

Metro Onward Travel & Vicinity Posters

Case Study - DB Regio Tyne & Wear Ltd



background

DB Regio Tyne & Wear Ltd operates the Tyne & Wear Ltd Metro (an over and underground light rail system) under a 7-9 year concession on behalf of Nexus (Tyne & Wear's Passenger Transport Executive).

The Metro provides a local passenger transport service to destinations throughout Tyne & Wear including Newcastle Airport, Newcastle Central Station, North Tyneside, South Tyneside, Gateshead and Sunderland. The scale of the operation is illustrated by the following key statistics:

- 78.4 route kilometres
- 155,626 passenger journeys per week
- A fleet of 90 Metrocars
- 60 stations

the challenge – to design and create onward travel and vicinity posters for each Metro Station to reflect best practice, and give commuters valuable information to help them continue their journey seamlessly

Pindar Creative produces mapping and travel information products for many clients in the North East of England including Durham County Council, Darlington Council, Nexus, Stagecoach and Go North East. We welcomed the opportunity to work with DB Regio Tyne & Wear to map out the entire Tyne & Wear region for their onward travel and vicinity poster project commencing early 2014. We were commissioned by DB Regio Tyne & Wear Ltd to undertake the following:

- To create an accurate, detailed and competitively priced Tyne & Wear area wide mapping base, to be shown to street level also allowing multi-purpose use for future publicity products. Our solution needed to be much more than being a simple reproduction of some widely used internet based products, which are often unclear and aesthetically not very pleasing.
- To produce clear to understand and easily updated onward travel posters for 60 Metro stations in the area, providing bus and walking information in the immediate locality of each station.
- To provide accurate conversion of content into multiple poster sizes and formats, remaining true to the Metro corporate style.
- To produce printed material for display on a high quality substrate allowing excellent wear and tear capability.

the solution – creative design and print – 'Metro' station Onward Travel and Local Area Information Posters

Pindar Creative commenced the project with the core element being a cartographic base of Tyne & Wear accurately produced through a GIS process. The principle requirement of the bespoke mapping would be to allow multiple public transport product usage by both Nexus and the operator DB Regio Tyne & Wear Ltd.

Having produced the cartography we focussed on the requirement by DB Regio Tyne & Wear Ltd for a series of local area onward travel information posters specific to each Metro station in the region. To allow this, an extract from the prepared base mapping centred on each station is taken. The extract is then enhanced to identify bus service and bus stop information in the immediate area, including an indicator of walking distance to those stops from the Metro station. The highly detailed service and local data to be included for each station has been gathered through an editorial process by Pindar Creative's specialist team.

Once assembled, all relevant information is collated and styled into an attractive agreed poster format (allowing for different frame size variations) specific to our client's branding requirements. This content includes tabular information on destinations served from each stop, zone information and other advertising content promoting the Metro brand. Throughout this process comprehensive design and proofing checks have been carried out in consultation with DB Regio Tyne & Wear Ltd and Nexus.

On approval of artwork Pindar Creative arranged printing of a series of bespoke full colour and weather resistant posters.

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Case Study - DB Regio Tyne & Wear Ltd (continued)

the results

The project went live in May 2014 with onward travel posters being rolled out to all Metro Stations.

comments

Liz Lambert of DB Regio Tyne & Wear Ltd commented:

"Producing bespoke onward travel information for the 60 stations served by Metro was a challenge, however working with the dedicated teams from Pindar Creative and Nexus helped us provide our customers with high quality accurate onward travel information."

Sarah Sharp of Nexus commented:

"This information looks great. It's clear, attractive and user friendly. Pindar used our own online information as the basis for the destination lists, which saved us lots of time and effort – we just needed to proof everything."

Mike Holt of Pindar Creative commented:

"We are delighted that DB Regio chose Pindar Creative to fulfil the specialist requirements of this project. The outputs required fit in perfectly with our core services. Our goal was to deliver an accurate, informative and a highly utilised resource to the travelling public within Tyne & Wear".

Monument Metro station

Area map and local bus services

Map Key:
 - Newcastle Upon Tyne
 - Metro Stations
 - Bus Routes
 - Local Bus Services

Bus Services:
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Departures of Buses from Monument Metro station

Service	Destination	Time
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Bus and Metro tickets

transfare
 bus, metro & ferry travel with @ easy fare

Are you making one journey using different types of public transport in Tyne and Wear?
 A Transfare ticket allows you to buy just one ticket for a journey that involves travelling on more than one type of transport – eg Metro and bus.
 You must start the second part of your journey within 90 minutes of buying your ticket.

How do I buy one?
 Step one: choose your destination
 Step two: count the number of zones you're travelling in
 Step three: press 'Other tickets' on the ticket machine and follow the instructions

If you are travelling in:
 • the yellow zone, select 'One zone'
 It's the same for only the green or only the grey zones
 • the green and grey zone, select 'Two zones'
 It's the same if you're travelling in the green and yellow zone.
 • the yellow, green and grey zones, select 'Three zones'.

Network One tickets

Are you travelling for one day or one week on different types of public transport in Tyne and Wear?
 For one day's unlimited travel on all public transport in Tyne and Wear* Buy a Day Fiver from the ticket machine.
 For one week's travel on all public transport in Tyne and Wear*, simply choose which zones you need to travel in from this map, and buy your ticket from the ticket machine.

*On most buses, the Metro, Sunderland to Blaydon rail line and Shields Ferry.
 A Junior Fiver is available to all children with an Under 16 Pop Card, or those up to and including 14 year olds who don't have one.

Are you travelling for one day on different types of public transport in Tyne and Wear and beyond?
 An Explorer North East ticket is valid for one day's travel on Metro and the Shields Ferry, and throughout Tyne and Wear, Northumberland, County Durham, Teesside and North Yorkshire on local bus services operated by Arriva North East, Go North East, Stagecoach North East, Transdev and Wearside Motor Services. It is also valid on Northern Rail services between Newcastle and Sunderland, and on Stagecoach Cumbria Route 655 (Carlisle - Newcastle). Buy your adult, concessionary child (aged 13 or under) or family (2 adults and up to 3 children) ticket from the ticket machine.