

# Transport: brochures and leaflets

In recent years the demand for public road and rail transport has increased because of traffic congestion in urban centres, small numbers of parking spaces, parking restrictions and expensive parking fees. This has led to significant growing numbers in road or rail passengers whose main reasons for travelling are commuting or tourism.

Nowadays, underground, coach and railway stations embody a key aspect to passengers' experience of travelling. They are places where departing and arriving passengers meet and all their different needs have influenced the demand for new and more modern terminal facilities: new terminals must be comfortable, pleasant and easily accessible.

Most terminals provide travellers with clear directions to essential services like timetables and ticket offices or machines and informative material outlining the location of the services offered inside and outside the station. This material may be in the form of leaflets, brochures or web pages.

**Leaflets** and **brochures** are sheets of information handed out by the information centre or located in displays set at key points of the station, while web pages may be available on site thanks to special screens.

A good communicative informative material should have the following content:

- **location** (address, directions on how to get there, outside facilities - car parks, underground lines, bus stops, taxi ranks...);
- **services offered** (ticket and information offices, ticket machines, shopping gallery, vending machines, left-luggage, lost and found, facilities for aged and disabled people, etc.);
- **illustrations, photographs and maps**;
- **contact information** (telephone numbers and e-mails where to get further details).



## Sheffield Train Station

Sheffield Train Station is the hub of train travel in South Yorkshire. Fast train services to London as well as East Midlands Trains' regional services, between Liverpool, Manchester, Nottingham and Norwich are operated from the hub.

Sheffield Train Station was refurbished in 2010 with improvements to security systems, toilet facilities and waiting rooms. A new First Class Lounge was also added where passengers can enjoy refreshments and free Wi-Fi.

**Inside:** 8 platforms, information counter on the station concourse, catering services with large seating areas for the customers, newsagents, souvenir shops, cycle racks, toilets, baby change facilities, photo booth, telephone, ticket and vending machines, left-luggage and lost and found offices are available.

**Outside:** multi-storey car park, taxi rank, drop off point, tram stop directly connected to the station thanks to a panoramic bridge.

### General Information

Station Name: Sheffield

Address: Sheaf Street Sheffield S1 2BP

Ticket Office Hours: Monday to Friday - 05:00 to 22:50, Saturday - 05:00 to 22:50, Sunday - 07:45 to 23:00

Self Service Ticket Machines available

### Accessibility:

Customer help point available

Staff Help Available: 24/7

Ramp For Train Access: Available

Step Free Access: Whole station lifts to all platforms, wheelchairs available

The entire station, including all platforms, is fully accessible for wheelchairs and those who need help with their mobility.



**1 Match each word to its definition.**

- |                     |       |  |
|---------------------|-------|--|
| 1. hub              | ..... | a. Main hall.  |
| 2. refurbished      | ..... | b. Machines selling food and drinks.                     |
| 3. catering         | ..... | c. Modernisation, renewal.                               |
| 4. counter          | ..... | d. Central point for importance/activity.                |
| 5. concourse        | ..... | e. Framework especially designed to hold bicycles.       |
| 6. vending machines | ..... | f. Desk.   |
| 7. drop off point   | ..... | g. Cleaned and redecorated.                              |
| 8. cycle racks      | ..... | h. Without architectural barriers.                       |
| 9. improvements     | ..... | i. Providing food and drink.                             |
| 10. step free       | ..... | j. Place where parking is allowed for a very short time. |



**2 Read the material about Sheffield station and answer the questions.**

1. What kind of train services are provided?
2. What information about the accessibility can you find in the informative material?
3. Where can you buy a ticket after 11:00 pm?
4. Is it possible to park the car for a short time?
5. How can you get to the city centre? Where is the stop?
6. Is it possible to have something to eat and drink there?
7. Where is it possible to park one's car?



**3 Listen to these questions and identify the terminal services these travellers are looking for.**

- |         |         |
|---------|---------|
| 1. .... | 4. .... |
| 2. .... | 5. .... |
| 3. .... | 6. .... |



**4 Translate into Italian the leaflet about Sheffield train station. Use a dictionary if you need it.**



**5 Use the Internet to look for the website of an underground, railway or coach station. Write a short brochure following the structure of the leaflet about Sheffield Station and present it to the class.**

