

traveline south east

Telephone Number Update

Edition 1

As a result of changes to telephone number call charges there is a new national **traveline** telephone number.

Since **September 2007** callers to the existing number have been advised that the **traveline** service is also available on **0871 200 22 33**. From **1 February 2008** **traveline** will only be available on the new number and callers will be advised to redial to the new number (they will not be charged for hearing this message).

Therefore, to provide the customers with correct information it is essential that the new telephone number is promoted on your leaflets and advertising from now on. The National **Traveline** Board have placed adverts in all Yellow Pages and Thomson Directories and local authorities are updating publications and infrastructure. This document provides you with the information you need in order to promote the new number in your leaflets and advertising.

The new number is **0871 200 22 33**

Where the **traveline** telephone number is quoted as a source of information, rather than a marketing communication, then it may not be necessary to include charging information. However, where the **traveline** number is part of an advert then the advice of the **Advertising Standards Authority** should be considered and information on call charges always included.

Therefore, when promoting the number on information leaflets or advertising and marketing material there are several options available to you that explain the costs involved to the user.

At **traveline south east** we have decided to adopt the following wording to fulfil this requirement:

Calls cost 10p per minute plus network extras

Other options available are:

Calls provided by BT will be charged at 10 pence per minute at all times. A call set-up fee of 6 pence per call applies to calls from residential lines. Mobile and other providers' charges may vary.

or

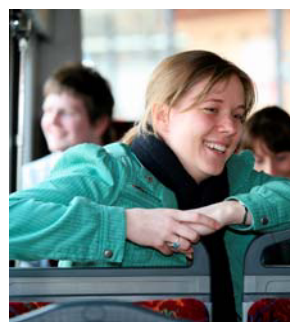
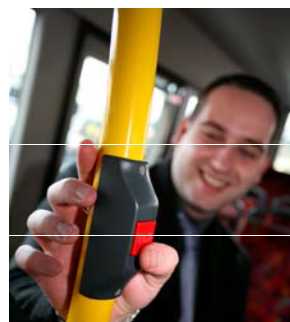
BT callers charged 10p per min plus 6p set-up fee per call. Mobile and other providers' charges vary.

It is down to you to determine the wording you use and further information and guidance can be obtained via:

<http://www.travelinedata.org.uk/telephone.htm>

Revised logos and design guidance for the new **traveline** number can be downloaded from the traveline website:

<http://www.travelinedata.org.uk/branding/download.htm>



traveline who to contact

Queries over timetable registrations and changes, road works and service disruptions should be directed to your local authority in the first instance.

For call centre issues and operator invoices please contact

PTI (South East) Ltd

Michael Saleeb
PTI (South East) Ltd
487, Dunstable Road
Luton
Beds. LU4 8DS

For concerns over data accuracy please forward details to
feedback@travelinesoutheast.org.uk

For other system or data queries contact

SELTA

David Dyson
Data & Systems Manager
traveline south east

Other useful contact details

National traveline Board

traveline

Confederation of Passenger Transport
Drury House
34 - 43 Russell Street
London WC2B 5HA
Telephone: 020 7240 3131

Chair of SELTA and co-Chair of traveline south east Strategic Forum

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