HERTFORDSHIRE COUNTY COUNCIL

INTALINK STRATEGY

2011- 2016

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Environment & Commercial Services
0300 123 4047
www.hertsdirect.org/lt
# Intalink Strategy 2011-2016

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1. **Background**

1.1 The Transport Act 2000 placed a duty on Local Transport Authorities to stipulate required standards for passenger transport information, after consultation, and that these standards are met. In Hertfordshire this is largely delivered through the **Intalink** Partnership. If necessary, the County Council can undertake such activity on behalf of operators who do not meet the standard, and recover the associated costs as a civil debt, but this is regarded as a position of last resort.

1.2 The **Intalink** Partnership is a unique quality partnership for information and marketing of the passenger transport network in Hertfordshire. Launched by the County Council in 1999, the partnership consists of the majority of local bus and train operators, all of the district councils and neighbouring local transport authorities.

1.3 As budgets are reduced, the need to provide accurate and timely information is even more important if the overall Bus Strategy for the county is to be delivered successfully.

1.4 This strategy therefore accompanies the Bus Strategy, which is a daughter document of the Local Transport Plan.

2. **Strategic Policy**

The County Council’s strategic policy is to promote and support passenger transport across the county to provide access to important services and to encourage increased use of modes of travel other by car.

2.1 The primary objectives that are set out within the **Intalink** Partnership Agreement continue to support this strategic policy in that it:

- Promotes, through a cohesive marketing strategy, an integrated, high quality passenger transport network in Hertfordshire;
- Encourages greater usage of Hertfordshire’s passenger transport network for both existing and new customers;
- Meets the objectives of local authorities, local businesses whilst optimising commercial opportunities for passenger transport operators;
- Supports the policies, objectives, goals and challenges of the County Council’s Local Transport Plan and Bus and Rail Strategies;
- Supports the County Council’s overall aims and any equality implications.

2.2 The strength of the partnership has been maintained through:

- The continued voluntary commitment from transport operators and local authorities already involved, and the wish that all operators make that important commitment to membership;
- To continue to be as inclusive as possible whilst maintaining the high standards already met by existing partners.
3. **Operational Policy**

Promote an integrated, high quality, well-publicised passenger transport network across Hertfordshire linked into neighbouring local authorities.

3.1 The *Intalink* Strategy forms a key component in the delivery of these aims and the commitment seen throughout this strategy supports the County Council’s Local Transport Plan, the Bus and Rail Strategies and fulfils the needs of all present and future stakeholders. In support of this the County Council will seek to:

- Create an integrated approach for delivery of passenger transport information based on the *Intalink* Partnership;
- Actively encourage an increase in the level of patronage using targeted marketing campaigns;
- Develop and extend the Real-Time Passenger Information Programme across the county with links to cross-boundary services;
- Develop further joint working with transport providers in the production of publicity;
- Develop web-based media.

3.2 Furthermore, the above aims and work packages will support LTP3 challenges in that it helps to:

- Reduce traffic congestion and carbon emissions, and enhance the quality of life and healthy environment of all Hertfordshire residents;
- Reduce social exclusion and improve accessibility, hence improving transport opportunities for all and achieving behavioural change in mode choice;
- Encourage Travel Plans through better use of passenger transport thereby supporting economic development and the planned dwelling growth;
- Reduce the number of incidents on passenger transport thereby improving the safety and security of residents using the network.

3.3 The aims and content of this strategy provide realistic and achievable targets for the provision of passenger transport information and the remaining sections describe the requirements on operators and local authorities within the different areas of information provision.

3.4 During the period of this strategy, the partnership will continue to address the issues of raising awareness and quality standards by demonstrating the advantages of passenger transport to:

- Existing and future users;
- Local authorities;
- The business community;
- Leisure and health organisations; and
- Potential new members of the Partnership.
4. Key Outcomes

4.1 Raising Awareness

4.1.1 A continuation of previous work in this area will be carried out to strengthen and improve relationships between stakeholders and general awareness of the Intalink brand.

4.1.2 Stakeholder Engagement
A programme of presentations to key stakeholders will take place to reinforce the benefits of membership and establish continued commitment and support, focussing on:

- Closer working relationships with local politicians and officers;
- Encouraging the responsibility for Intalink liaison to a specific member of staff within each member organisation;
- Fostering greater interest and support of Intalink;
- Providing a better understanding of Intalink, its products, services and the benefits available;
- Generating greater use of Intalink services through www.intalink.org.uk, staff intranet sites, promotional events, transport related projects, Intalink promotional vehicle and Planning Departments promoting Intalink to new businesses/developments;
- Educating front-line staff so that they are aware of the Intalink services available so that it can be disseminated to existing and potential customers;
- Listening to customer expectations and exploring how the partnership can work together to fulfil these aspirations to the benefit of the customer.

4.1.3 Corporate and Educational Establishments
Various ticketing products have been developed catering for specific needs, often constrained by the way in which revenue is apportioned or by changing taxation rules. To appeal to this part of the business community there is an identified need to create products that are easy to use, understand and administer, which will be revisited in more detail later in this strategy. The partnership will continue to look carefully at the educational and corporate community of Hertfordshire by fostering relationships and tailoring information and ticketing products to support Travel Plans.

4.1.4 Research and Consultation
In parallel to the proposed programme of ‘raising awareness’, research determining the ‘awareness and understanding’ by customers, of the Intalink brand and its products and services, will also be conducted throughout the period of this strategy. The results of this research will feed future decisions on Intalink products and services via the Annual Intalink Marketing Plan. The format of the research will be as follows:

- The research will be representative of the major towns within Hertfordshire and provide a good cross-section of information, taking place at key rail and bus interchange points and taking account of peak flows such as market days etc, to ensure consistent footfall;
- Questionnaires can take the form of paper-based carried out on-street or electronically via the Intalink website, aimed at bus and rail users of a varied age range, both male and female;
- Determination of propensity between rail/bus usage and access to passenger interchange points will also be investigated as part of future interchange travel planning. This will have an important part to play ensuring greater opportunities and understanding of both modes, in effecting modal shift;
- Further research will also be undertaken with non-users and cross-referenced to ensure full coverage of potential future customers.
4.2 Service Changes and Communication

4.2.1 Local bus operators are required under the Transport Act 1985 to notify the County Council in writing, with 8 weeks’ notice of any changes proposed to their services. The County Council’s objective, for all operators, is that information on changes to services should be available to the user at least one week in advance of the service change.

4.2.2 Service change information is published on the Intalink website and Intalink website subscribers are automatically informed of updates. Service-specific change information is also produced for on-bus display on board contract services. This is produced and supplied to bus operators at least one week prior to any change.

4.2.3 Intalink partners committed to the use of electronic bus service registrations (EBSR) via TransXChange (TXC) file formats as soon as applicable. The County Council is investigating the option to provide electronic registration facilities for smaller operators, for whom the overheads of system purchase may be prohibitive.

4.2.4 In the case of train operators, the County Council expects to receive details of new timetables with at least 12 weeks’ notice.

4.2.5 The County Council recognises the advantages in the stability of the network and limiting the number of service changes dates. The County Council will therefore work with bus operators to reduce the frequency with which services are changed.

4.3 Publications, Cartography and Digital Information

4.3.1 The base requirement is that all bus and train operators should produce timetable information for each of their services operating in Hertfordshire, either on a service by service basis, or in booklet form. These timetables should be available to the travelling public at least 7 days before commencement of the service. In the case of contracted local bus services, the County Council shall be deemed to be the operator for this purpose.

4.3.2 The Intalink Partnership will examine further ways to carry out this sort of information provision in more cost-effective ways. This has already led to the removal of Area Travel Guides in favour of web-based information which can be updated much more frequently.

4.3.3 Current publications include:

- Network Map, promoting the network across Hertfordshire;
- Contracted service leaflets;
- Promotional leaflets for products and services offered by the partnership.

4.3.4 The County Council will maintain a cartographic database for passenger transport, which currently shows the network at three levels – countywide, area and town. Included in this database is a commitment to produce a county network map at least once a year. This cartographic information will be available to Intalink partners free of charge, with specific amendments for members’ publications charged at cost.

4.3.5 The County Council will maintain a network of outlets for printed information across the county, and will undertake the bulk storage and distribution of publications through a contractor. This contractor will also be charged with maintaining the client liaison with these outlets and in some cases finding new suitable outlets for future expansion.
4.3.6 Disability Access to Transport Information
The Health Access and Transport paper, 2007 and consultation, Delivering Quality Care for Hertfordshire, highlights the issues raised within the community for people who may have a disability, which restricts their ability to access transport information.

4.3.7 The following items have been identified that relate to cultural, gender, ethnicity and those with impaired mobility with respect to using the public transport system:

- Alternative style bus timetables – clock-face, picture timetables;
- Vehicle access for elderly and disabled;
- Bus surgeries (face to face contact);
- Hate crime on public transport;
- Disability awareness training for PCV drivers;
- Acceptable behaviour on public transport;
- Complaints procedures;
- Wherever possible highlight wheelchair-accessible vehicles on the network.

4.3.8 The partnership will address the issues highlighted by the elderly and disabled and continue to work in support of the recommendations seen in the ‘Health Access and Transport’ document and the District’s objectives through:

- Piloting bus stop specific timetables and investigating a wider range of alternative specific disability formats for information;
- A continuing investment programme in bus stops to improve accessibility to the network and access to the bus and DDA requirements;
- Increasing the current number (550) of easy access kerbing to bus stops;
- Investigating options for joint management of interchange points with bus and rail operators;
- Identifying and delivering improvements in vehicle access for the elderly and disabled;
- Working with operators and relevant agencies to tackle the issues of crime and behaviour on transport;
- Programming bus surgeries in key locations across Hertfordshire to provide face to face contact in the community;
- Supporting operators in their disability awareness training – GoSkills’ NVQ;
- Working with the Herts Integrated Transport Partnership (HITP) to access and support hospitals and the health centres.

4.3.9 Through this revised Intalink Strategy and the commitment to accessibility seen within the County Council’s Bus Strategy, the Partnership will continue to review the format of publications and is working with operators and District members to develop alternative forms of access to transport information to the benefit of all stakeholders.

4.4 Intalink Website

4.4.1 The Intalink website was launched in 1993 and has since been through a major refresh, increasing the information provision and enhancing the customer experience and journey on the site.

4.4.2 Since the last refresh in 2008, the sites statistics show a consistent increase in both its use and popularity with visitor numbers increasing from 122,000 in 2007 to over 280,000 in 2009. 2010 has already showed signs of a further increase and highlights the need for continued development of both information and functions within the site, and the importance of continued investment on it.
4.4.3 The website is promoted in both printed and on-line media directing users to the website for more detailed, up to date information. It is vital to the success of the partnership that this investment, development and promotion continue so that customers are continually satisfied with the information provision and repeat visits are generated.

4.4.4 Whilst the website continues to be a driving force for much promotional activity via on-line platforms such as Facebook, twitter and Google Ads, the environment in which it operates is both complex and ever-changing. Developments in on-line capabilities have enabled more innovative and targeted campaigns with the added benefit of being able to more easily measure their success. The Intalink website will be continually reviewed to take into account these changes.

4.4.5 With the need to reduce printed materials, investment in on-line activities, such as Google Ads and twitter, is becoming more important so that users can find information quickly and efficiently. With Google Advertising already accounting for some 20% of visitors to the Intalink website, similar channels will be identified and utilised so that the Intalink website remains a prominent force for travel information in Hertfordshire.

4.4.6 Quick Response (QR) Codes have been introduced on the Intalink website allowing users access to departure information for any marked bus stop in the county either on their computer or on their mobile devices. This allows users easy access to tailored information.

4.4.7 A Health Travel Services page on the Intalink website links to the Herts Travellink website, providing information about health services and community transport schemes.

4.5 Bus Network Infrastructure and Roadside Information

4.5.1 Infrastructure, such as the bus stop, shelter or station forecourt, is normally where the journey for the passenger begins and a place where the customer expects to see the information they need for the journey to be made, if not obtained prior to travel. This is an important part of the total journey experience for the customer which will influence future travel by passenger transport. The County Council recognise this and will continue a programme of investment for high quality infrastructure, across the network.

4.5.2 The County Council owns all of the county’s 4200+ bus stops, and maintains the information and the majority of infrastructure provided at these locations, including bus stop poles, flags and timetable frames. The County Council will continue to review the condition of all infrastructure and displays at the roadside, make capital funding provision within the Local Transport Plan and seek s106 funding, where applicable, to introduce, upgrade or replace such facilities.

4.5.3 The County Council currently has a contractor to carry out the maintenance of bus stop infrastructure and timetable posting. Under the Intalink Partnership Agreement, the County Council provides frame space at each stop for all partners’ services, the costs of which are borne by the partnership as a whole. The agreement also sets out the tariff of charges for posting of information, which applies to all partners. Non-members are charged at a higher rate which includes an administration charge.

4.5.4 The County Council will therefore administer the allocation of frame space at bus stops with the objective of ensuring that all partners receive primary benefit from use of the facilities.

4.5.5 At key interchange points, the partnership will provide display boards showing local maps and an index of boarding points and places served.
A programme to upgrade and improve designs to bus stop infrastructure at the point of access, improving accessibility to the network for passengers includes:

- Maintain and improve on level of timetable provision, currently available at 85% of all marked bus stops;
- Trial locations for stop-specific timetables, as identified by the partnership;
- Improvements for disabled persons, wheelchair users and others, through ‘kassel kerb’ facilities wherever possible, allowing ease of access from the kerbside to the bus;
- A trial to install selected bus stop poles in poorly-lit areas with solar-powered lighting on the bus stop flags is currently in progress;
- A trial of bus service number tiles on bus stop flags in a complex town centre layout to help passengers to find their bus service more easily;
- Real-Time Passenger Information screen installations at bus stops in appropriate locations.

**Electronic Passenger Information Points (ePIPs)**

**4.6.1 Pre real-time travel**

The County Council continue to work in partnership with operators to further improve the quality of the electronic passenger information, through the installation of ePIP units and departure boards, available at key locations across Hertfordshire. The ePIP units provide journey planning and near-real time travel information.

**4.6.2** There are currently 40 ePIP units installed across the County, with touch screen facilities, providing the ability for the customer to access information on the **Intalink** bus network, together with rail and coach information.

**4.6.3** The upgrade of these units has taken place to facilitate the introduction of real-time information to the customer in the near future.

**4.6.4** The upgrade featured the following:

- Keyboard and mouse access, rather than touch screen;
- A choice in journey planning systems, extending the journey planning facilities to include the whole of the South East and London;
- Links to allow the operator to display real time information, such as delays or diversions to a service;
- An improved print-out of information;
- Regular updates to bus and train times;
- Ability to send specific or generic text messages regarding delays or variations to a service;
- The latest news and weather from the BBC;
- Departure board facility, to help the customer determine the next bus to their destination;
- Ability to report faults to Hertfordshire Highways;
- Feedback facilities.

**4.6.5** In the determination of customer needs, the following will be considered:

- Effectiveness of the keyboard and mouse functions;
- What other features the customer would want to see developed.
4.7 Real-Time Information

4.7.1 Traffic congestion is a major issue for Hertfordshire and plays a prominent role influencing passenger transport operations and the customer's decision when considering the mode of transport for their journey.

4.7.2 Hertfordshire County Council has placed great emphasis on addressing the concerns relating to traffic congestion and bus priority measures, within Local Transport Plan 3 and within the County Council's Bus Strategy.

4.7.3 The delivery of Intelligent Transport Systems (ITS), including automatic vehicle location (AVL), and real time passenger information (RTPI), is a key component in achieving Hertfordshire County Council's and Intalink's strategic objectives and operational policies. The AVL/RTPI programme is integral to the achievement of improved and timely customer information, efficient management of the existing network and an increase in the use of sustainable modes.

4.7.4 The introduction of an AVL system for Hertfordshire and the associated electronic systems provided through Intalink services will be the catalyst to provide accurate data to facilitate ‘real-time information’ from the operator to the customer.

4.7.5 RTPI will be delivered through roadside screens, mobile phones and other web-based media. Criteria will be developed to assess the siting of screens to maximise customer and operator benefits based on bus frequency, passenger demand, waiting times and generation factors.

4.7.6 The elements for bus priority are contained within the County Council's Bus Strategy and will be delivered through the County's strategic and operational policies.

4.7.7 The County Council has therefore worked with the support and commitment of Intalink partners to develop and procure automatic vehicle location real time passenger information systems to deliver customer and partner benefits.

4.7.8 A system provider INIT has been selected to provide the technical and operational infrastructure to deliver AVL and RTPI in Hertfordshire from 2011. The system will also offer an integrated smartcard-enabled ticket machine facility and the provision of cross boundary AVL data.

4.7.9 The County Council members have provided their support of the project and committed to the funding requirements of the project allowing Phase One of the contractual arrangements to be concluded.

4.7.10 The AVL and RTPI programme links with Hertfordshire Highways systems to deliver:

- Improved service regularity and reliability providing real-time passenger information about different modes of transport and the ability to interact with bus and train operators, and neighbouring Local Authorities;
- Improved passenger retention and passenger generation, through journey time savings, more realistic schedules and improved adherence to schedules;
- Improved management and control of services and the provision of service information for customers before and during their journeys leading to increased satisfaction through the provision of automatic location of public transport vehicles;
- The accurate identification of locations for the installation of bus priority measures and the provision of public transport priority at signalled junctions, thereby reducing delays and improving service reliability;
- Smooth journeys across urban/inter-urban boundaries through close coordination with adjoining Local Authorities;
- The identification of key congestion hotspots, delay quantification, network improvement assessment and user benefits.
4.7.11 As the highway authority, Hertfordshire County Council has a key role to play in the implementation and budgetary process, to facilitate the supporting infrastructure and agreements with operators for exchange of data.

4.7.12 The Intalink Partnership will have a prominent role to play in aiding the progression of this work, therefore a priority for this revised Intalink Strategy will be to support the ‘real-time’ project. This will be through a commitment from members to an action plan for the continuing process of upgrading electronic information and publications, thus ensuring the required supporting systems are in place, within the timescales for introduction.

4.7.13 Linked with the AVL and RTPI systems is the development of smartcard-enabled ticket machines which will improve customer access to ticketing products and on-vehicle validation, and improve the provision of accurate ticketing data for service planning and revenue apportionment.

4.7.14 Intalink partners will continue to work to:

- Progress AVL and RTPI system design specification development and testing;
- Continue to progress the delivery programme;
- Provide real-time passenger information screens at key locations;
- Provide real-time information access via mobile phone technology;
- Deliver smartcard capability;
- Deliver customer benefits from mid-2011;
- Prepare for electronic bus registration.

4.7.15 traveline
The traveline call centre facility, established as a result of the Transport Act 2000, provides travel information for all public transport services across England, Scotland, Wales and Northern Ireland within 12 regions. Hertfordshire forms part of the traveline south east region, which covers 22 authorities, with financial contribution made by operators and authorities.

4.7.16 The traveline telephone number is displayed on all of Hertfordshire’s bus stop flags, Intalink publications and website. Operators pay their traveline call centre charges in respect of the enquiries made about the services that they operate, be they commercially-operated or under contract to a local authority.

4.7.17 When real-time information becomes available in Hertfordshire it will enhance the many existing systems already offered and powered by traveline eg. NextBuses on mobile phone networks. This will add an extra dimension to the information available to the customer, thereby enhancing the journey experience.
4.8 **Intalink Promotional Vehicle**

4.8.1 The **Intalink** promotional vehicle is used widely across Hertfordshire, visiting key locations to promote products and services available to customers and key stakeholders. Since its introduction it has proved extremely popular and has provided the partnership with a key marketing tool, having established an important presence in many towns across Hertfordshire. The **Intalink** promotional vehicle allows face-to-face contact with staff which are on hand to help and answer any questions in a relaxed atmosphere. The role of the promotional vehicle will be monitored and reviewed throughout the course of this strategy.

4.8.2 **Bus Surgeries**

The promotional vehicle is used at local events, operator-specific activities and general promotional duties. Working with key stakeholders and local businesses it is also deployed for use as a bus surgery or ticket sales area. The County Council will support the work of Passenger Focus, London Travel Watch and other properly constituted user groups to understand the customer perspective and progress passenger transport improvements.

4.8.3 **Website and WiFi**

Fitted with WiFi and a portable laptop PC, the **Intalink** promotional vehicle offers free, live demonstrations of the **Intalink** webclick and how to access and navigate the **Intalink** website. This educational facility is particularly important in supporting the move away from printed to electronic formats.

4.8.4 **Publications**

The County Council will support and work with **Intalink** operators to create a range of printed literature available on the vehicle where budgets are available.

4.9 **Quality Partnerships**

4.9.1 **Bus Partnerships**

As part of the Transport Act 2000 and the Bus Quality Partnership Act, Quality Contracts became an option for the County Council to introduce, should the commercial operator not be able to provide a service which meets the level of provision set out by the County Council. Further to that, extra powers were granted under the Transport Act 2008 which enable the partnership process to work on either statutory or a voluntary basis.

4.9.2 However, with the existence of the **Intalink** Partnership and the successful working relationships this currently provides, development of voluntary Quality Bus Partnerships have been achieved. The first of these voluntary partnerships was introduced with ARRIVA the Shires & Essex (between Stevenage and Chells) and using the experience gained, further partnerships introduced for services 10, 308, 510 and 724.

4.9.3 With the criteria for Bus Quality Partnerships and corridors, set out within the County Council Bus Strategy and Bus Network Review, this provides the framework for introduction of further schemes.

4.9.4 Indeed, the County Council has entered into a Quality Network Partnership with various stakeholders in St Albans using the new powers under the Transport Act 2008. The main aims are to achieve a simpler, easier-to-use network with enhanced publicity across all modes of transport. Other deliverables planned include improvements to infrastructure and highway design to ease congestion and yield greater reliability for bus services.

4.9.5 **Intalink** will work closely with a local authority, where introduction of a community transport scheme would contribute towards the aim of a transport initiative, raise the level of usage in passenger transport and promote new strategic links.
4.9.6 Rail Partnerships

**Intalink** will continue to build on the relationships currently held with train operators and seek to communicate the benefit of membership to other train operators who are not yet members of the partnership.

4.9.7 A successfully recognised Community Rail Partnership already operates within Hertfordshire, between Watford Junction and St Albans on the Abbey Line.

4.9.8 Hertfordshire County Council’s Rail Strategy and a guide ‘Passenger Transport in New Developments’ provide the framework for the development of future Rail Quality Partnerships. The County Council signed the first Rail Quality Partnership with London Midland in 2008 and a second with First Capital Connect in 2010.

4.9.9 The **Intalink** Partnership will work to support the progression of future rail schemes with its members and advise on the development of interchange between passenger modes, by utilising the expertise available through the partnership members.

4.10 Integrated Ticketing

4.10.1 Through the **Intalink** Partnership the County Council has used the powers available under the Transport Act 2000 to implement and promote successful multi-operator, and multi-modal, ticketing schemes across Hertfordshire.

4.10.2 Explorer

The Explorer Ticket is a multi-operator one day travel ticket for the **Intalink** bus network across Hertfordshire and to specified destinations beyond. Tickets can be purchased on the first bus that is boarded and will usually be sealed in a branded ticket wallet. During the life of this strategy this product will be reviewed together with the revenue apportionment mechanisms. A new approach to the presentation and sale of the product will follow.

4.10.3 **PLUSBUS**

**PLUSBUS** is a bus add-on to a rail ticket offering discounted and unlimited travel in a specified zone around the origin and/or destination station(s). It operates nationally at over 250 stations and currently 38 of Hertfordshire railway stations are involved. Tickets are available in day, week, month, quarter and annual periods and can be purchased not only from staffed railway station but day tickets are also available on-line from at least 17 different ticket retail websites. The further development of on-line sales for the family of season tickets should be pursued during this Strategy period as should any opportunities to add further Hertfordshire stations for **PLUSBUS** treatment.

4.10.4 BusNET

These tickets offer monthly, quarter or annual discounted travel on the **Intalink** bus network aimed at local businesses and students, for use between home and their place of work or study. BusNET supports Educational and Green Travel Plans by offering a sustainable and viable alternative to the private car. Two schemes operate as follows:

- Hertford – business travel;
- Hatfield Business Park – business travel.
4.10.5 Future Development
During the life of this strategy it is expected that smart-card ticketing technology will be implemented across the network and a ‘Countywide’ Travelcard for Hertfordshire introduced, possibly based on a zonal principle. The advent of such a product could mean the cessation of some of the current products e.g. Explorer and BusNET. Smart-cards offer a potential solution to revenue distribution problems for statutory and multi-operator ticketing schemes. This is being taken forward with the main operators as an integrated part of AVL/RTPI development and will require on-vehicle equipment and back-office systems to provide a secure basis for managing and accounting for transactions.

5. Links to Other Strategies and Documents

5.1 An Intalink Marketing Plan is produced every April covering the period from April to the following March. This sets out the marketing activity related to tasks and work-strands identified through this strategy for that particular year, which will vary depending on the budget available for such activity.

5.2 The Intalink Strategy is intrinsically linked in terms of its objectives and goals with the Local Transport Plan, the Bus Strategy and the Rail Strategy.
Appendix 1: Summary of Services Available to *Intalink* Partners

- Full timetable publishing incorporating *Intalink* & operator branding
- Promotional leaflets for products/schemes/facilities
- Typesetting for maps/leaflets
- Updates to national guidelines
- Generation of roadside timetables
- Electronic Bus Service Registration
- Management tool for roadside displays
- Timetable outputs via HAPS database for company publicity
- Use of *Intalink* Promotional vehicle
- Network of outlets for customer publications, distribution
- Posting of Roadside publicity
- Promotion of, and participation in, multi-operator smartcard ticketing schemes
- Administration costs associated with joint ticketing schemes
- Internet promotion and access to timetables, maps, journey planning, general travel information and links
- Future technology (AVL), support and development
- Proposed joint management of interchange points
- Market research and promotion
Appendix 2: Stakeholder Group Summary

Customer Markets
- Commuters
- +60s (bus pass holders)
- Leisure travellers
- Education
- Business
- Disabled
- New Customers
- Existing Customers
- Potential Customers

Internal Markets
- HCC
- Operators
- District Councils

Intalink

Referral Markets
- Train (Ticket Office)
- Bus Driver/Ticket Office
- Tourist Information
- Authorities’ Customer Info
- Internet
- Distribution Outlets

Supplier Markets
- Bus Operators
- Train Operators
- District Councils
- HCC
- Authorities (outside Herts)

Influence Markets
- Press
- Social Groups
- Disability Groups
- Pressure Groups
- (bus users)
- District Councils
- Politicians