



Oxfordshire County Council
Equalities Impact Assessment

Proposed Changes to MyBus Oxfordshire Ticketing Scheme

14/11/2025

Contents

Section 1: Summary details	3
Section 2: Detail of proposal.....	4
Section 3: Impact Assessment - Protected Characteristics	6
Section 3: Impact Assessment - Additional Community Impacts.....	12
Section 3: Impact Assessment - Additional Wider Impacts.....	14
Section 4: Review.....	16

Section 1: Summary details

Directorate and Service Area	Environment and Place, Transport Policy.
What is being assessed (e.g. name of policy, procedure, project, service or proposed service change).	The assessment considers the impacts of the proposed recommendations: A) A price increase for the MyBus weekly tickets from 18 January 2026, or as soon as practical thereafter, as follows: From £25 to £30 for an adult week ticket, From £14.50 to £17 for a young person week ticket B) The reallocation of £1,895,857 to the MyBus scheme in 2025/26 from other sources as listed in the Report.
Is this a new or existing function or policy?	Change to existing
Summary of assessment Briefly summarise the policy or proposed service change. Summarise possible impacts. Does the proposal bias, discriminate or unfairly disadvantage individuals or groups within the community? (following completion of the assessment).	This assessment considers the potential impacts of a) increasing the prices of the weekly tickets and b) reallocating funding from other bus schemes. The assessment concludes that the changes are likely to have adverse effects by presenting increased challenges for vulnerable groups.
Completed By	Katharine Broomfield
Authorised By	Paul Fermer
Date of Assessment	14/11/2025

Section 2: Detail of proposal

<p>Context / Background</p> <p>Briefly summarise the background to the policy or proposed service change, including reasons for any changes from previous versions.</p>	<p>MyBus Oxfordshire tickets provide one day or one week's unlimited travel on nearly all local bus services in the County. The tickets present a simple, joined up and good value bus ticket solution to bus passengers.</p> <p>The scheme has experienced strong uptake, particularly among young people. This popularity, combined with increased operator costs, has resulted in demand and reimbursement costs exceeding the original £700k budget for 2025/26. The CMD report outlines the recommended approach to address the estimated funding deficit for 2025/26 of between £1,434,981 (best case) and £1,964,857 (worst case).</p>
<p>Proposals</p> <p>Explain the detail of the proposals, including why this has been decided as the best course of action.</p>	<p>The recommended course of action takes a hybrid approach. An increase to the weekly ticket prices and redirection of funds from other projects to bridge the funding gap to balance the impact. The changes are recommended to keep the valued MyBus tickets available and maintain as much benefit and value for money as possible.</p>
<p>Evidence / Intelligence</p> <p>List and explain any data, consultation outcomes, research findings, feedback from service users and stakeholders etc, that supports your proposals and can help to inform the judgements you make about potential impact on different individuals, communities or groups and our ability to deliver our climate commitments.</p>	<p>An online survey was conducted from late August to late October 2025, and gathered feedback from 110 bus users across Oxfordshire to assess the impact and user experience of the MyBus ticket scheme.</p> <p>Half of respondents reported increased bus usage due to MyBus tickets, which are valued for cost savings (56%), convenience (39%), and flexibility to travel across multiple operators (49%). The tickets were primarily used for commuting, education, leisure, and shopping.</p> <p>In summary, the MyBus ticketing scheme is highly valued and is making a difference, demonstrating a need to continue to support the scheme, albeit on a more sustainable footing.</p>

<p>Alternatives considered / rejected</p> <p>Summarise any other approaches that have been considered in developing the policy or proposed service change, and the reasons why these were not adopted. This could include reasons why doing nothing is not an option.</p>	<p>Several alternative options were considered but ultimately rejected. Maintaining current pricing (Option A) and redirecting existing funds (Option C) were deemed unaffordable and insufficient to address the funding shortfall, despite their benefit of avoiding disruption to users. A standalone fare increase (Option B) would ease budget pressures but carries a high risk of reducing bus use, increasing costs for passengers, and damaging the Council's reputation, while still failing to prevent this year's budget from being exceeded. Temporary suspension of the scheme (Option E) or full termination/commercial transition (Option F) would deliver short-term financial stability but conflict with BSIP and LTCP objectives, remove cost-of-living support, and present significant reputational risks.</p>
--	--

Section 3: Impact Assessment - Protected Characteristics

Protected Characteristic	No Impact	Positive	Negative	Description of Impact	Any actions or mitigation to reduce negative impacts	Action owner* (*Job Title, Organisation)	Timescale and monitoring arrangements
Age	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Younger and older people are statistically more likely to rely on buses.</p> <p>Impacts from the reallocating funding are thought to be minimal.</p> <p>Older persons bus pass holders will not be impacted by the price increase.</p> <p>Younger people may be directly disadvantaged by a price increase.</p>	<p>The changes are recommended to keep the valued MyBus tickets available and maintain as much benefit and value for money as possible. Price increases will not affect day ticket users, and alternative ticket options may help offset the impact for some passengers. Deferred schemes will be prioritised for delivery in 2026/27.</p>	Technical Lead for Bus Service Improvement (OCC)	Full scheme review planned for the end of the financial year.

Disability	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>People with disabilities are statistically more likely to rely on buses.</p> <p>Impacts from the reallocating funding are thought to be minimal. Impacts from the price increase are also thought to be minimal given many could use the disabled persons bus pass for free travel.</p>	<p>The changes are recommended to keep the valued MyBus tickets available and maintain as much benefit and value for money as possible. Price increases will not affect day ticket users, and alternative ticket options may help offset the impact for some passengers. Deferred schemes will be prioritised for delivery in 2026/27.</p>	Technical Lead for Bus Service Improvement (OCC)	Full scheme review planned for the end of the financial year.
Gender Reassignment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p>There is likely to be a neutral impact on this group</p>		Technical Lead for Bus Service Improvement (OCC)	Full scheme review planned for the end of the financial year.
Marriage & Civil Partnership	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p>There is likely to be a neutral impact on this group.</p>		Technical Lead for Bus Service Improvement (OCC)	Full scheme review planned for the end of the financial year.

Pregnancy & Maternity	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Women are statistically more likely to rely on buses.</p> <p>Impacts from the reallocating funding are thought to be minimal. Women may be disadvantaged by a price increase.</p>	The changes are recommended to keep the valued MyBus tickets available and maintain as much benefit and value for money as possible. Price increases will not affect day ticket users, and alternative ticket options may help offset the impact for some passengers. Deferred schemes will be prioritised for delivery in 2026/27.	Technical Lead for Bus Service Improvement (OCC)	Full scheme review planned for the end of the financial year.
Race	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Black, Asian, and minority ethnic (BAME) households tend to have the highest rates of poverty and are therefore statistically more likely to rely on buses. Impacts from the reallocating funding are thought to be minimal. This group may be disadvantaged by a price increase.</p>	The changes are recommended to keep the valued MyBus tickets available and maintain as much benefit and value for money as possible. Price increases will not affect day ticket users, and alternative ticket options may help offset the impact for some passengers. Deferred schemes will be prioritised for delivery in 2026/27.	Technical Lead for Bus Service Improvement (OCC)	Full scheme review planned for the end of the financial year.

Sex	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Women are statistically more likely to rely on buses. Impacts from the reallocating funding are thought to be minimal. Women may be disadvantaged by a price increase.	The changes are recommended to keep the valued MyBus tickets available and maintain as much benefit and value for money as possible. Price increases will not affect day ticket users, and alternative ticket options may help offset the impact for some passengers. Deferred schemes will be prioritised for delivery in 2026/27.	Technical Lead for Bus Service Improvement (OCC)	Full scheme review planned for the end of the financial year.
Sexual Orientation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	There is likely to be a neutral impact on this group		Technical Lead for Bus Service Improvement (OCC)	Full scheme review planned for the end of the financial year.

Religion or Belief	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Access to religious events or places of worship may be reduced if unable to pay the price increase.	The changes are recommended to keep the valued MyBus tickets available and maintain as much benefit and value for money as possible. Price increases will not affect day ticket users, and alternative ticket options may help offset the impact for some passengers. Deferred schemes will be prioritised for delivery in 2026/27.	Technical Lead for Bus Service Improvement (OCC)	Full scheme review planned for the end of the financial year.
---------------------------	--------------------------	--------------------------	-------------------------------------	---	---	--	---

Section 3: Impact Assessment - Additional Community Impacts

Additional community impacts	No Impact	Positive	Negative	Description of impact	Any actions or mitigation to reduce negative impacts	Action owner (*Job Title, Organisation)	Timescale and monitoring arrangements
Rural communities	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	The impacts of transport poverty are worst for poor people in rural areas. Impacts from the reallocating funding are thought to be minimal. This group may be disadvantaged by a price increase.	The changes are recommended to keep the valued MyBus tickets available and maintain as much benefit and value for money as possible. Price increases will not affect day ticket users, and alternative ticket options may help offset the impact for some passengers. Deferred schemes will be prioritised for delivery in 2026/27.	Technical Lead for Bus Service Improvement (OCC)	Full scheme review planned for the end of the financial year.
Armed Forces	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	There is likely to be a neutral impact on this group		Technical Lead for Bus Service Improvement (OCC)	Full scheme review planned for the end of the financial year.
Carers	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Carers are likely to be unpaid or on low income. Therefore this group may be disadvantaged by a price	The changes are recommended to keep the valued MyBus tickets available and maintain as	Technical Lead for Bus Service Improvement (OCC)	Full scheme review planned for the end of the financial year.

Additional community impacts	No Impact	Positive	Negative	Description of impact	Any actions or mitigation to reduce negative impacts	Action owner (*Job Title, Organisation)	Timescale and monitoring arrangements
				increase. Impacts from the reallocating funding are thought to be minimal.	much benefit and value for money as possible. Price increases will not affect day ticket users, and alternative ticket options may help offset the impact for some passengers. Deferred schemes will be prioritised for delivery in 2026/27.		
Areas of deprivation	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Those on lower incomes are statistically more likely to rely on buses. In addition, access to work is greatly improved by more accessible and affordable public transport opportunities. Therefore this group will benefit from improvements to bus services and access.	The changes are recommended to keep the valued MyBus tickets available and maintain as much benefit and value for money as possible. Price increases will not affect day ticket users, and alternative ticket options may help offset the impact for some passengers. Deferred schemes will be prioritised for delivery in 2026/27.	Technical Lead for Bus Service Improvement (OCC)	Full scheme review planned for the end of the financial year.

Section 3: Impact Assessment - Additional Wider Impacts

Additional Wider Impacts	No Impact	Positive	Negative	Description of Impact	Any actions or mitigation to reduce negative impacts	Action owner* (*Job Title, Organisation)	Timescale and monitoring arrangements
Staff	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Access to work is greatly improved by more accessible and affordable public transport opportunities. Therefore this group may be disadvantaged from the price increase.	The changes are recommended to keep the valued MyBus tickets available and maintain as much benefit and value for money as possible. Price increases will not affect day ticket users, and alternative ticket options may help offset the impact for some passengers. Deferred schemes will be prioritised for delivery in 2026/27.	Technical Lead for Bus Service Improvement (OCC)	Full scheme review planned for the end of the financial year.
Other Council Services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	There is likely to be a neutral impact on this group		Technical Lead for Bus Service Improvement (OCC)	Full scheme review planned for the end of the financial year.
Providers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	There is likely to be a neutral impact on this group		Technical Lead for Bus Service	Full scheme review planned

Additional Wider Impacts	No Impact	Positive	Negative	Description of Impact	Any actions or mitigation to reduce negative impacts	Action owner* (*Job Title, Organisation)	Timescale and monitoring arrangements
						Improvement (OCC)	for the end of the financial year.
Social Value ¹	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Buses provide affordable, accessible, and reliable transportation, especially for those who may not have other options. They connect people to jobs and customers to businesses, facilitate access to education and essential services, promote social inclusion, and contribute to environmental improvements by encouraging a shift from private to public transport.</p> <p>Therefore there may be a negative impact from a price increase.</p>	The changes are recommended to keep the valued MyBus tickets available and maintain as much benefit and value for money as possible. Price increases will not affect day ticket users, and alternative ticket options may help offset the impact for some passengers. Deferred schemes will be prioritised for delivery in 2026/27.	Technical Lead for Bus Service Improvement (OCC)	Full scheme review planned for the end of the financial year.

¹ If the Public Services (Social Value) Act 2012 applies to this proposal, please summarise here how you have considered how the contract might improve the economic, social, and environmental well-being of the relevant area

Section 4: Review

Where bias, negative impact or disadvantage is identified, the proposal and/or implementation can be adapted or changed; meaning there is a need for regular review. This review may also be needed to reflect additional data and evidence for a fuller assessment (proportionate to the decision in question). Please state the agreed review timescale for the identified impacts of the policy implementation or service change.

Review Date	Full scheme review (including EQIA) is planned for the end of the financial year.
Person Responsible for Review	Technical Lead Bus Service Improvement
Authorised By	Paul Fermer