logo shown.	M
Displays should refer to which services can accommodate bicycles and use this symbol:	M
Displays should refer to which services offer wheelchair access and use this symbol: Assurances of accessibility to wheelchairs should only be given where relevant low floor operation can be guaranteed.	M
Displays should provide information on how to make complaints or compliments on the service, including contact details for Bus Passengers' Platform where possible.	M
Peripheral information on boards should be kept to a minimum.	M

Standard layout and fonts are to be used on all timetable displays, using standard templates. The exact content is to be decided by the constituent Councils in agreement with Tactran and operators, bearing in mind that certain pieces of information may need to be omitted due to space constraints and in order to minimise 'information overload' for the reader.	A
Service information at all bus stops should include route details which must list all main points.	A
Service information at all bus stops should include public holiday information.	A
An indication of journey times should be included, particularly for longer or less frequent services. In an urban area where the number of departures is likely to be greater, the same level of information about journey times may be unnecessary. A simple line plan of the route with typical peak period point-to-point timings would help passengers to plan their journey times.	A
Displays should carry, where practical, information on fares on specific routes, particularly routes with an exact fare policy in place.	A
Where possible, in urban areas displays should include a map of the locality which indicates main tourist attractions and landmarks.	A
Back lighting of displays should be used in poorly lit locations.	A
A computerised system for production of timetables which automatically incorporates changes will be implemented.	A

Distribution/Implementation

The **minimum standard** across the region is to ensure that all major bus stops have watertight timetable displays. Where there are no bus stops within the vicinity (i.e. in the case of hail and ride services running in rural and remote areas) a bus stop display case will be erected in the main town/village square or alternative suitable location.

Tactran and its constituent Councils will work towards an **aspirational standard** which is to ensure that all bus stops within the region have watertight timetable displays.

Responsibilities

Tactran and its constituent Councils reserve the right to decide what information is included in display cases which they own. Operators are not permitted to use these display cases unless agreed by the Councils. However, Tactran and its constituent Councils will be required to work in partnership with the operators.

Tactran and its constituent Councils will have a role to ensure that the information on static timetable displays is complete and comprehensive. Information on services operated by different companies will be displayed in an integrated and logical fashion with services grouped by corridor or destination.

Tactran and its constituent Councils will co-ordinate the provision of comprehensive static timetable displays in accordance with the above standards and will share the costs of doing so with the appropriate operators in a fair and equitable manner.

Tactran and its constituent Councils will meet the costs of providing, erecting and maintaining the information display cases.

Requests for additional timetable cases from operators shall be channelled through the constituent local authority's Public Transport Unit more than 56 days before required. Council provision is dependent on resource availability.

Tactran and its constituent Councils will co-ordinate the information provision in accordance with the above standards, and may share the costs of doing so with the appropriate operators in a fair and equitable manner.

Provision of static information at bus stations will be provided by Tactran and its constituent Councils under the terms of their agreements with operators in respect of bus station departure charges.

4.6 Information at Interchanges and Bus Stations

Appropriate multi-modal information will be provided at interchanges and bus stations.

Content and standards	Level of provision
All interchanges and bus stations should have clearly marked and consistent stance references (i.e. stance numbers or letters).	M
All static timetable displays should refer to stance references.	M
Information at interchanges should adhere to the same standards required of at-stop information boards.	M
Key interchanges and bus stations should contain maps showing the layout of the stances in relation to station exits and other interchanging modes (rail/inter urban bus/taxi).	M
Local information/area maps should be displayed if available.	M
Tactran and its constituent Councils will seek funding to provide bus information on electronic displays at key interchanges and bus stations.	A
Electronic displays will be used to indicate the next available bus service to key destinations, with information related to its stance, operator and departure time.	A
Electronic display system must be compatible with Tactran and its constituent Councils databases and that used by Traveline Scotland.	A

Responsibilities

The bus station/interchange operator will co-ordinate the provision of comprehensive static and electronic displays at interchanges and bus stations in accordance with the above standards and may share the costs of doing so with the appropriate operators and organisations in a fair and equitable manner.

Tactran and its constituent Councils will have a role to ensure that the information on static and electronic displays is complete and comprehensive. Information on services operated by different companies and connecting modes (rail / inter urban bus) will be displayed in an integrated and logical fashion.

Tactran and its constituent Councils in partnership with the operators (of all modes) will meet the costs of providing, erecting and maintaining the information display cases.

4.7 Travel Information Kiosks

Kiosks will provide information on a range of modes of transport including buses. In this Strategy a kiosk is defined as an unstaffed information point.

Content and standards	Level of provision
Kiosks will provide a bus journey planner alongside a multi-modal comparable journey planner which will display all supported and commercial bus service timetables.	M

Implementation

Kiosks currently provide a valuable source of information and will be maintained until such time as they are superseded by alternative electronic or technological provision.

4.8 On-bus Information

On-bus information is the responsibility primarily of bus operators where services are provided commercially and of local authorities where services are supported financially. It is vital in order to communicate information, particularly on imminent changes/service disruptions, to both regular users and occasional users.

Information during the journey is an important part of reassuring and informing new and existing passengers e.g. on the progress of the journey, the route followed, detailed fare and timetable information and alterations and changes to the services.

The on-bus information can be verbal, written or electronic (sound and/or visual).

Content and standards	Level of provision
Bus Operators in the Tactran area must at all times comply with Schedule 2 of the Public Service Vehicles Accessibility Regulations in terms of route number and destination displays or the required local contract clauses of the contracted services.	M
All drivers must be able to give basic information to passengers in respect of timetables, fares and special ticket promotions for the route being operated. Where specific connections are publicised for that route, drivers should also be aware of the timings for the connecting services. At all times, drivers must make a reasonable endeavour to assist passengers in obtaining any information required to complete their journey.	M
Where practical, all buses will carry up to date printed timetables leaflets for the services on which they are operating.	M
Operators are responsible for displaying notification of service changes on board their vehicle in accordance with the Public Service Vehicle Regulations. Operators are required to display a notice telling passengers that an application for change has been made and where they can obtain further information. Notification must be made at least 21 days before any change to that service, in each vehicle provided for that particular service.	M
Operators will be encouraged to promote tactranconnect and Traveline Scotland.	M
The operator's Customer Care contact and Bus Passengers' Platform details should be available on-board all buses.	M
Where practical, all buses will carry up to date fare information leaflets for the services on which they are operating.	A
Where practical, buses should display a route map with the main bus stop names and main tourist attractions listed next to stop names. These maps should indicate major bus stations, park and ride and interchange points.	A
Relevant 'How to get to' and Concessionary Travel leaflets should be made available on-board.	A
Operators will be encouraged to provide real time audio/visual next stop indicators on-bus, linked to real time information systems.	A

Implementation and Responsibilities

As a **minimum standard**, Tactran and its constituent Councils will review with operators the distribution of timetable and fare leaflets on main routes.

4.9 Electronic Information

Mobile phone messaging services and, increasingly, the internet are popular means of accessing information via PDAs, such as smartphones, tablets, laptops and netbooks, and provide opportunities to access up-to-date travel information on the move, as well as providing for planning journeys in advance.

A variety of web-based information is available through local/regional multi-modal travel sites (dundeetravelinfo and tactranconnect), national travel sites (Traveline Scotland and Transport Direct), Council websites and operators' websites.

Information via mobile devices (mobile phones and various PDAs) is widely available; services include txt2traveline, nextbuses.mobi and the Traveline Scotland App.

All websites should comply with the Web Accessibility Initiative Guidelines by Web Accessibility Initiative (WAI) and The Best Practice Guide on Public Transport Information Web Sites published by the Chartered Institute of Logistics and Transport.

Content and standards	Level of provision
Local/regional multi-modal travel websites, national travel websites and Council websites should provide information, or links to information, on all supported and commercially operated routes, wheelchair accessibility of services, times and locations of bus stops and transfers to other modes. Operators' websites should provide this information relating to their own services.	M
Local, regional, national and operators' travel websites should contain information on severe weather disruptions and other service disruptions. This could be enhanced through links to social networks such as facebook and twitter.	M
Non-operator websites should provide information, or links to information, on Demand Responsive and Community Transport (DRT/CT) services including eligibility, booking and fare conditions.	M
Tactran and its constituent Councils will require the operators of all commercial and supported services to be members of Traveline Scotland.	M
Dates of forthcoming timetable changes should be included at least seven days before the date of implementation.	M
Council and operators' websites should contain logos of tactranconnect and Traveline Scotland with direct hyperlinks.	M
All information should be in a downloadable and printable format.	M
The regional website, tactranconnect, will provide a multi-modal journey planning facility that allows journeys to be planned to, from and within the region either via text entry or on-line mapping.	M

Tactran's constituent Councils will provide local DRT and CT information to Traveline and Transport Direct.	M
Travel websites should provide, or provide links to, service timetables and stop specific timetables that are displayable and downloadable.	A
Travel websites journey planning facilities should be capable of providing DRT and CT journey options along with information, or links to information, on eligibility, booking and fare conditions.	A

Distribution

All websites will be accessible by all internet browsers and some, such as tactranconnect, will provide up-to-date travel information through social networks such as facebook and twitter. This will be particularly important to provide information on severe weather disruptions and other service disruptions.

Responsibilities

Tactran and its constituent Councils will require the operators of all supported services to provide route, timetable and fare information for the relevant database.

4.10 Telephone Information

Tactran and its constituent Councils support the telephone enquiry service offered by Traveline Scotland and, as such, it should be the single authoritative source for public transport enquiries by phone.

Traveline Scotland meets the public's requirement in an appropriate way and will therefore, where the operator does not make a direct contribution, recoup a sum from each operator towards the cost of operating Traveline Scotland for commercial services in proportion to the benefit received. The benefit will be assessed on the basis of the number of public enquiries received by Traveline Scotland relating to each operator or service.

4.11 Real Time Information (RTI)

Real time information provides reliable, up-to-date and easily accessible and understandable information during the journey, thereby giving a degree of "comfort" and encouragement to potential users and can influence modal choice in favour of bus travel. Tactran, subject to financial support, seeks to extend RTI throughout the region.

Content and standards	Level of provision
All real time information systems should comply with RTIG guidelines.	M
Systems should be capable of delivery via mobile phones, PDAs and the internet.	M

Distribution / Implementation

As a **minimum standard**, Tactran and its constituent Councils in partnership with operators will review existing RTI schemes and develop a strategy for implementing RTI on key commuting corridors, interchange points and at key locations throughout the Tactran area (subject to funding). Tactran, in association with bus operators, will look at providing RTI across as many media as possible including tactranconnect, travel information kiosks, telephone/mobile phone and PDAs.

As an **aspirational standard**, Tactran and its constituent Councils will provide multi-modal real time information at key locations including interchanges and Dundee Airport. Tactran, in partnership with the neighbouring Regional Transport Partnerships, will investigate the feasibility of providing RTI on the main cross boundary corridors.

Responsibilities

Tactran and/or constituent Councils in association with the operators will provide and maintain all the necessary equipment.

Bus operators will equip their vehicles with all the necessary equipment and maintain it to ensure RTI operation.

Tactran will continually review future technology enhancements and opportunities for commercial integration.

4.12 Fares and Ticketing

Information on fares and ticketing arrangements can encourage bus use and reduce the time buses spend at bus stops.

Content and standards	Level of provision
All commercial and subsidised service operators should provide clear information on all ticket options and conditions (such as "non standard" fares, various types of season tickets, limited term promotions, return tickets, child discounts) in their leaflets, guides and websites.	M
Operators should make the above ticket information available to tactranconnect. All information should be kept up to date.	M
Where practical, basic single adult and child fare information should be provided at key bus stops.	M

5 Strategy Appraisal and Monitoring

5.1 Introduction

An overarching appraisal was undertaken of the TIS which the RBIS supports. The TIS appraisal involved three separate appraisals.

- Scottish Transport Appraisal Guidance (STAG) compliant appraisal
- Strategic Environmental Assessment, and
- Equalities Impact Assessment.

The Appraisal Report is available at www.tactran.gov.uk.

5.2 Appraisal

Scottish Transport Appraisal Guidance

STAG process requires that the Strategy be tested against:

- the Planning Objectives (in this case TIS Objectives)
- the implementability of the Strategy
- the Government's five objectives (environment, safety, economy, integration and accessibility)

The TIS was developed in keeping with the principles of STAG, including an in-depth consideration of issues/opportunities, the setting of objectives, and the consideration of a range of Strategy Principles and Actions. These were refined and developed with the help of stakeholder consultation.

The STAG appraisal indicated that the TIS would have a positive impact on both the TIS Objectives and the Government's five overarching transport objectives. In addition, it is concluded that the TIS could be implemented in terms of Technical, Operational and Public implementability and that financially the strategy could be tailored to funding available.

Strategic Environmental Assessment

The TIS is a sub-strategy of the RTS. Effectively, it sets out how one particular component of the RTS, namely information provision, would be delivered. As such, its strategic impacts are a sub-set of those associated with the RTS, and the environmental impacts and their assessment would be identical to those of the over-arching RTS. The SEA prepared for the RTS suggested that Information Strategy interventions would be broadly neutral in their environmental effect ion natural and cultural heritage.

In addition to this, an "appropriate assessment" is only triggered if a proposal is likely to have a significant impact on a European site – i.e. an SPA (Special Protection Area) or SAC (Special Area of Conservation). Screening of the Strategy Actions during their development has identified that such an assessment is not triggered.

Equalities Impact Assessment (EqIA)

An EqIA requires transport strategies to include a description about how transport will be provided, developed, improved and operated so as to, among other things, encourage equal opportunities and in particular, the observance of statutory equal opportunities requirements.

Throughout the preparation of the TIS and this RBIS, Tactran has taken into account the requirements of equalities groups. It is believed that these groups are generally best serviced by "mainstreaming" their requirements through the Strategy, rather than by developing Strategy Strands.

The EqIA concluded that at all stages in the development of the TIS the potential impact of travel information on equalities groups was fully taken into account.

5.3 Monitoring and Evaluation

Monitoring will play a key role in ensuring that:

- the Actions are meeting the Strategy Objectives
- the actions are achieving the intended outcomes
- the assumptions behind the Objectives remain relevant.

It is proposed to monitor the effectiveness of the RBIS through the following indicators:

- Proportion of bus passengers stating it is easy to find out about bus routes and times

  This is based on the Scottish Household Survey which is undertaken biennially.

- Proportion of bus stops with appropriate information displayed

  This will be based on annual reports from the constituent Councils.

- Percentage of bus stops with an information display

  This will be based on the annual ATCO Benchmarking Survey.

As the Strategy develops and is implemented, a series of Specific, Measurable, Achievable, Realistic and Time bound (SMART) Targets will be developed, against which delivery progress will be measured and reported annually. Targets will also be determined in the context of available delivery resources, both financial and human. These will be included in the RTS Delivery Plan and will be the subject of further detailed consultation with constituent Councils and other potential delivery partners, to determine delivery priorities and responsibilities. This will include discussion and agreement on appropriate delivery targets.

APPENDIX

General Issues

- information should be accurate, coherent, up to date and reliable
- there is plenty of information available but not always in the correct format
- there is inconsistency in information standards across boundaries
- information should provide reassurance – information provision should tell people they are using the correct service/route and what facilities are available for onward travel
- ensure better use is made of what already exists but avoid duplication
- ensure easy access to all types of information – web, paper, etc.
- there is a need for more maps and visual information.

Timetabling

- there could be better marketing of bus information
- there is fragmented timetable provision and a lack of joint timetable information
- timetables are unattractive and difficult to use, especially for tourists
- there are delays in updating bus stop timetables and web-based information.

Stops & Shelters

- there are bus stops with no information or inadequate information – basic bus stop information is needed at every stop and should be maintained and properly updated
- there is a lack of multi-modal information at bus stops, although it needs to be ensured that multi-modal information does not cause confusion
- there is a need for 'real time' information at bus stops to increase the quality of the journey experience.

Community & Demand Responsive Transport

- there is no single point of information covering all of the community transport schemes across the Tactran area, with each project serving only their own area and often relying on word-of-mouth for publicity
- Demand Responsive Transport (DRT) services should be properly reflected in information provided by Traveline.

Specific Users

- ensure information is provided to potential hail and ride passengers in rural areas
- young people do not know how to obtain travel information
- there is a lack of information on bus services and promotion of sustainable and integrated transport options for tourists.

Vulnerable Users

- information on those services providing low-floor buses is not comprehensive
- there is a need to retain audio and face-to-face information provision for people with disabilities or for those who are not information technology literate.

Interchanges

- there is a need for better promotion of coach services and how they connect to local services (bus and rail)
- there is a lack of information about onward connections, particularly when the connection involves travelling with a different provider or on a different mode of public transport.

Technology Issues

- instant ticketing/internet information should be available as a one-stop shop
- technology for mobile phone services in the Tactran area could be improved to provide teleservices for ticketing and 'real time' transport information.

Coordination and Joint Working

- ensure greater cooperation in providing consistent travel information
- ensure there is greater partnership working and the alignment of any real time information systems across different localities and companies
- ensure other regions and routes running in close proximity to regional boundaries are considered
- the large number of operators and their policies on publicity can be an obstacle to delivering consistent information and styles.

Sections of this document can be translated on request into Chinese, Urdu, Hindi, Punjabi or Gaelic, or can be made available in large print, audio or Braille.

If you need assistance please contact Tactran on 01738 475775.

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