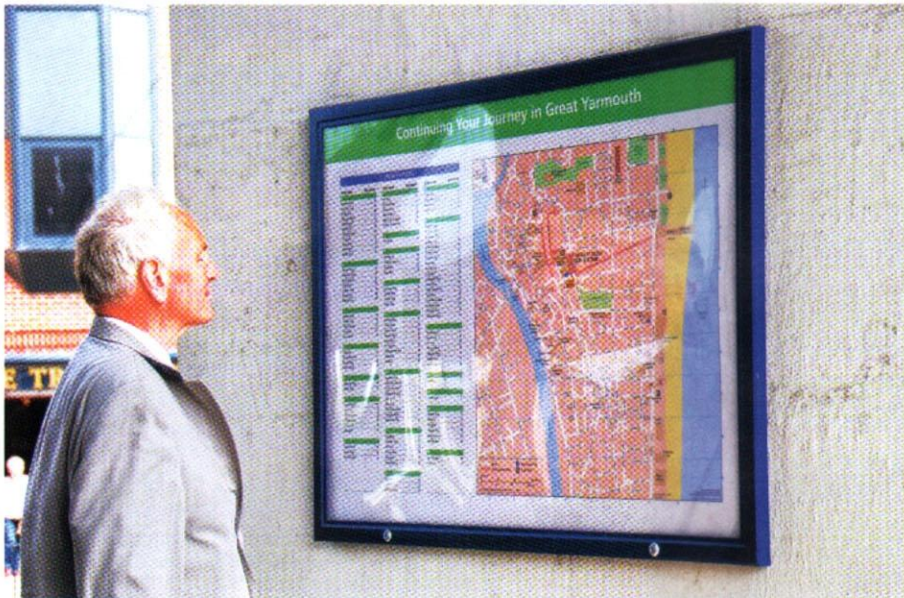


Putting the Great in Yarmouth

FWT managing director **DOUG ROSE** explains the improvements he has brought to information provision at Market Gates bus station in Great Yarmouth



The new total information system that went live in Norwich in April (Publicity Matters, June) shows every sign of working as well as was expected. The steady level of complaints received over the years by the local authority went to zero immediately.

A happy byproduct is the elimination of tedious timewasting dealing with complaints, coupled with a good harmonious relationship between the authority and operators, but the major benefit is to the entire user base.

Further evidence that good information works is that the operators too have expressed their satisfaction with it and have requested discussions on how and when to extend the project to major hubs within the city (hospital, university and airport for example) and also principal radial corridors.

While all this has bubbled along, Great Yarmouth has been similarly equipped. As I have stated in previous articles, no two towns or cities are the same and to apply a solution blithely from one place will not necessarily produce the same success at another.

Again the starting point was a site visit and examination of how the bus routes operate — where and when. Only by knowing what the product actually is can one design an information package to explain it.

In complete contrast to Norwich, Great Yarmouth has a clearly defined focal point from which pretty much everything radiates. I

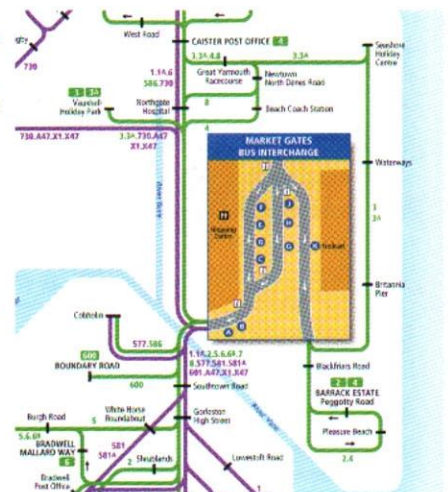


As at Norwich, there is a strong bond between the flag identity and the posters within. This is crucial to wayfinding. The flag at Stand K again demonstrates the importance of only displaying information of high-level relevance. There are no distractions for the user to subconsciously filter out. Operator logos and phone numbers are absent and located, at eye level on the posters, as a design preference.

therefore produced a single poster depicting the boarding points within Market Gates bus station at the centre, with radial diagrammatic lines showing where the routes go.

There is a strong distinction between local and long-distance services here and diagrams can destroy this if not done thoughtfully. I therefore colour-coded them as two groups, there being too many routes to give each one its own colour. This went live in May and there is more to follow. ■

TOP LEFT & ABOVE: A local map has been produced to include every road. For maximum usability, a complete street index is appended. The map is located at all three entry/exit points to the bus station. Passengers arriving by bus are not left in an information vacuum.



The focal point of the single poster is a schematic of the bus station boarding points. Each stand has been re-lettered more logically and the visual link between the timetable poster headers, the flags, and the boarding points on the diagram all come together strongly.

● We want to hear from readers, operators and transport authorities about how the industry is tackling the challenge of imparting accessible information to the travelling public — whether in timetables, leaflets or maps, at bus stops, bus stations or on the Internet. If you find items of interest (tell us about the good just as much as about the bad) and could write about 600 words on the subject, accompanied by photographs and/or publicity material, please contact the Editor at the Leven address shown on p98 or send an e-mail to alan.millar@keypublishing.com.