

mapping

for public transport

detailed network map

We pioneered clear and user-friendly map designs and styles that have helped to make public transport more appealing and much easier to understand. These industry-leading, attractive maps provide the end user with enough clear, concise information for informed travel decisions to be made with confidence and without any confusion or ambiguity.

We are totally in tune with the needs of the customer, being every-day users of public transport ourselves, and we go out of our way to sample public transport developments to see it all through the eyes of the user.

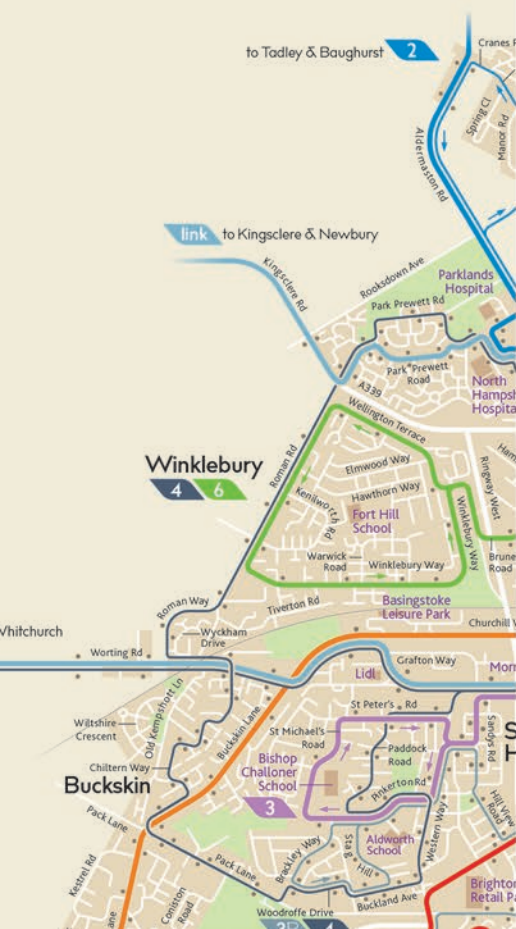
We design our maps both geographically and with our extensive knowledge of how human perception and sense of direction can make a complex map easier to navigate for the end user.

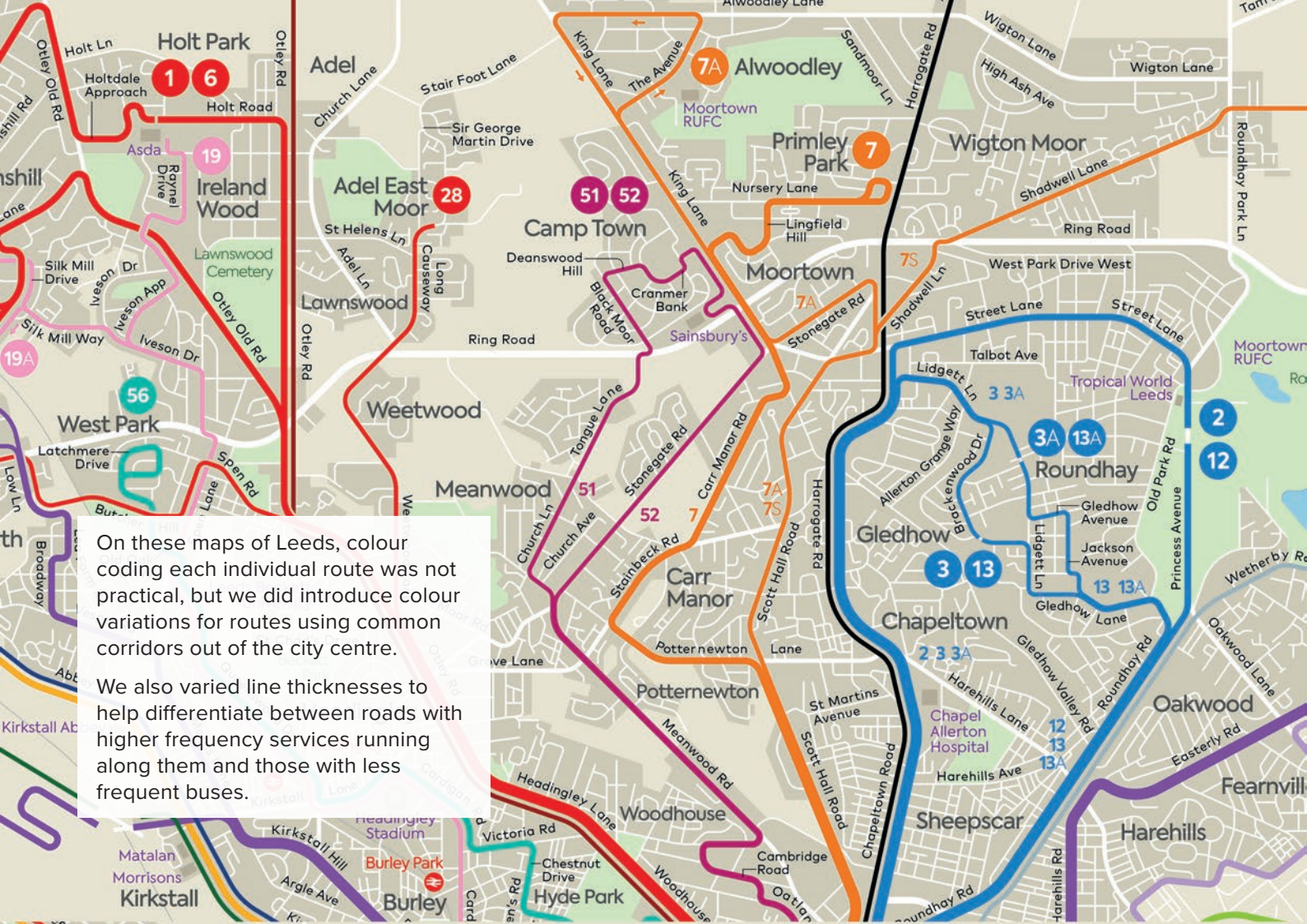
We use systems of hierarchy to give a realistic overview of the bus network, applying, for example, colours, tints, line thickness and line style to differentiate levels of frequency (or infrequency), peak/off-peak journeys, or whatever helps the user to better understand what they are looking at.

We also include bus stop level detail, where appropriate, so the user has full confidence in the network information. Showing access points to a network is vital to enable users to have total confidence in using the bus services shown.



We have extensive knowledge, experience and understanding of how to use colour, fonts and iconography to ensure our maps meet current accessibility standards, which makes for a product that works for the maximum number of people.





On these maps of Leeds, colour coding each individual route was not practical, but we did introduce colour variations for routes using common corridors out of the city centre.

We also varied line thicknesses to help differentiate between roads with higher frequency services running along them and those with less frequent buses.



Here is some of the mapping we produced for the multi-award winning Reading Buses.

This is the main network map; further on, you'll find more detailed town centre maps.









Here is a map of the Scarborough Locals network run by East Yorkshire.

Although not shown here, there was also a town centre detail map, highlighting where to catch returning buses.

Scarborough Locals

- 1 7 7A 8 8A 9 9A
10 11 20 115

East Yorkshire

- 12 13 128

Transdev

Coastliner

Arriva

X93

summary network diagrams

We are well-versed in creating simplified network diagrams to provide the user with a quick overview of the network, for use in smaller print sizes, inside buses and for marketing and social media posts.

Our diagrams present a broad overview summary of the key network coverage and we use our experience to define the most appropriate overall network picture from detailed analysis of bus timetables, frequencies and passenger flows.



Shown here are network diagrams designed for Transdev Blazefield, the FirstBus City Red network in Southampton and trentbarton.

our coach network

For Buses of Somerset, we produced a basic version of their network map for similar purposes, below left.



Although we produced a network map for Winchester when working on a rebrand of the town's buses, we also designed a simplified diagram that was used creatively to identify and highlight each route in the timetable book.

This helped identify where each route went at a glance, and inspire confidence in using the buses in the city.



Use the map at the back of this booklet to see where the King's city buses run, where your nearest bus stop is and look at the timetables to plan your trips.

Don't forget that there are also handy Stagecoach buses to some great places out of the city. These are also shown in this booklet.



3

Harestock | City Centre

Sundays & public holidays

Harestock March Hare
Weeke shops
Winchester City Road
Winchester Bus Station

0834	0935	then every 30 mins at	05 35	until	1735	1835
0840	0941		11 41		1741	1841
0845	0947		17 47		1747	1847
0848	0950		20 50		1750	1850

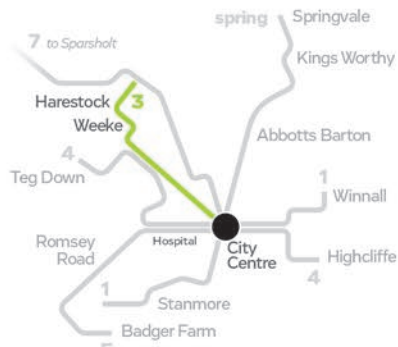
3

City Centre | Harestock

Sundays & public holidays

Winchester Bus Station
Winchester City Road Rb
Weeke shops
Harestock March Hare

0820	0920	0950	then every 30 mins at	20 50	until	1720	1820
0824	0924	0954		24 54		1724	1824
0828	0929	0959		29 59		1729	1829
0834	0935	1005		35 05		1735	1835



where to catch your bus

To design an attractive, effective, accomplished centre map that works best for the user and makes it easy for them to see at a glance where to catch their bus (or get off the bus) requires understanding of the bus network and town centre geography and character. If necessary, we make site visits to gauge pedestrian experience of the relevant areas. Through long experience we are already very familiar many town centres.

This approach enables correct decisions to be made about what type, level and hierarchy of information to show on any map. Local landmarks, integration with other forms of transport and good wayfinding principles can then be applied intelligently and effectively.

We use different techniques and styles to make the user want to (as opposed to have to) engage with the information; this could be anything from a conventional flat aerial view to an isometric render with 3D landmarks for easier identification, orientation and wayfinding.

Some examples are shown on this and the next pages – on this page are centre maps produced for Harrogate, Manchester and Reading.

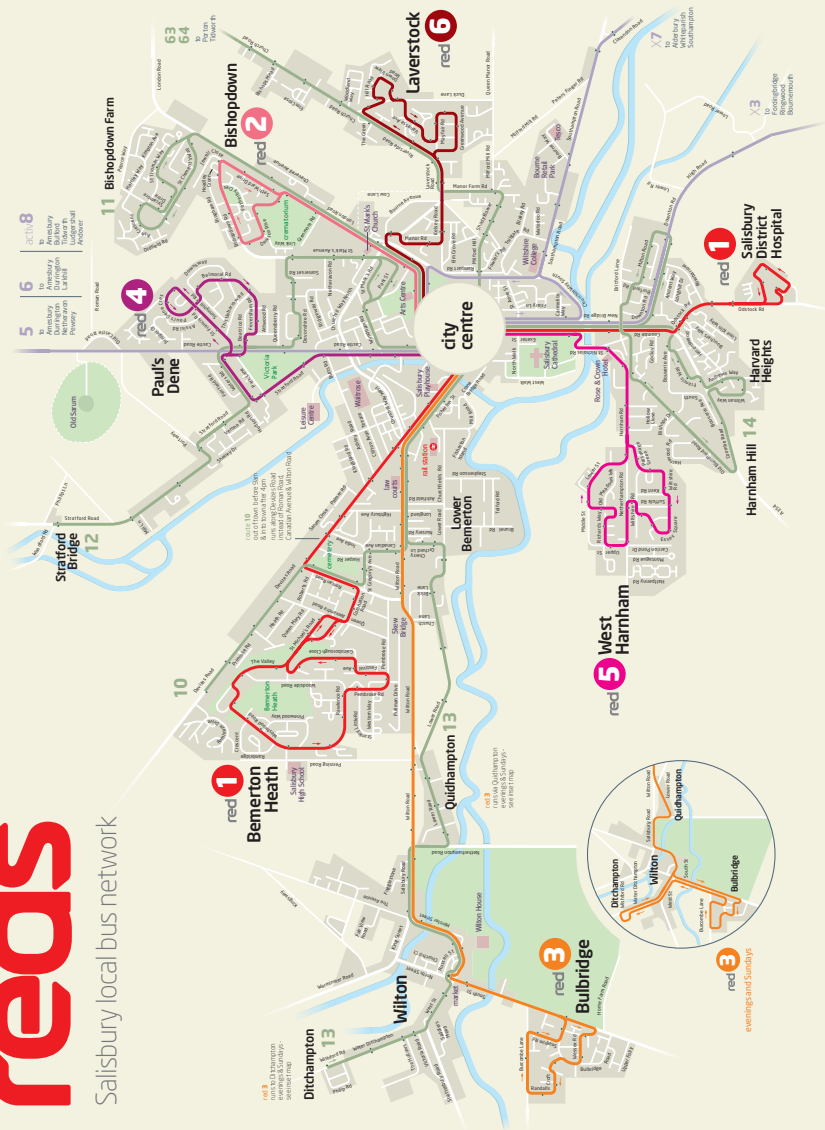


where to catch your bus in Cardiff city centre



Two contrasting styles of centre map is shown in the Cardiff examples on this page, with an isometric view of Bradford appearing in the inset circle below.





reds departure times from this stop

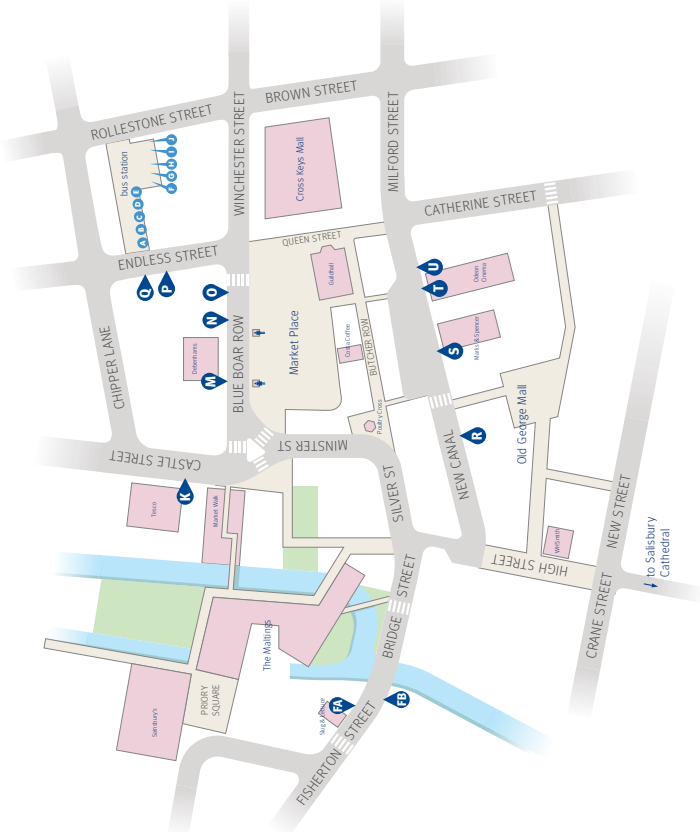
Destination	Wilton Road	Stratford Road	Stew Bridge	Wilton	Bulbridge
reds 3	0607	0627	0635	0635	0635
reds 10	0645	0707	0715	0715	0715
reds 13	0745	0807	0815	0815	0815
reds 35	0800	0820	0830	0830	0830
reds 36	0840	0900	0910	0910	0910
reds 10	1800	1820	1830	1830	1830
reds 13	1840	1900	1910	1910	1910
reds 35	1900	1920	1930	1930	1930
reds 36	1940	2000	2010	2010	2010
reds 10	2000	2020	2030	2030	2030
reds 13	2010	2030	2040	2040	2040
reds 35	2020	2040	2050	2050	2050
reds 36	2030	2050	2100	2100	2100

reds other departures from this stop

Destination	Wilton Road	Stratford Road	Stew Bridge	Wilton	Bulbridge
reds 10	1000	1020	1030	1030	1030
reds 13	1010	1030	1040	1040	1040
reds 35	1020	1040	1050	1050	1050
reds 36	1030	1050	1100	1100	1100
reds 10	1100	1120	1130	1130	1130
reds 13	1110	1130	1140	1140	1140
reds 35	1120	1140	1150	1150	1150
reds 36	1130	1150	1200	1200	1200
reds 10	1200	1220	1230	1230	1230
reds 13	1210	1230	1240	1240	1240
reds 35	1220	1240	1250	1250	1250
reds 36	1230	1250	1300	1300	1300

Examples of large-format displays designed for bus stops and shelters in the Salisbury Reds network.

where to catch other buses in Salisbury city centre



Destination	Wilton Road	Stratford Road	Stew Bridge	Wilton	Bulbridge
reds 1	0607	0627	0635	0635	0635
reds 2	0645	0707	0715	0715	0715
reds 3	0745	0807	0815	0815	0815
reds 4	0800	0820	0830	0830	0830
reds 5	0840	0900	0910	0910	0910
reds 6	1800	1820	1830	1830	1830
reds 10	1840	1900	1910	1910	1910
reds 13	1900	1920	1930	1930	1930
reds 35	1940	2000	2010	2010	2010
reds 36	2000	2020	2030	2030	2030
reds 10	2010	2030	2040	2040	2040
reds 13	2020	2040	2050	2050	2050
reds 35	2030	2050	2100	2100	2100
reds 36	2040	2060	2070	2070	2070

summary frequency guides

We have used our experience, knowledge and well-honed intuition to analyse and produce summary frequency guides for a number of operators. This can be very much a horses-for-courses situation, with the way the information is shown dependent on the needs of the publication or display, the target market and sometimes the provider's wishes. Naturally, we will always offer good advice and steer them if we feel the solution proposed is at variance with the one needed.

The examples here not only give basic frequencies, but also times of the first bus in from specific areas and the times of the last bus back. In the case of the Southampton ones below, the stylish but 'geographic' diagrams included with each frequency table help orientation and a more thorough understanding and assimilation of the information presented; and it makes the information look attractive, engaging and appealing, rather than being just pure data.

how often into Peterborough city centre

showing frequencies, first buses into city, last buses back, travel time and adult single fare

Orton Wistow	26 mins	£2.15
Mon-Sat daytimes	every 30 mins	
Sun daytimes	every 60 mins	
Mon-Fri	FIRST IN 0626 LAST BACK 2315	
Sat	FIRST IN 0626 LAST BACK 2315	
Sun	FIRST IN 0915 LAST BACK 2315	

Werrington	30 mins	£2.15
Mon-Sat daytimes	every 30 mins	
Sun daytimes	every 60 mins	
Mon-Fri	FIRST IN 0622 LAST BACK 2315	
Sat	FIRST IN 0702 LAST BACK 2315	
Sun	FIRST IN 0912 LAST BACK 2315	

Gunthorpe	25 mins	£1.85
Mon-Sat daytimes	every 10 mins	
Sun daytimes	every 30 mins	
Mon-Fri	FIRST IN 0633 LAST BACK 2315	
Sat	FIRST IN 0643 LAST BACK 2315	
Sun	FIRST IN 0903 LAST BACK 2315	

Paston	15 mins	£1.85
Mon-Sat daytimes	every 10 mins	
Sun daytimes	every 30 mins	
Mon-Fri	FIRST IN 0640 LAST BACK 2315	
Sat	FIRST IN 0650 LAST BACK 2315	
Sun	FIRST IN 0930 LAST BACK 2315	

South Bretton	16 mins	£1.85
Mon-Sat daytimes	every 10 mins	
Sun daytimes	every 30 mins	
Mon-Fri	FIRST IN 0626 LAST BACK 2230	
Sat	FIRST IN 0706 LAST BACK 2230	
Sun	FIRST IN 0946 LAST BACK 2230	

Bretton Centre	23 mins	£1.85
Mon-Sat daytimes	every 10 mins	
Sun daytimes	every 30 mins	
Mon-Fri	FIRST IN 0619 LAST BACK 2315	
Sat	FIRST IN 0654 LAST BACK 2315	
Sun	FIRST IN 0920 LAST BACK 2315	

North Bretton	16 mins	£1.85
Mon-Sat daytimes	every 10 mins	
Sun daytimes	every 30 mins	
Mon-Fri	FIRST IN 0638 LAST BACK 2315	
Sat	FIRST IN 0711 LAST BACK 2315	
Sun	FIRST IN 0924 LAST BACK 2315	

Park Farm	13 mins	£1.85
Mon-Sat daytimes	every 10 mins	
Sun daytimes	every 30 mins	
Mon-Fri	FIRST IN 0640 LAST BACK 2315	
Sat	FIRST IN 0700 LAST BACK 2315	
Sun	FIRST IN 0901 LAST BACK 2315	

Park Farm	23 mins	£1.85
Mon-Sat daytimes	every 10 mins	
Sun daytimes	every 30 mins	
Mon-Fri	FIRST IN 0632 LAST BACK 2315	
Sat	FIRST IN 0652 LAST BACK 2315	
Sun	FIRST IN 0957 LAST BACK 2315	

Dogsthorpe	26 mins	£1.85
Mon-Sat daytimes	every 10 mins	
Sun daytimes	every 30 mins	
Mon-Fri	FIRST IN 0641 LAST BACK 2330	
Sat	FIRST IN 0711 LAST BACK 2330	
Sun	FIRST IN 0841 LAST BACK 2330	

Welland	20 mins	£1.85
Mon-Sat daytimes	every 10 mins	
Sun daytimes	every 30 mins	
Mon-Fri	FIRST IN 0647 LAST BACK 2330	
Sat	FIRST IN 0717 LAST BACK 2330	
Sun	FIRST IN 0847 LAST BACK 2330	

Dogsthorpe	12 mins	£1.85
Mon-Sat daytimes	every 10 mins	
Sun daytimes	every 30 mins	
Mon-Fri	FIRST IN 0652 LAST BACK 2315	
Sat	FIRST IN 0722 LAST BACK 2315	
Sun	FIRST IN 0935 LAST BACK 2315	

Hampton	13 mins	£2.15
Mon-Sat daytimes	every 20 mins	
Sun daytimes	every 60 mins	
Mon-Fri	FIRST IN 0623 LAST BACK 2250	
Sat	FIRST IN 0748 LAST BACK 2250	
Sun	FIRST IN 0917 LAST BACK 2250	

Parnwell	11 mins	£1.85
Mon-Sat daytimes	every 10 mins	
Sun daytimes	every 30 mins	
Mon-Fri	FIRST IN 0655 LAST BACK 1843	
Sat	FIRST IN 0735 LAST BACK 1843	

Yaxley	30 mins	£2.70
Mon-Sat daytimes	every 30 mins	
Sun daytimes	every 60 mins	
Mon-Fri	FIRST IN 0621 LAST BACK 2315	
Sat	FIRST IN 0641 LAST BACK 2315	
Sun	FIRST IN 0819 LAST BACK 2315	

hospital links	City Centre to District Hospital
Mon-Sat daytimes	every 10 mins
Sun daytimes	every 30 mins
Mon-Fri	FIRST IN 0648 LAST BACK 2251
Sat	FIRST IN 0658 LAST BACK 2251
Sun	FIRST IN 0948 LAST BACK 2251
	travel time 4 mins

18 mins	£1.85
every 10 mins	
every 60 mins	
every 60 mins	
LAST BACK 2315	
LAST BACK 2315	
LAST BACK 2315	

On this side is a handy guide to bus frequencies of all our routes, plus the times of the first buses into the city centre and the times the last buses leave the city centre.

Full timetables are on our website cityredbus.co.uk

Calmore	City Centre
daytime	M-F Sat Sun
FIRST IN	0738 0838 -
LAST BACK	1745 1715 -

Hampton	City Centre
daytime	M-F Sat Sun
FIRST IN	0646 0528 0603
LAST BACK	2302 2309 2250

Hampton	City Centre
daytime	M-F Sat Sun
FIRST IN	0501 0614 0600
LAST BACK	2320 2327 2308

Hampton	City Centre
daytime	M-F Sat Sun
FIRST IN	0446 0528 0603
LAST BACK	2302 2309 2250

Hampton	City Centre
daytime	M-F Sat Sun
FIRST IN	0501 0614 0600
LAST BACK	2320 2327 2308

Hampton	City Centre
daytime	M-F Sat Sun
FIRST IN	0446 0528 0603
LAST BACK	2302 2309 2250

Hampton	City Centre
daytime	M-F Sat Sun
FIRST IN	0501 0614 0600
LAST BACK	2320 2327 2308

Hampton	City Centre
daytime	M-F Sat Sun
FIRST IN	0446 0528 0603
LAST BACK	2302 2309 2250

Hampton	City Centre
daytime	M-F Sat Sun
FIRST IN	0446 0528 0603
LAST BACK	2302 2309 2250

Hampton	City Centre
daytime	M-F Sat Sun
FIRST IN	0446 0528 0603
LAST BACK	2302 2309 2250

Hampton	City Centre
daytime	M-F Sat Sun
FIRST IN	0446 0528 0603
LAST BACK	2302 2309 2250



Hamble	City Centre
daytime	M-F Sat Sun
FIRST IN	0615 0645 0645
LAST BACK	2110 1950 1950

Hamble	City Centre
daytime	M-F Sat Sun
FIRST IN	0615 0645 0645
LAST BACK	2110 1950 1950

Hamble	City Centre
daytime	M-F Sat Sun
FIRST IN	0615 0645 0645
LAST BACK	2110 1950 1950

Hamble	City Centre
daytime	M-F Sat Sun
FIRST IN	0615 0645 0645
LAST BACK	2110 1950 1950

Hamble	City Centre
daytime	M-F Sat Sun
FIRST IN	0615 0645 0645
LAST BACK	2110 1950 1950

Hamble	City Centre
daytime	M-F Sat Sun
FIRST IN	0615 0645 0645
LAST BACK	2110 1950 1950

Hamble	City Centre
daytime	M-F Sat Sun
FIRST IN	0615 0645 0645
LAST BACK	2110 1950 1950

Hamble	City Centre
daytime	M-F Sat Sun
FIRST IN	0615 0645 0645
LAST BACK	2110 1950 1950

Hamble	City Centre
daytime	M-F Sat Sun
FIRST IN	0615 0645 0645
LAST BACK	2110 1950 1950

Hamble	City Centre
daytime	M-F Sat Sun
FIRST IN	0615 0645 0645
LAST BACK	2110 1950 1950

Hamble	City Centre
daytime	M-F Sat Sun
FIRST IN	0615 0645 0645
LAST BACK	2110 1950 1950

2B Bilton Crab Lane post office
TRAVEL TIME 19-24 mins
daytime evening FIRST IN LAST BACK
M-F 30 mins 60 mins 0631 2025
Sat 30 mins 60 mins 0801 2025
Sun 60 mins no service 0941 1735
£1.60 one way £2.50 return

3 Jennyfield Bramham Drive
TRAVEL TIME 17-21 mins
daytime evening FIRST IN LAST BACK
M-F 15 mins 30 mins 0610 2325
Sat 15 mins 30 mins 0648 2325
Sun 30 mins 60 mins 0913 2305
£1.60 one way £2.50 return

6 Pannal Ash Beckwith Avenue
TRAVEL TIME 15-18 mins
daytime evening FIRST IN LAST BACK
M-F 20 mins 60 mins 0637 2055
Sat 20 mins 60 mins 0827 2055
Sun 60 mins no service 0913 1805
£1.60 one way £2.50 return

buses from Shirley every few minutes along Shirley High Street

Lordshill	Thornhill
daytime	M-F Sat Sun
FIRST IN	0452 0450 0550
LAST BACK	2256 2302 2236

Lordshill	Thornhill
daytime	M-F Sat Sun
FIRST IN	0449 0449 0610
LAST BACK	2302 2310 2242

Our City Red 3 and 8 buses stop close to the main entrance of Southampton General Hospital, handy whether you've got an appointment or visiting anyone.

easy to the hospital



retail therapy in Hedge End

General Hospital	Hedge End
daytime	M-F Sat Sun
FIRST IN	0728 0758 0828
LAST BACK	1825 1824 1824

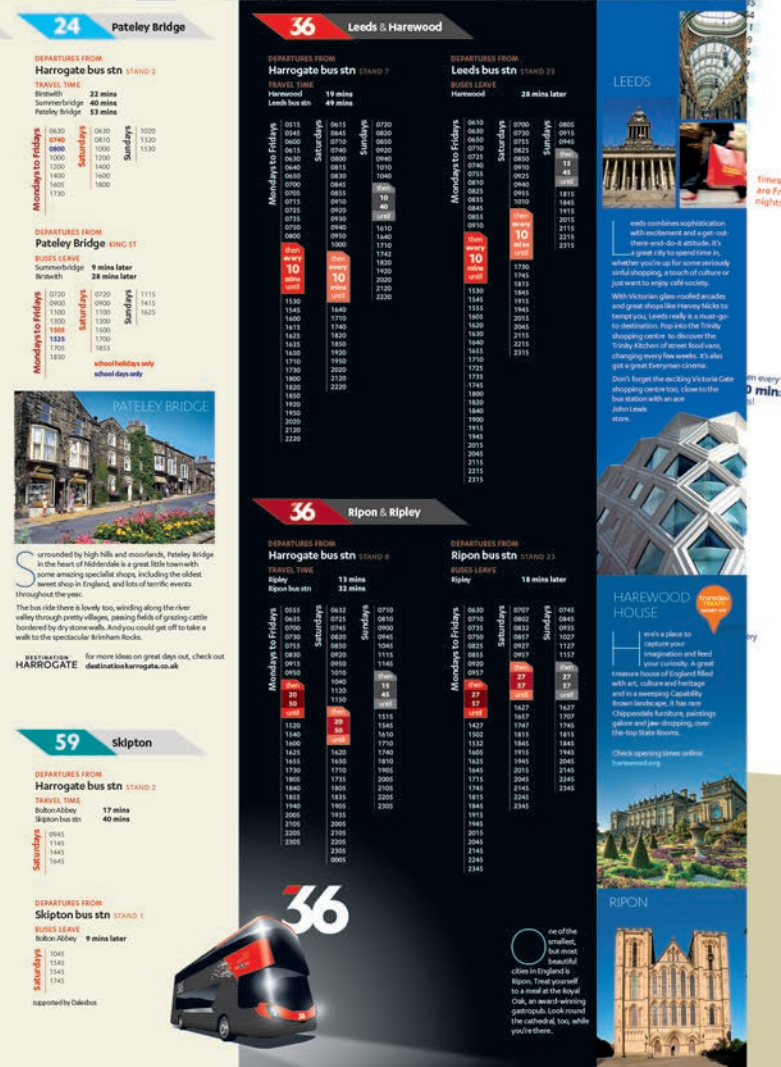
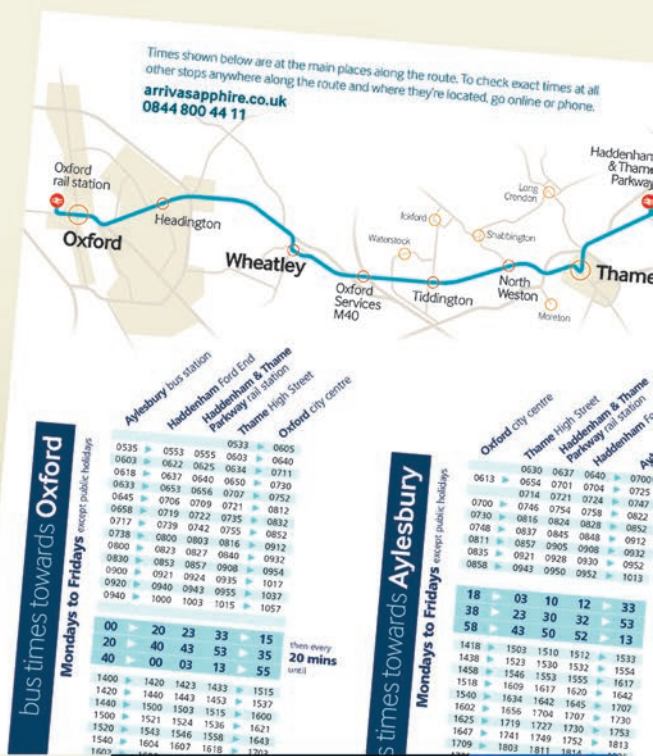
General Hospital	Hedge End
daytime	M-F Sat Sun
FIRST IN	0615 0645 0745
LAST BACK	1926 1926 1856

General Hospital	Hedge End
daytime	M-F Sat Sun
FIRST IN	0728 0758 0828
LAST BACK	1825 1824 1824

General Hospital	Hedge End
daytime	M-F Sat Sun
FIRST IN	0615 0645 0745
LAST BACK	1926 1926 1856

ere are examples of more comprehensive information, where a full timetable would be too much or too big, but something more than just a frequency table is required to fully understand the service.

The Transdev Harrogate guide at the bottom uses a departure list approach to timetables, but demonstrates how a good layout and styling, and added features, can make ‘tedious’ information far more appealing and encourage travel.





12

buses leave this stop for	TRAVEL TIME
Farnham Road Post Office	7 minutes
Slough Trading Estate Buckingham Ave	12 minutes
Scafell Road	17 minutes
Haymill Road	20 minutes
Burnham Derwent Drive	25 minutes

Mondays to Fridays

0520
0557
0937
1004
1034
1059
1129
1159
1229
1259
1329
1359
1429
1501
1531
1601
1631
1701

Saturdays

0752
0832
0857
0929
0959
1029
1059
1129
1159
1229
1259
1329
1359
1429
1459
1529
1559
1629

national rail enquiries
08457 48 49 50

stop 18

THE TRADERBUS.COM
 @THETRADERBUS

We created the Trader brand for the subsidised bus service running to and through the Slough Trading Estate.

In the publicity material dropped through home letterboxes in the catchment area, we displayed the map above, using diagrammised geography to enable every bus stop name along the line of route to be shown.

At bus stops, each display was customised for the specific location, as shown in the example for the stop by The Cherry Picker pub on the left.

This bespoke approach not only appeared more customer-focused, but also enabled better orientation through a more detailed map in terms of roads, road layout and other features.

This is key information, and helps a visitor to one of the units on the estate feel more confident about using the bus. A by-product of this is that the user will tell others how easy it all is. Peer group advocacy is a great way of getting the message across!

24

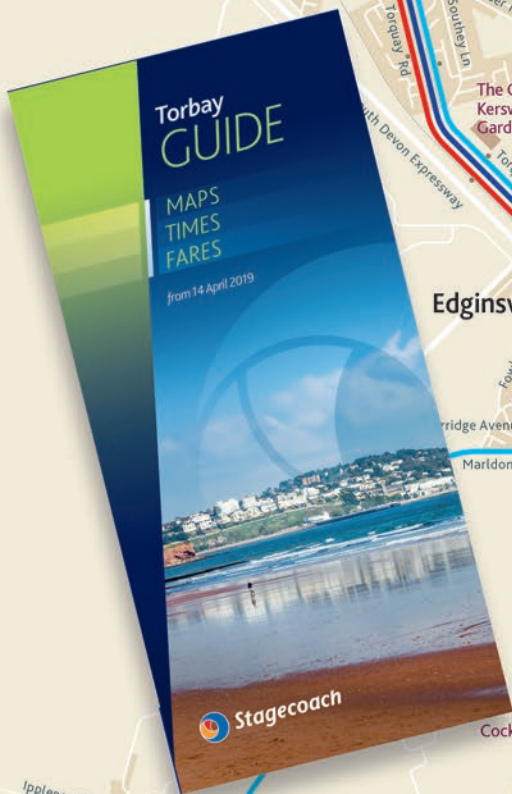
map fold
bus guides

We have produced numerous fold-out guides that combine details of the bus network, where to catch your bus, frequencies and fares, along with easy-to-understand information on how to use the bus network, plus reasons to travel. This can focus on tourist destinations, shopping facilities, or local attractions, as appropriate, all aiming to encourage greater use of the bus network.

A bus map it may be, but an attractive, appealing production does far more for the status and profile of the local bus network than just providing basic information. Far too many end up as uninspiring, 'technical' documents, invoking no emotion and creating no desire to actually want to travel!

Examples on this and the following pages demonstrate how we give pick-up appeal to publicity. The one on this page is a fold-out guide to the extremely popular and incredibly scenic open-top ride along the West Somerset/North Devon coast.





Kingkerswell

Barton 31

Watcombe

The Willows

Edginswell

Hele

St Marychurch

Shiphay

Chelston

Cockington Village

Cockington

Livermead

Torquay town centre

Ellacombe

Wellwood

13 Marldon

Shorton

Preston

Paignton

Roundham

St Michaels

Roselands

Goodrington

Collaton St Mary



On this page are examples of covers to some town and city bus guides we have produced, plus the inside of not a town guide, but a long-distance bus route through a popular tourist area, showing how we always aim to make any leaflet as engaging as possible.

We believe in producing bespoke products, so that every bus guide has its own characteristics and reflects something of the character and personality of the place or service provider it represents.



where to catch your bus in Exeter City Centre

route	towards	city centre stops
A	Alphington	22 16 12
A	Thorpark Rise	11 1 21 37
B	Marsh Barton & Exminster	32 bus station 4 12
B	Union Road	13 1 25 29
D	University	22 20 4 20
D	Digby	27 15 7 1 21 29
E	Lancelot Road	13 1 25 29
E	Stoke Hill & Savoy Hill	13 1 25 29
E	Stoke Hill & Summerway	13 1 25 29
E	Exwick	24 16 10 14
H	St Davids	22 20 4 20
H	Hospital & Digby	27 15 7 1 21 29
J	Whipton, Digby & Ikea	9 3 25 29
K	Whipton & Science Park	9 3 25 29
JKT	Whipton	9 3 25 29
J	Countess Wear, Ikea & Digby	24 16 10 14
K	Countess Wear	24 16 10 14
T	Countess Wear & Topsham	24 16 10 14
L	Crossmead	13 1 25 29
L	Pinhoe	13 1 25 29
P	Pennsylvania	13 1 25 29
P	Crossmead	24 16 10 14
R	Heavitree & Rifford Rd	9 3 25 29
S	Topsham Rd & Rifford Rd	22 20 4 20
Park ride	Horton Road park & ride	17 25 29
Park ride	Sovaton park & ride	11 1 21 37
Park ride	Matford park & ride	22 16 12

These buses all depart from

Exeter Bus Station

2 2B
4 4A 4B
6 6A
7 7A
9 9A
X38
39

These buses all depart from

stops **10** and **20**

5 5A 5B 5C
55 55A 55B 55C
56
155

These buses depart from stop **10**

57 58

These buses depart from stop **20**

1A 1C

These buses depart from stop **17** and **20**

30 31



Exeter GUIDE

MAPS
TIMES
FARES

26 May 2019

Stagecoach

Exmouth

57 up to every 15 mins

Bristol

Falcon up to every hour

Sidmouth

9 9A up to every 30 mins

Lymington

9A up to every 30 mins



Welcome to your family travel guide to help you get out and about using Cardiff bus services.

On this side you will find the Cardiff network map and a frequency guide. On the other side is a map of routes in Barry & Penarth and information about our fares.

Our buses are smart, modern and comfortable with wide entrance and exit doors, air conditioning, free Wi-Fi and more.

There is space for luggage on the roof of the bus. Remember to use the correct tie-down technique to secure your items. Remember to use the correct tie-down technique to secure your items.

Crucial to our service is the support of our volunteers. We are looking for more volunteers to help us provide a better service to our passengers. If you are interested in becoming a volunteer, please contact us at 0300 060 060.

fares

one way / day tickets
Most people find our day tickets the best value for money. They allow you to travel as often as you like for a fixed price. There is also the option of paying for a monthly ticket. When you travel you will not be carrying cash.

tickets for regular travel
If you travel several days, a weekly or longer period ticket will save you money. You can also get a monthly ticket. When you travel you will not be carrying cash.

short hop
You can get a short hop ticket for a journey of up to 10 minutes. This is a good option for short journeys. When you travel you will not be carrying cash.

take the family
5 go together for £10.40 in the app. This is a good option for families. When you travel you will not be carrying cash.

young person's travel
Young person's fares are for customers between 5 and 18, up to 25 with myCard. You can get a young person's ticket for a journey of up to 10 minutes. This is a good option for young people. When you travel you will not be carrying cash.

	one-way	day	week	month	annual
adult	1.2	1.4	3.90	15	145.00
young person	1.30	2.40	2.80	9.40	94.00
family	8.60	8.60	8.60	32	320

	one-way	day	week	month	annual
adult	1.20	1.30	3.50	14	134.00
young person	1.30	2.40	2.80	9.20	92.00
family	8.60	8.60	8.60	32	320

where to catch

Our family travel guide is called **where to catch** and it shows you where to catch the bus. You can buy day, weekly, monthly and annual tickets on it, or you can buy a single ticket. You can also buy a family ticket. You can also buy a young person's ticket. You can also buy a short hop ticket. You can also buy a take the family ticket. You can also buy a young person's travel ticket. You can also buy a short hop ticket. You can also buy a take the family ticket. You can also buy a young person's travel ticket.



buses in Barry & Penarth

Barry Fare Zone
The Barry Fare Zone covers the area around Barry. It includes routes 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.



route	destination	stop	stop
citycircle 1	clockwise	JM	D4
citycircle 2	anticlockwise	JM	D4
baycar	Cardiff Bay	JE	D3
Cardiff Bay		HP	B5
Sports Village		HP	B5
Heath Hospital		JE	D3
Channel View		JM	D4
Pengam Green		GN	A3
Drope via Ely		JL	E4
Sports Village		JE	D3
Heath Hospital via Ely		KM	C2
		KL	D2
		KL	D2





To promote and sell leisure travel, a highly 'technical' map may not be the best solution. For Trentbarton we produced this guide to bus services to the many scenic delights within its operating area.

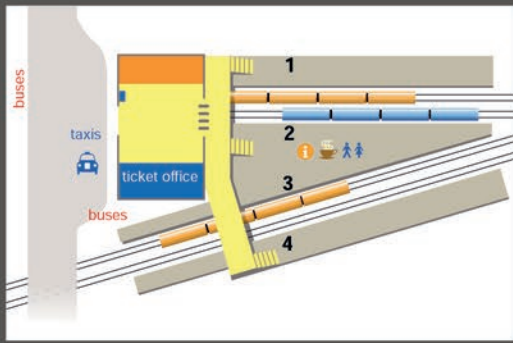
In this case, the best way to show the trips that could be made by bus was to create this illustrative, 'bird's eye' view map that retained geographical accuracy as much as was needed, but was much more helpful and engaging.

understanding rail networks & travel options from stations

When the three principal train operating companies got together to promote their combined network of suburban rail services in a coherent, co-ordinated way, the lead on the project was South West Trains. It approached Best Impressions to design a series of display posters for key stations that clearly showed the network with an easy to understand map that included London fare zones.

We also recommended that each station poster had an extract that showed the direct services from that station as well as an uncomplicated plan of the station to aid wayfinding and add reassurance to the customer.

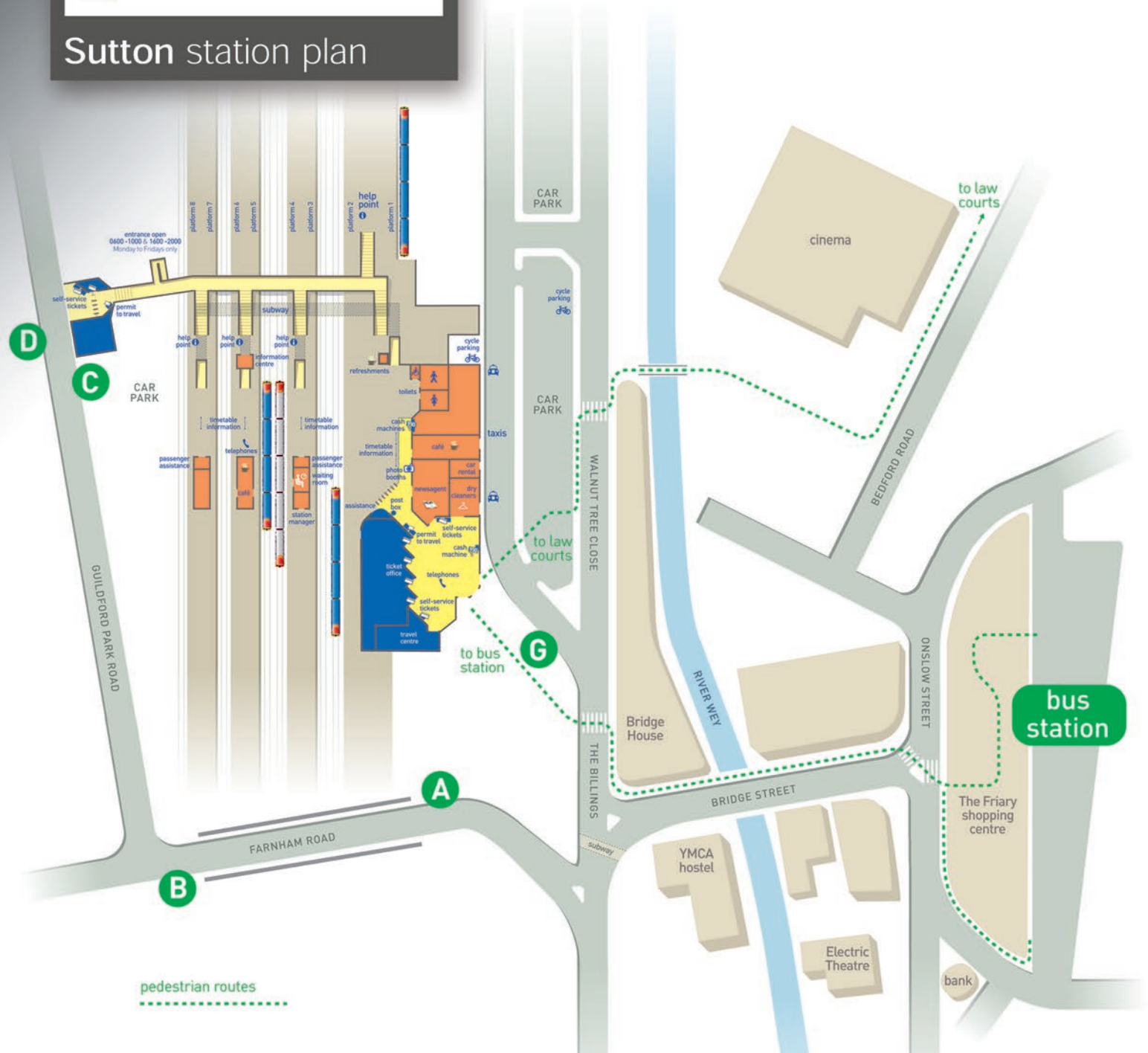
On this page are some of those station plans and on the next page the poster that we designed for Richmond.



Sutton station plan

On the page after that is one of a number of display posters that we designed for Surrey County Council to highlight travel options from principal stations in the county.

The options shown were not only local bus services, showing clearly where to catch your bus, but also a simple town map with locations of main places people may wish to get to. Cycling/walking distances were also shown.

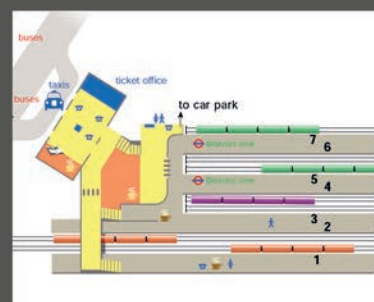


For assistance and up to the minute information on train times please use the **Help Points** located at this station

National Rail Enquiries
08457 48 49 50
for train times & fares 24 hours
calls may be recorded

[illegible]

These maps are based on weekday off-peak train services at the time of printing, January 2000, but may change. Please check before you travel.



continuing your journey from *Epsom*

This map shows the main bus services from Epsom town centre with routes colour-coded for easy reference.

The large letters and numbers in the coloured lozenges are the route numbers shown on the front of the bus.

Departure times to main destinations are shown on the panel to the right. This also tells you which bus stops they leave from.

Look at the town centre plan below to find out where the bus stops are.



walking & cycling

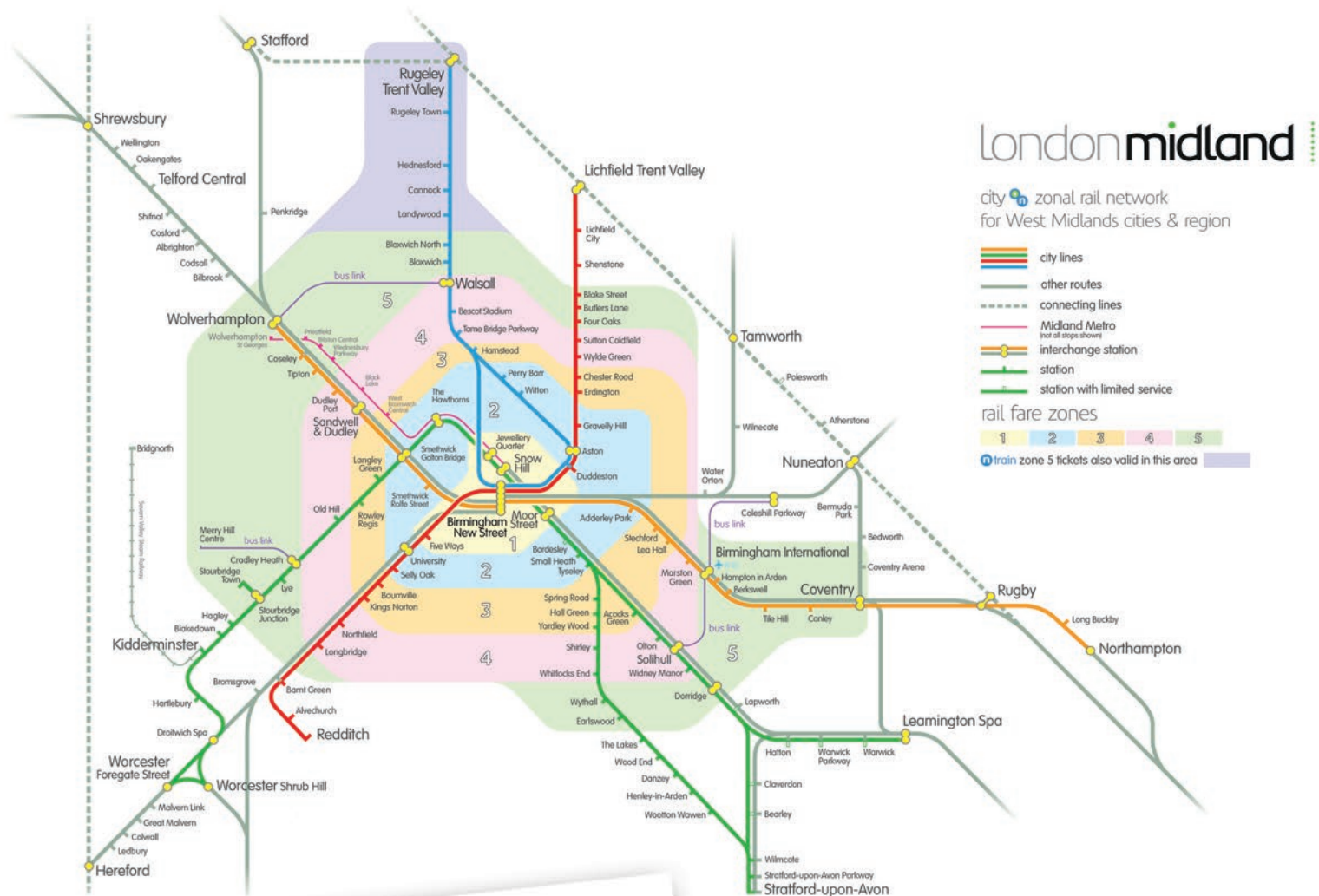
distances from rail station



Ashley centre	225m / 245yds
Atkins Offices	445m / 485yds
Sir William Atkins House	
Atkins Offices	1410m / 1540yds
Woodcote Grove	
Cinema	600m / 655yds
Courts	280m / 305yds
Epsom Hospital	1095m / 1200yds
Epsom Playhouse	475m / 520yds
Institute of Art	770m / 840yds
library	150m / 165yds
Swimming Pool	1040m / 1140yds
Town Hall	380m / 415yds

finding your bus stop





A rail network in a conurbation needs a diagram that is elegant, easy to follow and makes the system appear simple to use.

Although strict geography is mostly not essential, if the network is not underground, some idea of general direction and relative positioning of stations makes for a better diagram that people feel more confident using.

Our West Midlands local services diagram fulfills all these demands and makes getting into and around Birmingham very easy to understand. Also, the pattern of stopping and fast services is clear to see at a glance.

Individual line colours were not possible and geographical relativity had to be compromised a bit in order for the entire London Midland network to fit poster shapes and formats.

Nevertheless, matching angles combined with vertical and horizontal lines contribute to this network diagram being easy to understand, too.



island mapping

Although a well-designed diagrammatic interpretation of a rail network can make a complex network easier to understand, this is seldom true of bus networks.

Our use of what we have termed 'streamlined geography' is a way of allowing good geographic representation without too many fidgety wobbles and bends that can compromise quick communication.

Luckily, the Isle of Wight's road layout, and therefore its bus network, allowed us to have the right level of geographic accuracy combined with the advantages of a diagram. It's clear where the buses go and very easy on the eye, thereby making the network easy to understand and attractive to use.

Portsmouth is technically an island and here our park & ride map makes the journey into the city look easy and direct.





countywide

We produced a map of all operators' bus services throughout Cornwall, with a differentiation between frequent and infrequent routes.

On the left is an extract showing routes in the Lizard peninsula.

Below is the county-wide map of First's bus services in Somerset.





multi operator

With several bus companies coming into and operating within Luton and Dunstable, the council was keen to give the travelling public a better bus map that gave them all options.

Our clear-to-see bus map has made getting around town much easier, also helped by our different thicknesses of line to segregate high, middle and low frequency timetables.

Luton & Dunstable bus network
core Monday - Friday services

These services are partially funded by the UK Government through the Department for Transport's Bus Service Improvement Plan
Funded by UK Government