**Case Study - Rail Time Passenger Information (RTPI) Visual Display Framework**

**Introduction**

Prior to November 2021, the contract for all Real Time Passenger Information (RTPI) systems, components, and equipment was between the DfI Roads Service and Vix Technology. However, it was agreed that following expiry of the DfI contract, Translink would procure these services directly. In November 2021, Vix Technology were awarded a contract to supply the back-office real-time information system and maintenance for all RTPI hardware (on-vehicle & on-street).

There are currently around 300 at-stop digital displays at key locations throughout Belfast - to support Metro and Glider services. Over the coming years we intend to significantly expand this portfolio and, subject to funding - replace hardware considered life-expired.

Translink recognise that accurate and accessible travel information is a vital part of a high-quality bus network and key to attracting passengers to use these services. We want to provide modern, sustainable infrastructure to enhance customer communication and the overall customer experience. This project will play a key role in Translink’s Post-Covid Recovery Plan and the delivery of the ‘Better Connected’ strategy.

The rollout of digital displays across Northern Ireland and integration with the existing back-office must be closely aligned with our corporate Digital Transformation Strategy. The key focus of this strategy is to become a modern data-driven transport organisation based on the following data principles:

* **Accessible** – data and insight should be made widely accessible through modern central self-service mechanisms.
* **Innovative** – innovation opportunities should be sought to improve Translink services and operations.
* **Trusted** – data and insight should be driven from trustworthy and reliable sources.
* **Controlled** – sensitive data should be secured and only accessible via secure authentication.
* **Open** – data should be made open by design, published, and shared across Translink.
* **Valued** – the value of data & analytics should be understood by an empowered workforce.

**Objectives / Scope**

* Improve level of information to public
* To provide “real time” live scheduling information on bus routes
* Stage 1 – to be followed with “on vehicle” passenger information

**Outcomes**

* Currently installing on street passenger information – Greater Belfast will be priority
* Multi-lingual facility part of implementation
* Public expectation carried out as part of Pre-Market Engagement

**Social Benefits**

Social Value is a key element of this project and the successful supplier has already proved their commitment to delivering on social value. There has been engagement with the Now Group and WomensTec.

There has been engagement on learning and physical disability groups to identify and address obstacles to travelling on public transport.

To prove their commitment to deliver social value the supplier has held event with WomensTec and press extracts are below..

“Last week we teamed up with Vix Technology and WOMEN’STEC  to run a one-day event to help more women consider a career in transport.

The event offered insights from women across a range of Transport roles alongside practical support for those wanting to pursue a career in the industry. It comprised of roundtable discussions, a career stand, and a CV review station.

There were people on hand from Vix Technology, Translink and Harlequins who provided first-hand experience of their roles within the organisation covering a wide variety of areas. They included Sue Walnut, Vix Technology, Product Director; Kerry Walker, Vix Technology, Head of Marketing; Lucy Elliott, Harlequins, People Director; Ruth Mulholland, Translink, Programme Manager; Kerry Meadowcroft, Translink, Senior Inspector and Donna Carson, Translink, Bus Driver”.

**Translink’s Programme Manager for Bus Systems, Ruth Mulholland said:**

“Translink is delighted to have been involved in the Women in Transport event in Belfast, hosted by Vix Technology in collaboration with WOMEN'STEC. The event aimed to encourage more females into the transport industry and offered practical advice on how to get started.

“Translink is a diverse company with excellent job opportunities spanning a range of levels and specialisms. We are also passionate about utilising our unique position within the fabric of Northern Ireland’s business and social community to actively promote and reward the provision of social value initiatives that provide real value to the whole community. We would really encourage women to check out the exciting positions available in Translink.”

**Kerry Walker, Head of Marketing at Vix Technology** said:

“We're really excited to partner with WOMEN'STEC and Translink for our Women in Transport event. At Vix, we recognise the significance of prioritising diversity in transportation, especially considering the underrepresentation of women in the industry. This event provided a great opportunity to showcase the numerous career paths available to women in our industry and to learn from the experiences of professionals in various roles.”

**Amy Nolan, Communications & Partnership Officer at WOMEN’STEC said:**

“We are thrilled to have been involved in the Women in Transport event alongside Vix Technology and Translink. With women being underrepresented in the transport sector, this event offered an excellent platform to highlight the opportunities available for women and gain insights from experienced women in the industry. We're excited about the conversations this event will spark for our students and the sector!”

**Conclusion**

The objective of this framework was to provide accessible real time information for customers, and this has been achieved for live on street information. The implementation of this service has also incorporated benefits for customers with specific circumstances, for example the use of hearing loops, facility for brail application, large font for visually impaired and audible enhancements.

Social Value considerations in the tender have clearly been followed through with clear actions and achievements.

The roll out of the next phase will be “on vehicle” enhancements.