

# How the scores are calculated

## Exterior Presentation

Feature	Indicative Criteria	Marks
<b>Livery &amp; Branding</b>	<ul style="list-style-type: none"> <li>• How visually appealing is the livery of the bus?</li> <li>• Does it make a bold statement about bus travel?</li> <li>• Is there specific route branding on the bus?</li> <li>• Does this branding contain service information in a clear and concise manner?</li> <li>• Are windows left clear in lieu of contravision blockage?</li> </ul>	6
<b>Destination Blinds</b>	<ul style="list-style-type: none"> <li>• Do all of the blinds work? Are they sufficiently well-lit?</li> <li>• Are they formatted in a way that all text or graphics are easy on the eye?</li> <li>• Is good use made of all space available, and have suitable sign sized been selected?</li> </ul>	3
<b>Cleanliness</b>	<ul style="list-style-type: none"> <li>• How clean are the panels on the bus?</li> <li>• Is it evident that a conscious effort has been made to clean windows to ensure a pleasing view for passengers?</li> </ul>	3
<b>Panel Health</b>	<ul style="list-style-type: none"> <li>• Are any panels obviously dented?</li> <li>• Have panels been held together by a temporary medium? Is this unsightly?</li> </ul>	2
<b>Overall Kerb Appeal</b>	This is a point of summation and will be awarded if the above factors are conducive to evoke 'passenger wow'.	1

## Interior Presentation

Feature	Indicative Criteria	Marks
<b>Layout Suitability</b>	<ul style="list-style-type: none"> <li>• Is the interior layout of the bus suitable for its intended space?</li> <li>• Is there an appropriate balance seating and standing space?</li> </ul>	2
<b>Seat Cleanliness</b>	<ul style="list-style-type: none"> <li>• Are seats clean and free from tears in or other damage to the covering?</li> </ul>	2
<b>Floor Cleanliness</b>	<ul style="list-style-type: none"> <li>• Is the floor free from large items of waste from prior trips?</li> </ul>	2
<b>Waste Provision</b>	<ul style="list-style-type: none"> <li>• Are there bins on board the bus for general waste, not just used tickets?</li> <li>• Have these bins been ideally located and are they fit for use?</li> </ul>	2
<b>Ambience</b>	<ul style="list-style-type: none"> <li>• Has the design of interior features been integrated to form a coordinated theme?</li> <li>• Does the choice of flooring help to create a luxurious vibe?</li> <li>• Do the colour and placing of the handrails complement the seating and mouldings?</li> <li>• Is mood-lighting used to define the desired tone for the travelling experience?</li> <li>• Does commercial advertising detract from the overall ambience?</li> </ul>	7

## Onboard Accessibility

Feature	Indicative Criteria	Marks
<b>Next Stop Visual Announcements</b>	<ul style="list-style-type: none"> <li>• Does the placement exclude any defined passenger seating areas?</li> <li>• How easy it is to see these displays from the furthest seat?</li> <li>• How legible is the content? Is it well presented?</li> </ul>	3
<b>Next Stop Audio Announcements</b>	<ul style="list-style-type: none"> <li>• Can audio announcement be heard throughout the bus?</li> <li>• Do they announce each stop, and after every stop?</li> <li>• Is other helpful information provided via this method of communication?</li> </ul>	2
<b>Bell Setup</b>	<ul style="list-style-type: none"> <li>• Is it easy to access a bell from every seat or standing area?</li> <li>• Is a bell provided adjacent to each wheelchair bay?</li> <li>• Is the ringing sound pleasant and distinguished?</li> </ul>	2
<b>Wheelchair Friendliness</b>	<ul style="list-style-type: none"> <li>• What provisions are made for wheelchair users above and beyond those set by the law?</li> <li>• Are wheelchair and buggy users required to share space; is priority explained?</li> </ul>	2
<b>Floor Layout</b>	<ul style="list-style-type: none"> <li>• Is the floor level for the accessing the majority of seats?</li> <li>• Is the walkway wide enough to allow comfortable movement?</li> </ul>	1

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## Travel Comfortability

Feature	Indicative Criteria	Marks
<b>Seating Comfort</b>	<ul style="list-style-type: none"> <li>• How comfy is the seat cushion?</li> <li>• Are they high back seats – if so, is the headrest well-placed?</li> </ul>	5
<b>WiFi Availability</b>	<ul style="list-style-type: none"> <li>• Does it work, and at a reasonable speed?</li> <li>• Is registration necessary, and if so, is it quick and easy?</li> <li>• Are there usage limits? Do these impede the practicality?</li> </ul>	3
<b>Device Charging</b>	<ul style="list-style-type: none"> <li>• Are there USB chargers on board, are they at every seat?</li> <li>• Is there provision of mains power? Necessary for longer commuter journeys.</li> <li>• Have other charging solutions been explored, for example, wireless/NFC?</li> </ul>	
<b>Seating Layouts</b>	<ul style="list-style-type: none"> <li>• Are alternative seating layouts in use to encourage growth?</li> <li>• Have key markets been identified and accommodated in seating styles?</li> </ul>	1
<b>Rattle-free</b>	<ul style="list-style-type: none"> <li>• Simple – on the whole, is the journey rattle-free?</li> </ul>	1
<b>Necessary Legroom</b>	<ul style="list-style-type: none"> <li>• Is there enough space for one to sit comfortably, and maybe even stow a bag?</li> </ul>	2

## Driver Appearance & Interaction

Feature	Indicative Criteria	Marks
<b>Appearance</b>	<ul style="list-style-type: none"> <li>• Are drivers in uniform, and is it worn with pride?</li> <li>• Have they stowed exterior clothing and Hi-Viz jackets out of sight?</li> </ul>	3
<b>Product Knowledge</b>	<ul style="list-style-type: none"> <li>• Does the driver have good knowledge of the route and points of interest?</li> <li>• Is the driver aware of all ticketing options and able to advise which is the best choice?</li> </ul>	2
<b>Attitude &amp; Interaction</b>	<ul style="list-style-type: none"> <li>• Does the driver have a positive demeanour; are passengers welcomed aboard?</li> <li>• Does the driver willingly interact with customers?</li> </ul>	3
<b>Smooth Driving</b>	<ul style="list-style-type: none"> <li>• As simple as how smooth the journey is!</li> </ul>	2

## Service Delivery & Marketing

Feature	Indicative Criteria	Marks
<b>Service Reliability</b>	<ul style="list-style-type: none"> <li>• Does the bus depart and arrive on time?</li> <li>• Is the service meeting timing points compliantly?</li> <li>• Is there a reasonable excuse for late running? Are bus priority schemes deployed?</li> </ul>	5
<b>Bus Stop Information</b>	<ul style="list-style-type: none"> <li>• How helpful and reliable is the information provided at the bus stop?</li> <li>• Are real time departures shown at the stop?</li> </ul>	4
<b>Live Service Tracking</b>	<ul style="list-style-type: none"> <li>• Is there a facility to view real time departures and journey progress remotely?</li> </ul>	2
<b>Ticketing Options</b>	<ul style="list-style-type: none"> <li>• Are there many ways to purchase tickets – are they useful and convenient?</li> </ul>	2
<b>Online Information</b>	<ul style="list-style-type: none"> <li>• Can timetable and fare information be easily accessed online, along with maps?</li> </ul>	2
<b>Social Media Presence</b>	<ul style="list-style-type: none"> <li>• Are informative updates sent out via social media to inform customers?</li> <li>• Are these accounts staffed at reasonable travelling hours?</li> </ul>	4
<b>Literature</b>	<ul style="list-style-type: none"> <li>• How well thought out, produced and publicised is the marketing literature?</li> </ul>	5
<b>Marketing Campaigns</b>	<ul style="list-style-type: none"> <li>• Is there evidence of clever, researched marketing campaigns run to encourage growth?</li> </ul>	1

## Innovation

Feature	Indicative Criteria	Marks
<b>Innovative Features</b>	<ul style="list-style-type: none"> <li>• Were features innovative and valuable enough to encourage modal shift?</li> </ul>	5

## Environmental Responsibility

Feature	Indicative Criteria	Marks
<b>Emission Reduction</b>	<ul style="list-style-type: none"> <li>• How has the operator looked to reduce its environmental footprint on this service?</li> <li>• Does this service use vehicles that make use of alternative drivelines?</li> </ul>	5