Journeo
Connected systems,
For connected journeys.

Bus Back Better

The National Bus Strategy for England

Journeo solutions for your Bus Service Improvement Plan

Rev 1.1 – June 2021

Introduction

"Buses are the easiest, cheapest and quickest way to improve transport."

Bus Back Better: National Bus Strategy for England

The Department for Transport recently released "Bus Back Better", the first ever National Bus Strategy for England.

This document contains;

- a brief explanation of what the UK Government expects of local authorities and bus fleet operators as part of Bus Service Improvement Plans and Enhanced Partnerships

- what areas the strategy wants you to focus on

And crucially;

- **how Journeo can help**

Challenge:
LTAs need to quickly create robust Bus Service Improvement Plans and Enhanced Partnership Schemes.

To access the £3bn fund available to support this strategy, LTAs must:

- **By June 2021**, commit to establishing Enhanced Partnerships under the Bus Services Act.

- **By the end of October 2021**, publish a local Bus Service Improvement Plan setting out how their Enhanced Partnership will deliver an ambitious vision for travel by bus.

- **From April 2022,** have an Enhanced Partnership in place.

Challenge:
Every LTA must publish a local Bus Service Improvement Plan. These are to be updated annually and reflected in the authority's Local Transport Plan.

Bus Service Improvement Plan overview:

- Cover the LTA's full area and be developed with all bus operators and the local community.

- Deliver on the objectives Bus Back Better by focusing on the specific transport needs in the full area.

- Set out how they will achieve the objectives of the strategy, including growing bus use, and include a detailed plan for delivery.

- Show how the improvements needed will be implemented through the Enhanced Partnership/franchising schemes and the LTA's and operators' investment plans.
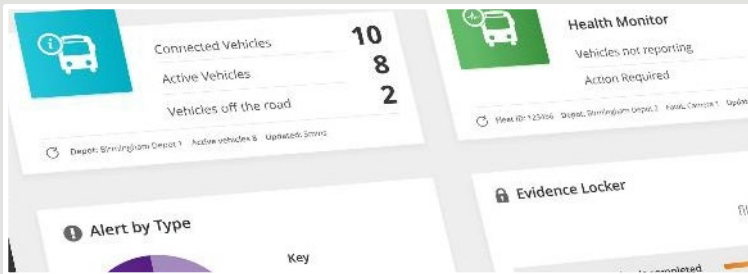
This is a huge challenge, but specifying the right technology is one headache Journeo can solve.

Opportunity:

Access ready-made, scalable solutions, including integrated transport software, passenger information displays and IoT technology.

Enhance passenger experience

Deliver connected journeys

Our technologies make transport more connected, easier to use and reliable. Safety at the bus stop and on the vehicle is now possible using our cloud services and helps raise confidence in your service provision.

Improve data management

Access all information

Our solutions integrate, video, location and performance data. At bus stops and interchanges, our display technology presents a clear, real time view of all services.

Futureproof your network

Deploy the latest on-vehicle technology

Our teams supply, install and maintain bus technology that improves the security, information and connectivity your communities need. Including next stop announcement systems.

"The high quality displays are a huge asset to us."

Matt Lale
Hertfordshire County Council

Hertfordshire County Council introduced the 'Intalink Enhanced Partnership', in April 2020, designed to:

- Prioritise bus services in traffic.

- Improve the image of bus travel.

- Upgrade bus infrastructure.

- Achieve closer integration of the bus network.

- Make smarter use of data and information.

Journeo supplied and maintains a range of RTPI signage to help deliver the Partnership's objectives.

"In every way, the pandemic has made our job more urgent. We must build back greener."

Bus Back Better: National
Bus Strategy for England

Bus Back Better requires LTAs to implement technology to solve specific challenges. We explore each theme in detail in this document:

1. Accurate real time passenger information
2. Safety and security
3. Demand responsive transport
4. Sustainability and Net Zero
5. Accessibility
6. Trust and confidence

1. Delivering accurate real time passenger information

Challenge:
LTAs will need to display real time info across entire networks and improve clarity and connectivity for passengers.
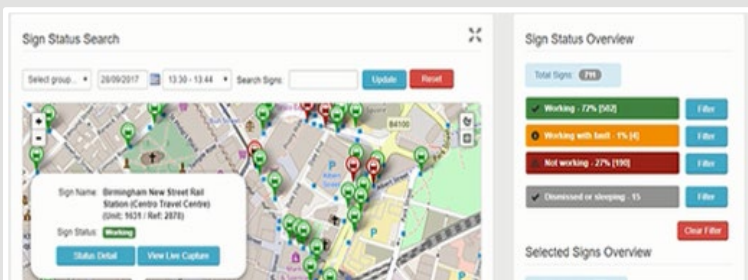
The National Bus Strategy for England includes the following real time information requirements:

- Bus stops should show accurate information about the services stopping there.

- Full information on local bus services should be available in railway stations to encourage increased transport integration.

- Each local area should have a common numbering system, to avoid confusing information, and bus stops should be named consistently regardless of the different operators who use them.

Opportunity:
Choose flexible public transport software and the highest quality passenger information displays.

Want to learn more?
Speak to us about EPI4 transport content management and displays technology explored on this page.
0203 651 9166

Provide network-wide data

Journeo's passenger information software, EPI, enables users to control the information that is displayed to passengers, including scheduled and real time departures, stand alterations, disruption messaging and even advertising space.

Improve services and uptime

EPI has advanced functionality including service improvement analysis (including gap and clash information), status monitoring for real time passenger information displays and emergency / disruption messaging integration.

Deploy exceptional signage

EPI can distribute passenger information across Journeo's range of smart signage – from summary boards in major transport hubs to LED/LCD shelter displays, as well as the latest low-power e-ink, flag and LCD signage.

Case Study:
TfWM customer information system.

TfWM have one of the largest RTI display estates in the country and have been using Journeo's EPI software for many years.

It is deployed throughout the PTE's bus stations, interchanges and in-shelter signage, providing the latest real time and scheduled departures throughout the region, in addition to disruption messaging and supporting media campaigns.

2. Guaranteeing network-wide safety and security

Challenge:
LTAs must ensure buses are seen as a safe mode of transport and the sector must strive for the highest safety standards.

The National Bus Strategy for England includes the following safety and security requirements:

- Passengers should feel safe on board.

- Features that support personal safety should be emphasised. Examples of these include:

    - CCTV on vehicles

    - CCTV at bus stops

    - Data that shows arrival times, to minimise time spent waiting in the street.

Opportunity:
Connect on-vehicle technology, edge devices and station systems into one integrated solution.

Want to learn more?
Speak to us about our agnostic video management for on-vehicle and infrastructure explored on this page.
0203 651 9166

Manage security in the cloud

Using the AVMS feature of Journeo Transit, you can easily view, download, save and securely share CCTV footage. This not only reassures passengers of their safety, but also increase operational efficiencies and decrease insurance costs, whilst meeting safeguarding obligations.
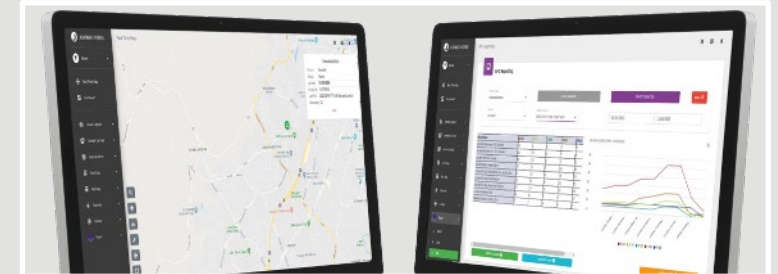
Protect passengers and assets

By adding CCTV at bus stops and shelters, you are protecting both the public and your transport infrastructure. It can deter anti-social behaviour and be linked into central control rooms, as well as offering the potential for passenger density and wait-time analysis.

Connect transport data

Journeo Transit doesn't just cover CCTV data, it also offers remote condition monitoring of on-vehicle and at-stop systems, automatic passenger counting, next stop announcements and air quality status. It is a secure, scalable and proven solution used by transport teams around the UK.

Case Study:
TfWM Enhanced Partnership Scheme - the Sprint Super Shelter.

State-of-the-art bus shelters combine the latest safety, security and information technology. Including:

- CCTV

- Interactive wayfinding displays

- Smart ticket collection points

- Real time departure information delivered directly to passengers' mobile phones

- Accessibility features like accent lighting to highlight service arrival

Advanced CCTV capabilities for Swedish transport operators.

Keolis Sweden requested new camera and safety systems for 333 new and refurbished buses.

Journeo supplied and installed CCTV equipment, including door and reverse camera safety systems.

All solutions conformed to ITxPT specifications, ensuring integration with other systems, and Journeo engineering teams continue to support the fleet by providing expert maintenance services.

"With their engineering base they can provide us with prompt support."

Karl Orton, Keolis Sverige AB

ITXPT
INFORMATION TECHNOLOGY
for PUBLIC TRANSPORT

3. Supporting demand responsive transport projects

Challenge:
LTAs will need to look at scheduling in response to demand, as well as feeder services and demand responsive transport in smaller vehicles.

The National Bus Strategy for England includes the following responsiveness requirements:

- The assessment of demand responsive services over conventional fixed routes, especially in low-density areas and at low-demand times of day (or week).

- Consideration of feeder services, which can connect to major routes and use integrated ticketing.

- Such services may require new infrastructure and smaller vehicles, but these will need to meet the expectations set out in the rest of the strategy.

Opportunity:
Integrate DRT into your transport network with passenger information and IoT technology.

Want to learn more?
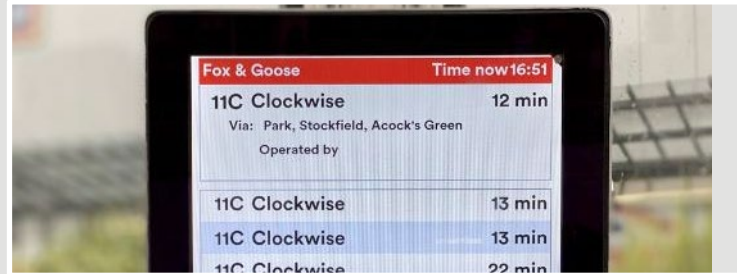Speak to us about our connected technologies explored on this page.
0203 651 9166

Increase service use and choice

DRT services need to be accessible and attractive. A key component of current trials across the country is Journeo's interactive totem displays, which act as service information and request points, wayfinding tools and highlight integration with active travel and scheduled transport options.

Distribute data network-wide

DRT services may require new displays to be integrated into existing infrastructure. Journeo's latest low-power signs, help points and service request points at bus stops and interchanges, can ensure rural and urban users have the information and functionality they need.

Safeguard all passengers

Regardless of transport choice, all passengers should feel safe and secure. Rapidly deploy IoT technology, like the Journeo Edge and Driver's Android Display, to monitor DRT services and provide critical location, security and safety information.

Case Study:
Tracking Abellio's large ancillary fleet of Ferry Cars and engineering vans.

"The opportunity arose to extend the roll out so that more vehicles could benefit."

Adam Shellard-Dedman, Abellio

Following the implementation of Journeo Transit on New Routemaster buses, this solution has been extended to ancillary vehicles in the fleet.

This allows Abellio to track the location of its large fleet of Ferry Cars and engineering vans and check the health of on-board CCTV systems.

The solution provides an easy and secure way to integrate ancillary vehicle monitoring and Abellio now has the capability to see, in real time, the location of the assets.

4. Meeting sustainability and Net Zero goals

Challenge:
Bus Back Better aims to spark a green bus revolution. LTAs must work with bus operators to target zero emission bus services.

The National Bus Strategy for England includes the following sustainability and environmental requirements:

- 'At a local level we will expect every LTA that wishes to receive funding for projects to develop ambitious strategies, targets and measures for cutting carbon from transport in their area.'

- LTAs to set the expectations, ensure the needs of buses are included in wider fuel infrastructure plans and may be part of funding arrangements.

- Operators will take the lead in specifying vehicles and ensuring they meet passenger needs, as well as providing or securing the majority of the investment required.
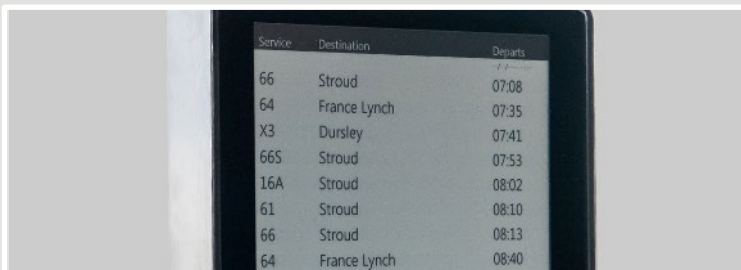
Opportunity:
Integrate IoT sensors and sustainable technology across your entire transport network.

Improve local health outcomes

Monitor air quality in real time along major corridors and at network pinch points, using Journeo's sensors. Respond to issues using information accessible in the cloud-based Journeo Transit platform.

Choose sustainable technology

Our latest range of passenger information displays include options that can be powered by solar and wind energy. This increases flexibility of install, whilst decreasing environmental impact.

Decrease carbon footprints

Journeo's solutions can reduce emissions from current vehicles . From aerodynamic camera monitor systems to cloud-based driver performance systems, these can reduce fuel consumptions and improve passenger satisfaction.

Case Study:
Using the latest innovations to reduce emissions for transport networks.

Ready-made solutions are available to support zero emission networks:

- Renewables-powered passenger information displays.

- Ultra-low-power TFT/LCD and e-ink displays for rural and urban routes.

- Real time air quality monitoring and reporting.

- Associated CCTV and ANPR cameras to spot and record idling.

- Integrated on-vehicle sensors.

5. Creating accessible public transport networks

Challenge:
New levels of accessibility are now required across transport networks.

The National Bus Strategy for England includes the following accessibility requirements:

- Local transport authorities must drive improvement for all passengers and publicly report on their goals.

- Services must be accessible and inclusive by design.

- Disabled people must be able to use bus services as easily as other passengers.

- Accessibility should cover not just the vehicles themselves, but also bus stops, bus stations and other infrastructure.

- Next stop announcements are a cited technology that will help everyone engage with public transport.

Opportunity:
Harness current technology to deliver an ambitious vision for accessibility.

Guarantee inclusive experiences

The latest next-stop announcement technology provides visual and audio alerts and can be integrated into intelligent vehicle gateways and fleet management software.

Enhance existing infrastructure

Combine intelligent, real time passenger information software – EPI – with the latest displays, help points and mobile services to cover an entire network.

No power? No problem.

With Journeo's M-EPI solution, real time information can be deployed to stops via QR codes and NFC tags, allowing any user with a smartphone to access an audio departure board, announcing services that depart from a stop.

Case Study:
Interactive passenger information addresses all stakeholder needs.

17 interactive totems, focussed in and around Coventry, achieved key goals for Coventry City Council:

- Increase transport network accessibility.

- Show real time and scheduled information for services.

- Include wayfinding maps to encourage public transport patronage.

- Create an aesthetic that complemented Coventry's existing street furniture.

"The project was delivered to time, cost and quality."

Scott Cooper, TfWM

6. Building
trust and confidence
in public transport

Challenge:
LTAs will only hit their targets by ensuring that buses are an attractive alternative to the car for far more people.

The National Bus Strategy for England includes the following trust and confidence requirements:

- Passengers should feel safe on board.

- Buses should offer end-to-end accessibility so that everyone can travel with confidence.

- They should offer audio and visual information about the route and the next stop.

- Buses should also be comfortable and high-spec, with WiFi and charging points as standard.

Opportunity:
Specify and retrofit technology that make buses and passengers safer, more secure and more connected.

Provide peace of mind

Give the public confidence they will be safer and more comfortable by integrating real time CCTV, AVL, digital wing mirrors, driver feedback and passenger counting systems through intelligent vehicle gateways.

Increase accessibility

Combine route information and AVL data to produce visual and audio cues for all passengers. This can breakdown barriers for public transport users and is specifically highlighted in Bus Back Better.

Leave no passenger behind

Journeo teams are experienced in retrofitting new technology – like WiFi and wireless/usb charging points – to existing fleets, ensuring all users can benefit from partnership goals.

Increased passenger confidence and vehicle safety on London's busy roads.

"This has been positively received and performs well."

Richard Harrington, Go Ahead London

Digital wing mirrors (Camera Monitor Systems) have provided significant benefits to Go Ahead London:

- High definition cameras dramatically improve the drivers view of the road in all conditions.

- Tree and infrastructure strikes have been virtually eliminated.

- The solution reduces risk for vulnerable road users, including cyclists and pedestrians.

Journeo plc is an information systems and technical services business focussed on delivering innovative public transport and related infrastructure solutions, contributing to wider smart city initiatives as transport becomes more intelligent and connected.

We deliver our solutions through two subsidiary companies:

21st Century Fleet Systems 21st Century Passenger Systems

Journeo

Connected systems,
For connected journeys.
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