

Bus Stop Publicity

Case Study - Brighton & Hove and Dorset County Council

Brighton & Hove Buses

the customer

Brighton & Hove Buses run a fleet of approximately 280 modern buses on local bus services as well as 8 luxury coaches available for private hire.

They have been in the public transport business since running horse buses in the 1880s and now have one of the most modern fleets of state-of-the-art vehicles. In their drive to contribute towards a cleaner environment, the entire bus fleet also runs on biodiesel.

the problem

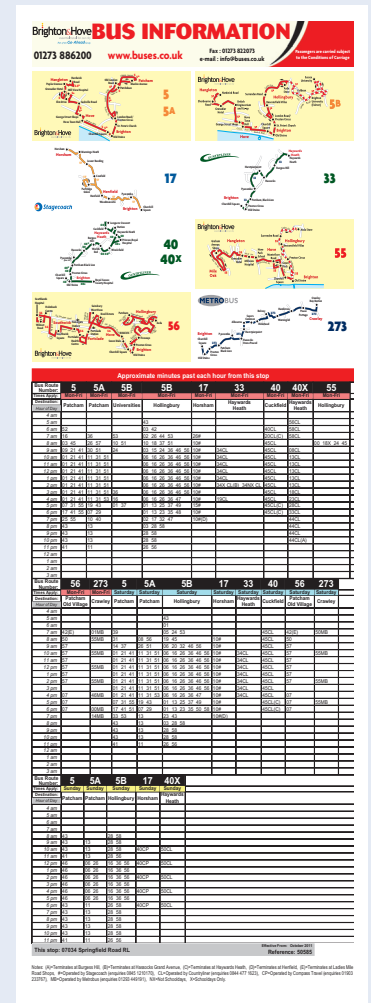
Brighton & Hove Buses were producing their Bus Stop Panel Publicity using a very manual approach and wanted to reduce the internal resources and time required to produce their 1,500 Bus Stop Panels, which are updated twice a year.

the solution

Pindar Creative was commissioned to provide a more automated solution to generate the panels. We supplied a template spreadsheet to be populated with the required information for each bus stop (e.g. bus stop code, timetables, maps, fillers etc). We were then able to generate one piece of artwork containing the appropriate information required at each stop.

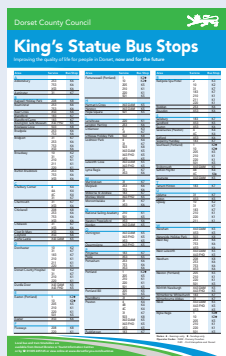
the results

The at Bus Stop Publicity is now very professional in appearance, no longer containing timetables and maps which have been mounted onto a printed backing sheet. The panels are consistent in style and design and printed using light fast inks so that they won't fade in the sunshine.



Dorset County Council

Launches Innovative at Stop Publicity



Dorset County Council is one of the first local authorities in the country to launch an innovative new sign, which interacts with mobile phones, providing passengers with the latest bus arrival times.

The signs have been produced for the Kings Statue stops in Weymouth, ready for the arrival of the 2012 Olympics, where the sailing events will take place.

New NFC (near field communication) technology gives direct access to the Traveline website, when a phone is placed within touching distance of the signs. Passengers will then receive up to the minute information on how their bus is running, based on satellite tracking of the vehicles.

Passengers can also access the real time bus information, by texting the bus stop's unique code that is shown on the sign and within seconds receive a text message with the anticipated / expected arrival time of the next three buses from that stop.

Alternatively, they can use their internet enabled smart phone and visit www.nextbuses.mobi and enter the bus stop's code. Finally, a newer technology for smart phone users is to scan a QR code.

All these methods can be saved or bookmarked on the phones, allowing passengers to check how their bus is running from the comfort of their own home, workplace, school or even while out with friends.