

A Bus Information Strategy for Milton Keynes



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This document has been prepared by
Milton Keynes Council

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1. EXECUTIVE SUMMARY

- 1.1. The Transport Act 2000 requires that each “local transport authority must from time to time determine, having regard to their local transport plan:
 - what local bus information should be made available to the public (“the required information”), and
 - the way in which it should be made available (“the appropriate way”).”
- 1.2. Better marketing of public transport and improved promotional information is one of the keys to increasing bus patronage in order to achieve modal shift.
- 1.3. The goals of this strategy are therefore to:
 - set out the future direction and strategy for the provision of public transport information in Milton Keynes during the early years of the third Local Transport Plan period to 2031, but also setting a foundation for the medium and longer term.
 - improve the promotional information published to meet the information needs of habitual bus users, while balancing their aspirations as expressed through the consultation with the need to ensure value for money and to deliver efficiencies in council budgets.
 - improve the quality, quantity and type of marketing materials providing the facts and motivations necessary to encourage non-bus users to consider taking the bus instead for at least some of their journeys within Milton Keynes.
- 1.4. The strategy is designed to be a sub-document to the Bus Strategy adopted in December 2008, and to the Local Transport Plan adopted in June 2012.

2. STATUTORY and POLICY CONTEXT

Context and Background

- 2.1. The Transport Act 2000 requires that each “local transport authority must from time to time determine, having regard to their local transport plan:
 - what local bus information should be made available to the public (“the required information”), and
 - the way in which it should be made available (“the appropriate way”).”
- 2.2. The Transport Act 2000 also empowers a local transport authority to make arrangements as necessary to fill any gaps in the provision of information, recognising that the costs of doing so may have to be recovered from bus operators. The full relevant extract is included as Appendix D.
- 2.3. Given that bus services are provided by a number of competing operators, the Council resolved some years ago to provide publicity for bus services, a situation that predates the Transport Act 2000. This includes printed timetable information (Travel Guides and Maps), roadside publicity and information on the web. Revenue expenditure on these items amounts to around £150,000 per year (including Traveline, but excluding RTPI), and a detailed break down for 2011/12 is included as Appendix B.
- 2.4. This document sets out the future direction and strategy for the provision of public transport information in Milton Keynes during the early years of the third Local Transport Plan period to 2031, but also setting a foundation for the medium and longer term. It attempts to balance the aspirations of users as expressed through the consultation with the need to both ensure value for money and to make overall savings in council budgets.
- 2.5. The strategy is designed to be a sub-document to the 2008 Bus Strategy, which was approved by Cabinet in December 2008.
- 2.6. Much of the context and background to the operation of public transport services in Milton Keynes is set out in the Bus Strategy adopted in December 2008, and in the “Local Transport Plan 3 A Transport Vision and Strategy for Milton Keynes - 2011 to 2031”. In the interests of brevity, it is not repeated here but the key points may be summarised as follows:
 - Milton Keynes is widely viewed as a car dominated city: The new city of Milton Keynes was designed with freedom of movement by car as a primary objective. Public transport is at a disadvantage in offering an alternative to car travel because of the distances involved, the routes available, and the low density of development in much of the area. Within Central Milton Keynes there is easy access to well placed parking that supports the retail, business and leisure centres.

- The future of Milton Keynes is being determined by the proposals for new housing and related development, which, while the exact timing may change, presents a significant challenge in planning for future transport provision. By 2031 the population of Milton Keynes could be around 300,000¹, an increase of about 50%, making Milton Keynes the tenth largest city in the UK.
- This growth will put considerable pressure upon the existing transport network. The Council's overall strategy is based upon extending transport choice through the improvement of alternative non-car options, including improved promotion and marketing, as set out in the following statement of "Transport Vision Statement and Objectives" from the Local Transport Plan 3 A Transport Vision and Strategy for Milton Keynes - 2011 to 2031:

By 2031, Milton Keynes will have the most sustainable transport system in the country, increasing its attractiveness as a place to live, work, visit, and do business. There will be a real transport choice to satisfy individual preferences and encourage more sustainable travel behaviour. The transport system will provide fast and efficient movement of people and goods, and will be accessible for all. Everyone will have access to key services and amenities, including employment, health, education, retail and leisure.

Transport networks, including the unique grid road and Redway networks, will be expanded and fully integrated into new developments and regeneration areas to support more sustainable communities. Connectivity to local towns, major cities, and international transport gateways and networks will be first class; and Milton Keynes will embrace new technology, being an exemplar for the latest developments in information technology, fuel technology, and new forms of transport.

The Council will work in partnership with all sectors and the wider community to deliver the transport vision and strategy.

Consultation and Review Process

- 2.7. Work on this Bus Information Strategy commenced in 2011. It replaces the first Milton Keynes Bus Information Strategy which was adopted in 2003.
- 2.8. It is proposed that this strategy forms one of the implementation plans underlying LTP3.
- 2.9. The council consulted, as required by the Transport Act 2000, "such organisations appearing to the authority to be representative of users of local services as they think fit", and the appropriate traffic commissioner. The consultation took place between 23 April and 13 July 2012 with information being made available to the following stakeholders by email and through the council's consultation finder:

¹ Source: Milton Keynes Intelligence Observatory: Milton Keynes Borough - Past Population and Projections to 2031

- The members of Milton Keynes Council
- Parish Councils with Milton Keynes Borough
- Milton Keynes Bus User Group
- Bus Users UK and Passenger Focus
- Groups representing people with disabilities
- Neighbouring local transport authorities
- The Traffic Commissioner for the Eastern Traffic Area
- All current operators of registered local bus services in the borough
- Traveline South East

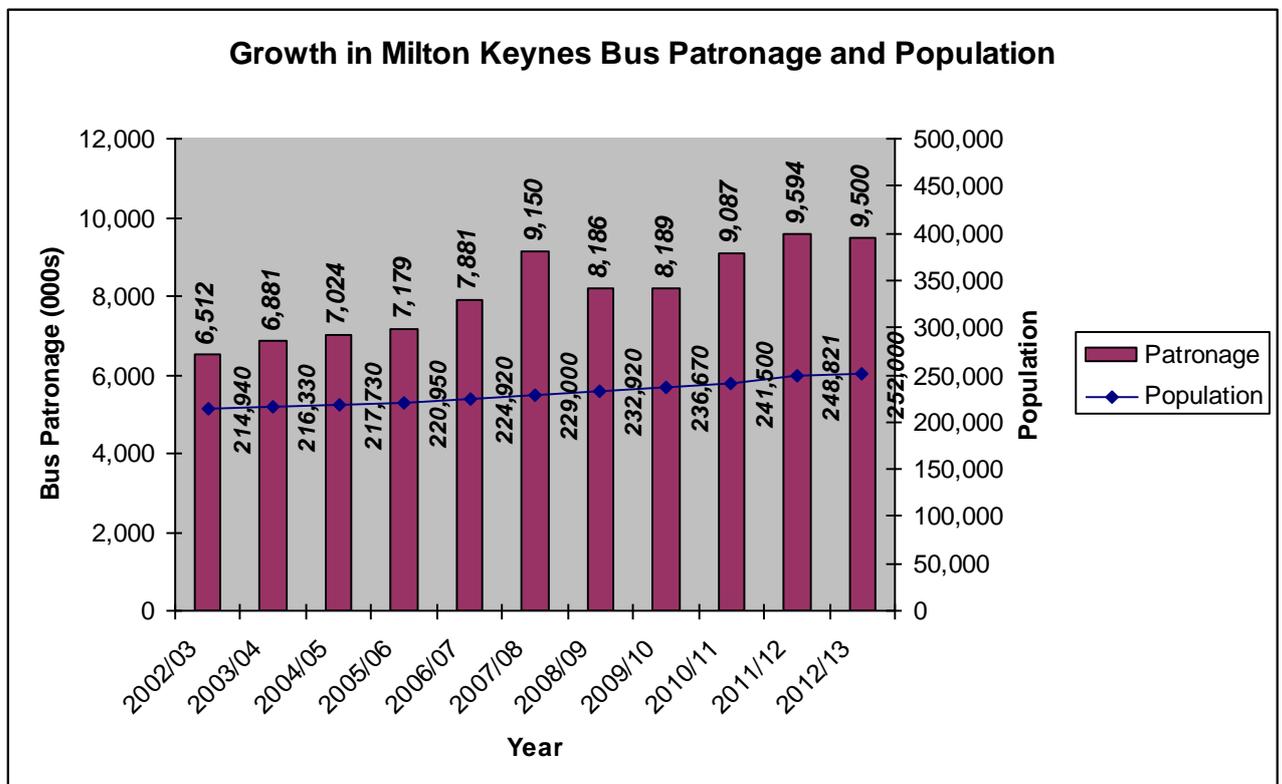
2.10. A total of 124 comments were received from 14 individuals or organisations. A full listing of all the comments, together with the response and any action taken to amend the Strategy is set out in Appendix C.

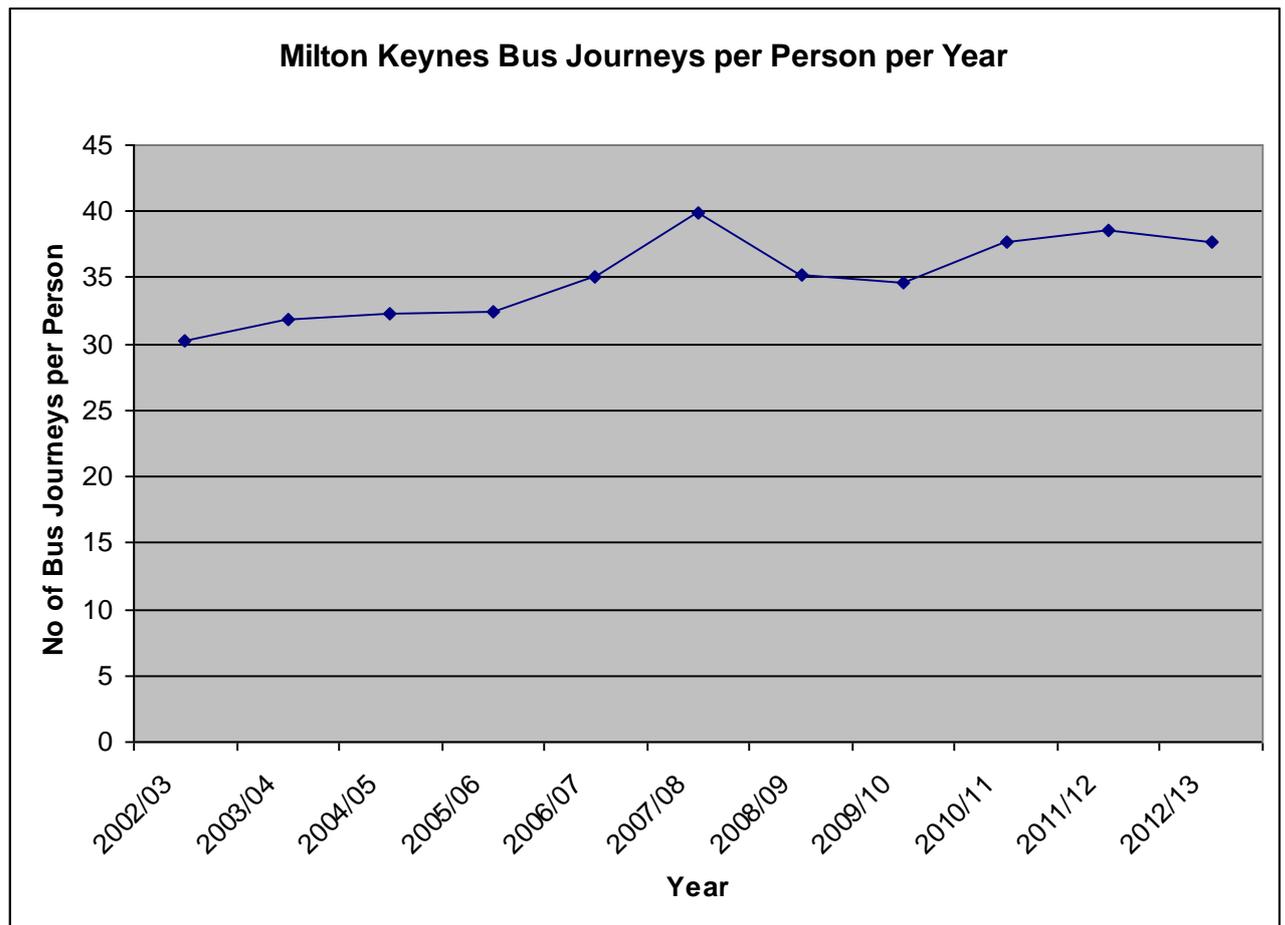
2.11. In addition to written comments, a meeting was held with the Milton Keynes Bus User Group to clarify some of the points made in their response. A summary of this meeting is included in Appendix C.

3. IMPROVING PUBLIC TRANSPORT INFORMATION - A KEY TO INCREASED BUS PATRONAGE

Introduction

3.1. Improving public transport information is one of the keys to increasing bus patronage. The chart below shows the bus patronage total for Milton Keynes against population and indicates that overall bus patronage has recovered to pre-recession levels. The bus patronage figures shown here are those reported by the Council (previously NI177 Total Bus Patronage (BVPI102)) - this is the total number of single bus trips originating in Milton Keynes in the financial year shown. Originating trips mean that a trip from Milton Keynes to Bedford would be included, but a trip from Bedford to Milton Keynes would not. A return journey counts as two trips. The council is required to collect this data which is based on returns made by the bus operators.





The Milton Keynes Bus Strategy (December 2008)

3.2. The Bus Strategy for Milton Keynes, adopted by Cabinet in December 2008 has the following aims:

- Achieve reliable bus journey times
- Provide appropriate good quality information
- Provide an easily understood network
- Minimise journey times
- Ensure an accessible network
- Provide a product of good quality

3.3. The Bus Strategy expands on the aim to “Provide appropriate good quality information“ with the following paragraphs:

“Lack of information is a major barrier for potential users; even where it is available it can often be difficult to understand. The key to bus information provision is to ensure that it is clear and put in the right place. Information should be provided:

- At **Bus Stops** - ideally in real time to confirm and give comfort to passengers once they have made a commitment to travel by bus.

- **Direct to the User** - via leaflets and booklets available from outlets such as libraries etc, or by direct mail, and at roadside displays.
 - **At Key Locations** - for example shopping centres and business parks. Where people congregate information on public transport travel options should be readily visible and available.
 - **By Phone** - Information is available via the national Traveline number; the government initiative supported by the council and local bus operators, as well as potentially by text message (see below).
 - **On the Internet** - timetables are available on the national Traveline website and the council's website.
 - **Real Time Passenger Information (RTPI)** ... will provide real time information at selected bus stops.”
- 3.4. The National Audit Office and the Audit Commission report, ‘Delivery Chain Analysis for Bus Services in England’ (Dec 2005) identified the steps that can be taken by the government and local authorities to improve bus services and to attract more people onto buses. Marketing and promotion, and passenger information, are identified as two of the factors influencing bus use
- 3.5. The DfT report “Towards a Sustainable Transport System”² emphasised the need to consider the whole journey in order to achieve growth in bus use - all aspects of the bus journey must be considered, including amongst others the provision of clear information about bus services and the quality of the experience at the bus stop
- 3.6. Customer satisfaction with the public transport information available in Milton Keynes is historically quite low:
- The set of Best Value Performance indicators used to include BVPI 103, which measured customer satisfaction with public transport information supplied locally. 2007/08 was the last statutory period for the collection and reporting of the Best Value Performance indicators. For 2006/07, information published on the Audit Commission³ website shows that 33% figure for “satisfaction with transport information” rising to 69% for “satisfaction with transport information (users)”, the latter being just below the 71.6% average for the unitary authorities.
 - Milton Keynes Council was one of 76 local English Local authorities that took part in the 2009 NHT (National Highways & Transport) Survey. This included a question on “Satisfaction with Local Public Transport Information” which, for Milton Keynes, has produced figures of 36% (2009), 23.5% (2010) and 35.5% (2011) (although these are not split by users/non-users).

² Cm 7226 Towards a Sustainable Transport System, published October 2007

³ <http://www.audit-commission.gov.uk/localgov/audit/bvpiis/pages/bestvaluedata.aspx>

ATCO - Public Transport Information Good Practice (February 2009)

- 3.7. The Association of Transport Co-ordinating Officers (ATCO) published its “Public Transport Information Good Practice” document in February 2009 to advise Local Authorities on the delivery of public transport information to a high standard. This does not prescribe specific formats aims to “encourage transport professionals to consider all scenarios that a passenger may experience on a journey and to tailor their information provision accordingly.”
- 3.8. The ATCO document considers nine scenarios and also summarises the sources of information and the scenarios in which they might apply as shown in table 3.1.

Engaging With Non-Bus Users

- 3.9. Passenger Focus and Milton Keynes Council carried out joint research in Milton Keynes in March 2010 with non-bus users to understand what stops people from using buses in Milton Keynes and what would encourage them to do so. Focus groups were held with non-users and lapsed users, and the participants were asked to make at least four bus journeys before they attended the focus groups. Five barriers to bus use were identified:
- **Journey time and service availability** - Many felt that buses took indirect routes and stopped frequently which made journeys slow. Services on some routes were thought to be too infrequent to use to get to work, or to return from a night out.
 - **Familiarity with using buses** - As the research participants were not used to taking buses this made it hard for them to know where to start. Some found it difficult to plan their journey, to know which route to take, or to find a timetable.
 - **On the bus** - Many of the participants did not use buses because they felt concerned for their personal security, particularly if there are not many other passengers. They were also put off by anti-social behaviour from youths, and litter and graffiti on the bus. Teenagers in particular were worried about encountering strangers on buses; some mentioning that their parents would take them by car rather than letting them use the bus. Some just preferred driving; others expressed concerns around overcrowding.
 - **Bus stops** - When trying out the bus before the focus group met, some participants had difficulty finding bus stops. Poor lighting made respondents feel vulnerable if they were using buses late at night. Bus shelters with information (particularly those with real time information displays) were well received. However, poorly maintained shelters undermined these advantages.
 - **Financial** - Although bus travel is generally perceived as being cheaper than other modes, some assumed that travelling with a group of people would be more expensive than travelling by car. Participants noted that bus fares were often considerably lower in London, especially when using travelcards or Oyster cards.

Fares were also felt to be confusing. Many participants did not know what discounts were available or when they applied.

3.10. Research in the UK into the extent of car dependency shows ⁴ a range of views expressed:

A survey by MORI (1990) for the RAC Motoring Services, of 1100 British drivers, asked them to think about their annual driving in terms of four categories: 'essential', 'important', 'not very important' and 'not at all important'. Overall, less than 50% of annual driving was categorised as essential.

Another, more detailed study into car dependence for the RAC Foundation for Motoring and the Environment was carried out by the Transport Studies Unit (1995) at Oxford University. This found a spectrum of dependence on the car among the drivers interviewed, ranging from those who strongly disliked driving (particularly in urban areas during peak periods) to those who regarded their car as a welcome convenience – with many of the latter viewing the car as providing independence rather than dependence. Those who reported being most reliant on their car had the least knowledge about current public transport alternatives (but perceived them more negatively than other groups) – and had least interest in acquiring that information. A detailed analysis of a selection of reported car trips found that, on average, in only 15% of cases was there no realistic alternative to driving, though often the alternative would involve an interchange and a doubling in average journey times; however, this figure was strongly affected by location, ranging from 5% of car trips with no alternative (traditional urban area) to 35% (rural area). Overall, the study found that between a quarter and a third of respondents reported that they would like to travel less by car, if circumstances allowed

3.11. The INPHORMM research project funded by the European Commission identified a five-stage process that has to be facilitated, if changes in travel behaviour are to be achieved and sustained:

- Awareness of the problems
- Acceptance of the need for change
- Changing attitudes towards alternative travel modes
- Initiating action to reduce car use
- Assimilation of this new behaviour into everyday life

This is not a one-off exercise - information or marketing actions taken need to be repeated over time, both because of changes in personal circumstances that lead to new demands for travel (e.g. a change of job or the birth of a child), and due to the

⁴ "Encouraging Behavioural Change Through Marketing and Management: What can be achieved?"

By Peter Jones and Lynn Sloman, presented at the 10th International Conference on Travel Behaviour Research, Lucerne, 10-15 August 2003 see

<http://www.transportforqualityoflife.com/u/files/IATBR%202003%20Jones%20and%20Sloman%20Book%20Version.pdf>

turnover of the population in an area, as incomers gradually replace established residents.

- 3.12. These studies, combined with the work by Passenger Focus suggest that car use can be reduced by correctly targeted interventions to influence driver perceptions, attitudes and travel behaviour.
- 3.13. The Passenger Focus report set out three suggestions to be adopted to address the barriers to bus use:
- Promote bus services and the benefits of bus travel - one way of doing this could be by giving away free bus tickets so people can try out the service.
 - Start by addressing the barriers people feel more strongly about, for example by making it easier to find bus stops and service information and tackling problems with reliability.
 - While introducing a newer fleet of buses was not thought to be essential; refitting and regular cleaning would help to overcome some of the stated concerns about dirty buses and graffiti.
- 3.14. While the extent to which these have been acted upon has been limited by lack of resources since the report was published in December 2010, the recent launch of the “Get on Board” smarter choices campaign provides a platform to build on. It is true to say however, that the Council has not previously attempted to attract motorists onto buses in a sustained way by meeting their needs for information, and this has been reflected in the material produced to date.

Conclusions - The Importance of Good Public Transport Information

- 3.15. Better marketing of public transport and improved promotional information is one of the keys to increasing bus patronage in order to achieve modal shift. There is much about using buses that creates a mystery for people, often leaving them feeling inadequate and the ATCO Good Practice document referred to above sets out the basic questions that potential passengers need answers to.
- 3.16. While publicity and information needs to be improved in order to encourage greater bus use, and to give people confidence in using buses, everyone is different in terms of what they already know and understand about public transport, and also in their ability to comprehend the information presented to them. For example:
- information on a website or mobile app cannot completely replace the printed leaflet because not everyone has access to the internet or smartphone
 - real-time displays only give live information in a particular moment and particular place, they do not easily help a user decide if they are in the right place or what might happen at another time, so static information is vital.
- 3.17. The objectives of this Information Strategy are therefore to improve the provision and delivery of public transport information in Milton Keynes in order to:

- make public transport more accessible
- encourage greater public transport use
- avoid lack of information creating social exclusion
- contribute towards the achievement of integrated local transport plan objectives, particularly through influencing travel choice by providing information which will allow people to adopt sustainable travel habits
- ensure that the requirements of the Equalities Act are better met in respect of information
- promote the economic well being of the local community, including improving travel arrangements for visitors and tourists.

3.18. Implementing this Information Strategy to achieve these objectives, and the goals set out in paragraph 1.3; will require the Council to form a closer working relationship with the bus and rail operators, and other partners.

Table 3.1: The ATCO Scenarios and information sources

Information Source → Scenario ↓	Internet - Website	Telephone - Information enquiry line	Printed information	Bus Stops	Signage - Information Site or	Electronic Display	Mobile Phone - Text Information	On Bus - exterior information	On Bus - interior information	In Bus - the bus driver
1 - At home: "I know where I want to go, but which bus do I need?"	✓	✓	✓							
2 - Leaving home: "I now know which bus I need, but where do I catch it from?"	✓	✓	✓							
3 - Locating the right bus stop: "I think my bus stop should be just around this corner"	✓			✓	✓					
4 - Choosing between two bus stops: "Am I on the right side of the street?"				✓						
5 - Checking the route and the time: "I think this is my bus stop, I just want to be sure where the bus goes and check the time"			✓	✓		✓	✓			
6 - Buying a ticket: "How do I pay?"	✓	✓	✓	✓				✓	✓	✓
7 - Getting on the right bus: "I don't want to get on the wrong bus"								✓		✓
8 - On the bus: "How will I know where to get off?"			✓	✓					✓	✓
9 - Locating the town centre: "Which way to the town centre?"				✓	✓					

4. THE FUTURE DIRECTION FOR PUBLIC TRANSPORT INFORMATION IN MILTON KEYNES

Introduction

- 4.1. This Chapter sets out the future direction for the provision of public transport information in Milton Keynes and replaces the previous Chapters 4 and 5 in the consultation draft. Chapter 4 (Existing Sources of Public Transport Information in Milton Keynes) is included in its entirety as Appendix D. Chapter 5 (The Future Development of Public Transport Information in Milton Keynes) forms the basis of this chapter, revised in light of the consultation responses received.
- 4.2. The public transport information and promotional material published should be good enough to provide sufficient information to habitual users and non-users alike. However, the poor record in Milton Keynes (and in other places) in achieving modal shift suggests that non-users need to be engaged in different ways and with different messages and material.
- 4.3. As noted at Paragraph 3.16, it must be remembered that everyone is different in terms of what they already know and understand about public transport, and also in their ability to comprehend the information presented to them. It is important therefore that, across the range of partners involved, public transport information is made available in a variety of formats. The consultation responses back up this general approach.
- 4.4. In terms of best practice from elsewhere it is London which is generally accepted to have the best public transport information, with timetables displayed at all stops, spider maps at key locations as well as audio visual announcements on buses and trains.
- 4.5. The Council's involvement in the delivery of public transport information has to balance the suggestions put forward in the consultation with the need to both ensure value for money and to make overall savings in council budgets. In addition, budgetary constraints will mean that all options for delivery will have to be considered, including the introduction of charges to operators, as allowed for by the powers given by the Transport Act 2000. Appendix B sets out a detailed breakdown of the expenditure on public transport information (including Traveline, but excluding RTPI) for 2011/12 and 2012/13.

Printed Information

- 4.6. **Travelling Around Milton Keynes** (map/guide) - it is expected that this will continue because it provides a useful summary of the Milton Keynes bus network. There are a number of developments that will be explored further including:
 - Production of a simplified version to distribute house to house within the borough either in the form of an individual leaflet or an insert in LiveMK, including details of where full information on bus services can be found.

- Reviewing the way the bus stop locations are shown on the map to ensure greater value is added by this information.
- Adding more places of interest to the map such as schools, community facilities, tourist attractions etc.
- A redesign of the rural map to ensure that lesser cross boundary services (such as weekly or monthly shopping journeys) do not get more prominence than the key interurban routes (such as 150, X4, X5 etc).
- Developing and reviewing the format of the index to places served which should be based on the official city atlas list of estate names with appropriate additions.
- Developing and reviewing the format of ticket information.
- Developing and reviewing the format of the frequency guide in the light of experience.

The consultation was inconclusive on the relative value of a diagrammatic map against the current geographic format so no changes are proposed in this respect at the present time.

- 4.7. **Travel Guide (Timetable Booklet)** - The consultation responses were contradictory on the relative value of the book compared to the provision of leaflets. While some feel that the book duplicates the leaflets published by the bus operators the other view, that it provides a comprehensive introduction to buses in Milton Keynes, was also expressed.

While it is intended to continue producing the timetable booklet, ways of reducing the overall cost will be investigated.

- 4.8. **Leaflets:** The council will work with operators to ensure that timetable leaflets for the majority of services exist to ensure that passengers have the opportunity of both options. These should:

- Show the service numbers, route descriptions, stopping places and times of all relevant journeys if services are provided by more than one operator
- Show the dates the leaflet is valid including a start and end date
- Be available on the bus
- Be available “over the counter” at outlets in Milton Keynes

If an operator fails to produce leaflets of sufficient quality or quantity, the Council will arrange publication and recharge all costs to the appropriate operator.

- 4.9. In practice, the “majority of services” will include all services that run at least 5 days per week, or are subsidised by Milton Keynes Council. It follows from this that there will be some registered local bus services for which leaflets are not considered necessary and will NOT be available within Milton Keynes unless operators choose to produce them. The full list of services is shown as Appendix A.
- 4.10. If a leaflet includes details of services provided by more than one operator the council will broker the production of the leaflet and obtain agreement on the shared costs. The Council will meet the cost for any contracted services unless the specification of the contract states otherwise.
- 4.11. The Council will continue to work with operators to ensure that when timetables change due to service revisions or disruptions to services, timetable leaflets are available and notices are displayed on buses at least two weeks before any change. If it is believed that a leaflet may not be made available in a timely manner, the Council reserves the right to charge operators for late publication and/or distribution of their own leaflets if this results in additional work for the Council.
- 4.12. Ideally **all printed publicity** for bus services, whether produced by operators or by the Council, will include as far as possible:
- Information on Traveline (phone number, website and SMS message service).
 - Information on operator contacts (phone number, website and email addresses).
 - Information on MKube, including the opening hours.
 - Information on council contacts (phone number, website and email addresses).
 - Information on the use of low-floor, easy-access, vehicles.
 - Information on the availability of real time passenger information.
 - Information on the availability or otherwise of facilities for disabled travellers.
 - Availability wherever practicable, and on request only, in alternative formats (audio, large print, braille and other languages).
 - Information on concessionary fares for elderly, disabled and children.
 - Information on fares and ticketing options.
- 4.13. The Council will continue to work with operators and other stakeholders to develop **additional publications** which might include:
- A guide to fares leaflet, including details of standard single fares within the borough as well as details of relevant multi journey tickets (although this is covered by information included in the map/guide)
 - Improved publicity leaflets and application forms for the concessionary fare schemes.
 - Credit card/pocket size leaflets for the core routes (see list at Appendix A).

- A core route guide, including timetables and route map
- An accessible transport leaflet (including details of community transport options, low floor bus routes etc)
- “How to use the bus” guides, in simple English and in different languages.
- Travel Guides for specific destinations such as the Hospital (including public transport, Community Transport), Coachway, the Open University and other educational locations, places of interest/tourist destinations.
- Leaflets aimed at “niche” markets, for example evening travellers.
- Working with rail operators and others to develop improved information on the connections available by bus from Milton Keynes Central and other stations within the borough. This could include encouraging the train operators to include more information on these links in their own booklets.

Any additional Council publications will only be considered if external funding is available.

- 4.14. **Distribution and Outlets:** The distribution list will be reviewed on an annual basis and the council will publish the list of outlets on the website. The use of new distribution channels for publicity such as local housing offices, estate agents, housing association offices, hotels, doctors’ surgeries, retirement villages and outlets in district centres and rural parishes will be investigated.

Bus Stops and Roadside Information

- 4.15. **Bus Stops:** The priority for spending the Council’s capital funding will continue to be the core routes where patronage is greatest. Subject to the availability of funding the ultimate aim is to see each stop equipped as follows:

- Level access kerb
- Bus stop pole, flag and timetable case, with the name of the location and an indication of the direction of travel (eg “towards Central Milton Keynes” or “towards Bletchley”) being displayed at the stop.
- Bus shelters in key locations (which may be determined by the likely passenger flows), including RTPI display where appropriate.

The provision of service numbers on all stop flags will be investigated but the additional maintenance costs may mean that this is unaffordable, except at major interchange locations.

- 4.16. The provision of level access kerbs will mean that “hail & ride” sections are replaced by fixed stops (in consultation with local members, parish or town councils and residents associations). The provision of fixed bus stops helps all bus users because it removes the confusion over where a bus might stop, allows for better publicity to be

given to the service, enables easier access onto the buses, and will facilitate the provision of audio “next stop” announcements.

4.17. **Roadside Information:** The consultation responses were clear on the fact that the standard of roadside information needs to be improved. Subject to the availability of funding the ideal scenario would see key locations (which may be determined by the likely passenger flows) equipped as follows:

- A timetable display in colour, including:
 - line diagrams of the routes
 - times shown chronologically but split into service blocks
 - the SMS code for the stop
 - a contact telephone number so that any damage or error can be reported to the Council.
- A comprehensive route diagram similar to that produced by Arriva for their “Days Out” leaflet.
- A local geographic map (or relevant extract of the map/guide).
- The use of QR (Quick Response) codes to link printed publicity to live travel data will also be investigated.

It is likely that additional timetable cases will be required at some locations in order to deliver this. While the current roadside timetable layout is the easiest format for automation of production, the use of different formats in different locations will be investigated.

4.18. The costs of providing **Additional Roadside information** will be investigated:

- Within the estates, map posters indicating the location of the nearest bus stops could be positioned at local centres.
- At the major locations (district or town centres, major rail stations etc), local public transport information posters including “spider” maps and information on bus services, connections, and the location of stops, taxi ranks, and cycle parking.

Real Time Passenger Information (RTPI)

- 4.19. Milton Keynes Council and Arriva are partners in the operation and maintenance of a Real Time Passenger Information (RTPI) system. The system, procured by HCA, was originally intended to be part of the wider CMK Public Transport Access Improvement project. The system went live in 2009 with around 55 displays at selected stops across the borough, principally on the four core routes defined at that time (services 4, 5, 8 and the northern section of route 7) as well as bigger displays at eight other key locations (eg inside the centre:mk building). While most buses run by Arriva from their Milton Keynes depot were fitted with RTPI equipment, technical and funding issues resulted in the system not being able to fulfil its potential. The maintenance arrangements with the supplier expired in June 2012.
- 4.20. The Council has secured a new maintenance contract which started in December 2012. This contract provides for:
- Year 1 - a “refresh” exercise, which was completed in June 2013, to get the system up and running again using all of the on street displays. The existing on-street displays now show real time information for Arriva buses based in Milton Keynes and scheduled data for other services at those stops. The system uses GPRS based communications linked into Arriva’s smart-enabled electric ticket machines, taking advantage of the advances in technology in the past few years which reduces the amount of equipment required on the bus and removes the need for bespoke communications links. Data for all Arriva’s routes from Milton Keynes depot will be loaded on the system.
 - Years 2 to 5 - annual maintenance of the upgraded system.
 - A schedule of rates to allow for the development and expansion of the system if third party (eg s106, tariff or grant) funding becomes available This includes prices for:
 - Web and Mobile access to real time data via bespoke apps or feeds to the national Traveline data sets.
 - Cross boundary feeds to/from neighbouring systems which will allow the provision of most non-Arriva services.
 - Provision of large displays at key locations (eg within large employers or district centres) in addition to the 8 locations already installed.
 - Provision of displays at shelters in addition to the 50 locations already installed.
 - Provision of on-bus audio-visual displays to give “next stop” information.
 - Provision of audio announcements at bus stops via the key fob.

4.21. The council will work with the bus operators and other partners to extend the RTPI system in line with the aspirations and priorities listed above. The consultation responses provide a clear backing for this course of action and the Better Bus Area grant will enable progress to be made on the delivery of the aspirations listed above. The web page and SMS facilities are key priorities as is improving the route coverage, including detailed investigation of the options for adding non-Arriva routes and cross boundary services which may involve taking feeds from other RTPI systems.

Other Issues

- 4.22. The **NaPTAN database** is the source of stop names used in the Traveline and Transport Direct data sets. For consistency, the stop names used on the street and in public timetables produced by both Council and operators should be the same as the NaPTAN name. It might be appropriate for the names of some stops to be reviewed (in consultation with Traveline, bus operators, local members, parish or town councils and residents associations) to make names more user friendly, and to make more use of the “alternative name” facilities that exist in NaPTAN
- 4.23. The public transport information on the **Council’s website** will be reviewed with a view to a redesign drawing on best practice elsewhere. This might include improved links to the Traveline website such as a direct link to the Traveline journey planner and “all stops” format timetables.
- 4.24. **“Over the Counter” Provision** The Council will continue to work with partners (eg centre:mk, Arriva) to raise the profile of the MKube as an outlet for public transport information.
- 4.25. The Council will continue to work with partners (eg the Centre:MK, London Midland, Network Rail, Arriva, Stagecoach, National Express and the other council departments) to improve the availability of public transport information for all modes over the counter at Coachway and Milton Keynes Central Station, within the Centre:MK and in Libraries, and at Bletchley and Wolverton Stations in due course. This might involve the provision of additional leaflet racks, similar to the one already located at Milton Keynes Central Station.
- 4.26. **Fares and Ticketing** Arriva and Stagecoach now have ITSO compliant ticket machines which are fitted with smart-card readers allowing the accurate reading of concessionary fare passes. In March, the government announced that it was aiming for the majority of journeys by public transport to be made using a smartcard by December 2014. The Council has also had to established its own HOPS (Host Operator or Processing Systems) for processing smartcard transactions and it is intended to build on these initiatives by moving the “All-in-1” junior scheme onto smartcards over the next 12 months and investigating the costs and options for an all-operator smart card.

4.27. The Council will continue to work with partners to promote the existing range of multi-journey tickets including:

- Arriva and Stagecoach's commercial day, weekly, monthly, quarterly and annual tickets already available in Milton Keynes.
- The MK Moove all operator ticket introduced in July 2012, available in day and weekly formats. This is valid on most bus services running within the borough (see list at Appendix A).
- Bus/rail through tickets - PlusBus, giving unlimited bus travel for a range of periods from daily to annual, is already available in the Milton Keynes area but it is not widely promoted and is only available to purchase at stations.

Better Bus Area Fund Project

4.28. In March 2012, the Council was awarded £2.23m (£872k capital and £1.358m revenue) from the government Better Bus Areas Fund to fund a project that will develop Real Time Passenger Information (RTPI) and Marketing initiatives for public transport in Milton Keynes. The project is to be delivered by March 2014 and the bid was split into five areas, with indicative amounts set out as follows (some of the exact details and locations are to be determined):

- Funding to develop/expand RTPI (£875k) which will allow the delivery of a number of the aspirations outlined above in paragraph 4.20, including:
 - Web and Mobile access to real time and scheduled bus information via bespoke apps or feeds to the national Traveline data sets.
 - Cross boundary feeds to/from neighbouring systems.
 - Provision of additional displays at major locations - those already identified include Station Square, Bletchley Bus Station, Kingston, Westcroft and Coachway.
 - Provision of on-bus audio-visual displays to give "next stop" information on Arriva buses based in Milton Keynes.
- Develop smart ticketing (£100k) by building on the recent investment by Arriva in new smart-enabled electronic ticket machines (see also paragraph 4.26 above);
- Smarter Choices - deliver bus based personalised travel planning (PTP) packs delivered to all 62,300 households within 400 metres of the 2, 4, 5 and 8 services and to 20% (16,400) of the employees accessing these corridors (£475k); and to improve roadside publicity (£100k).
- Interchange improvements with 4 new 'virtual interchange' locations installed offering high quality and simple bus-bus interchange environments (via improved on street promotion etc) (£340k).

- Wayfinding - Targeted improvements to the walk connections from three inward facing residential areas to 4 major bus routes (running along grid squares) with wayfinding routes developed and implemented in partnership with local residents (£340k).

Recharging Operators

- 4.29. Paragraphs 2.1 and 2.2 refers to the powers within the Transport Act 2000 which empower a local transport authority to make arrangements as necessary to fill any gaps in the provision of information, recognising that the costs of doing so may have to be recovered from bus operators. As indicated in paragraph 4.3, budgetary constraints will mean that all options for delivery will have to be considered, including the introduction of charges to operators, as allowed for by the powers given by the Transport Act 2000.
- 4.30. In implementing this strategy, it is expected that the costs of production and posting of roadside publicity and the **Travelling Around Milton Keynes** (map/guide) and any leaflet or timetable book costs will be recharged to operators. The draft scheme for recharging operators is attached at Appendix F but this will be the subject of further discussion on the details.

5. PUBLIC TRANSPORT INFORMATION - ENGAGING WITH NON USERS

Introduction

- 5.1. As noted above, the public transport information and promotional material published should be good enough to provide sufficient information to habitual users and non-users alike. However, the poor record in Milton Keynes (and in other places) in achieving modal shift suggests that non-users need to be engaged in different ways and with different messages and material.

Changing Behaviour

- 5.2. Decisions about the use of a particular mode are generally made out of habit. Encouraging changes in behaviour requires habits to be disrupted.
- 5.3. A paper presented at the 2007 ATCO Conference⁵ reported on research in the three UK sustainable travel towns (Darlington, Peterborough and Worcester) and from Australia (Perth) which showed on average:
- For 40% of car trips a good alternative option is already available - 'smart' marketing and information is all that is needed. These might include:
 - personalised travel information;
 - targeted marketing of public transport or cycle routes;
 - incentives;
 - workplace travel plans + parking restraint;
 - school travel plans.
 - For 40% of car trips a small change to the existing transport infrastructure would enable mode switch. These might include:
 - more frequent bus services;
 - synchronised buses and trains;
 - new types of public transport – e.g. demand-responsive services;
 - cycle paths;
 - secure cycle parking;
 - car-sharing schemes.
 - The remaining 20% of car trips can only be made by car.
- 5.4. Other research reported on identifies four types of car driver:
- **Malcontented motorists** who want to reduce their car use but believe there are no alternatives. They find driving stressful and tend to say that reducing their car use will make them feel good.

⁵ "Changing people's travel behaviour – how can we do it?" by Lynn Sloman, presented at the 2007 ATCO Conference, Llandudno, 13-15 June 2007

- **Aspiring environmentalists** who own a car, but also use alternatives. They do not particularly enjoy car travel, and feel responsible for environmental problems. They tend to say it would be easy to cut car use.
 - **Car complacents** who enjoy car travel, do not believe it is worthwhile to reduce car use and believe the car is too convenient to give up.
 - **Die-hard drivers** who may not be so attached to their cars but do not see any problems with car use and feel no reason to change.
- 5.5. The combination of these factors suggests that nearly half of all drivers are easier to influence by targeting the 80% of trips where a good alternative already exists, or where a small change would enable mode switch, made by the “malcontented motorists” and “aspiring environmentalists”.
- 5.6. The “Get on Board” smarter choices campaign, launched in February 2013 and funded by part of the Better Bus Area Fund grant, aims to deliver bus based personalised travel planning (PTP) packs to all 63,000 households within 400 metres of the 2, 4, 5 and 8 services and to 16,400 employees (accessing the 2, 4, 5 and 8 service corridors). The household travel pack aims to persuade non-bus users to try the bus by a combination of colourful material, example journey plans linked to the area being delivered to, timetable information and maps, signposts to other sources of information and an incentive in the form of a voucher for a weeks travel.
- 5.7. The ““Get on Board” slogan is being linked to five straplines to reinforce the message:
- get £££s off your commute
 - get away without parking
 - get dropped right outside the shops
 - get on, sit back and relax
 - get a grip on your CO2
- 5.8. This approach, by direct mail or by personal engagement, has been proven to work in other areas in delivering modal shift. While “Shock incidents” (eg the car being unavailable due to an accident) might encourage a habitual car-driver to try public transport on a one-off occasion, there will always be some research required to get the best information.

Travel Planning/Smarter Choices

- 5.9. Within Milton Keynes, travel plans are required for new commercial and non-commercial developments to demonstrate they meet requirements for access by non-car modes. A key requirement for a travel plan is the availability of good public transport information as well as information on other sustainable modes.

- 5.10. The council is also working with existing employers on the development of travel plans and other means of raising awareness of sustainable travel alternatives. There are also school travel plans in place at many schools within the borough.
- 5.11. A Station Travel Plan for Milton Keynes Central station was developed during 2009 as one of 24 stations selected nationwide to take part in a government pilot scheme. A Station Travel Plans for Wolverton is also being developed by a local steering group. Station Travel Plans are aimed at encouraging rail users to use environmentally friendly forms of transport when travelling to and from the station.
- 5.12. There is potential for personal travel plans which have been used with some success in a number of towns across the country, including the three sustainable travel towns already referred to. The costs of this sort of initiative can be considerable, in Peterborough, the personalised travel planning was offered to 30,000 households (roughly half the households). 24,000 households were successfully contacted with a personal visit, at a total cost of £795,000 (about £33 per household). The “Get on Board” smarter choices campaign referred to above was costed on the basis of delivery by direct mail only, at a cost of around £5 per household, in order to contain the overall cost of the bid.
- 5.13. It will be noted that that interventions suggested above, which fall under the “Smarter Choices” banner cut across a range of disciplines and initiatives. A separate “Smarter Choices Strategy” is seen as the best way forward to bring these strands together and this will build on the work to date.

6. ACTION PLAN

Introduction

- 6.1. Chapter 4 sets out the future direction for the provision public transport information in Milton Keynes, with the intention that the material published should be good enough to provide sufficient information to habitual users and non-users alike. This chapter sets out an action plan to show how these improvements and changes will be delivered.

Action Plan

- 6.2. Table 6.1 sets out a suggested action plan for delivering the improvements outlined in Chapter 4 over the next three years. Each action is prioritised with a rating of 1, 2 or 3 (1 = High Priority, 3 = Low Priority), and an indication is given of “phasing”:
- Phase 1 to be delivered by March 2014
 - Phase 2 to be delivered by March 2015
 - Phase 3 to be delivered after March 2015
 - Ongoing items

It should be noted that some high priority items can only be delivered after other building blocks are in place which is why not all high priority items are deliverable in Phase 1.

Table 6.1: Action Plan including Priorities (1 = High, 3 = Low)

Action	Lead Partner	Funding Implication/Source	Priority	Phase 1	Phase 2	Phase 3	Ongoing
Printed Information - Map							
<ul style="list-style-type: none"> ▪ Production of a simplified version to distribute house to house within the borough either as an individual leaflet or an insert in LiveMK 	MKC	Better Bus Grant	2		✓		
<ul style="list-style-type: none"> ▪ Review the way bus stop locations are shown on the map to give greater value to this information 		Design cost/feasibility work within existing budgets or from additional parking revenue.	1	✓			
<ul style="list-style-type: none"> ▪ Adding more places of interest to the map (eg schools, community facilities, tourist attractions etc) 		1	✓				
<ul style="list-style-type: none"> ▪ Redesign the rural map to ensure that lesser cross boundary services do not get more prominence than key interurban routes 		1	✓				
<ul style="list-style-type: none"> ▪ Developing and reviewing the format of the ticket information 		1	✓				
<ul style="list-style-type: none"> ▪ Developing and reviewing the format of the ticket information 				1	✓		
<ul style="list-style-type: none"> ▪ Developing and reviewing the format of the index to places served 			1	✓			

Action	Lead Partner	Funding Implication/Source	Priority	Phase 1	Phase 2	Phase 3	Ongoing
Printed Information - Leaflets							
▪ Ensure availability of leaflets for all commercial core urban and interurban routes (see list at Appendix A)	Arriva/ Stagecoach/ others	Commercial	1	✓			✓
▪ Ensure availability of all core routes leaflets on buses			2	✓			✓
▪ Ensure availability of all core route leaflets at key outlets in CMK	MKC/Arriva/ Stagecoach/ Others	Within existing resources	1	✓			✓
▪ Ensure that when timetables change, timetable leaflets are available two weeks before change	MKC/Arriva/ Others	Within existing resources	1	✓			
▪ Availability of leaflets for all second tier routes (see list at Appendix A)	MKC/Arriva/ Others	Joint funded (MKC: Design cost/feasibility work within existing budgets or from additional parking revenue)	1	✓			✓
▪ Ensure availability of all second tier route leaflets at outlets in CMK	MKC/Arriva/ Others	Within existing resources	1	✓			✓
▪ Production of leaflets for all MKC daytime wholly subsidised services (see list at Appendix A)	MKC	Design & production cost within existing budgets or from additional parking revenue	1	✓			✓

Action	Lead Partner	Funding Implication/Source	Priority	Phase 1	Phase 2	Phase 3	Ongoing
Printed Information - additional publications							
▪ Guide to fares leaflet including details of standard single fares within the borough as well as details of relevant multi journey tickets	MKC/Arriva	Within existing resources	1	✓			✓
▪ Improved publicity leaflets and application forms for the concessionary fare schemes	MKC	Within existing resources	1				✓
▪ Credit card/pocket size leaflets for the core routes	Arriva	Within existing resources	2				✓
▪ A core route guide, including timetables and route map	Arriva	Within existing resources	2				✓
▪ An accessible transport leaflet (including details of community transport options, low floor bus routes etc)	MKC	Additional funding required	3				✓
▪ “How to use the bus” guides, in simple English and in different languages	MKC	Additional funding required	3				✓
▪ Travel Guides for specific destinations such as the Hospital (including public transport, Community Transport), Coachway, the Open University and other educational locations, places of interest/tourist destinations	MKC	Additional funding required	3				✓
▪ Leaflets aimed at “niche” markets, for example evening travellers	MKC	Additional funding required	3				✓
▪ Working with rail operators and others to develop improved information on the connections available by bus from Milton Keynes Central and other stations within the borough.	MKC	Within existing resources	1	✓			

Action	Lead Partner	Funding Implication/Source	Priority	Phase 1	Phase 2	Phase 3	Ongoing
Distribution and outlets							
▪ Review MKC distribution network for publicity	MKC	Within existing resources	1	✓			✓
▪ Publish list on website			1	✓			✓
Bus Stops							
▪ Provision of level access kerbs	MKC	MKC Capital budgets	1				✓
▪ Bus stop pole, flag and timetable case, with the name of the location and an indication of the direction of travel (eg “towards Central Milton Keynes” or “towards Bletchley”) being displayed at the stop			1				✓
▪ Bus shelters in key locations including RTPI display where appropriate			1				✓
▪ Provision of service numbers on all stop flags		One off and ongoing costs to be investigated	2		✓		

Action	Lead Partner	Funding Implication/Source	Priority	Phase 1	Phase 2	Phase 3	Ongoing
Roadside Information							
<ul style="list-style-type: none"> Provision of improved timetable displays, in colour, including line diagrams of the routes, the SMS code for the stop and a contact telephone number so that any damage or error can then be reported to the Council 	MKC	Within existing resources	1		✓		
<ul style="list-style-type: none"> Provision of additional timetable cases in order to: <ul style="list-style-type: none"> Provision of comprehensive route diagram Provision of local geographic map (or relevant extract of the map/guide) 	MKC	Cost to be investigated	1	✓			
<ul style="list-style-type: none"> The use of QR (Quick Response) codes to link printed publicity to live travel data will also be investigated 		Delivery if affordable			✓		
<ul style="list-style-type: none"> Within the estates, map posters indicating the location of the nearest bus stops could be positioned at local centres 	MKC	Better Bus Grant to fund trial	1		✓		
<ul style="list-style-type: none"> At major locations provide local public transport information posters including spider maps and information on services, connections, and the location of stops, taxi ranks, and cycle parking 		Better Bus Grant to fund trial at 4 locations	1		✓		

Action	Lead Partner	Funding Implication/Source	Priority	Phase 1	Phase 2	Phase 3	Ongoing
RTPI							
<ul style="list-style-type: none"> Completion of refresh exercise and ensure data for all Arriva's routes from Milton Keynes depot is on the system 	MKC	MKC Capital/revenue budgets	1	✓			
<ul style="list-style-type: none"> Web and Mobile access to real time data via bespoke apps or feeds to the national Traveline data sets. 	MKC	MKC Better Bus Fund Grant	1	✓			
<ul style="list-style-type: none"> Cross boundary feeds to/from neighbouring systems 			1	✓			
<ul style="list-style-type: none"> Provision of displays at key locations including Station Square, Bletchley Bus Station, Kingston, Westcroft and Coachway. 			1	✓			
<ul style="list-style-type: none"> Provision of on-bus audio-visual displays to give "next stop" information 			1	✓			
<ul style="list-style-type: none"> Investigation of the options for adding subsidised journeys and cross boundary services which do not come via a feed from other RTPI systems 			1	✓			
<ul style="list-style-type: none"> Provision of displays at roadside shelters in addition to the 50 locations already installed 	MKC	Subject to availability of funding (eg s106/tariff)	2				✓

Action	Lead Partner	Funding Implication/Source	Priority	Phase 1	Phase 2	Phase 3	Ongoing
Other Issues							
▪ NaPTAN: ensure consistency, the stop names used on the street and in public timetables produced by both Council and operators.	MKC	MKC Capital budgets	3			✓	
▪ NaPTAN: review of stop names (in consultation with bus operators, local members, parish or town councils and residents associations) to make names more user friendly.			3			✓	
▪ Website: review public transport information on the Council's website with a view to a redesign drawing on best practice elsewhere			1	✓			
▪ Fares and Ticketing move the "All-in-1" junior scheme onto smartcards.		Cost to be investigated	1	✓			
▪ Fares and Ticketing investigating the costs and options for an all-operator smart card		Cost to be investigated	1	✓			
▪ Operator recharging Develop operator recharging scheme/mechanisms.			1		✓		
▪ Development of annual marketing/promotion plan	MKC/Arriva						

Partnerships For Delivery

- 6.3. The Bus Strategy adopted in December 2008 restates the position that the council does not, at the present time, propose to move away from the arrangements set out in the 1985 Transport Act for the delivery of bus services within the borough. It believes that partnership working is the best way of providing the conditions for improving bus use. A voluntary Quality Bus Partnership (QBP) was established with MK Metro (now Arriva) in 2007, which, while along the same lines as a Statutory QBP, is not legally enforceable. The voluntary QBP recognises that the council, Milton Keynes Partnership and Arriva share the common objectives of:
- Creating and promoting a bus network in Milton Keynes that is a viable and attractive alternative to car use
 - Increasing the use of local bus services by choice, so helping to support a sustainable transport system that contributes to maintaining Milton Keynes as a regional centre fit for the 21st Century, enhances the quality of life for Milton Keynes residents and makes it an attractive destination for visitors
 - Ensuring public transport in Milton Keynes is developed to support and match expansion and regeneration for the area, attracting new investment, employment, education and social opportunities
- 6.4. The Partnership has already delivered a number of successes including significant growth in bus patronage as well as investment in new buses, improved infrastructure and better promotion. It is the most appropriate way of delivering the improvements to public transport information set out in this Strategy. The council will also continue to engage with rail operators through the implementation of the Station Travel Plan.

Monitoring

- 6.5. Monitoring of customer satisfaction with public transport information will continue to be carried out by surveys:
- the Arriva Customer Satisfaction survey carried out in the autumn which includes questions about bus service information
 - the NHT (National Highways & Transport) Survey where Milton Keynes Council is one several participating English Local authorities.

APPENDIX A - Bus Services in Milton Keynes (June 2013)

Service	Operator		Days	Notes:	Validity of MK Moove
Core Routes					
1	AV	Bletchley - CMK - Newport Pagnell - Olney - Lavendon	D	Partly subsidised	Valid on whole route
2	AV	Westcroft - Kingsmead - CMK - Newport Pagnell	D	Partly subsidised	Valid on whole route
4	AV	Wolverton - CMK - Hospital - Bletchley	D	Partly subsidised	Valid on whole route
5/5A	AV	Wolverton - Stony Stratford - CMK - Hospital - Bletchley - Lakes Estate	D	Partly subsidised	Valid on whole route
7	AV	Wolverton - CMK - Furzton - Bletchley	D	Partly subsidised	Valid on whole route
8	AV	Oxley Park - Westcroft - CMK - Kingston - Walnut Tree	D	Partly subsidised	Valid on whole route
300	AV	CMK - Broughton Gate - Kingston - Magna Park or Woburn Sands	D	Developer Funded	Valid within MK borough
Other Services running at least hourly					
9	AV	Kingston - Walnut Tree - Bletchley	M-S	Wholly subsidised	Valid on whole route
11/12	ZS	CMK - OU - Caldecotte	D	Wholly subsidised	Valid on whole route
18	ZS	Bradville - CMK - Simpson - Bletchley - Woburn Sands - Kingston	M-S	Wholly subsidised	Valid on whole route
19	RR	CMK - Hospital - Bletchley - Newton Leys	M-S	Developer Funded	Valid on whole route
23	RR	CMK - Gt Linford - Wolverton	M-S	Wholly subsidised	Valid on whole route
24/25	VT/RL	Bletchley - Coachway - Newport Pagnell - CMK - Westcroft - Bletchley	M-S	Wholly subsidised	Valid on whole route

Service	Operator		Days	Notes	Validity of MK Moove
28/29	RR/VT	Bletchley - Furzton - Hospital - CMK - Shenley Church End	D	Wholly subsidised	Valid on whole route
32	AV	Buckingham - CMK - Bletchley - Newton Longville	M-S	No MKC subsidy	Valid within MK borough
33/33A	ZS	CMK - Wolverton - Hanslope - Roade - Northampton	M-F	Wholly subsidised	Valid within MK borough
40	SC	Bedford - Bromham - Newport Pagnell - CMK	D	Wholly subsidised	Valid within MK borough
41	SC	Bedford - Bromham - Lavendon - Olney - Northampton	D	Partly subsidised	Valid within MK borough
45	GP	CMK - Cranfield	D	No MKC subsidy	NOT VALID
70	AV	CMK - Bletchley - Leighton Buzzard - Dunstable - Luton - Luton Airport	M-S	No MKC subsidy	Valid within MK borough
89	SC	CMK - Towcester - Northampton	M-S	No MKC subsidy	Valid within MK borough
99	SC	CMK - Kingston - Luton - Luton Airport	D	No MKC subsidy	Valid within MK borough
150	AV	CMK - Bletchley - Leighton Buzzard - Aylesbury	D	No MKC subsidy	Valid within MK borough
X4	SC	CMK - Northampton - Wellingborough - Kettering - Corby - Peterborough	D	No MKC subsidy	Valid within MK borough
X5	SC	Oxford - Bicester - Buckingham - CMK - Bedford - St Neots - Cambridge	D	No MKC subsidy	NOT VALID
X31	CB	CMK - Bletchley - Dunstable - Luton	M-S	Partly subsidised	Valid within MK borough
30/31	AV	Bletchley - Stony Stratford - Newport Pagnell	M-F	Wholly subsidised peaks only	Valid on whole route
37	SO	Newport Pagnell - Stoke Goldington - Olney	M-S	Wholly subsidised	Valid on whole route

Service	Operator		Days	Notes	Validity of MK Moove
Other Services					
80/X80	MKCT	Stony Stratford - CMK	F	No MKC subsidy shopping trip	NOT VALID
49/165	CB	Wootton - Marston Moretaine - Woburn Sands - Leighton Buzzard	M-S	No MKC subsidy	Valid within MK borough
50	LT	CMK - Winslow - The Horwoods	M-S	No MKC subsidy	NOT VALID
68	WI	Winslow - Little Horwood - Westcroft	Th	No MKC subsidy Shopping trip	NOT VALID
90	CB	Yardley Gobion/Wicken - Stony Stratford - CMK	F	No MKC subsidy	Valid within MK borough
138	LC	Toddington - Woburn Sands - CMK	T	No MKC subsidy Shopping trip	NOT VALID
139	LC	Woburn Sands - Woburn - Leighton Buzzard	T	No MKC subsidy Shopping trip	NOT VALID
162	RK	Bletchley - Leighton Buzzard - Edlesborough	M-S	No MKC subsidy Shopping trip	NOT VALID
197	GP	Streatley - Flitwick - Woburn Sands - Wavendon	S	No MKC subsidy Shopping trip	NOT VALID
297	DC	Raunds - CMK	3S	No MKC subsidy Shopping trip	NOT VALID

Service	Operator		Days	Notes	Validity of MK Moove
Flittabus FL2	FL	Haynes - Marston Moretaine - CMK	2T	Shopping trip	NOT VALID
Flittabus FL3	FL	Haynes - Clophill - Ampthill - CMK	3T	Shopping trip	NOT VALID
Flittabus FL4	FL	Silsoe - Flitwick - Marston Moretaine - CMK	4T	Shopping trip	NOT VALID
Road Runner	RRu	Kempston - Marston Moretaine - CMK	1+3T	Shopping trip	NOT VALID
Road Runner	RRu	Kempston - Bromham - Cranfield - CMK	2+4T	Shopping trip	NOT VALID
Villager	VB	Lavendon - Olney - CMK	T	Shopping trip	NOT VALID
Villager	VB	Lavendon - Northampton	W	Shopping trip	NOT VALID
Villager	VB	Sharnbrook - Odell - Lavendon - Olney	Th	Shopping trip	NOT VALID
Villager	VB	Carlton - Stevington - Turvey - Lavendon - Olney	Th	Shopping trip	NOT VALID
Whitbread	WW	Stondon - Henlow Camp - Clifton - Broom - CMK	5T	Shopping trip	NOT VALID
Whitbread	WW	Shefford - Meppershall - Stondon - Shillington - CMK	3T	Shopping trip	NOT VALID

Service	Operator		Days	Notes	Validity of MK Moove
99 610 830 MKDS OU Shuttle	GP AV RK Bills SO	School services and other special services			NOT VALID

Bus Operators:

AV - Arriva The Shires

Bills - Bills Minibuses

CB - Centrebus

DC - Diamond

FL - Flittabus

GP - Grant Palmer

LC - Litchfield Car Services

LT - Langston & Tasker

MKCT - Milton Keynes CT

RK - Red Kite

RL - Red Line

RR - Red Rose

RRu - Road Runner

SC - Stagecoach

SO - Souls

VT - Vale Travel

VB - Villager

WI - Winslow & District

Community Bus

WW - Whitbread Wanderbus

ZS - Z & S

APPENDIX B - Allocation of MKC Revenue budget in 2012/13

Heading		Amount (£)	Notes
Traveline:		9,781.20	MKC Contribution to Traveline
Routewise:		6,989.16	Maintenance costs for database
Data Entry:		11,935.60	Data entry costs for database (currently done by Pindar); this provides the source data for below:
Map/Guide:			
• Origination	1,754.00	5,194.00	Possible recharge to operators on mileage basis
• Printing	3,440.00		
Timetable Book:			
• Origination	2,973.00	27,073.00	Discontinue
• Printing	23,122.00		
• Deliveries	978.00		
Web Pages:			
• Origination	3,933.06	3,933.06	No change
Roadside:			
• Printing	4,565.70	18,527.70	Possible recharge to operators on a "per stop basis"
• Posting	13,962.00		
Road Closure notices	8,921.00	8,921.00	
Bus Infrastructure	1495.50	1495.80	
Other	6,215.93	6,215.93	
Total		100,066.15	
Budget Available		114,673.00	

Roadside Panels produced in 2012/13 = 1,956

Milton Keynes Council

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