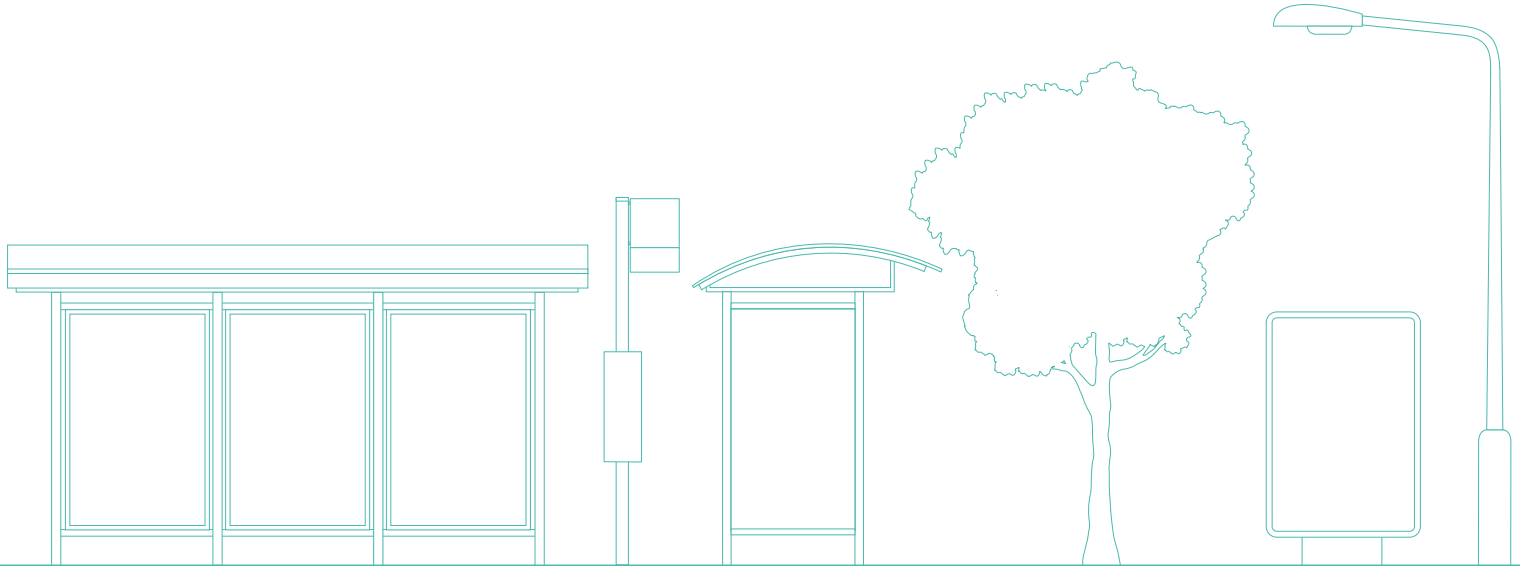




SUSTAINABLE TRAVEL SOLUTIONS



Who we are



We're passionate about enhancing your communications to give your end user the best experience possible

Pindar Creative is a leading expert in promoting active travel. Over the last 50 years we've developed our own specialist approach, which includes three very important elements:

1 Our experience

We can draw on over 175 years of experience in the print industry and for the last 50 years we've dedicated ourselves to using our knowledge to create the most effective travel information possible.

2 Our technology

We never stop thinking about the end user of your services. So our skilled employees are always looking for new ways to give them the information they need, whether that's finding innovative ways to use your data, creating user-friendly printed information or building interactive mapping websites.

ISO 9001 and
ISO 14001 compliant

We offer a
total solution

3 Our partnerships

We build strong, long-lasting partnerships with our clients. This means we get the best understanding of your project and can suggest innovative and cost-effective solutions, which will work for you.

Finally, we offer a total solution which means we can handle all of your publicity requirements – from design right through to distribution. If you have tight deadlines or specific requirements this is invaluable in giving you full control of your project and ensuring it runs smoothly.



Over 50 years'
experience

Public transport maps

It's easy to forget that maps are one of the earliest methods of human communication: simplified, visual representations used to pass on information about the surrounding area.

This is what maps have been doing for thousands of years. And we think it should feel effortless. Which is why our trained cartographers take the time to fully understand the context and needs of your end users before using their vast experience and the latest technology to create public transport maps that are as easy as possible to use.

Highly-trained
cartographers

CASE STUDY

FIRST EASTERN COUNTIES

First Eastern Counties has worked with Pindar Creative on a variety of mapping and timetable projects. The most recent, and largest, being to completely re-map and re-timetable the urban network in Norwich as part of their re-branding activity.

The maps have been extremely well received and were essentially a bespoke style produced by a combination of analysis of best practice, identification of the information needs of potential passengers and collaborative discussions surrounding the development of an eye-catching, friendly style.

Throughout the project Pindar Creative has been extremely easy to work with, suggesting ideas but being prepared to adapt their thinking to meet our needs. What is particularly reassuring is the ability to speak to people who are 'in the know' whilst the work is underway, rather than everything being channelled through an account manager. Deadlines have been stuck to, and the finished work has set a new standard for mapping provision in our area.

FIRST EASTERN COUNTIES

Maps for cyclists and pedestrians

Travel doesn't get much more sustainable than cycling and walking. But people who are travelling under their own steam, whether for fun or to get to work, need specific information. And by ensuring cycling and walking maps are easy to use, you encourage people to leave their cars at home.

We aim to give cyclists and walkers the most relevant information possible, making distances and gradient easy to understand, highlighting the level of difficulty and pointing out crossings, bike parking and cycle shops.

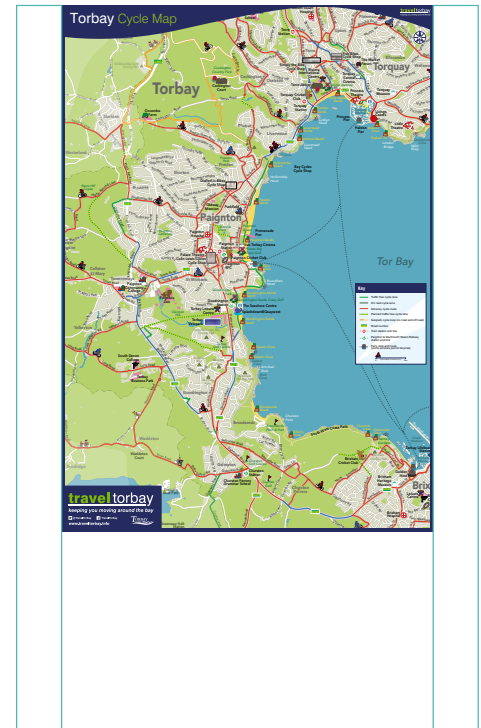
CASE STUDY TORBAY COUNCIL

Torbay Council was keen to encourage cycling to reduce carbon emissions and promote fitness and wellbeing.

We created a user-friendly, colour-coded cycling map to introduce people to Torbay's new cycling routes and help them travel short distances using sustainable transport.

Pindar Creative has been an absolute pleasure to deal with! The staff have strived to incorporate our requests throughout the project to ensure that we received an excellent quality product, which has been extremely well received by the public. I would highly recommend Pindar Creative if you are looking for innovative and easy-to-use products and I look forward to working with them again in the future.

CITY AND COUNTY OF SWANSEA



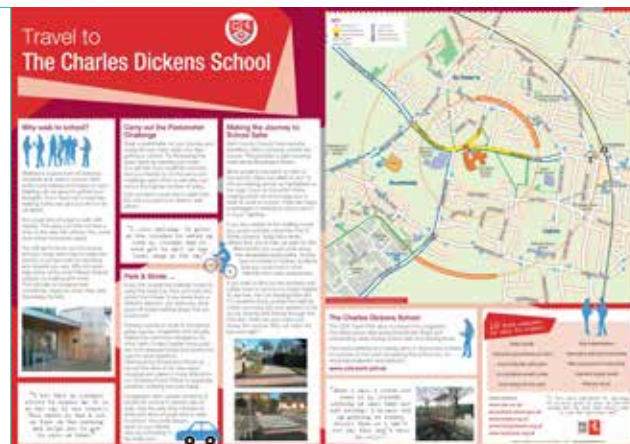
Sustainable travel

At Pindar Creative we, like our clients, are very serious about encouraging sustainable travel. But while providing well-thought-through, high-quality services is all-important, we recognise that it takes more than that to get people to change their habits.

We specialise in creating mapping products to promote sustainable travel: offering design, consultancy and cartography services. Our expert cartographers can also create interactive maps which allow people to access and explore your information online at the click of a button.

Pindar Creative has been fantastic to work with and they make the process extremely easy. Their simple approach means our sustainable travel messages are clearly and consistently promoted across the county, helping us achieve our aspirations for behavioural change.

BUCKINGHAMSHIRE COUNTY COUNCIL



Design, consultancy
and cartography for
sustainable travel

Wayfinding

Visiting a new town or city can be a disorientating experience. But by providing wayfinding maps on street signage, at bus and rail stations, car parks and major pedestrian junctions, you can open up your city or town centre and help visitors, workers and residents get the most out of it.

We can design wayfinding maps to include key landmarks and important areas like parks, and shopping and eating areas, as well as showing buildings in 3D to help with orientation. By giving details of accessible routes and information about public transport, wayfinding maps can help people navigate your city with ease.

We have been impressed with Pindar Creative's commitment to good customer relations and their ability to respond to complex and developing briefs.

SOUTH DOWNS NPA

CASE STUDY SOUTH DOWNS NATIONAL PARK AUTHORITY

As part of a project to encourage 370,000 visitors to switch to car-free travel, the South Downs NPA commissioned us to design clear and attractive wayfinding maps to help visitors reach recreational opportunities across the National Park. Located at rail stations, the Discover the South Downs wayfinding totems introduced visitors to the network of paths and trails for walkers and cyclists. A paper map of the public transport network across the National Park has also been well received by visitors.



Wayfinding signage
and finger posts

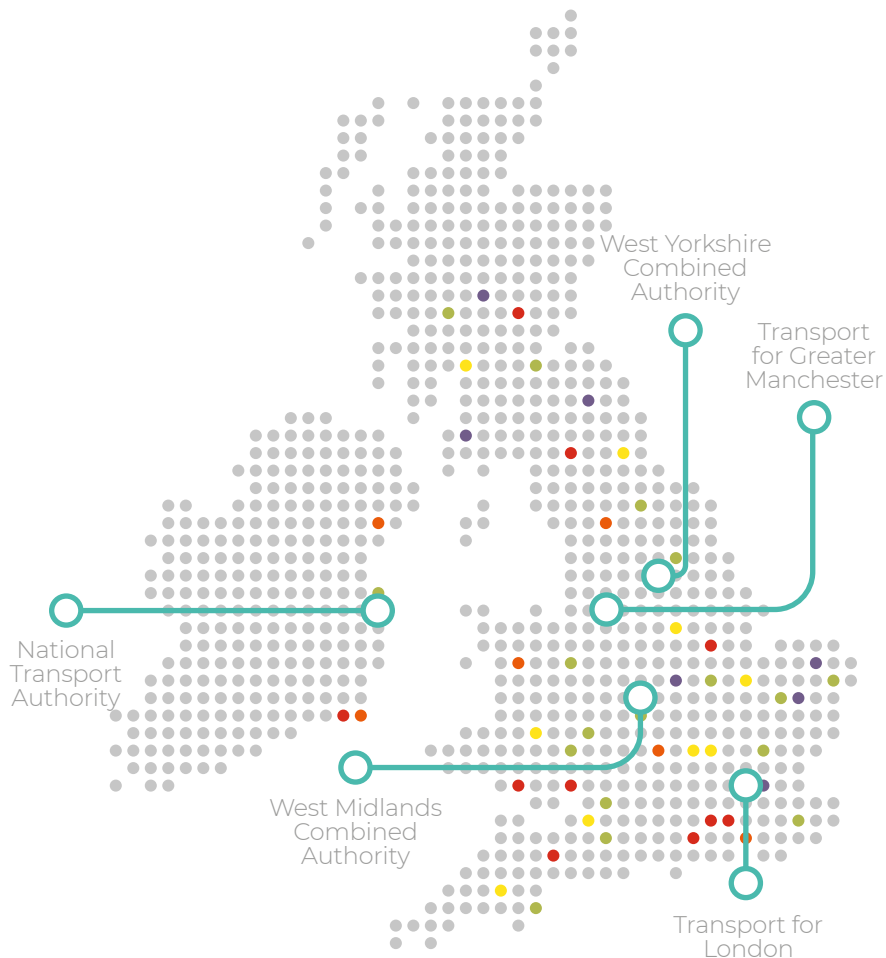
Our clients

We have been producing accurate, high-quality and time-sensitive travel information for many years. We work in partnership with a wide range of clients including local authorities, combined authorities, bus and rail operators, universities and colleges, schools, the NHS, and corporate businesses. We're proud of the relationships we build with clients and some of our longest-standing partnerships span more than two decades.

We are delighted with the new travel-to-university maps and are always impressed with the quality and service provided by Pindar Creative. We look forward to working with Pindar Creative to further develop and streamline our publications.

WEST MIDLANDS COMBINED AUTHORITY

Customer satisfaction
is a priority for us



Just a few of our past projects:

Bus stop displays

for Stagecoach South East, Go-Coach Hire, Metrobus;

Interactive solutions

for Peterborough City Council, TfGM, Brunel University, GSK;

Onward travel information

for TfL, DB Regio;

Bus and rail timetables

for First Group, Milton Keynes Council, LNER, Denbighshire County Council, WYCA;

Maps

for Merseytravel, First Group, Tees Valley Unlimited, City of York Council, Oxfordshire County Council;

Wayfinding

for TfL, South Downs National Park Authority, City and County of Swansea;

Sustainable travel

for Hertfordshire County Council, Buckinghamshire County Council.



We're proud of the
relationships we build

Bus and rail timetables

Your timetabling data is invaluable to you and your passengers. But it's only useful as long as it's carefully looked after and clearly presented. Happily, Pindar Creative's in-house team has been recognised by public authorities and bus and rail operators as industry leaders in producing clear, comprehensive timetables in a range of formats. After all, we've been doing this for 50 years!

I have been so impressed with the level of professionalism and expertise demonstrated by Pindar Creative. Having used them for the creation of our timetables and maps for several years they were the natural choice for such a large and important project.

FIRST GROUP

What we do with your data

We can capture and convert your data from registration documents and hard copy. Or, if you prefer, you can send us your data in a variety of formats, including TransXChange (the national standard for the interchange of bus route and timetable information) and we'll interpret it for you.

By enabling you to repurpose your data, maintaining accuracy and inputting data just once, we can publish your travel information quickly and efficiently.

Clear, comprehensive
timetables

4 4A		Weymouth – Preston via Overcombe Corner and Maunsell Avenue	
		Weymouth – Preston – Sutton Poyntz via Overcombe Corner and Preston Spice Ship (also showing evening service 2)	
Mondays to Saturdays		except Public Holidays	
Service Number		NS	Sch
Weymouth King's Statue		0617 0650 0725	0800 0820 0840 100 20 40
Chilbury Corner		0626 0659 0734 0744 0809 0829 0849 09 29 49	
Preston Seven Acres Road		0632 0705 0740 0750 0815 0835 0855 15 35	
Preston Spice Ship		— — — — — — — —	52
Sutton Poyntz Silver Street		— — — — — — — —	55
Service Number		NS	Sch
Weymouth King's Statue		1500 1520 1540 1600 1620 1640 1700 1720 1740 1800 1820 1900	
Chilbury Corner		1509 1529 1549 1609 1629 1649 1709 1729 1749 1809 1829 1908	
Preston Seven Acres Road		1515 1535 — 1615 1635 1655 1715 1735 1755 1815 1845 1913	
Preston Spice Ship		— — 1552 — — — — — — — —	
Sutton Poyntz Silver Street		— — 1555 — — — — — — — —	
Service Number		2 nd	2 nd
Weymouth King's Statue		1940 2205 2235 2305 2400	
Chilbury Corner		1948 — — — — — —	
Preston Seven Acres Road		1953 2226 2256 2326 0021	
Sundays and Public Holidays			
Service Number		NS	Sch
Weymouth King's Statue		0830 0910 1030 1130 1230 1330 1430 1530 1630 1730 1830 1930	
Chilbury Corner		0839 0919 1039 1139 1239 1339 1439 1539 1639 1739 1839 1939	
Preston Seven Acres Road		0845 0945 1045 1145 1245 1345 1445 1545 1645 1745 1845 1945	
Notes		NS - Not Saturdays Sch - Schoolholidays only	
		* Operates on Service 2 to Littlemore, then extended to terminate at Preston, Seven Acres Road	

Travel information
published quickly
and efficiently



Interactive timetable search

In the age of mobile internet your timetabling data needs to do more and be more flexible than a static PDF allows.

That's why we've worked to develop our own unique timetable search functionality, which means you can now use your data to tell passengers which buses will be at their stop next, give them a map of the area around that bus stop and allow them to search for interactive timetables on different devices.

As always, the staff at Pindar Creative have been a pleasure to deal with.

LONDON NORTH EASTERN RAILWAY

Recognised as
industry leaders

CASE STUDY

WEST MIDLANDS COMBINED AUTHORITY

With hundreds of brand new eco-efficient buses hitting the roads, bus travel in the West Midlands is connecting more people with more places than ever.

We provide a fast-turnaround service to ensure that timetable leaflets are available to the public to inform them of important changes to the network. We also work in partnership to improve information for passengers including specific 'travel to' leaflets for schools and universities across the region.

Bus stop displays

Because we can fully automate the production of bus stop panels, we're able to offer high-quality printed publicity at a cost-effective price.

How does it work?

- ▶ We automatically generate linear maps and stop-specific timetables from TransXChange data (these can also be supplied from various scheduling packages).
- ▶ We can insert fillers, QR codes or Near Field Communication tags where required as well as leaving space for route maps or vicinity maps of the area around the bus stop to help with onward travel.
- ▶ The panels are printed using light-fast inks on waterproof and tear-resistant material.

CASE STUDY STAGECOACH

Stagecoach South East was keen to employ a system that provides accurate display outputs fully synced with online journey planning sources. They also needed a solution that could deliver high volume productions within sometimes limited timescales.

After a successful trial in Eastbourne we began to roll out the new displays across our region as timetables changed. The displays are generated automatically from the data we use to register the bus routes which means that they're fully synchronised with our website and mobile app. The new display panels are designed to be simple and easy to understand with linear route diagrams showing the main stops along each route and basic time, route and destination listings underneath. Our customers welcome the simplicity and continue to value having up-to-date timetable information at bus stops.

STAGECOACH SOUTH EAST



Cost-effective, fully-automated production

High-quality printed publicity

Onward travel information

The stop where a passenger gets off is rarely their final destination. Pindar Creative also produces onward travel information panels and posters for bus, coach and rail stations, bus stops and other public information points.

Printed in large format, these panels include schematic or geographic maps and ticket information as well as destinations to help your passengers get where they need to go. We even offer a continual update service so you know your onward travel information is always accurate.

The level of customer service we receive is absolutely outstanding.

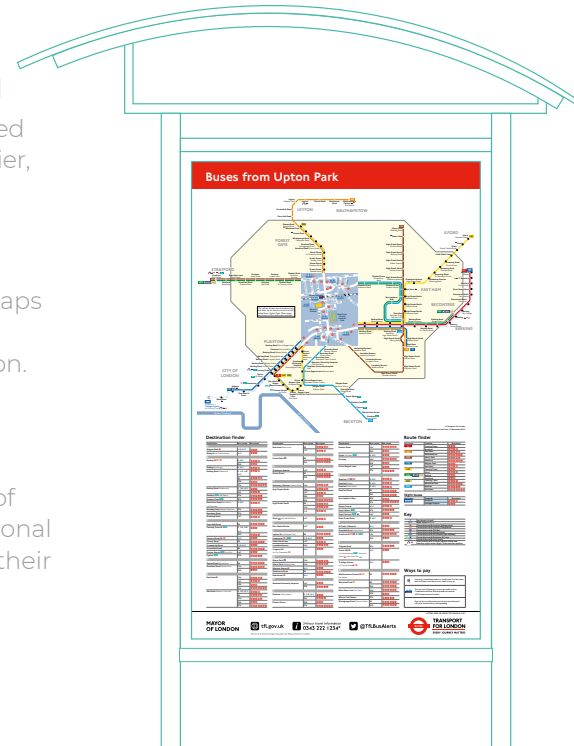
TRANSPORT FOR LONDON

CASE STUDY

TRANSPORT FOR LONDON

Since 1995 Pindar Creative has worked with TfL as a key cartographic supplier, producing a range of publicity and onward travel information for the capital's bus services:

- ▶ We create user-friendly spider maps to help London's 2.3 billion bus passengers reach their destination.
- ▶ We also compile artwork for Legible London's easy-to-use wayfinding signage system that presents information in a range of ways, including maps and directional information, to help people find their way.



Interactive solutions

Interactive, online maps have huge potential for promoting sustainable travel and making services easy to use and understand.

Our interactive mapping websites can be built to do almost anything you like. For example, we can include layers which can be switched on and off to show different routes, clickable hotspots which link to timetables, real-time information or whatever else you choose, and responsive design so the website will work on a wide range of devices. We can even create a totally bespoke website to perfectly meet your needs.

The mapping website easily interlinks with our Trust website and it's very flexible when we need to add extra information to it.

HERTFORDSHIRE PARTNERSHIP UNIVERSITY
NHS FOUNDATION TRUST

CASE STUDY

PETERBOROUGH CITY COUNCIL

Peterborough City Council received £3.24m funding to encourage people to use sustainable travel.

In partnership with Peterborough City Council, we created an innovative interactive map which showed bus routes and stops as well as cycling and walking information to raise awareness of alternative transport and to help residents make informed travel choices.

RESULTS

- ▶ Active Travel increased by 16%
- ▶ Car use dropped by 9%
- ▶ 35% increase in bus journeys



Easy-to-use
interactive maps

Bespoke websites
to suit your needs

Print

When it comes to printing, nothing is more important to us than our clients. And because we have a wealth of experience working closely with clients in both the private and public sector, we know what it takes to make them happy: delivering high-quality products on time, and at competitive prices.

But why stop there? Every job we do matters to us, regardless of size, so we work alongside you, taking the time to understand your needs. Our experienced staff can advise you on the most cost-effective way to produce your product. We're committed to providing excellent customer service to every single one of our clients and it's gained us a reputation for being very easy to work with!

Our sister company, Halstan, offers a full range of litho and digital printing as well as print-on-demand, mailing, stitching and binding services, all under one roof. This gives us complete overview, from the moment you order to the moment your product is delivered, so we can ensure you receive high-quality print on time.

*A big thank you for all your hard work.
The posters and leaflets look incredible.*

BRUNEL UNIVERSITY

We recycle heat, and use compressed air
to run our presses and heat our factory



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