

Client: Parramatta City Council, The Loop Shuttle Bus Service - Sydney

Parramatta City Council, The Loop Shuttle Bus Service:

The Loop is Parramatta's environmentally friendly and accessible free city bus, connecting tourists, residents and commuters to the commercial, retail and recreational landmarks of the city centre.

Project Outline:

Adshel were approached by Parramatta, an existing business partner and asked to look at ways of identifying certain bus shelters around Parramatta CBD. These shelters were to be used for their new free shuttlebus service "The Loop". In all the service incorporates 12 stops, 9 of which have branded seats and 2 sites being home to customised, branded Classic Bus Shelters. Parramatta has recently announced plans to install a third shelter on the back of transporting in excess of 10,000 people every week since opening last August. Adshel provided a complete, end to end service for council – fabricating, supplying and installing infrastructure at all 12 stops.

Project Response:

From Parramatta Council: In August 2008, Parramatta City Council commenced operating the Free Bus Service, around a continuous loop connecting the four corners of the Parramatta City Centre. The Free Bus Service runs in a clockwise direction from early morning to early evening Monday to Saturday. Part of the branding of 'the Loop' was the installation of new solar powered Adshel Bus Shelters at strategic locations. These new Bus Shelters were suitably designed and coloured to integrate with the overall theme. Distinctive Adshel seats with engraved logos were also installed at each Bus Stop.

Project Specifications:

- Shelters were powdercoated to contrast existing Parramatta Council shelters
- Etched seat slats with The Loop logo
- Solar powered courtesy lighting
- Customised timetable holders
- Solar Powered Real Time Information units



Further Information & Enquiries:

Matt Emerson
Business Development Manager VIC/SA/WA/TAS
M 0418 714 538

Scott Freeman
Business Development Manager NSW/QLD/ACT/NT
M 0488 266 800

E infrastructure@adshel.com.au
W adshelinfrastructure.com.au

Adshel Infrastructure

Adshel Infrastructure specialises in well designed, high quality shelters, walkways, customised products and street furniture that will compliment any urban landscape.

We also offer a range of services including design consultancy, engineering certification and project management.

Please contact us for any further information on these services or for any other product information sheets that you may be interested in looking at.