



There is no printed information available to passengers on local fares although information leaflets are produced by SiF on ticket offers such as the 'Megarider'

4.3.2 Required Availability

- Where operators offer more than one type of special fare deal, they will be required to produce printed information for public circulation, giving full details of the deal being offered. This can be in the form of separate leaflets, a combined leaflet, incorporated within timetables or displayed on websites. This should include multi-operator schemes such as SESTRAN One-Ticket. Operators must also provide comprehensive information on all special fare deals offered by that operator (including information on all operator and Fife Council concessions offered by the company) where practical, to all timetable outlets and, in future, Traveline. Where operators provide a web-site giving their timetable details for local services, the fare information should also be provided.
- Operators providing only one type of fare deal are not required to produce a separate leaflet but must otherwise include information on the fare deal and any concessions offered on the relevant timetable leaflets unless impractical to do so.
- Fare leaflets must carry 'effective from' or 'start' date.



4.3.3 Required Quantities and Distribution

- Stockists of fares and ticketing leaflets must include:
 - all FC local offices*
 - all Kingdom of Fife Tourist Information Centres*
 - all Fife Acute Hospitals*
 - all Fife further and higher educational establishments*
 - all Fife Bus Stations*

In addition, all Fife libraries must be supplied with a copy to accompany their reference set of timetables

- Fares and ticketing leaflets must be with the distributor 10 days before 'start date' and with the stockists at least one week before.

4.4 Publicising of Forthcoming Changes, Interruptions to Service and Public Holiday Service Alterations

4.4.1 Current Standards

Content

Current practice in respect of publicising forthcoming alterations to service normally involves the use of the local press and radio, e-mails to timetable outlets, the display of notices at bus stations (and bus stops where diversions are in operation) and the display of notices on board buses. Traveline is also informed of public holiday alterations and major interruptions to services.

Providing early morning advice to travellers on disruptions to bus services due to severe weather conditions has proved difficult in the past due to current reporting mechanisms.

Availability

Responsibilities for the above have, in recent years, been assumed as follows:

Local Press: Normally bus operators
 Local Radio: Normally FCTS
 e-mails to timetable outlets: FCTS
 Display of Notices at Bus Stations: FCTS
 Display of Notices on Buses: Bus Operators (see Section 4.5)
 Bus stop notices advising of temporary diversions: FCTS
 Traveline notification: FCTS

4.4.2 Required Standards

Content

- Where appropriate, local Press must be used for advance notice of all significant scheduled changes (minimum notice required – 1 week). Changes due to emergencies do not apply.
- Local radio must be advised of all significant scheduled changes and emergency changes.
- Advance notice of all scheduled changes (minimum notice required – 1 week) and all emergency changes must be displayed at the appropriate Fife Bus Stations on relevant stances and within other public areas.
- Advance notice of temporary route diversions must be displayed at bus stops affected by the diversion prior to the effective date and time.
- Notices on buses – see Section 4.5
- Traveline must be advised of all scheduled temporary changes (eg public holiday alterations) (minimum notice required – 1 week) and non-scheduled changes (as soon as possible).

NB – Where changes are minor, the advanced notice of changes must include full details of the alterations; where changes are more complex, passengers should be advised of which services are affected and where to obtain more details.

4.4.3 Sourcing Proposals

Responsibilities for the provision of notification of changes/ alterations should continue as described in Section 4.4.1 (Availability)

4.5 On-Bus Information

4.5.1 Current Standards

Availability and Standard

- Most buses operating in Fife use an electronic blind to display clear information on the front of the vehicle advising passengers of service number and destination.
- Very few buses in Fife carry timetable leaflets or other printed information on board for passengers to pick-up.
- Driver awareness in Fife of local service network and fares is, from time to time, an issue raised with FCTS by passengers.
- Most Fife operators make good use of their vehicles to display notice of forthcoming service changes.

4.5.2 Required Standards

Availability and Standard

- Bus operators in Fife must at all times comply with Schedule 2 of the Public Service Vehicles Accessibility Regulations in terms of route number and destination displays.
- Where practical, buses should carry printed timetable leaflets and fares information for the service that is being provided. The leaflets must be easily accessible to passengers. Fares information may be provided in vinyl form for display on board the bus.
- All regular drivers must be able to give full information to passengers in respect of timetables, fares and special ticket promotions for the route being operated. Where specific connections are publicised for that route, drivers should also be aware of the timings for the connecting services. At all times, drivers must make a reasonable endeavour to assist passengers in obtaining any information required to complete their journey.
- Operators are responsible for displaying notification of service changes on board their vehicle in accordance with Reg 6 (2) of the Public Service Vehicle Regulations 2001 (SSI 2001No219) whereby operators are required to display, for 21 days before any change to that service, in each vehicle provided for that particular service, a notice telling passengers that an application for change has been made and where they can obtain further information.

4.6 Traveline

4.6.1 Current Standards

National Traveline (0870 608 2 608) provides detailed journey planning information in line with Government objectives for provision of public transport information. In Scotland, the service is provided by Traveline Scotland Ltd (Traveline), a non-profit making organisation who recover operating costs from participating transport operators. These costs are recovered pro-rata to calls answered and identified to specific larger operators. Smaller operators participating in Traveline make fixed cost contributions. At present, the costs of providing information on services operated by non-participating operators is covered by those who do participate. For this reason, it is desirable for all local service operators to become involved. Calls are answered from a call centre in Airdrie and are charged at national rates. The Traveline information service may be widened in the future to include, for example, information on fares, park and ride and other issues.

4.6.2 Required Standards

All operators of local services in Fife will be required to be members of Traveline. This, however, will only be implemented when, in the opinion of the Head of Transportation Services, Traveline membership fees reasonably reflect the scale of operation. Similarly, all operators awarded local service contracts will be required to work with Fife Council to deliver the aims and objectives of this strategy.

5.0 Level 2 Information

5.1 Information for those with additional needs.

Required Standards



On request, Fife Council will, in accordance with its policies in terms of equal opportunities and its obligation under the Disability Discrimination Act, offer access and support to those people who have additional needs in terms of information. Where appropriate this will include procuring translations, providing information in large print or on tape.

Effective Timescale

From start of Year 1.

Procurement

Costs associated with the provision of this information will be shared between Fife Council and the operators involved on a fair and equitable basis.

5.2 Passenger Transport Network Maps

5.2.1 Current Provision

Standard and Content

FCTS currently produce a 'Getting Around Fife' Public Transport Guide. This is approx A1 size and comprises a coloured route map of Fife (as a whole) with detailed insets for all major towns. The guide also includes a full service list with frequencies, an index to places served, operator details, line diagrams of the local rail network and express bus network, and a list of timetable outlets throughout Fife.

The map is prepared in-house by FCTS and printed externally.

In the past there has been sponsorship of the map which has largely off-set the printing costs. There has never been a charge for the map.

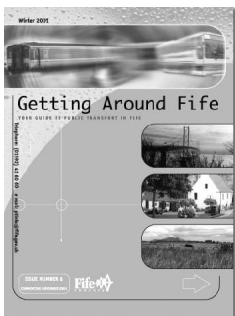
Quantities and Distribution

FCTS currently update, reprint and distribute the 'Getting Around Fife' Guide approximately twice each year with a print run of approximately 10,000 per run. The distribution list is included within Appendix 2.

5.2.2 Desired Standards

Content

- The 'Getting Around Fife' map will be replaced with a series of smaller maps, one for each major urban area. A smaller 'Fife' map will also be maintained, giving graphical representation of all inter-urban services.
- All maps will include all relevant route information.
- Where possible, an indication of service frequencies must be provided.
- All major interchange points must be highlighted.
- Maps must carry 'effective from' or 'start' date.
- Maps must carry a unique reference number.
- Where practical, an indication must be given of interchange points where access is restricted for disabled people
- Main visitor attractions, places of interest and public buildings must be clearly shown.
- Routes which have become established as offering wheelchair accessible vehicles and bicycle carrying vehicles should be indicated.
- Park and Ride opportunities must also be included with an indication of number of parking spaces available.



- Contact details must be provided for each operator and, where possible, main timetable stockists.
- Reference must be made to Traveline with logo.
- Information on how to make complaints or compliments must be given.
- Maps may carry advertisements but these advertisements must not detract from the purpose of the map or influence the layout.

Quantities and Distribution

- Stockists of maps must include:
 - all Fife Council local offices
 - all Kingdom of Fife Tourist Information Centres
 - all Fife Acute Hospitals
 - all Fife further and higher educational establishments
 - all Fife Bus Stations
 - and others as agreed
- In addition, all Fife libraries must be supplied with a reference set of maps
- Printed map quantities must be sufficient to maintain supplies at the above stockists.
- All maps will also be available on request from FCTS.

5.2.3 Sourcing Proposals

It is essential that the maps contain composite and comprehensive information on all operators' services. The responsibility for co-ordination and procurement could rest with either one major operator or with FCTS. It is important, however, that both work closely together in the production of the maps to ensure accuracy and to investigate sponsorship or advertising opportunities. It is anticipated that FCTS will lead on the production of these maps, meeting all costs associated with the production of each first edition. FCTS will seek a partnership contribution from operators for subsequent reprints, with the operators' contribution being based on the number of services detailed within the maps. Operators and the Council would have shared use of the maps and the associated electronic files for use with other promotional material.

5.3 Travel Guides

Required Standards

Fife Council will work in partnership with bus operators to develop, produce and distribute travel guides which offer travel information to specific destinations (eg Hospitals). These will be to the standard required for other leaflets within this strategy. If they contain full timetable details, they may require to be short term to ensure accuracy and will therefore carry an expiry date at which time updated reprints will be produced.

Effective Timescale

During Year 1 the guides produced will include Ferrytoll and the 2 main Fife Hospitals. Future guides will be subject to discussion and agreement between Fife Council and the operators.

Procurement

The procurement of the travel guides will be taken forward in the same manner as the maps in Section 5.2



5.4 Fife Transportation Website

Required Standards

Fife Council will undertake to co-ordinate the provision of a number of Internet web pages giving comprehensive transportation information for Fife. Care will be taken not to duplicate information already provided on transport operators own websites or on the Traveline website. Instead, direct links to these sites will be created.

Effective Timescale

The implementation will be during Year 1.

Procurement

Costs of developing and maintaining the web pages will be borne by FCTS although any costs associated with providing required bus service information in accordance with this strategy and that is not available through a direct link will be recharged to operators.

6.0 Level 3 Information

6.1 Bus Stop Name Plates & Other Information

Required Standards

Fife Council will undertake to implement a programme of providing name plates at key bus stop locations throughout Fife. The names will be displayed on the bus stop plates and prominently on the printed timetable displays at these locations. The names will be agreed with the bus operators as part of Traveline implementation and used in all printed timetable information. These names should be generally known locally and must be sustainable. They will be incorporated within Fife Council's database of stops and will also be used by Traveline. Fife Council will also consider the provision of additional information on bus stop flags such as the Traveline logo and number and SMS texting information.

Effective Timescale

The implementation programme will be influenced by the SMS texting project although the following targets will be used as baseline objectives:

Key timing points used by Fife operators - Year 1 and Year 2
 Other timing points and key stops - Years 3, 4, and 5 or sooner

Procurement

The costs associated with the implementation of the bus stop naming programme will be the responsibility of FCTS.

6.2 Fife Travel Interchange Guides

Required Standards

Fife Council will undertake to produce and maintain a guide (or guides) to travel interchanges in Fife. These will include bus stations, rail stations, park and ride sites and



will offer information on accessibility by other modes, accessibility for those with mobility impairments, the facilities provided and the hours of operation.

Effective Timescale

The implementation will be during Year 1.

Procurement

The costs associated with the provision and updating of the interchange guide(s) will be borne by Fife Council.

6.3 Fife Guide to Accessible Transport and Concessionary Fares**Required Standards**

Fife Council will undertake to produce and maintain a guide (or guides) to accessible transport opportunities within the community and to concessionary travel in Fife. This will provide comprehensive information on the various transport schemes operating in Fife such as the Council DRT schemes, Accessible Transport schemes and will also explain the concessions offered.

Effective Timescale

The implementation will be during Year 1.

Procurement

The costs associated with the provision and updating of these guide(s) will be borne by Fife Council.

6.4 Link Lines at Bus Stations**Required Standards**

Fife Council will examine the feasibility of providing free 'out-of-hours' access points to Traveline from key interchange locations. These access points will be situated within CCTV monitored areas and could also provide an emergency link to local police stations.

Effective Timescale

The implementation will be during Years 2 and 3.

Procurement

The installation and operational costs associated with the implementation of the link lines will be the responsibility of FCTS.

6.5 Electronic Static Information**Required Standards**

Fife Council will, using funding secured from a successful PTF bid, secure the installation of an electronic static information system with suitable display screens at Glenrothes, Kirkcaldy, Dunfermline, Leven and St. Andrews Bus Stations and at other key locations such

as main interchange points and town centres. Such a system will be compatible with the Council's own database and that used by Traveline.

Effective Timescale

Within Years 1 and 2.

Procurement

Procurement of the system will be funded through the 2002 PTF award. Ongoing operational costs will be the responsibility of Fife Council although SiF will undertake an on-site, day to day operational management role at St.Andrews Bus Station and meet associated costs.

7.0 Level 4 Information

7.1 Real Time Information

Required Standards

Opportunities may arise in future to explore possible Council/ Operator Quality Partnership schemes for the installation of Real Time information on appropriate parts of the Fife network. Such opportunities are likely to be initiated through the Transportation Partnership areas and will be totally dependent upon bids for external capital funding.

Effective Timescale

Possible projects will be assessed when appropriate opportunities arise.

Procurement

Projects are likely to be based on Quality Partnerships and will only be taken forward with the full co-operation of the major operators involved.

8.0 Implementation of the Strategy

8.1 Proposed Timescales

<i>Consultation</i>	<i>April 2002 - April 2003</i>
<i>Committee Approval of final document</i>	<i>September 2003</i>
<i>Implementation of Strategy</i>	<i>From September 2003</i>

8.2 Method of Implementation

Fife Council will seek to enter into an agreement with the operators of Local Bus Services in Fife to ensure that the aims, objectives and standards for information for bus passengers set out within this strategy are delivered. If Fife Council and any bus operator providing services in Fife fail to enter into such an agreement, the Council will exercise its powers under the Transport (Scotland) Act 2001 to ensure that information on that operator's services meets the availability and quality standards set out in this strategy. The Council will initially bear the costs of ensuring that this is achieved and then recover the costs from the operator concerned.

8.2.2

Where the strategy refers to cost sharing amongst different operators in a fair and equitable manner, costs will be split in accordance with the number of vehicle journeys operated by each operator, promoted on the specific information in question.

Where the Strategy refers to cost sharing between the operators and the Council in a fair and equitable basis (Level 2 information), the Council will, other than in unrepresentative circumstances, meet 50% of the total costs incurred with the other 50% being shared between the appropriate operators on the basis described above. If either party deems the situation to be 'unrepresentative' they can request a variation to the normal sharing arrangements and, pending agreement, the costs will continue to be shared on a 50/50 basis.

8.2.3

Where information on commercial services is provided under agreement between operators, the party instigating an 'unplanned' change within 12 months of the information being produced will normally meet full costs of reproduction. Where information on combined commercial and subsidised services is provided on one leaflet and a change is instigated within 12 months of the leaflet being produced, the party responsible for the change will meet the full costs of reproduction. For example, if the subsidised element of the service is altered at the request of the Council within 12 months of the leaflet being printed, it would be responsible for reprinting costs. If the commercial element is altered by the operator, then they would then be responsible. In the situation where changes are introduced 12 months or more after the leaflet is printed, the operator with 'ownership' of the leaflet will meet reprinting costs - see 4.1.2.a

8.2.4

Where operators are responsible for the provision of information either solely or in partnership with the Council - (Level 1 or Level 2 information), the Council will liaise closely with the operators to jointly explore opportunities for best practice and determine the most cost effective ways of providing the information. Where the responsibility for information provision is being passed from Council to operator under Level 1, the costs of the Council continuing their role as information provider and recharging the operators accordingly will be fully explored as an option. If one major operator elects to produce and display/distribute composite information and is unable to recover the relevant contribution to costs from another operator, the Council will meet these costs and pursue repayment from the appropriate operator under the terms of 8.2.1. Where an operator and the Council have agreed that one of them will carry out any necessary production/ distribution work under Levels 1 or 2, and a change to this arrangement is sought by one of the parties, the change will be introduced at a mutually agreed time or after 3 months notice has been given.

9.0 Monitoring and Evaluation

Fife Council will undertake to monitor and assess the effect of this strategy taking account of where appropriate:-

- passenger opinion (all issues)
- findings from monitoring of demand levels (leaflets, maps, etc)
- findings from monitoring of usage (website)
- trends elsewhere in Scotland
- changes to Government Policies
- discussions with operators

Fife Council will prepare an annual report outlining the findings of the monitoring exercises



and recommending any necessary actions to better meet passenger expectations. This could lead to the Strategy being updated although any amendments to the Strategy would be subject to full consultation with the operators. Fife Council will work with the bus operators in Fife to develop and implement these proposals.

Bus Passenger Information Strategy

Appendix 1

Leaflet/Rack Locations

Local Offices

Abbeyview Local Office
 Anstruther Local Office
 Auchtermuchty Local Office
 Benarty Local Office
 Blairhall Local Office
 Buckhaven Local Office
 Burntisland Local Office
 Cardenden Local Office
 Cowdenbeath Local Office
 Crail Local Office
 Cupar Local Office
 Dundonald Local Office
 Dunfermline Central Local Office
 Dunfermline Information Kiosk
 Dunfermline Local Office
 East Wemyss Local Office
 Elie Local Office
 Falkland Local Office
 Glenrothes East Local Office
 Glenrothes North Local Office
 Glenrothes West Local Office
 High Valleyfield Local Office
 Inverkeithing Local Office
 Kelty Local Office
 Kennoway Local Office
 Kincardine Local Office
 Kinghorn Local Office
 Kinglassie Local Office
 Kirkcaldy East Local Office (Beauly Pl)
 Kirkcaldy East Local Office (St Clair St)
 Kirkcaldy Town Centre Local Office
 Kirkcaldy West Local Office

Ladybank Local Office
 Leslie Local Office
 Leven Local Office
 Linktown Local Office
 Lochgelly Local Office
 Lundin Links Local Office
 Markinch Local Office
 Methil Local Office
 Methilhill Local Office
 Newburgh Local Office
 Newport Registration Office
 Oakley Local Office
 Pittenweem Local Office
 Rosyth Local Office
 St Andrews Local Office
 St Monans Local Office
 Tayport Local Office
 Thornton Local Office
 Windygates Local Office

Fife House

Hospitals
 Queen Margaret Hospital
 Victoria Hospital

Tourist Information Centres (in Fife)

Dunfermline
 Kirkcaldy
 St Andrews
 Crail (Seasonal)
 Forth Bridges
 Anstruther (Seasonal)
 Kinross (Outwith Fife)

Bus Stations

Dunfermline
 Kirkcaldy
 Glenrothes

Fife College

Bus Passenger Information Strategy

Appendix 2

Getting Around Fife Map - Distribution

Fife Council

- Social work
- 3 area Library HQs (who then distribute to all libraries)
- All Local Offices (see Appendix 1)
- Central Training Unit
- Fife Carers
- Fife Opportunities Centres
- Fife Job Centres
- Deaf Communication Service, Kdy
- Criminal Justice Service

Fife Hospitals

- Victoria Hospital
- Queen Margaret Hospital
- St.Andrews Memorial Hospital

Fife Bus Stations

- Dunfermline
- Glenrothes
- Kirkcaldy
- St Andrews

Fife Tourist Information Centres

- Dunfermline
- Kirkcaldy
- St Andrews
- Crail (Seasonal)
- Forth Bridges
- Anstruther (Seasonal)
- Kinross (Outwith Fife)

Tourist Information Neighbourhood Information Points (in Fife)

- Deer Centre, Cupar
- Tea Room, Falkland
- Dundonald Arms, Culross
- Leven Leisure Centre, Leven
- Beacon Leisure Centre, Burntisland

Other Tourism Outlets

- TIC Edinburgh
- TIC Dundee
- TIC Edinburgh Airport
- Burgh Lodge, Falkland
- Britain Visitor Centre, London
- Guide Friday, Edinburgh

Bus Operators

- Stagecoach in Fife
- Lothian Buses Travelshop
- Traveline Scotland

Miscellaneous

- Careers Scotland
- Fife College
- Pathfinder Co-ordination Tayside