

Individual Decision

Title of Report:	Public Transport Information Strategy		
Report to be considered by:	Cllr Sally Hannon	on:	29 July 2004
Forward Plan Ref:	ID0812		

Purpose of Report: To report to Members the Public Transport Information Strategy.

Recommended Action: That the strategy be approved.

Reason for decision to be taken:

- To enable the Public Transport Information Strategy to be implemented.

List of other options considered:

- None

Key background documentation:

- Transport Act 2000

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Supporting Information

1. Background

- 1.1 There is a requirement within sections 139-142 of the Transport Act 2000 for transport authorities in England and Wales to produce a Bus Information Strategy to publicise and promote local bus information.
- 1.2 Attached to this report is West Berkshires Bus Information Strategy. We have renamed this the Public Transport Information Strategy to reflect the need for information across the range of public transport and not just buses. The Strategy (appended as Appendix 1) contains information on why the Strategy has been produced; what information requirements have been considered; what the different ways are to meet that information need, and in the last chapter, how the information will be delivered.

2. Consultation

- 2.1 A public consultation exercise was carried out in autumn 2003. A wide range of bodies including Town and Parish Councils, private bus operators, neighbouring authorities, the traffic commissioner and the Government Office for the South East were sent a copy of the draft which was also made available on the Council's web site. Full details of who was consulted are provided in paragraph 1.8 (page 2) of the strategy.
- 2.2 The consultation generated a disappointing response. However, the Government Office gave a very thorough response which was generally positive. Where possible, all comments have been reflected in the revised public transport information strategy.

3. Next Steps

- 3.1 Subject to the Planning and Development Committee's comments, it is proposed that the Public Transport Information Strategy be submitted at the end of July to the Government Office for the South East alongside the 2003/04 Annual Progress Report on the Local Transport Plan.

Appendices

Appendix 1 – Public Transport Information Strategy 2004-2006

Implications

Policy:	The Public Information Strategy aims to support adopted policies in the Berkshire Structure Plan and the Local Transport Plan 2000/1-2005/6.
Financial:	The Public Information Strategy aims to support adopted policies in the Berkshire Structure Plan and the Local Transport Plan 2000/1-2005/6.
Personnel:	Nothing directly relating to this report
Legal:	Nothing directly relating to this report
Environmental:	The purpose of the strategy is to encourage greater public transport use which has environmental benefits.
Equalities:	As indicated in the strategy

Partnering:	None
Property:	None
Risk Management:	None
Community Safety:	None

Consultation Responses

Members:

Leader of Council:	All Members of the Council were sent a copy of the Draft Consultation Strategy for comment
Select Committee Chairmen:	All Members of the Council were sent a copy of the Draft Consultation Strategy for comment
P&L Committee Chairman:	All Members of the Council were sent a copy of the Draft Consultation Strategy for comment
Ward Members:	N/a
Opposition Spokesperson:	All Members of the Council were sent a copy of the Draft Consultation Strategy for comment
Advisory Members:	N/a
Local Stakeholders:	As indicated in paragraph 1.8 of the appendix
Officers Consulted:	Nicky Linihan – Mardon, Frances Fernandes, Mike Trevallion, John Ashworth
Trade Union:	Not consulted to date