

EAST AYRSHIRE COUNCIL

DEVELOPMENT SERVICES COMMITTEE – 8 MARCH 2006

KILMARNOCK HOPPER BUS SERVICE

Report by Executive Director of Development and Property Services

1. PURPOSE OF REPORT

- 1.1** To advise the Committee of the growth in passenger numbers on the Kilmarnock Hopper Bus Service.

2. BACKGROUND

- 2.1** The Kilmarnock Hopper service was introduced following the grant of the reserved matters application by Wm Morrison plc for the retail superstore on West Langlands Street, Kilmarnock. A Section 75 Agreement has been agreed in accordance in terms of the Town and Country Planning (Scotland) Act 1997 for a contribution of £145,000 towards the hopper bus service.
- 2.2** The service is managed by Strathclyde Passenger Transport on behalf of East Ayrshire Council and is operated by Rowe and Tudhope Coaches, Kilmarnock following a tendering process for the service.
- 2.3** The contract was awarded for a period of 3 years from 2 February 2004 until 27 January 2007 at a total estimated cost of £139,986. The contract was awarded on a 'gross cost' basis which means that all revenue (cash fares and concession fares reimbursement) is retained by the Council.
- 2.4** The service operates every 15 minutes Monday to Saturday between the hours of 0900 and 1800. The bus is painted in a distinctive yellow livery with the service name and Morrisons logo painted clearly on the bus. A copy of the current timetable and route is attached.
- 2.5** A flat fare of 20p is currently charged on the service with concessionary travel card holders travelling free.

3. PASSENGER GROWTH

- 3.1** In its first full year of operation from the contract start date of 2 February 2004 a total of 31,219 passengers were carried on the service, equating to 600 passengers per week. Recent passenger data for the twelve month period to February 2006, shows that the number of passengers increased to 48,005 per annum equivalent to 923 passengers per week. This represents a passenger growth of 54% in the service's second year of operation.
- 3.2** 85% of all passengers on the service are concessionary travel card holders who travel free on the bus.

3.3 The subsidy cost per passenger trip equates to £1.04 which compares favourably with other subsidised bus contracts throughout the Strathclyde Passenger Transport area; the SPT Guideline Criteria for subsidised bus journeys is £2.90 per journey.

3.4 It is considered that the service provides good value for money. The high numbers of concession card holders using the service demonstrates that the service meets social inclusion objectives as this group normally has less access to private car travel and would otherwise be less likely to visit the store. The service promotes accessibility within the town centre by linking the store with public transport interchanges, public car parks and core shopping areas.

4. LEGAL IMPLICATIONS

4.1 A Section 75 Agreement was agreed with Wm Morrison plc in accordance with the terms of the Town & Country Planning (Scotland) Act 1997.

5. FINANCIAL IMPLICATIONS

5.1 The contract was awarded to Rowe & Tudhope for a period of 3 years from 2 February 2004 until 27 January 2007 at a total estimated cost of £139,986.

6. RECOMMENDATIONS

6.1 It is recommended that the Committee:

- (i) Note the passenger growth on the Kilmarnock Hopper bus service.

James Lavery
Executive Director of Development and Property Services
KC - FV
17 February 2006

LIST OF BACKGROUND PAPERS

Nil

For further information please contact Keith Orton on 01563 555714

Implementation Officer: Keith Orton

Joining up journeys
SPT bus

Timetable

150

Kilmarnock Hopper

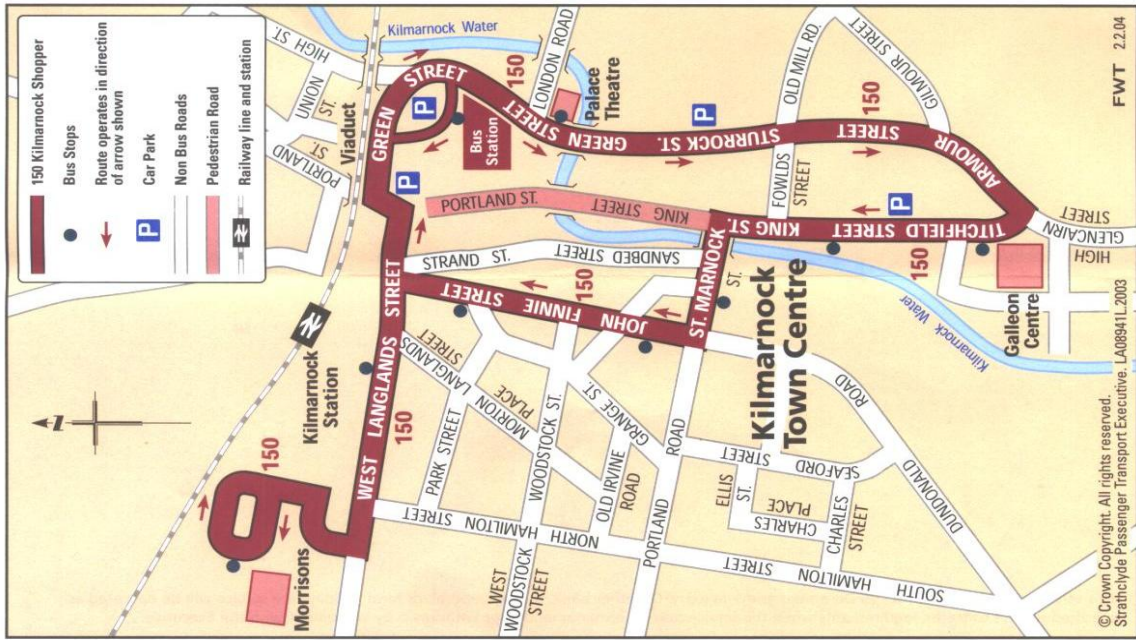


This service is operated by Rowe & Tudhope Coaches on behalf of Morrisons Supermarket plc

From 2 February 2004

For more information visit www.spt.co.uk or any SPT travel centre.

SPT Route map service 150



SPT bus Kilmarnock Hopper Service 150
Operated by Rowe and Tudhope Coaches on behalf of Morrisons Supermarket plc and East Ayrshire Council

Route service 150: From Morrisons Store, West Langlands Street, Langlands Brae, West George Street, Green Street, Car Park Slip Road, Green Street, Sturrock Street, Armour Street, Titchfield Street, St Marnock Street, John Finnie Street, Langlands Brae, West Langlands Street to Morrisons Store.

Mondays to Saturdays

Morrisons Store	0900	0915	0930	0945	1000	then	1800
Palace Theatre	0905	0920	0935	0950	1005	every	1805
Galleon Centre	0908	0923	0938	0953	1008	15	1808
John Finnie Street, Post Office	0911	0926	0941	0956	1011	mins	1811
Morrisons Store	0913	0928	0943	0958	1013	until	1813

A flat fare of 20p is payable on this service. (May be subject to change). Concessionary fares are valid