

Kizoom in the news

Publication: Coach and Bus Week

Date: 03 December 2008



NORFOLK SELECTS CITYSPACE

Norfolk's Passenger Transport Group has selected Cityspace Vision, an integrated content management system from Cityspace, to deliver bus departures and public announcements to its network of information screens within Norwich City Centre.

Initially delivering scheduled bus departures, but moving to integrate real-time data feeds before Christmas, the system will allow Norfolk County Council to own the content and control delivery of public announcements and promotion of Council services to the 22 screens at bus stops, six Park & Rides and the busy Castle Meadow interchange.

"Norfolk has seen bus passenger numbers grow exponentially – bucking the national trend," said Jeremy Wiggins, transport development officer, 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."

In addition to delivering scheduled and real-time bus departures to the existing network of screens at bus stops across the city centre, the council plans to use Cityspace Vision to deliver messages, from the promotion of bus passes and recycling

facilities to drink driving awareness at Christmas, public events and important disruption announcements.

Funding by Norfolk County Council has transformed bus access to the city.

"Norfolk's Passenger Transport Group is a truly visionary organisation; with whom we share a common goal: to make public transport the travel mode of choice," says Guy Wolfenden, director, Cityspace Transport.

"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."

■ Details on www.cityspace.com.

First	10	Spixworth: Ivy Road op	15:09
First	18	Long Stratton: Manor	15:11
First	17A	Norwich Tuckwood Hall	15:11
First	21	Sprowston: Tesco	15:12
First	12	Norfolk and Norwich Uni	15:15
			15:08



New systems for Castle Meadow interchange