



Connecting bus, train



and the Metro



**Car Sharing**



**Cycling**



**Walking**





## Background

- Network West Midlands brand launched in 2007 as unified
- customer facing brand for the public transport network
- NWM stems from the core objectives of Centro and partners
- to achieve modal shift through:
  - - developing modern, efficient and accessible public transport network
  - - branding and promoting it effectively
  - - providing passenger information to make it easy to use



- **NWM brand visually identifies the network**
- - presents public transport as a clearly recognisable network
- - makes network highly visible and easy to use
- - brand supported with comprehensive passenger information and signage
  - - on street
  - - in print
  - - on line
  - 
  -



## A Partnership Brand

- NWM brand developed in partnership with Centro, Districts
- and Public Transport operators
- - result of extensive stakeholder consultation and customer research
- - customer research included accompanied journeys, focus groups,
- in home interviews
- - brand concepts and information suite extensively tested



## Network West Midlands Research

- - tested customer understanding of the transport network
- - tested the concept of a Network West Midlands brand
- - tested whether a clearly branded network would increase public transport usage



## Customer Views

- - multiplicity of branding is confusing
- - no common standards of passenger information
- - confusing ticketing
- - no sense of a network
- - run down infrastructure and negative perceptions of services
- - roles of Centro and partners unclear



- **Research Findings**

- - improved information, ticketing and mapping would
- increase public transport usage
  
- - clear need to establish a common brand for the network
- to signal these developments



## Brand Roll out

- Roll out of brand over 18-month period. It included
  - - new or improved infrastructure and signage
  - - re-design of ticketing range
  - - brand and new passenger information at 13,000 stops and 100 interchanges-
  - - replacement of highway signage
  - - new web site developed as information portal
  - - rebranding of all publicity materials
  - a NWM badge on operator vehicles
- Roll out completed in December 2007 at cost of £7.2m
- Brand extended to all walking, cycling and car sharing in 2008/9





## NWM Information Development

- Real Time Information at bus and metro stops, bus and rail stations
- Real time information at hospitals and major trip generators
- Text messaging services at all bus stops
- New NWM web site developed as information portal
- New web-based mapping system



## A partnership





# Bus information

- To the uninitiated the presentation of information is complex and intimidating





# Station and bus stop signing

- No common verbal or visual sign system for identification of location







## NWM branding in situ





## Birmingham







## NWM branding in situ





## NWM branding in situ







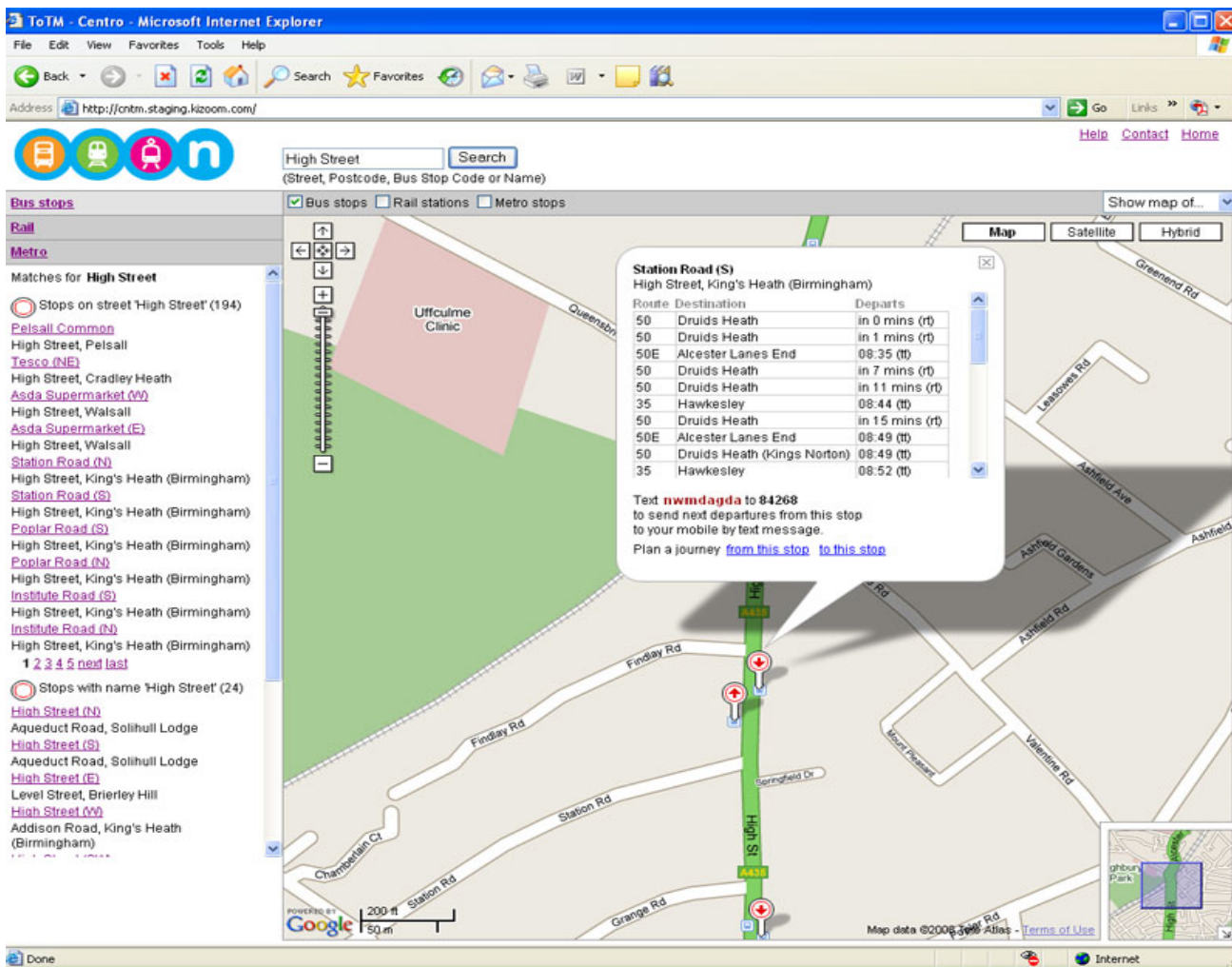
# Improved web site, mapping and journey planning

The screenshot shows the Network West Midlands website interface. At the top, there are navigation links for "By Bus . . .", "By Train . . .", and "By Tram . . .", along with "Sitemap", "Accessibility", and "Contact Us". The main navigation bar includes "Home", "About Us", "Network News", "Journey Planner", "Tickets", "Timetables", and "Maps". A search bar is located on the right. The "Network News Updates" section features three articles: "Withdrawal of The Walsall-Wolverhampton Passenger Rail Service", "All change in Chelmsley Wood Town Centre", and "Dudley deal to give bus passengers top quality services". The "Journey Planner" section includes a "From" field, a "To" field, and a "Select the mode of transport you prefer" section with icons for bus, train, tram, and other modes. The "Timetables" section has icons for bus, train, and tram. The "Quick Contacts" section lists phone numbers for Traveline (0871 200 22 33) and Centro (0121 200 2787), along with a "TextTime" service. The footer contains "Terms & Conditions", "Privacy Statement", "Jobs", "Media", and "© Centro".



## Coventry





High Street  
(Street, Postcode, Bus Stop Code or Name)

Bus stops  Rail stations  Metro stops

Matches for **High Street**

- Stops on street 'High Street' (194)
  - [Pelsall Common](#)
  - [High Street, Pelsall](#)
  - [Tesco \(NE\)](#)
  - [High Street, Cradley Heath](#)
  - [Asda Supermarket \(W\)](#)
  - [High Street, Walsall](#)
  - [Asda Supermarket \(E\)](#)
  - [High Street, Walsall](#)
  - [Station Road \(N\)](#)
  - [High Street, King's Heath \(Birmingham\)](#)
  - [Station Road \(S\)](#)
  - [High Street, King's Heath \(Birmingham\)](#)
  - [Poplar Road \(S\)](#)
  - [High Street, King's Heath \(Birmingham\)](#)
  - [Poplar Road \(N\)](#)
  - [High Street, King's Heath \(Birmingham\)](#)
  - [Institute Road \(S\)](#)
  - [High Street, King's Heath \(Birmingham\)](#)
  - [Institute Road \(N\)](#)
  - [High Street, King's Heath \(Birmingham\)](#)
  - [1 2 3 4 5 next last](#)
- Stops with name 'High Street' (24)
  - [High Street \(N\)](#)
  - [Aqueduct Road, Solihull Lodge](#)
  - [High Street \(S\)](#)
  - [Aqueduct Road, Solihull Lodge](#)
  - [High Street \(E\)](#)
  - [Level Street, Brierley Hill](#)
  - [High Street \(W\)](#)
  - [Addison Road, King's Heath \(Birmingham\)](#)

**Station Road (S)**  
High Street, King's Heath (Birmingham)

Route	Destination	Departs
50	Druids Heath	in 0 mins (rt)
50	Druids Heath	in 1 mins (rt)
50E	Alcester Lanes End	08:35 (tt)
50	Druids Heath	in 7 mins (rt)
50	Druids Heath	in 11 mins (rt)
35	Hawkesley	08:44 (tt)
50	Druids Heath	in 15 mins (rt)
50E	Alcester Lanes End	08:49 (tt)
50	Druids Heath (Kings Norton)	08:49 (tt)
35	Hawkesley	08:52 (tt)

Text [nwmddagda](#) to 84268 to send next departures from this stop to your mobile by text message.  
Plan a journey [from this stop](#) [to this stop](#)

## Web based mapping



## NWM brand awareness campaigns

- roll out in each district included launch event, media work, road shows and publicity campaigns
- 6 major campaigns 2007 -11 included:
  - regional TV advertising
  - newsletters to 1.2m households
  - 6, 48 and 96 sheet outdoor advertising
  - regional and local press coverage
  - roadshows and exhibition
  - on line advertising
- NWM extended to all forms of sustainable travel - walking cycling and car sharing





## NWM brand umbrella campaigns supported by extensive tactical activity

- promoting specific service improvements
- targeting customer groups including:
  - commuters
  - young families
  - shoppers
  - pensioners
  - students
  - season ticket holders
  - visitors
  - people with disabilities
  - schools
  - businesses
- line of route promotions for rail, bus and Metro
- media include: Radio, outdoor, press, door drops, on vehicle, web



## Launch and campaign results

- NWM brand has high visibility across 13,000 stops and interchanges
- Tracking surveys show high awareness at 74%
- a strong campaign brand



## NWM brand is still developing

- NWM brand is now strategic vehicle for all forms of sustainable travel
- reflects the national environmental and health agendas
- new focus on improving and promoting the total journey offer

## Issues that need addressing

- a young brand
- legacy of run down infrastructure and poor accessibility
- service quality gap
- gaps in information and signage
- reluctance by some partners to fully buy in to NWM





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