

Subject: Great Yarmouth Market Gates Electronic Travel Information

Report to: GYBC Scrutiny Committee – 17 July 2014

Report by: Jeremy Wiggin (Norfolk County Council)

SUBJECT MATTER/RECOMMENDATIONS

New electronic signage is being installed within bus shelters at Market Gates. This report provides further information on this.

1. INTRODUCTION/BACKGROUND

Over the last twelve (12) months, there has been progress in terms of improving the public transport information in and around Market Gates, which has been discussed at recent Scrutiny and Scrutiny Sub-Committee meetings. This report provides further information on these actions.

Electronic displays

Procurement of new electronic signage for Market Gates has been completed and installation is due to be completed during week commencing 14 July and is expected to last 2-3 days. Procurement was undertaken as part of a larger £0.5m procurement of new signage across Norfolk. The Market Gates displays are the first of the new signage in Norfolk to be installed.

The electronic signs will provide live and scheduled bus departure information, as well as other travel and local information. The signs are 'television style', enabling high quality graphics and screen clarity.

The software that controls the screen content will be made available to Great Yarmouth Borough Council staff to enable local events and information to be promoted effectively. Full training can be provided over the next few weeks. My colleague, Katy Battley, will be in contact to make arrangements.

Following installation, the following enhancements will be added over the coming months:

- a) Ability for audio announcements at each stop for those that have a Royal National Institute of the Blind (RNIB) keyfob
- b) Ability for video / moving image footage to be displayed, further enhancing the ability for local events and information to be promoted

The electronic signage will be remotely monitored by Norfolk County Council (NCC) and the sign suppliers, with any faults being attended to as part of a comprehensive maintenance contract. However, any problems found with the displays should be reported to NCC via ptgpublicity@norfolk.gov.uk.

Add information as is relevant to report being written, plus the following two boxes must be completed:-

FINANCIAL IMPLICATIONS:

Improvements to travel information are being funded through a S106 contribution from the Market Gates shopping centre.

LEGAL IMPLICATIONS:

None.

EXECUTIVE BOARD OR DIRECTOR CONSULTATION:

Proposals have been discussed at Scrutiny Sub-Committee meetings and at previous Scrutiny meetings.

RECOMMENDATIONS

Does this report raise any legal, financial, sustainability, equality, Crime and Disorder or Human Rights issues and, if so, have they been considered?	Issues	
	Legal	
	Financial	
	Risk	
	Sustainability	
	Crime and Disorder	
	Human Rights	
	Every Child Matters	
	Equality	
	EqIA Form completed	