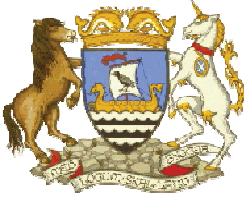




NR.	SECTION	DESCRIPTION
0	Photograph	  
1.	Title of the practice	Local Bus Services Redesign in Shetland Islands (P5)
2.	Precise theme/issue tackled by the practice	Construction of and tendering of a fair and equitable network of public bus services in Shetland.
3.	Objectives of the practice	<ul style="list-style-type: none"> • Addressing inequalities in service levels. • Improve integration of services. • Increase accessibility levels. • Identify efficiency savings. • Sustainability: socially, financially and environmentally.
4.	Location	- Shetland Islands, UK
5.	Detailed description of the practice	<ul style="list-style-type: none"> • Identification and prioritisation of local travel needs factors: <ul style="list-style-type: none"> - Employment - Education - Access to health care - Access to shops - Social and leisure opportunities - External transport links - Tourism • Traditional method of contracting services examined and analysed: <ul style="list-style-type: none"> - Tendering process established. - All contracts to be tendered at once for greater levels of efficiency. - Detailed assessment of options and appraisal of tender prices included. - Lead in time provided for vehicle purchase. • Consideration of vehicle specification. • Full fares review. • Simplification of public information: <ul style="list-style-type: none"> - Service maps - Timetable format. • 2011-2014

	<ul style="list-style-type: none"> • Shetland Islands Council and ZetTrans, Shetland's Transport Partnership. • All services are subsidized by Council. • 100% of Shetland's population.
6.	<p>Evaluation</p> <p>Can be completed following tender return.</p>
7.	<p>Lessons learnt from the practice</p> <p>It is a lengthy and detailed process, however the public and the Council appreciate that the exercise has been carried out correctly, which gives confidence in the project.</p>
8.	<p>Contact information</p> <p>Elaine Park Transport Strategy Officer Shetland Islands Council 8 North Ness Business Park, Lerwick, Shetland Telephone number: +44 1595 743957 elaine.park@shetland.gov.uk</p>
9.	<p>Other possible interesting information</p> <p>This project formed a pilot under the Northern Periphery Programme project, Rural Transport Solutions</p>