

m.connect Bus Route Tracker Launch– Key Partner Breifing Pack

1. Executive Summary

Moray Council will launch the new m.connect Bus Route Tracker on 24 August 2026, delivering real-time bus tracking and journey planning for the m.connect fixed-route bus network. The functionality is integrated directly into the existing m.connect app, meaning customers do not need to download a separate application. Existing On-Demand services remain unchanged.

The Bus Route Tracker represents a significant milestone within the Bus Revolution programme, providing passengers with live information on bus locations, estimated arrival times, service alerts, journey planning and vehicle capacity information.

The launch aims to improve passenger confidence, simplify journey planning and support increased use of public transport across Moray.

The new home screen customers will see when opening the app includes both the existing On-Demand option and the new Bus Route Tracker option.



2. What is Bus Route Tracker?

Bus Route Tracker is m.connect's new digital platform for fixed-route bus services. When customers open the m.connect app they will now be presented with two options:

- m.connect On-Demand (existing service)
- m.connect Bus Route Tracker (new journey planning and live tracking service)

Selecting Bus Route Tracker opens an interactive map showing:

- Live bus locations
- Bus stop information
- Real-time arrival predictions
- Journey planning tools
- Service alerts

- Route filtering options

Customers can track services currently operating or plan future journeys using the same platform.

3. Services Included at Launch

Service	Route
309	Cullen - Buckie - Keith - Grange - Cullen
314	Forres Town Service
333	Burghead - Hopeman - Duffus - Gordonstoun - Lossiemouth
334	Elgin - Lhanbryde - Garmouth - Kingston
364	Tomintoul - Grantown-on-Spey
367	Auchbreck - Glenlivet - Aberlour - Speyside
368	Tomintoul - Dufftown - Keith

4. Why are We Introducing Bus Route Tracker?

Historically, passengers have relied upon:

- Printed timetables
- Static online timetable information
- Third-party journey planning websites
- Telephone enquiries

While useful, these channels cannot tell a passenger exactly where their bus is at any given time or whether it is experiencing delays. Bus Route Tracker addresses this by providing live information directly from the operating vehicles.

The introduction of live tracking supports the wider objectives of the Bus Revolution programme by:

- Improving customer confidence
- Making bus services easier to understand
- Reducing uncertainty around travel
- Improving accessibility to information
- Encouraging greater public transport use
- Supporting modal shift away from private car use
- Enhancing customer experience through digital innovation

5. Key Benefits for Customers

Real-Time Tracking

Customers can:

- See the live location of buses
- Track buses approaching their stop
- View expected arrival times
- Monitor delays in real time

This removes much of the uncertainty traditionally associated with public transport.

Service Alerts

Passengers will receive notifications regarding:

- Service disruptions
- Road closures
- Diversions
- Severe weather impacts
- Vehicle issues

Service updates will be delivered through the same platform used for live tracking.

Improved Journey Planning

Customers can enter:

- Current location
- Start point
- Destination
- Desired departure time

The system generates recommended journeys showing:

- Departure time
- Arrival time
- Total journey duration
- Walking directions to bus stops
- Route information

Customers can then follow step-by-step journey guidance from departure through to arrival.

6. Accessibility Benefits

Accessibility has been incorporated into the platform design.

Customers can view:

- Available seats on upcoming services
- Available wheelchair spaces
- Step-free travel options

Each route has a wheelchair-accessible vehicle operating within the service network. The system displays live availability information, enabling passengers to make informed travel choices before departing.

7. What Will Change For Existing Users?

Customers will see a new home screen within the m.connect app containing both service options.

What is NOT Changing

The following remain unchanged:

- The On-Demand service
- Existing customer registrations
- Existing app accounts
- Existing booking processes
- Existing fares and concession arrangements

Customers continue to access On-Demand services exactly as they do today.

8. What This Means for Key Community and Strategic Partners

The launch of m.connect Bus Route Tracker provides benefits extending beyond public transport users. Real-time journey information can support access to education, employment, healthcare, training and community services across Moray.

UHI Moray

Students often rely on public transport to travel to and from campus, apprenticeships and work placements.

- Bus Route Tracker will help students:
- Plan journeys more effectively
- Check if services are running on time
- Reduce uncertainty around travel
- Access live departure and arrival information
- Identify the best route before leaving home or campus

UHI Moray may wish to promote the new functionality through student inductions, learner communications and digital channels.

Department for Work and Pensions (DWP)

Reliable transport remains a significant barrier to employment for some jobseekers.

Bus Route Tracker can support DWP work coaches and clients by:

- Providing confidence in travel planning
- Supporting attendance at interviews and appointments
- Reducing uncertainty when travelling to new workplaces
- Helping clients understand available transport options
- Improving access to employment opportunities across Moray

Work coaches may find the journey planning functionality particularly useful when discussing travel options with customers.

Developing the Young Workforce Moray (DYW Moray)

Young people entering the workforce often experience transport barriers when accessing:

- Work placements
- Apprenticeships
- Part-time employment
- Skills training

Bus Route Tracker provides:

- Improved journey planning
- Real-time bus information
- Better access to employment opportunities
- Enhanced confidence when travelling independently

DYW Moray may wish to share information with employers, schools and young people participating in employability programmes.

Health and Social Care Moray

Transport plays a key role in enabling people to access health and social care services.

Bus Route Tracker can support:

- Attendance at health appointments
- Access to community health services
- Independent living
- Reduced travel anxiety for vulnerable passengers
- Better information for carers and support workers

The accessibility features and live service information may be particularly beneficial for individuals who require certainty regarding travel arrangements.

Education Services and Schools

Many pupils, parents and staff rely on local bus services to access education settings.

Bus Route Tracker enables users to:

- View live bus locations
- Monitor expected arrival times
- Plan journeys to and from school
- Receive service updates and alerts
- Reduce uncertainty around transport arrangements

Schools are encouraged to share information through:

- Parent newsletters
- School social media channels
- School websites
- Pupil information systems

The platform may be particularly helpful for senior pupils travelling independently.

Moray Chamber of Commerce

Reliable transport supports workforce mobility and economic activity across Moray.

Bus Route Tracker can help employers by:

- Improving staff confidence when using public transport
- Supporting recruitment from a wider geographic area
- Reducing uncertainty regarding commuting
- Improving access to employment centres
- Supporting sustainable travel ambitions

The Chamber may wish to highlight the launch through employer networks and business communications.

tsiMORAY

Community organisations, charities and voluntary groups regularly support residents who may face barriers to travel.

Bus Route Tracker can assist by:

- Making public transport information easier to access
- Supporting community participation
- Improving access to volunteering opportunities
- Helping organisations signpost clients to transport options
- Supporting people experiencing social isolation

tsiMORAY member organisations may wish to promote the launch through community networks and local communications channels.

9. Key Partner Message

Key partners are encouraged to use the following messages consistently:

Message 1 - "Moray Council is introducing real-time bus tracking to make public transport easier and more reliable for customers."

Message 2 - "The new Bus Route Tracker is available through the existing m.connect app and requires no separate download."

Message 3 - "Customers will be able to see live bus locations, arrival predictions and service updates."

Message 4 - "Journey planning tools will help passengers identify the best route to their destination."

Message 5 - "The launch represents another important step in delivering the Bus Revolution programme across Moray."

10. Launch Timeline

Activity	Date
Stakeholder Briefings	August 2026
Communications Campaign Begins	August 2026
Customer Information Published	August 2026
Bus Route Tracker Launch	24 August 2026
Ongoing Promotion and Support	Autumn 2026

11. Frequently Asked Questions

Does Bus Route Tracker replace m.connect On-Demand? - No. It is an additional service within the same app.

Can customers track buses in real time? - Yes. Live vehicle locations and estimated arrival times are available.

Can customers plan journeys in advance? - Yes. Future journeys can be planned using the app.

Can customers see available seats? - Yes. Live seat and wheelchair space availability is displayed.

How are passengers informed about disruptions? - Service alerts are published through the Bus Route Tracker platform.

12. Key Contacts

Public Transport Team (m.connect)

Email: m.connectadmin@moray.gov.uk

Phone: 01343 563797

Annex (for key stakeholders)

A. FAQs

B. Myth vs Fact

C. User guide

Summary (for Key partner leaders)

The m.connect Bus Route Tracker is a major enhancement to Moray's public transport offer. The Tracker will make public transport easier to use by providing real-time bus tracking, journey planning and service updates through the existing m.connect app. By improving access to reliable travel information, the service supports education, employment, healthcare, community participation and sustainable travel across Moray.

Key partner support in promoting awareness of the enhancement to the existing app will play an important role in ensuring residents and visitors can take full advantage of these new capabilities from launch on 24 August 2026.

