

Subject: Great Yarmouth Market Gates Electronic Travel Information

Report to: GYBC Scrutiny Committee – 22 October 2015

Report by: Jeremy Wiggin (Norfolk County Council)

SUBJECT MATTER/RECOMMENDATIONS

Update on electronic signage installed within bus shelters at Market Gates.
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1. INTRODUCTION/BACKGROUND

Over the last 12-18 months, there has been progress in terms of improving the public transport information in and around Market Gates, which has been discussed at Scrutiny and Scrutiny Sub-Committee meetings.

Eight (8) electronic signs were installed in bus shelters at Market Gates in July 2014 (stands C, D, E, F, G, H, J and K). Most recently, Stand A had an electronic display installed at the end of September 2015. Stand B does not have currently have a shelter and is served by only 1-2 journeys per day. There are currently no plans to install an electronic display at this stop.

Initial problems experienced with poor mobile communications links to the displays have now been fully resolved.

Electronic displays

The electronic signs 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. They also provide audio announcements at each stop for those that have a Royal National Institute of the Blind (RNIB) keyfob.

Now that the communications issues have been resolved, we are able to upload messages to the displays that promote local events in and around Great Yarmouth. These would appear as scrolling messages at the bottom of the displays. We can offer GYBC staff access to this messaging functionality. Alternatively, the County Council is happy to upload information on local events on behalf of GYBC. Please contact Katy Battley (katy.battley@norfolk.gov.uk; 01603 223369) for more information.

In terms of future functionality, we hope to be able to display pictures and moving images to the displays, which will further enhance the promotion of local events.

The electronic signage is remotely monitored by the County Council 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 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 have been 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	
	EqlA Form completed	