

Annex 7: Risks and mitigations

1. **Financial Risk:**

The proposed measures may not fully resolve the funding gap if demand continues to exceed forecasts or operator costs rise potentially exceeding the available budget.

Mitigation: If this happens then some of / all the proposed future fare changes will be implemented to address the funding deficit. The potential to revisit the reimbursement levels to operators for accepting MyBus ticket remains.

2. **Future Funding Uncertainty:**

Bus Grant revenue from the Department for Transport for three years up to March 2029 has now been confirmed, the allocation for MyBus has been agreed at £900k per annum.

Mitigation: Scheme costs will be routinely monitored to ensure budgets remain adequate to maintain the ticket availability with alterations as in 1 above kept as options.

3. **Impact on Bus Patronage:**

Higher ticket prices may reduce regular passenger numbers, hindering efforts to promote public transport and meet carbon reduction goals.

Mitigation: Collaborative marketing of single operator period ticket availability will commence. Ticket sales, overall bus network patronage and feedback will be monitored, with possible adjustments considered.

4. **Reputational Risk:**

Changes to discounted ticket schemes for young and low-income groups may attract negative feedback, especially if not well explained or overlapping with other initiatives like congestion charges / traffic filters.

Mitigation: We will implement a clear communications and marketing plan to explain the changes, manage expectations and reaffirm the Council's commitment to supporting use of public transport.

5. **Implementation and Communication Risks:**

If changes are not carried out smoothly or communicated clearly, there could be disruptions in operations, stakeholder dissatisfaction or a decline in confidence in the council's transport strategies.

Mitigation: Ongoing engagement with bus operators, passenger groups, and the Department for Transport will help to keep people informed.

6. **Impact on Vulnerable Groups:**

Higher prices may be unaffordable for some, especially low-income passengers, potentially limiting their access to essential services.

Mitigation: Not all affected passengers will pay the increased costs; alternatives, such as single operator products, may be cheaper. Communications about the price increases will include information on other bus ticketing options.