

Annex 4: Options ranking

Category	Action	Description	Pros and cons	Weightings					Weighted Score	Recommendation for action to be implemented Yes / No
				30%	25%	20%	20%	10%		
				Budget savings	Equalities Impact	Integration	Simplicity	Affordability		
Increasing available funds	Seek alternative additional funding	Seek additional funding from other sources.	Pros: No impact on users; supports funding gap. Cons: Alternative funding has not be identified.	2	5	5	5	5	93	N - unable to identify funding.
Increasing available funds	Generate ancillary revenue	Generate ancillary income through sponsorship or advertising.	Pros: No impact on users; additional income stream. Cons: Relatively small financial contribution estimated; requires significant staff resources.	2	5	5	5	5	93	N - insufficient income to justify staff resourcing.
Reducing operator reimbursement	Pay for scheme admin costs out of the income (before reallocation).	Fund scheme administration costs from ticket income before distribution.	Pros: Reduces the overall scheme cost to the Council. Cons: Financial impact on operators.	1	5	5	5	5	89	N - administration costs are c.£10k per annum and will therefore have a negligible impact on addressing the deficit but risk operators withdrawing from the scheme.
Price Increases	Increase weekly ticket prices	Raise weekly (7-day) ticket prices for under 19's.	Pros: Reduces the subsidy cost to the Council. Cons: May reduce bus use; negative affordability impacts for some users.	4	2	5	5	2	83	Y
Price Increases	Increase only adult ticket prices	Increase adult fares only, keeping young person fares unchanged.	Pros: Protects affordability for young people. Cons: Limited impact on costs.	2	4	5	5	3	83	N - the Young Persons day ticket is by far the biggest cost of the scheme and therefore changing the adult tickets alone will not close the funding gap.
Price Increases	Increase day ticket prices	Raise day ticket prices across all users.	Pros: Reduces the subsidy cost to the Council. Cons: May reduce bus use; negative affordability impacts for some users.	5	1	5	5	1	81	Y
Changing ticket types	Eliminate young person price; move to a flat fare for all ages	Introduce a single flat fare for all ages, removing young person pricing.	Pros: Simplifies the offer. Cons: Reduces affordability for young people.	4	1	5	5	2	81	N - young people should receive a discount in keeping with the aims of the scheme.
Reducing operator reimbursement	Add a revenue generation factor to operator reimbursement	Adjust operator reimbursement to reduce payments (e.g. revenue factor).	Pros: Reduces the subsidy cost to the Council. Cons: Financial impact on operators.	2	4	5	4	4	81	N - it is difficult to robustly demonstrate how much patronage growth can be directly attributed to MyBus. The potential savings are considered insufficient to justify the risk of operators withdrawing from the scheme due to reduced financial viability, which would limit its availability and reduce passenger benefits.
Changing ticket types	Add a new group day ticket for up to 5 people traveling together	Introduce a group day ticket for up to five people travelling together.	Pros: Encourages group travel and bus use. Cons: Will not contribute to cost reduction.	0	5	5	4	5	79	N - this will not reduce costs however it could be considered for a future improvement.

Changing ticket types	Add a monthly ticket (28 days) for Adults and Young People, as per new minimum standards.	Introduce 28-day (monthly) tickets for adults and young people.	Pros: Adheres to new Government requirements; improves offer to passengers. Cons: Will not contribute to cost reduction and is likely to add to costs without further intervention.	0	5	5	4	4	75	Y - this is necessary to meet new Government requirements.
Restricting usage or eligibility	Move to digital-only ticketing	Tickets would only be able to buy from an app and not on board the bus.	Pros: Simplifies administration and speeds up bus boarding times. Cons: Excludes non-digital users; may reduce uptake.	2	2	4	4	4	72	N - this would reduce inclusivity of the scheme.
Price Increases	Negotiate commercial transition with operators	The Council ceases to administer the scheme and instead operators work together to offer the tickets on commercial grounds.	Pros: May support long-term sustainability. No cost to the Council. Cons: Much higher fares; loss of control over the scheme by the Council.	5	2	4	3	1	66	N - this would remove the Council's ability to influence the scheme.
Restricting usage or eligibility	Targeted discounts	Introduce targeted or means-tested discounts.	Pros: Focuses financial support on those most in need. Cons: Adds complexity and potential barriers.	3	5	4	2	3	66	N - this would create additional complexity and reduce inclusivity
Restricting usage or eligibility	Restrict cross-boundary usage	Restrict use of tickets across administrative boundaries.	Pros: Focuses benefits on local residents. Cons: May inconvenience some users; adds complexity.	3	3	2	3	4	62	N - the savings to be made from this would be negligible whereas the disbenefit to those living close to borders would be substantial
Restricting usage or eligibility	Cap ticket sales or usage (monthly/annual limits)	Introduce caps on ticket usage or overall sales.	Pros: Controls demand and costs. Cons: Would create confusion and reduce inclusivity.	5	1	4	1	3	60	N - this would create additional complexity and reduce inclusivity
Changing ticket types	Introduce zonal or distance-based pricing	Move to zonal or distance-based pricing instead of flat fares.	Pros: Aligns fares to journey length. Cons: Adds complexity and may affect some users disproportionately.	3	2	3	2	3	55	N - this would create significant additional complexity and administration.
Increasing available funds	Reduce bus service frequency or coverage	Reducing the financial support the Council pays towards socially necessary bus services in order to use the funding on MyBus.	Pros: No impact to MyBus ticket purchasers, aside from those who use supported services; supports funding gap. Cons: Reduces wider public transport accessibility for all residents.	3	1	3	3	2	55	N - maintaining key bus services is critical.
Scheme suspension / termination	Discontinue the scheme	Discontinue the MyBus scheme entirely.	Pros: Eliminates scheme cost. Cons: Removes all user benefits; significant negative impacts; not compliant with Government requirements for Enhanced Partnerships.	5	1	1	1	1	37	N - to end the scheme would be to forfeit funding from the DfT as offering a range of multi operator products is now a requirement.