

LOST IN TRANSIT?

A GUIDE TO WEBSITES TO INCLUDE IN ONLINE TRAVEL INFORMATION

To help employers put together effective information for your websites, we've produced a guide to the most useful online travel information resources available.

Help visitors find you and help staff to explore all their travel options.

The information is set out according to **how complete** you want your website to be. There are three levels:

1. **Basic:** very useful basic information which should be included on *all websites*
2. **Intermediate:** some websites that provided useful *extra information*
3. **Gold plated:** if you are really *serious* about helping people find there way around

The links in this guide are set out according to **mode of travel**.

- You should try to include **all** modes of travel and put the alternatives to car travel first if possible, to help raise awareness of travel choices.



Please let us know if you'd like to use our icons on your website and we'd be happy to help.

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General location include postcode

● [Customised Google map](#)



Walk

● [Link to Moving Forward walking and cycle maps](#)

- Include walking distance and times to main destinations such as town centre and rail stations/bus stops
- Include information about special pedestrian entrances and availability of facilities for visitors on-site such as toilets

Cycling

● [Cycle route planner by Department for Transport](#)

● [Cycle route planner by Sustrans](#)

- Summarise main cycle routes from Moving Forward map and cycling times to main destinations such as town centre and rail/bus stops
- Include information about cycle parking



Train

● [Link to National Rail Enquiries Journey Planner](#)

● [Link to National Rail Enquiries Station Information](#)

● [Link to National Rail Enquiries Live Departure Information](#)

● [Link to Moving Forward Train Route Map](#)

- Explain location of nearest rail station and the direct destinations served, if there are any direct buses to your site from there, and if there are facilities such as cycle parking



Bus

● [Link to Transport Direct and Traveline Journey Planners](#)

● [Information about Stop Codes and Text Message Service](#)

● [Link to Next Bus times by Traveline](#)

● [Link to bus operators' timetables and bus route maps](#)

- Summarise services departing from near the site – including the route number of the services
- The cost of a fare would be helpful
- Include the frequency they run at (e.g. hourly), the destinations they serve (in each direction), the stops they go from, and the time of the first bus to arrive and the last one to depart from the stops each day. It is important not just to provide website links without some basic tips



Car and Motorcycling

● [Link to Car Share website](#)

● [Link to Park & Ride website](#)

● [Link to Traffic England motorways website](#)

- Don't forget to say if you've made special provision for motorcyclists to park




Taxis

● [Link to website for taxis from train stations](#)


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|--------------------|---|---|---|
| |  ALL MODES | | |
| Google Maps | Location Map with local amenities By creating a Google Map for your location, you can show the most ideal access routes for different modes. Click on the link to 'My Maps' and watch the three and a half minute instructional video to find out how to quickly and easily create a map that can be used on your website. | http://maps.google.co.uk/ | 3 (or 1 for a basic Google Map if no Moving Forward Map is available of the area) |


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|  WALK AND CYCLE | | | |
| Moving Somerset Forward | Walking and cycling maps You can link to PDF maps of walking and cycling opportunities in 20 towns across Somerset. Download the maps by following the links on the right hand side of the page. You can also order paper copies using the order form displayed. http://www.movingsomersetforward.co.uk/cycle-maps | | 1 |
| Transport Direct | Cycle route planner Transport Direct will display all your cycle journey directions - you can click on 'Show Map' to get a map of your route. You can choose the quickest, quietest or most recreational route between any two places in Somerset - you can click 'Amend' when you see your results to change between these options. http://www.transportdirect.info/Web2/JourneyPlanning/FindCycleInput.aspx | | 2 |


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| Sustrans |  WALK AND CYCLE Cycle route planner You can see maps of cycle routes . Type in your location (such as post code) in the box on the right-hand side under 'Search Our Mapping' and click 'Find'. This will show a map of National Cycle Routes (NCNs) and other local cycle routes; you can hover over the lines on the map to reveal the number of the route or the places the route starts and ends. <i>This is an alternative or addition to the Moving Forward Maps and Transport Direct Cycle Route Planner.</i> | http://www.sustrans.org.uk/what-we-do/national-cycle-network/online-mapping | 3 |


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|  TRAIN | | | |
| National Rail Enquiries | Journey planner You can plan any UK railway journey and find information about fares , as well as book railway tickets. | http://www.nationalrail.co.uk/ | 1 |
| National Rail Enquiries | Station locator Enter the name of your station. The results will show you whether there is cycle storage at the station and what type it is. You can toggle between a map of bus destinations and bus stops near the rail station using the 'Local Area Maps' link - you can also see a list of bus services from the station, with a list of destinations served and frequencies of bus services | <i>then add the following to the end of the web address (below) for information about particular stations</i> TAU - Taunton BWT - Bridgwater YVP - Yeovil Pen Mill YVJ - Yeovil Junction BRU - Bruton CLC - Castle Cary CKN - Crewkerne FRO - Frome HIG - Highbridge & Burnham TMC - Templecombe http://www.nationalrail.co.uk/stations_destinations/ | 2 |


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|  TRAIN | | | |
| <h3>Live departures and arrivals</h3> <p>You can view the times of the next trains to arrive and depart from all railway stations, in real time. This will tell you if trains are running late or not.</p> <p>Use the relevant links provided below for specific stations.</p> | | | 2 |
| <p style="text-align: center;">FOR TAUNTON</p> <p style="text-align: center;"><u>Departures:</u> http://ojp.nationalrail.co.uk/en/s/ldbboard/dep/TAU</p> <p style="text-align: center;"><u>Arrivals:</u> http://ojp.nationalrail.co.uk/en/s/ldbboard/arr/TAU</p> | <p style="text-align: center;">FOR FROME</p> <p style="text-align: center;"><u>Departures:</u> http://ojp.nationalrail.co.uk/en/s/ldbboard/dep/FRO</p> <p style="text-align: center;"><u>Arrivals:</u> http://ojp.nationalrail.co.uk/en/s/ldbboard/arr/FRO</p> | <p style="text-align: center;">FOR CREWKERNE</p> <p style="text-align: center;"><u>Departures:</u> http://ojp.nationalrail.co.uk/en/s/ldbboard/dep/CKN</p> <p style="text-align: center;"><u>Arrivals:</u> http://ojp.nationalrail.co.uk/en/s/ldbboard/arr/CKN</p> | |
| <p style="text-align: center;">FOR YEOVIL JUNCTION</p> <p style="text-align: center;"><u>Departures:</u> http://ojp.nationalrail.co.uk/en/s/ldbboard/dep/YVJ</p> <p style="text-align: center;"><u>Arrivals:</u> http://ojp.nationalrail.co.uk/en/s/ldbboard/arr/YVJ</p> | <p style="text-align: center;">FOR YEOVIL PEN MILL</p> <p style="text-align: center;"><u>Departures:</u> http://ojp.nationalrail.co.uk/en/s/ldbboard/dep/YVP</p> <p style="text-align: center;"><u>Arrivals:</u> http://ojp.nationalrail.co.uk/en/s/ldbboard/arr/YVP</p> | <p style="text-align: center;">FOR BRIDGWATER</p> <p style="text-align: center;"><u>Departures:</u> http://ojp.nationalrail.co.uk/en/s/ldbboard/dep/BWT</p> <p style="text-align: center;"><u>Arrivals:</u> http://ojp.nationalrail.co.uk/en/s/ldbboard/arr/BWT</p> | |
| <p style="text-align: center;">FOR BRUTON</p> <p style="text-align: center;"><u>Departures:</u> http://ojp.nationalrail.co.uk/en/s/ldbboard/dep/BRU</p> <p style="text-align: center;"><u>Arrivals:</u> http://ojp.nationalrail.co.uk/en/s/ldbboard/arr/BRU</p> | <p style="text-align: center;">FOR TEMPLECOMBE</p> <p style="text-align: center;"><u>Departures:</u> http://ojp.nationalrail.co.uk/en/s/ldbboard/dep/TMC</p> <p style="text-align: center;"><u>Arrivals:</u> http://ojp.nationalrail.co.uk/en/s/ldbboard/arr/TMC</p> | <p style="text-align: center;">FOR HIGHBRIDGE & BURNHAM</p> <p style="text-align: center;"><u>Departures:</u> http://ojp.nationalrail.co.uk/en/s/ldbboard/dep/HIG</p> <p style="text-align: center;"><u>Arrivals:</u> http://ojp.nationalrail.co.uk/en/s/ldbboard/arr/HIG</p> | |


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| |  TRAIN | | |
| Moving Somerset Forward | Train route map Map of all railway lines passing through Somerset. | http://www.movingsomersetforward.co.uk/public-transport/train/somerset-train-map | 3 |


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| |  BUS | | |
| Transport Direct | <p>Journey planner</p> <p>Enter your journey details under 'Plan a door-to-door journey'. This will tell you the times of departures of buses, the bus number and the stops it departs from and arrives at, and the walking distances to the bus stops.</p> <p>You can view a map using the 'Show Map' button; beware this website will show straight lines as walking routes and bus routes (which are obviously not realistic).</p> <p><i>This is an alternative to using Traveline.</i></p> | <p>http://www.transportdirect.info</p> | 1 |
| Traveline | <p>Journey planner</p> <p>Click on 'Plan your journey'</p> <p>You can plan a bus journey by entering your start and finish points, and you can also use a map to locate these.</p> <p>This will tell you the times of departures of buses, the bus number</p> | <p>http://www.travelinesw.com</p> | 1 |


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| |  BUS | | | | | | | | | | | |
| | <p>and the stops it departs from and arrives at, and the walking distances to the bus stops.</p> <p>This will also link to full bus timetables for the services running along those routes and a map, both also available in PDF formats which you can add you your website. If you click Animate in the local map view you can see an animation of the route.</p> <p><i>This is an alternative to using Transport Direct. Traveline gives slightly easier access to full tables of bus times for particular services.</i></p> | | | | | | | | | | | |
| | <h3>Text message of bus times</h3> <p>Click on 'SMS Service'. Enter the location you wish to travel from.</p> | | | | | | | | | | | |
| Traveline | <p>This will show a map of bus stops serving this area. Hover over the red blobs which show bus stops. You can note down the SMS-code for the bus stop nearest your location. Put this on your website alongside the phone number to text it to, which is 84268</p> | <p>http://www.travelinesw.com</p> | 2 | | | | | | | | | |
| | <table border="1"><tr><td></td><td>2</td><td></td></tr><tr><td>4</td><td></td><td>6</td></tr><tr><td></td><td>8</td><td></td></tr></table> | | 2 | | 4 | | 6 | | 8 | | | |
| | 2 | | | | | | | | | | | |
| 4 | | 6 | | | | | | | | | | |
| | 8 | | | | | | | | | | | |


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| |  BUS | | |
| | <p><i>Other options:</i></p> <p>You can click on a bus route listed under Matching Services and this will provide stop codes for bus stops along the entire route.</p> | | |
| Traveline | <p>Next Buses</p> <p>Type in your postcode, street and town, or stop name to find a map of bus stops. Choose a stop from those listed, and this will show a list of the next buses departing from that stop and their destinations.</p> | http://www.nextbuses.mobi/ | 3 |
| Traveline | <p>Timetables</p> <p>Click on 'Timetable lookup'. Here you can search by bus service numbers or locations.</p> | http://www.travelinesw.com | 3 |
| First | <p>Bus Operator Timetables</p> | | 3 |


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| |  BUS | | |
| | <p>Scroll to the bottom of the page to find a bus service. You can enter your departing and arrival destinations, or a service number. This will then provide direct route timetables for your journey. You can then print the timetables off as PDF documents.</p> | <p>http://www.firstgroup.com/ukbus/southwest/bristol/home/</p> | |
| First | <h3>Bus Route Maps</h3> <p>Shows links to PDF maps of 9 large towns in Somerset, which show bus routes for the operator First.</p> | <p>http://www.firstgroup.com/ukbus/southwest/bristol/map/somerset.php</p> | 3 |
| First | <h3>Fares/Tickets</h3> <p>If you want to travel within a town, click on the relevant location on the left hand side of the page, under 'Fares/Tickets. You can select the ticket type required from a drop-down menu and these pages will show the appropriate fares.</p> <p>If you want to travel between two or more towns, a FirstDay South West ticket may be appropriate, which can be found on the list on the</p> | | 3 |


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| |  BUS | | |
| | left-hand side of the page. | http://www.firstgroup.com/ukbus/southwest/bristol/fares/index.php | |
| Webber-bus | Next Scheduled Departures Click on the drop-down menu on the right-hand side to show either the next bus due from a particular location, or to choose 'Your Bus Trip Options' | http://www.webberbus.com/ | 3 |
| Webber-bus | Timetables Lists timetables for all Webberbus services. Click on the route number to show printable timetable. | http://www.webberbus.com/index.php?content=results | 3 |
| Stage-coach | Find A Timetable/Buy Your Tickets Online Search by location and route or just location. Select type of ticket and location to purchase tickets online for Stagecoach services. | | 3 |



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| |  BUS | | |
| Stage-coach | Bus Route Maps Shows routes/route numbers of Stagecoach buses in Somerset. | http://www.stagecoachbus.com/localdefault.aspx?Tag=South%20Devon http://www.stagecoachbus.com/uploads/somersetmapnov2010.pdf | 3 |



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|   CAR AND TAXIS | | | |
| Car Share Somerset | Find car-share matches by looking for lifts or offering lifts New users should register as a member of the public, or member of staff of one of the partner organisations. | http://www.carsharesomerset.com | 2 |
| Park and Ride | Taunton Flyer Park and Ride Gives details (including prices) of the two Park and Ride services in Taunton. | http://www.somerset.gov.uk <i>and search for Park and Ride</i> | 2 |
| Traffic England | Up-to-date traffic situation on England's motorways and major A-Roads Shows the status of the M5 and A303 , including the location of any roadworks, incidents/congestion, and adverse weather at the current point in time. Use the check-boxes under 'Select Map Information' to turn different | http://www.trafficengland.com | 2 |

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| |   CAR AND TAXIS | | |
| | indicators on or off. Additional indicators include 'Future Events' and 'Future Roadworks' | | |
| Train Taxi | Taxis from rail stations Phone numbers for taxi services from railway stations in Great Britain. | http://www.traintaxi.co.uk/ | 3 |