

## MyBus Review - Update on Stage 1 Actions

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**Date of meeting** 25 April 2025

**Date of report** 2 April 2025

**Report by Head of Bus Strategy & Delivery**

### 1. Object of report

To update the Committee on actions to be taken forward following the completion of Stage 1 of the MyBus review.

### 2. Background to report

Members will recall Stage 1 of the review of SPT's MyBus service was completed in 2023. Through the review, six key actions summarised in this report were identified for implementation to be completed over the course of 24 months.

To take forward the identified actions, a MyBus Review working group was established inclusive of SPT officers from relevant SPT departments.

As previously reported to the Committee in November 2023, considerable progress has been made against the actions identified. This update builds upon the progress reported to date and outlines next steps.

### 3. Outline of proposals

In respect of Action 1 - Revise MyBus user eligibility criteria and simplify the registration process:

- Update - Complete.

In respect of Action 2 - Revise bookings and trip scheduling process:

- Update - To provide MyBus users with greater notice of their trip confirmation, in December 2024 the MyBus trip confirmation process was changed to give users at least two days advance notification their trip has been scheduled, instead of being notified the day before travel. This change has generally been well received by MyBus users and allows for greater reassurance that the individuals trip will go ahead as requested.
- In addition to the above, in January 2025 SPT introduced trial email notifications for those MyBus users who book trips via the online portal. The email notifications provide details to users about their trip requests, about journey delays or cancellations, as well as reminders. This has been well received by the web users, with web bookings continuing to grow (now circa 18% of trips).
- The notifications software is in the process of being further expanded to include text message notifications for users who book via a mobile phone and wish to receive such notifications. It is expected that this development, scheduled for Q2 2025/26, will further reduce the volume

of inbound and outbound calls through SPT's Contact Centre and improve communication with MyBus users.

#### Action 3 Revise journey purpose restrictions:

- Update - Complete.

#### Action 4 Improve Marketing of MyBus:

- Update - The MyBus marketing strategy is now complete and is in the process of being implemented. Key highlights include the following:-
- In August 2023, following an incentive-based marketing campaign for the online booking portal the number of web portal users increased by around 75. A similar campaign concluded in September 2024 yielding another additional 84 web users.
- The MyBus graphic/image was modified to include a QR code for display throughout the 11,500 bus stop timetables in the region (where space permits).
- The MyBus web publicity will have a total refresh completed by July 2025 – including a regional zone map and easier to understand infographics for each of the MyBus and MyBus rural services.
- For general assistance, a tutorial video was added to the web site and a testimonial video posted throughout SPT social media channels.
- There will be a 2025 Campaign for MyBus Rural services which are services open and inclusive for travel by U22 travellers.

#### Action 5 Improve current service provision:

- Update - In addition to the service improvements outlined in the update of November 2023, SPT plan to replace and upgrade the MyBus scheduling software to a cloud-based solution. It is intended that this change will support scheduling efficiency and be increasingly user friendly. A separate paper to the committee outlines the proposed contract award for this scheduling system.
- Furthermore, a MyBus driver training programme has been initiated via MyBus contractor Shuttle Buses Limited (training sessions scheduled to commence in April 2025) to increase knowledge, awareness and understanding of passenger needs. The programme, available to all MyBus operators and drivers, provides accredited training to the recognised PCV industry standard.

#### Action 6 Undertake wider Demand Responsive Transport (DRT) redesign:

- Update - Following completion of Stage 1 of the MyBus review a number of positive changes to MyBus service provision have been implemented and mainstreamed including those detailed earlier in this paper and previous update. These changes have generally been well received by MyBus users with evident patronage growth, continued high user satisfaction levels and an over 90% trip acceptance rate. Combined it is evident that the positive changes implemented to date represent a wide-ranging redesign of the MyBus service, whilst continuing to deliver a vital service for users.
- Notwithstanding the above, average vehicle occupancy rates remains low given the nature of the service and client group (but not materially different to similar type services), and costs per passenger remain high.
- Therefore, in association with annual contract renewals, the Network Analysis and Design team continue to seek further opportunities to refine and improve the MyBus service offering, via the contract renewals process and within available budgets.

- Further consideration of the MyBus offering will also be required alongside completion of the Strathclyde Regional Bus Strategy (SRBS) given the role the service provides complimenting registered local bus services.

### Next Steps

In terms of next steps, a key focus will be mainstreaming the actions and agreed changes taken forward as part of the Stage 1 Review for the benefit of service users. This will be taken forward by Bus Strategy & Delivery management and will form a key part of contract specifications via the annual renewals process. Furthermore, the role of MyBus will require further assessment and review as part of the ongoing work on the SRBS. Further updates will be provided to members in due course as part of this workstream.

## **4. Committee action**

The Committee is recommended to note progress on the actions.

## **5. Consequences**

Policy consequences	<i>Support RTS objectives around the accessibility and quality of public transport</i>
Legal consequences	<i>None directly.</i>
Financial consequences	<i>No financial consequences at this stage. However future budgets may be impacted by any changes implemented in the future.</i>
Personnel consequences	<i>None directly.</i>
Equalities consequences	<i>Supports improved public transport for older people and people with a disability. An Equality Impact Assessment has been undertaken as part of the review process.</i>
Risk consequences	<i>None directly.</i>
Climate Change, Adaptation & Carbon consequences	<i>None directly</i>

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