

RSL's role in transforming Broadmarsh Bus Station, Nottingham

Summary:

In September 2010, Nottingham City Council unveiled the newly refurbished Broadmarsh Bus Station. The Council had wanted to ensure that this transport hub could meet the need of its residents and visitors.

A key part of the refit was increasing the amount of information about bus times that travellers received while waiting in the bus station. RSL were asked to provide four, large format TFT departure screens, which have been placed in a prominent position.



About RSL's work with Broadmarsh Bus Station and Nottingham City Council

The City of Nottingham has a population of approximately 300,000, although this is swelled considerably when the 700,000 people who live in the wider urban area are taken into account. With two universities and encouraging people to use more public transport, it was felt that the city's main bus station needed to be renovated.

For £250,000 a team from the City Council and the Bus Station totally changed the inside of this previously run-down and tired transport hub. Work that was done, included:

- A new fully staffed travel centre
- Four large format TFT departure screens
- Fully glazed screening of buses from the main concourse area
- New signage, CCTV, PA and music system
- Fully illuminated throughout
- Painted throughout, including flooring
- Additional seating and cycle racks
- Free Centrelink service to Market Square and Victoria Bus Station.

RSL worked with the team to establish the most effective way to keep passengers informed about their bus times, and within the project's budget.

Adrian Greenslade, RSL's Regional Manager, worked with the team to find a solution. As he describes, "We agreed that for maximum impact four large display screens would be positioned in key points around the bus station. The screens show passengers the bus arrival and departure times, something that had previously not been available to them. We enjoyed working with the team at Nottingham City Council and Broadmarsh Bus Station, and took time to show them the different options available, so that they could choose what's right for them."

RSL also supplied its Electronic Passenger Information (EPI) system. This is a web based system that allows bus managers to manage all public transport information on display. They can control what is sent to any of their displays, including images, videos, text and voice.

Andy Gibbons, Public Transport Manager, Nottingham City Council, said, "The new large screen departure boards provided by RSL are the icing on the cake. They give Paul, our bus station manager, a full management system. It allows him and his staff to manage service bay changes at short notice and place text messages for bus station users in a clear, easy to read format that satisfies the needs of the visually impaired."

Joe Robinson, Nottingham City Council's Public Transport Officer, was the person that liaised the most with RSL about the screens. "RSL were very professional to work with. As well as setting up test departure boards at Broadmarsh Bus Station for us to trial, they also provided several demonstrations at their factory. This showed us in practice the different options open to us with the displays and enabled us to make the right choices."

Conclusion:

The project at Broadmarsh Bus Station shows how a dedicated team, with the right suppliers, can work together to provide a much improved service for its residents. RSL are delighted by the praise from the City Council as they always strive to help customers choose the products that are exactly right for their needs. They look forward to continuing the relationship with this team.

Contact Us:

For more information about this case study or to discuss how RSL can help your organisation, please call us on **024 7661 8189** or visit our website www.rslkiosks.co.uk

We also have examples of how we have worked with other organisations to deliver excellent transport information systems. When you get in touch, let us know if you would like to receive them and we'll be happy to share them with you.