



Get on Board

Encouraging greater bus use through PTP

Milton Keynes Council received funding in 2012 to introduce 'Get on Board' - a range of infrastructure improvements and a behaviour change campaign to increase bus use in Milton Keynes to help cut congestion, reduce carbon emissions and create growth. The project consisted of six different but linked elements, of which ITP delivered: personalised travel plan (PTP) measures; interchange improvements; enhanced wayfinding; and, 'access for all' measures.

ITP staff members in our Milton Keynes office led the delivery of the project's initiatives whilst staff members in the Nottingham office led the project's evaluation. We believe it was important to carry out these tasks independently to ensure impartial and robust results.

Branding, marketing and communications

ITP was commissioned to develop and deliver the overarching marketing strategy for the project, including the development of the 'Get on Board' brand. We implemented a multi-channel marketing campaign encompassing radio, on-street, digital and paper advertising, which was supplemented by PR activities, workplace events and regular communications.





Employee PTP delivery

All businesses in Central MK and bus corridors were invited to join 'Get on Board'. Over 200 employers opted to take part and encourage their staff to sign up and receive a free 7-day bus ticket and personalised travel pack.

1,986 PTPs were issued to employees which resulted in an overall 1% point increase in bus use and a 3% point decline in car use amongst recipients.

Virtual interchange, wayfinding and 'access for all'

We identified locations for new 'virtual interchanges' in Bletchley, Central Milton Keynes and Milton Keynes Hospital where people frequently changed business and required additional travel information.

Wayfinding from residential areas to bus stops was improved at four different estates in Milton Keynes and AccessAdvisr was introduced to provide accessibility information (primarily aimed at people with mobility impairment) to access the destinations they want to visit.

Project evaluation

We used a pragmatic approach to identify the level of overall behavioural change achieved as a result of the project. Our three stage evaluation model is based on the Department for Transport's guidelines for 'light touch' evaluation with Stage 1 and 2 forming the impact evaluation and Stage 3 the process evaluation

We analysed 'before and after' mode share data and stated change surveys collected through PTPs, the level of uptake in taster ticket incentives, and carried out a comparative analysis of bus patronage figures, all of which suggested the project was having a positive impact on bus patronage figures across the city.

"I would not have used the bus had it not been for the get on board pack. It has given me more confidence to catch the bus now as I know where it stops and when to get on".

Project participant



Contact

For further information please contact Lynsey Harris:

Lynsey Harris
t: 01908 259 718
e: harris@itpworld.net
w: www.itpworld.net