Engineering Services

Bus Information Strategy

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ISLE of WIGHT COUNCIL

Contents

A. Summary

This Bus Information Strategy builds on the framework already established in the LTP and has been developed and shaped following consultation with representatives of the general public, local public transport user groups and public transport operators. It sets the requirements under the Transport Act 2000, gives an overview of the existing situation, how the strategy links to existing national and local policies, establishes a development programme for the future and sets targets for improvement.

The Isle of Wight has one main bus operator who already produces very good bus travel information. It is intended that this strategy will help focus on how further improvements to the range and quality of bus information can be made. The targets it contains will help guide both future investment and the actions required to ensure improvement.

This Strategy recognises the importance of comprehensive, high quality, readily available information being available to regular, new or prospective customers in a variety of formats whether via electronic or hard copy.

B. Introduction

B.1 Background

The Isle of Wight is situated to the south of the cities of Portsmouth and Southampton, with cross-Solent connections to the mainland from Yarmouth, Cowes, East Cowes, Fishbourne and Ryde.

Our local roads are generally less trafficked than similar mainland areas; however the Island remains a popular holiday destination and the population more than doubles during the summer season, with the result that, in the summer months extra burden is placed on our roads and transport infrastructure.

B.2 Information – Facts and Figures

● Land area	146 sq miles (38,014ha)
● Resident population	132,731 (2001 Census)
● Visitors to the Island	2.57million (2003)
● Staying visitors	1.3 million (2003)
● Total road network	492 miles (791.8 km)
● Principle Roads	76.0 miles (122.3 km)
● Other classified Roads	167.5 miles (269.6km)

The Isle of Wight is predominately rural in nature, with the principal town of Newport at its centre and a number of peripheral towns around the coast. The population of the Island's main towns based on the 2001 Census are as follows:

Newport	23,600	Shanklin	8,700
Ryde	24,000	Lake	5,000
Cowes	13,600	Ventnor	6,300
East Cowes	7,000	Bembridge	3,800
Sandown	6,500	West Wight	10,700

B.3 Island Issues

There are some clear distinctions between the Isle of Wight and many other local authorities. Being an Island brings particular benefits and difficulties for both internal and external transportation. Whilst it is recognised that the Island has a very good bus service by comparison to other similar rural areas, the rural nature of the Island means that there will always be a reliance on the car for certain journeys. For the 30% of rural people who do not have access to a car during the working day, the bus remains a lifeline to employment and essential services.

B.4 Local Bus Services

The bus continues to struggle against competition from the car and national surveys have shown that in real terms between 1984 and 2003 motoring costs have reduced by 4.5% and local bus fares have risen by 36%.

The Island's public transport providers face different and possibly unique challenges and the cost of cross Solent travel can help encourage car free tourism, with the result that local services have to address both all year and seasonal demands. The 2001 census indicated that 3.9% of work related journeys are undertaken by bus, compared by 8.03% nationally. The latest information – April 04/March 05 indicates some 5,558,710 journeys were made on buses on the Island.

The Island's bus patronage is following the national trend and has experienced a gradual decline in numbers over recent years. In common with other tourist areas the Islands local bus operators experience a regular fluctuation in demand throughout the year with, for example, the variation between the number of passenger journeys in summer and winter being as much as 60% but the level of timetabled service is no longer reduced by a similar level in the winter.

C. Bus Travel Information

C.1 Introduction

National surveys have shown that a number of factors influence the method by which we travel. Journey distance, availability of transport, level of parking and ease of access and availability of information, can all have a bearing on how journeys are made. Research has shown that the availability of accurate timetable information is a major factor when looking to encourage the use of public transport The DETR (DfT) document "From Workhorse to Thoroughbred – A better role for bus travel" states that "a good timetable is a foundation stone of successful public transport."

National Surveys carried out for the Department for Transport and Office of the Deputy Prime Minister have indicated that transport information was highlighted as a key element of travelling by public transport. It showed that 53% of all respondents were satisfied with the local provision of public transport information compared to 47% nationally. Of those using the information 70% were satisfied with the local information, compared to 64.9% nationally.

C.2 Ease of Access to Information and Meeting the Cost of Providing It

The ease of access to good timetable information is an important part of any bus journey. The availability, cost and frequency of services and information as to how they connect can be essential if a journey is to be made on time and with the maximum of convenience. Difficulty in finding out what time services run can discourage people from travelling and will make travel by car seem more reliable, attractive and convenient.

The travelling customer may require information on a range of issues, including:

- Service coverage – routes.
- Service availability – including possible delays and hold-ups.
- Fares.
- Times of services.
- Connections and interchange details.

If we are to increase passenger confidence and therefore the numbers travelling by bus, it is important that travel information is available wherever and whenever the customer requires it. Travel information should be easily available before starting the journey – for example at work or at home, and during the day, perhaps whilst out shopping or other activities.

The Isle of Wight Council acknowledges Government initiatives such as 'Traveline', the regionally based transport information service, and 'TransportDirect', the National internet journey planner, as increasing the availability of travel information.

The Isle of Wight Council will supply the information for the Traveline database. The information used to provide the services is taken from the authority's electronic database of public transport service and timetable information. Delivery of that information by phone (and minicom or typetalk, and on the internet) is organised within the southeast region by PTI(SE) Ltd formed specifically for the purpose.

The costs of information delivery are allocated by PTI(SE) Ltd to those operators whose services feature in the information provided to enquirers, and invoices are sent by PTI(SE) Ltd to recover these costs from the operators involved.

The Council expects each operator to meet the costs attributed by PTI(SE) Ltd to enquiries about its services.

However, where an operator is unwilling to pay the amount invoiced by PTI(SE) Ltd for enquiries which involve its services, the Council will pay the amount invoiced by PTI(SE) Ltd for enquiries which involve its services, the Council will pay PTI(SE) Ltd for the sums outstanding. It will then reclaim such sums, plus an administration charge, from the defaulting operator, using the provisions of the Transport Act 2000.

Operators may choose to continue to offer their own telephone enquiry service at the same time. Operators who do so, however, will still be required to participate in Traveline and to meet their allocated share of the costs of Traveline based on the enquiries about their services which Traveline handles.

C.3 Quality of Information

The provision of good quality travel information, whether through a printed timetable, telephone enquiry service, information at bus stops, on the Internet for access by computer or phone, enables passengers and more importantly potential passengers, to make informed decisions about their travel and give them sufficient confidence to make that journey. The completion of an easy and successful journey can increase passenger confidence and in doing so lead to repeat journeys. Unsuccessful or difficult journeys can put off, all but the most hardened or committed traveller.

The Isle of Wight Council is a member of SELTA (South East Local Transport Authorities) the group that supports the Traveline South East journey planner and considers it meets the requirement for the provision of impartial public transport information.

D. National and Local Policy Framework

D.1 National Policy

The Government is seeking to ensure that the amount, quality and access to Bus travel information is improved nationally. The Transport Act 2000 became law in December 2000 and in section 139 of that Act placed an obligation on local transport authorities to "from time to time determine, having regard to their local transport plan – what local bus information should be made available to the public and the way in which it should be made available".

The Act defines the phrase "information" as being:

- "Information about routes and timetabling of local services to, from and within the authority's area"
- "Information about fares for journeys on such local services" and
- "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 considers appropriate in relation to their area"

The Act also obliges the authority to consult with organisations representing users of local services and the traffic commissioners for their area prior to determining what information is required and in what form.

Following agreement on what information is to be provided, the Transport Act requires that the local authority ensure that the information is available and that the bus operators are meeting the required standard.

Section 140 of the Act is clear that if the operator fails to provide satisfactory information the authority must first try to reach an agreement to ensure that any shortcomings are corrected. Failing this the authority can make the information available itself, either by publishing its own timetables or arranging for them to be published by a third party. In such situations any costs incurred can be recovered from the operator through legal means and the operator reported to the traffic commissioner.

The Government expects local authorities to act fairly in this matter and "have regard to a combination of economy, efficiency and effectiveness". They must not discriminate in any way against an operator or class of operator, either by imposing unreasonable demands with regard to the amount of information required, or by setting unachievable standards for the way in which it should be provided.

D.2 Working in Partnership

The Isle of Wight Council recognises the importance of providing accurate and easily available bus travel information as an important element in maintaining and enhancing the Islands bus services. The Council recognises that it shares a responsibility with operators to ensure that bus travel information is readily available and correct and believes that the best way to address the requirements of the Transport Act 2000 is by adopting a consensus approach and working in partnership with the bus operators.

D.3 Local Policy

D.3.1 LGA Shared Objectives

The Government and the Local Government Association (LGA) agreed, in July 2002, a set of seven shared priorities for local government. These priorities, which include raising the standards across schools, transforming the local environment and meeting local transport needs more effectively, are a focus for the efforts of Government and councils for improving public services. Within the shared priority for transport there are a number of key themes that should be addressed, they include:

- **Accessibility**
- **Congestion**
- **Air quality**
- **Road Safety**

The Department for Transport will be looking for clear evidence that these shared priorities are at the heart of all local transport strategies and Local Transport Plan 2. However it is up to the local authority to decide the relative importance of each of the shared priority themes on the Island. The Council through its initial consultation process for LTP2 decided to add two additional local themes to its LTP; they are Economic Prosperity and Regeneration, and Effective Management.

D.3.2 Community Plan

The Island's Community Plan, "Island Futures" identifies the importance of maintaining and improving our public transport services under Theme 2: Improving access to services and facilities and states, "transport is crucial to access services and take part in community and social life. Availability and cost are key factors in deciding how to travel" The plan recognises the particular role that public transport can play on a holiday Island and states that "public transport gives choice to residents and also to visitors not using a car".

D.3.3 Local Transport Plan

The Isle of Wight Local Transport Plan works with and underpins the Community Plan and sets out the councils adopted local transport strategy for the five-year period 2006-2011. It works with the Community Plan, local planning document the Unitary Development Plan and other documents including the Local Agenda 21 Strategy, Health Improvement Plan, Social Exclusion Plan and others. It interprets national policy and puts in place a strategy, which seeks to address local traffic and transportation issues.

The Plan recognises that buses have an essential role to play in reducing car dependency and increasing travel choice. In particular, Section C7.4 of the Plan notes that provision of passenger information is one of the principal means by which use of public transport can be made more attractive, where it states that:

> *"The provision of easily accessible and understandable travel information can assist journeys. This information should be available before and during the journey"*

In the long-term strategy section of the Plan in Section D.11.3, one of the public transport improvements identified is:

> *"Make public transport more convenient - on demand via a transport call centre; use taxis; widely available tickets; through ticketing; common tickets; good information; community transport schemes.*

Identified within Section F.1.8 of the Plan's Five Year Strategy as a potential scheme for Partnership working is improving timetable information, improving access to information and provision of real-time information.

D.3.4 Annual Progress Report

The Local Transport Plan sets out the transport policy and includes targets, to improve transport on the Island. We now monitor our delivery and performance against these targets and report our progress in the Annual Progress Report, which is submitted to Government annually in July. The amount of money we get to spend on transport is now to a large extent dependant on how well we are meeting our targets and it is important that we are targeting spending and making the best of our existing transport services. The Council recognises the importance of maintaining and improving our local bus services and we are now recording bus use, public satisfaction with services, access to services and suitability of bus travel information as part of the LTP process and to inform our Best Value performance indicators – national benchmarking criteria. The submission of an Annual Progress Report will continue under Local Transport Plan 2.

D.3.5 Ensuring Best Value

It is important that we spend our money wisely and ensure the highest quality and best value in terms of the services we deliver. The Council must now report how well we are delivering our services and these are measured against a range of nationally recognised indicators. The areas we report on include social Services, Information and Communications Technology (ICT), Education, Fire Services, Economic Development, Planning, Public Safety, Leisure Services and Transport.

The Table below illustrates the relevant Best Value performance indicators (BVPIs) for 2003/04. The other information reported includes, cost of highway maintenance, cost of maintaining street light, condition of principal roads, road traffic accidents – pedestrians, cyclists, motorcyclists, car drivers, car users and other vehicle users.

Indicator number	Indicator	Target	Result
BV102	Local bus services (passenger journeys per year)	5.8m	5.76m
BV103	% of all respondents satisfied with public transport information	70%	55%
BV104	% of all respondents satisfied with local bus services	70%	56%

Further details can be found in the Council's Best Value Performance Plan, copies of which are available from the IOW Council, County Hall, High Street, NEWPORT, Isle of Wight. PO30 1UD or at www.iwight.gov.uk

The following sections set out the aims of this Bus Information Strategy, the level of information currently available and ways in which we can improve the situation.

E. Developing a Bus Travel Information Strategy

E.1 Taking Account of all Users

For a bus travel information strategy to be effective it must recognise and take account of the needs of both the existing and potential bus users. It would be over simplistic to classify users as being those who already travel by bus and those who don't, and surveys have shown that amongst the group that don't regularly travel by bus, there is an important group that would use buses, or use them more often if the circumstances were right. There is no doubt that the availability of travel information is one area where comparatively small improvements could encourage a change in travel patterns and help bring about long lasting change.

It could also be thought that existing bus users are already convinced of the benefits of using public transport, but it would be wrong to ignore the needs of this group, as they too need good access to up to date and reliable information and improved provision could potentially increase there usage as well. For example, passengers who regularly use the bus for travel to work may often think nothing of using the car for short trips at the weekend. Better public transport information may act as a reminder for regular bus users and persuade them to use public transport even more.

E.2 New Users

New users will only be encouraged to travel by bus if they know what services exist and better information can attract regular car users, particularly where this improvement is introduced as part of the overall package of traffic reduction measures, including parking restraint and workplace travel plans. Improving information at bus stops, places of work, on the Internet and elsewhere, can give confidence to new users and tip the scales in favour of public transport use.

F. The Aim of the Strategy

F.1 Aims

The aim of this strategy is to look at the information that already exists and set out initiatives and additions that could reasonably be included and implemented over the next five years. Southern Vectis is the major operator on the Island and already supplies very good and detailed travel information. The challenge therefore will be to extend and develop this already good "base", whether through the Southern Vectis timetable or through development of a local authority driven document, and put in place measures which will develop the scope and availability of the existing travel information even further.

F.2 Consultation

The Draft document was prepared in conjunction with Southern Vectis, and WightBus. It was made widely available for inspection and comment. Comments were invited from the following:

- Councillors
- Government Office for the South East.
- Traffic Commissioner for the Western Traffic Area.
- IOW Bus Users Group.
- Quality Transport Partnership.
- Isle of Wight Association of Parish & Town Councils.
- Transport operators – including rail, ferry and hovercraft.
- Community Groups.
- Isle of Wight Tourism
- Isle of Wight Chamber of Commerce
- The General Public (through local libraries and on www.iwight.com)

This final Bus Information Strategy incorporates many of the very useful suggestions made by consultees.

F.3 Setting Targets

The Council is already working closely with the main bus company to improve bus transport on the Island. The following tables clearly indicate what should already be available in terms of bus information and any items not currently provided should be made available within the year after approval of the strategy. It also sets out what additional measures and initiatives can be expected in the future – these should be provided within five years of adopting this policy.

F.4 Monitoring

It must be recognised that measuring the success of this strategy will be impossible without effective monitoring. We are fortunate in that considerable information is already available and used to monitor local performance both for the Local Transport Plan and Best Value Performance Indicators (BVPIs) that are used as national benchmarking information. It is intended that this strategy will form part of an ongoing partnership approach.

G. Type of Information that should be Provided - Currently

Type	Initiative / measure		Notes/ comments
BUS TIMETABLE	**Timetable should be:**		
	• Available	✔	Timetable widely available at agents, post offices, newsagents, local shops etc
	• Easy accessible.	✔	Easily accessible at locations across the Island.
	• In printed form.	✔	Timetable is 80+ pages, in full colour.
	• Easy to understand – for regular and non-users.	✔	Information is considered to be one of the top 5 in the UK. Barry S Doe survey (www.barrydoe.co.uk)
	• Comply with the ATCO code of practice in terms of paper quality, print size type and colour. (See note below)	✔	Timetable is A5 book in full colour, in a mix of portrait and landscape layout. Well laid out clear and legible.
	• Days and dates should be clear.	✔	Document is clear and legible.
	• Show every public transport route and service plus details of other passenger carrying servicessuch as taxis or community buses or voluntary car schemes.	✔	Shows every route and service including Wightbus, local and connecting national rail services and cross Solent ferries. Does not provide information about taxi ranks, community vehicles, voluntary car schemes.
	• Provide a comprehensive map showing all operators services.	✗	No comprehensive maps provided.
	• Braille or tape versions plus foreign language guides to information available.	✗	Not currently available.
	• Identify the start and end point of each route.	✔	Information clearly marked.
	• Show timings for all major intermediate stopping points.	✔	Indicated.
	• Give an indication of interchange with other bus services.	✔	Illustrates interchange with other bus services.
	• Give an indication of interchange with rail services.	✔	Illustrates interchange with rail services.
	• Show all services on each route.	✔	Shows all services on each route
	• Indicate subsidised routes.	✔	Indicates subsidised routes
	• Contact details for all operators	✔	Currently included
	• Provide details of Internet links	✔	Traveline, TransportDirect and Operator's sites.

H. Type of Information that should be Provided – Currently

Type	Initiative / measure		Notes/ comments
TIMETABLE CHANGES	**When timetables change:**		
	• Advance notification to the public should be given at least two weeks prior to any change.	✗	Traffic Commissioners given eight weeks notice but timetable currently published 1 week in advance.
	• The Isle of Wight Association of Parish & Town Councils must be informed of changes to timetables or fares at least two weeks prior to any change.	✗	Not current practice.
	• Notices must be posted at all bus stops on the affected route.	✔	Notices posted at key bus stops.
	• Posters must be displayed on all of the buses giving a contact number for details.	✔	Is current practice.
	From one week before the change:		
	• Full timetables should be available on all buses, or from a point on that route.	✗	Not current practice.
FARES	The prices and validity of fares should be shown on any relevant leaflets.	✗	Timetables only include Rover ticket prices
	• Information about fares concessions available to island residents should be provided.	✔	Currently provided
	• A comprehensive fare table should be carried on every vehicle.	✔	Fare table carried on every bus.
	• Changes to fares should be made public at least a week in advance of the changes by means of notices on all vehicles, giving a telephone number from where information can be obtained.	✔	Done

I. Type of Information that should be Provided - Currently

Type	Initiative / measure		Notes/ comments
VEHICLES	Every vehicle is legally required to display its service identity and destination.		
	• The letters must be 125mm high and the numbers at least 200mm high.	✔	Existing
	• The destination board should be illuminated during the hours of darkness.	✔	Existing
MOBILITY IMPAIRED	The timetable/information should indicate the facilities/services that are available for those with mobility problems for services such as community or voluntary car schemes.	✗	Not current practice
	Details of bus stops which meet the Department for Transport's guidance for accessibility and suitability for use by the mobility impaired traveller should be available via a medium such as 'Traveline'.	✗	Not currently available
INFORMATION/TIMETABLES	Any leaflet /timetable/information should:		
	• Include the number and contact details for traveline.	✗	Agreed for future publications
	• Leaflets/ timetable/ information should include the name address and contact number of the operator.	✔	
	• Indicate where tickets and information can be obtained in advance.	✔	
	• A contact number should be clearly marked at information at bus stops.	✔	

J. Type of Information that should be Provided - In The Future

Type	Initiative / measure		Notes/ comments
Timetables/ Information	• Timetable information should be made available at every bus stop or unique sms codes should be shown on bus stop flag.	✗	Somewhere in the region of 700 bus stops have travel information. Not full coverage. No sms codes displayed yet.
	• Public transport service information for visitors should be included within the Isle of Wight Pocket Tourism Guide and within the Official Isle of Wight Guide	✗	Not provided at present
Major Employers/ shops/ destinations	• Timetable information should be made available at major employers, large stores, council buildings etc	✗	Not available at present
Real time information	• Real time information should be introduced across the Island – starting with key corridors, possibly within a Quality Bus Partnership.	✗	Information also moving towards web based information.
	• Internet site containing accessible real time information	✗	Not available at present

K. Where should Information be Provided - Currently ?

Topic	Initiative / measure		Notes/ comments
Bus Stops	Departure times must be displayed at every boarding point.		
	• Showing accurate easily understandable information.	✔	All significant boarding points already covered
	• SMS unique codes should be displayed understandable information.	✗	Under discussion with Southern Vectis
On the bus	Service number and destination should be displayed on the bus itself.	✔	Indicated on all buses
Along the bus route	On routes with an hourly or better bus route: • Distributed to all properties within the catchment area.	✗	Not currently provided
At travel centres	Information should be made available at travel centres operated by the bus operators.	✔	Currently done
At places of work	Leaflets maps and timetable information should be made available at major employers.	✗	For discussion with existing employers. To be put in place as requirement of Workplace Travel Plan

L. Where should Information be Provided – Currently?

Topic	Initiative / measure		Notes/ comments
Public buildings	Information should be made available to:		
	• Tourist information centres.	✔	Available at the Islands TICs
	• Public libraries.	✔	Available at all libraries
	• Leisure centres.	✗	Not at present.
	• Post offices.	✔	Post offices act as agents.
	• Village shops.	✔	For sale at many local shops
	• Community and drop in centres.	✗	Not at present

M. Where would the Information be Provided – In the Future?

Topic	Initiative / measure		Notes/ comments
Public buildings	**In the future -**Information should be made available to at the following points in the future: • High Schools. • Middle Schools. • Isle of Wight College. • Private Schools.		These will be provided in an attempt to ensure that pupils and their parents are aware of transport alternatives**.** Bus information could be provided within school induction packs. Involvement of School Travel Plan Advisor would be beneficial.

N. How Should Travel Information be Provided – Currently?

Topic	Initiative / measure		Notes/ comments
Bus travel information	**Currently -** Bus travel information should be made available:		
	• In a paper based timetable form.	✔	Already available
	• At bus stops.	✔	Already available
	• By staff at bus stations.	✔	Already available
	• By staff on buses.	✔	Already available
	• On the operators website.	✔	Already available
	• Via the operators call centre.	✔	Already available
	• On the Council's website.	✔	Available by links - under development

O. How should Travel Information be Provided – In the Future?

Topic	Initiative / measure		Notes/ comments
Bus travel information	**In the future -** Bus travel information should be made available:		
	• **On the operators website** - this information should be up-to-date, accurate and indicate any disruption or changes.	✗	Southern Vectis are revising and upgrading their website
	• **In a format suitable for access by mobile phones, with updates sent out to warn against disruption and changes.**	✗	SMS coding at bus stops scheduled to be trialled
	• **Via real time information displays**	✗	In due course could be realised through a Quality Bus Partnership with Southern Vectis

P. When Should Travel Information be Provided – Currently?

Topic	Initiative / measure		Notes/ comments
Bus travel information	**Currently -** Information should be easily available:		
	• **At the planning stage, before a journey.**	✔	Via timetable, website or call centre
	• **At the start of the trip.**	✔	At majority of bus stops
	• **During the journey.**	✔	Via driver/information

Q. When Should Travel Information be Provided – In the Future?

Topic	Initiative / measure		Notes/ comments
Bus travel information	**In the future -** Bus travel information will be easily available:		
	• **Through real time information - on vehicles, at bus stops.**	✗	To be developed
	• **Via automated announcements on buses - indicating the next stop or interchange.**	✗	Technology is available to achieve this

R. At Whom Should the Information be targeted?

Bus travel information must be easily accessible to all members of society, including adults, children, elderly and students.

Tourism is an essential part of the Island's economy and attracted 2.66 million visitors in 2004, over half of which were staying visitors. It is estimated that visitors to the Island in 2004 spend somewhere in the region of £361 million and tourist employment provides for approximately 24% of the Islands population – this is over three times higher than the national figure. The bulk of visitors presently come to the Island by car and it is important that bus travel information is easily available for visitors who may be encouraged to visit the Island without a car or reduce their car use once they are here.

Bus travel information must be easy to find, easily understood and appropriate for those with mobility, hearing, vision or learning difficulties. The council will work with the operator and user groups to ensure that information is available in Braille or on tape. It is important that timetable information at bus stops is provided at a level appropriate for children and people in wheelchairs.

It is probably unreasonable to expect timetables to be produced in a variety of languages, but consideration should be given to the production of some information in languages other than just English. Basic introductory information had been included the bus timetable until 2001/02. The Council would welcome the reintroduction of this information. Clear information should be included with regard to the Council's Youth Mover and Islander Card concessionary fares schemes.

S. Conclusion

S.1 Aim

The aim of this strategy is to set out and clarify the level of information already in place and to establish a process by which that information can be improved and developed and a timetable for improvement.

S.2 Working together

It is recognised that any improvements will most likely be undertaken through discussion with the operators as a partnership approach. The Council has developed a bus strategy and sees the introduction of this Bus Information Strategy as another way to improve the Island's bus services.

It important that we make the best of, and further develop the already good standards of information supplied. The rapid take up and use of the Internet and mobile phone technology has opened up the opportunity to access up to date and changing information. However it is essential that standards are set and maintained whilst we look to embrace modern technology and real time information.

If we are to make improvements it is essential that this strategy is maintained and monitored and developed in partnership with the operators.