



A complete transport solution for a “world class” facility – Wolverhampton Bus Station

Summary

When Wolverhampton City Council and Centro decided to replace Wolverhampton’s old bus station with a new development, they wanted it to be a “world class facility”. Key to delivering this vision was ensuring passengers are provided with the best possible information to assist them with planning their onward journey.

RSL worked closely with Centro to deliver an electronic customer information system which would make real-time information available to passengers across the bus station and assist them with their journey planning.

Our solution

Wolverhampton has a population of more than 250,000 and is the busiest bus terminus in the West Midlands. The old bus station, in Piper’s Row, was closed in April 2010 and demolished to allow work to begin on the new bus station at the same site.

Centro, the West Midlands Passenger Transport Executive, wanted the new bus station to act not only as a bus station, but also as an “interchange” point for four different modes of public transport – bus, coach, heavy rail and light rail.

The first phase of the development was focused on the bus station and Centro knew that providing passengers with comprehensive transport information was key to its vision of delivering a first-class bus station. When Centro considered enabling multimodal interchange, it identified that it was not just about the physical measures, but also about providing appropriate information.

Centro commissioned AECOM to produce a good practice review of information provision and this was used to design the electronic customer information system (CIS) for the bus station.

RSL submitted a successful competitive tender to supply the CIS, building on its previous successful relationship with Centro. As well as providing departure screens and display screens, RSL also delivered a content management system, totems and interactive journey planners.

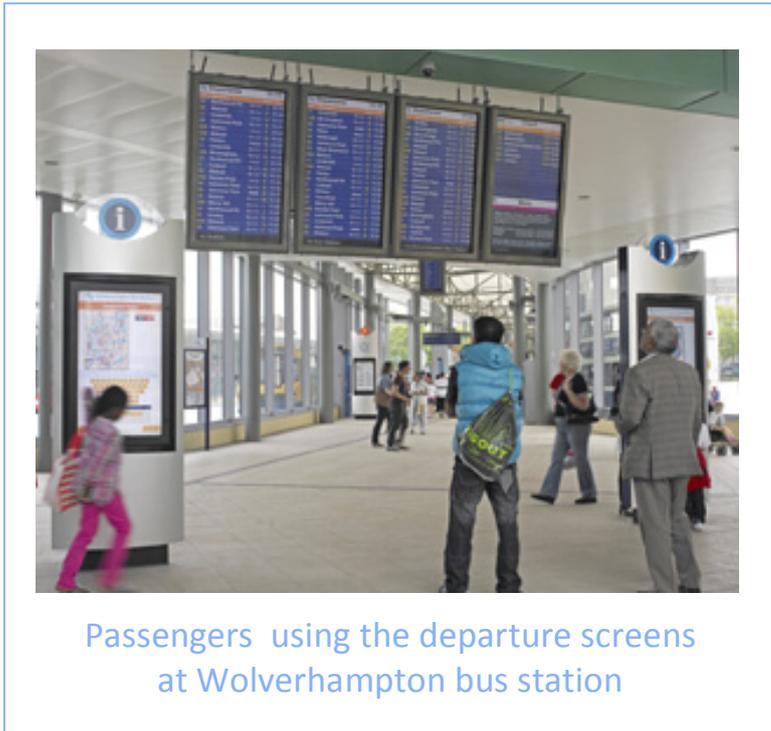
“ Centro knew that providing passengers with comprehensive transport information was key to its vision of delivering a first-class bus station.”



Interactive totems at Wolverhampton Bus Station



The totems were central to Centro's vision of a "world class" interchange and RSL worked to design, build and install these, using a modern and clean design and incorporating Centro's branding. The totems also incorporate RNiB React into their bases, to provide additional support for visually-impaired passengers.



Passengers using the departure screens at Wolverhampton bus station

RSL's regional sales manager, Adrian Greenslade, said: "After discussing Centro's needs for the bus station, we were able to create bespoke products which met all their requirements. Passengers now have more options available to them for journey planning and easy access to information, which should ensure their onward journey is smoother than ever before." RSL worked with Centro and its contractors to complete work at the bus station, which opened in July 2011. Staff said that the new screens and totems had been well-received and passengers were learning to use them to access their travel information.

Colin Smith, Senior Project Manager, Centro, described how RSL's work had laid the foundation for future developments at Wolverhampton: "RSL has been extremely helpful in interpreting Centro's Information Strategy and delivering an electronic format and system that provides up-to-date public transport information, giving travel choices to all passengers in the West Midlands on a daily basis. It also provides a platform to further develop how Centro delivers this information in the future."

“ The totems incorporate RNiB React into their bases, to provide additional support to visually impaired passengers.”



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*Adrian Greenslade,
Regional
Sales Manager,
RSL*



The technology

RSL designed, built and installed both hardware and software for Wolverhampton Bus Station. The products were:

Seven 57-inch TFT screens

These screens are located in the central concourse area of the bus station. Four of them face the main doors and are visible to all bus users entering the station. They show bus, coach and tram departure information. The fifth screen faces passengers leaving the station and shows departures at Wolverhampton railway station. Two further screens are situated at the secondary bus station entrance on Queen's Street, providing a summary of immediate departures.

One 55-inch screen

Located above the passenger information centre, this landscape screen gives multimodal transport information about bus, rail, coach and metro. These allow passengers to plan their onward journey, on whatever mode of transport they are using.

Two 32-inch screens

These supplement the 57-inch screens in the bus station and are located at the start of each aisle. They provide information for bus passengers changing at the station who need to find information on their connecting service.

Nineteen double-sided totems with 24-inch TFT screens

These totems are located around the bus station and incorporate a stand identifier, 24-inch TFT screen on one side and a double royal timetable case on the reverse. The screens display bus departures and information messages, but are also connected by fibre optics to the IT room in the bus station.

This gives Centro the ability to provide dynamic content, such as videos, through RSL's content management system. The totems have also been designed so the timetable case could be replaced with a 46-inch screen, enabling Centro to stop using paper timetables in the future.

Double-sided journey planner, one side interactive

This journey planner is similar to the ones above, but one side is interactive. This is located inside the bus station near the coach stops and the non-interactive side is visible through the glass wall of the bus station, providing information to passengers waiting outside. This will enable information to be provided for the small number of overnight coach services that serve Wolverhampton when the bus station is closed.



Departure gate totems

“ RSL has been extremely helpful in interpreting Centro's Information Strategy and delivering an electronic system that provides up-to-date public transport information. ”
*Colin Smith,
Senior Project Manger, Centro*



Passengers can access bespoke travel information



Two double-sided interactive journey planners

The journey planners are totems which feature a 46-inch interactive TFT in portrait format. The screens default to showing a map of the bus station on the side facing passengers entering the bus station and a local area map on the side facing passengers leaving the bus station.

When the screens are touched, the user is able to select from a series of different pages, presenting information on all transport modes, plus local area information. While these provide answers to most simple journey planning questions, Centro also plans to incorporate a version on the transport direct website onto the planners in the future. This will provide an alternative mechanism for people seeking more advanced journey planning and be a valuable resource when the travel shop is closed overnight.

Electronic Passenger Information (EPI) for all screens

The EPI is a web-based system which enables the bus station to manage all public transport information on display. As well as displaying up-to-date information for all passengers, this also enables Wolverhampton Bus Station to display key destination information on a periodic basis. By displaying this information it provides a quick reference for infrequent service users wanting to travel to important local destinations, such as retail areas or the hospital.

Journey planning software

RSL developed bespoke journey planning software for Wolverhampton Bus Station. Accessible by passengers through the interactive totems, the software enabled them to plan their onward journey and access local information.

Conclusion

RSL worked with Centro to deliver a complete solution at Wolverhampton Bus Station, designing, building and installing all the elements. With a focus on providing easy access to information for passengers, RSL has delivered a system which will help Centro meet its goal of providing multimodal transport, with the bus station acting as a key interchange. This, in turn, has helped Centro deliver its vision for Wolverhampton Bus Station and has been well-received by passengers using the new bus station.

This is only one example of the solutions we offer our clients. To find out more about how we can help you, please visit our website at www.rslkiosks.co.uk or contact: Adrian Greenslade, Regional Sales Manager Midlands & South Adrian.Greenslade@rslkiosks.co.uk 07787 535785



EPI provides up-to-date travel information

“ RSL has delivered a system which will help Centro meet its goal of providing multimodal transport, with the bus station acting as a key interchange . . . and has been well-received by passengers. ”



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