
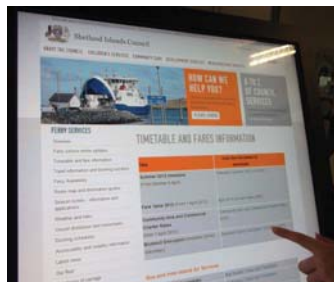



NR.	SECTION	DESCRIPTION
0	Photographs	  
1.	<b>Title of the practice</b>	<b>Tailored access to public information relating to transport services in Shetland (P5)</b>
2.	<b>Precise theme/issue tackled by the practice</b>	Improving access to public information relating to public transport services in Shetland.
3.	<b>Objectives of the practice</b>	To increase the avenues available to users of the public transport systems in Shetland through a range of media.
4.	<b>Location</b>	Shetland Islands, UK
5.	<b>Detailed description of the practice</b>	<ul style="list-style-type: none"> <li>Public consultation uncovered the lack of awareness of information relating to public transport.</li> <li>Information made available in bus shelters.</li> <li>Shetland Transport App commissioned.</li> <li>Touch screen technology invested in.</li> <li>Timetable information made clearer.</li> <li>Introduction of simple service maps.</li> </ul>
6.	<b>Evaluation</b>	Project is ongoing but pilots demonstrate that these methods are sufficiently varied to capture the attention of the Shetland public, including hard reaching groups.
7.	<b>Lessons learnt from the practice</b>	All demographic types must have options as to how information can be accessed before they will consider using a service.
8.	<b>Contact information</b>	<p>Elaine Park            Transport Strategy Officer            Shetland Islands Council            8, North Ness Business Park            Lerwick, Shetland            Tel. +44 1595 743957  <a href="mailto:elaine.park@shetland.gov.uk">elaine.park@shetland.gov.uk</a></p>
9.	<b>Other possible interesting information</b>	This project formed a pilot under the Northern Periphery Programme project, Rural Transport Solutions