

Kizoom in the news

Publication: Transport Briefing

Date: 29 October 2008

TRANSPORT Briefing



Norwich chooses bus information system from Cityspace

Norfolk County Council has ordered an integrated content management system from technology supplier Cityspace to provide bus departures and public announcements to a network of information screens within Norwich city centre.

Initially delivering scheduled bus departures, but moving to real-time data feeds before Christmas, the system will allow the local authority to control delivery of public announcements and promotion of services to the 22 screens at bus stops, six park and ride sites and Castle Meadow bus station.

In addition to providing bus departure information, the council intends to use the Cityspace Vision system to offer time-specific messages, from the promotion of bus passes and recycling facilities to drink driving awareness at Christmas, public event information and updates on any disruption to services.

"Norfolk has seen bus passenger numbers grow exponentially – bucking the national trend," said Jeremy Wiggins, transport development officer for the local authority's Norfolk Passenger Transport Group. "We've made a sizeable investment in making bus travel an attractive proposition to residents and visitors to Norwich, and the delivery of accurate departures and valuable public information through Cityspace Vision will further promote the ease and reliability of bus travel."

Guy Wolfenden, director of Cityspace Transport, added: "Norwich sets a true example of best practice by addressing the three key areas which most influence bus uptake: standard of facilities, reliability and passenger control. With its modern infrastructure, accessible bus routes and now information at the point of need, we expect to see bus uptake in Norwich to not only buck the trend, but to set it for the 21st Century."