

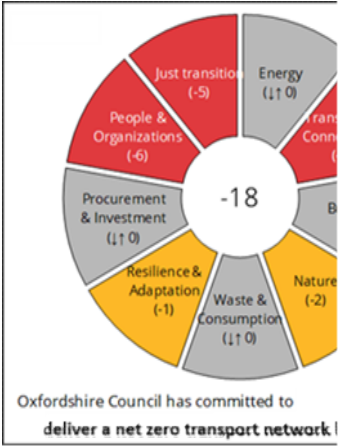
Climate Impact Assessment

Summary

Directorate and Service Area	Environment and Place, Transport Policy.
What is being assessed	Proposed Changes to MyBus Oxfordshire Ticketing Scheme
Is this a new or existing function or policy?	Change to existing
Summary of assessment	<p>The assessment considers the impacts of the proposed recommendations:</p> <p>1. A price increase for the MyBus weekly tickets and the reallocation of 1,895,857 to the MyBus scheme in 2025/26 from other sources as listed in the CMD Report. The assessment concludes that these actions are likely to have adverse effects.</p> <p>Key negative impacts include a potential shift from bus to private car use, reduced public transport and active travel, diminished access to green spaces, and increased challenges for vulnerable groups. The changes may also hinder progress towards climate and ecological objectives by creating obstacles to behavioural and systemic change, reducing health and wellbeing benefits, and exacerbating inequality. As a result of more affordable MyBus tickets subsidised by the DfT, bus operators are benefitting from overall bus market growth. The scheme operates under a "no better nor worse" financial position, therefore as part of the upcoming review of the scheme, discussions will be advanced by the Council on how bus operators can foster the financial sustainability of the scheme, particularly focusing on affordability and the potential growth that affordable fares can produce for the benefit of all parties.</p>
Completed by	Katharine Broomfield
Climate action sign off by	Franco Gonzalez
Director sign off by	Paul Fermer
Assessment date	27/11/25

Detail of proposal

Context / Background	<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. 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>
Proposal	<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.</p>
Evidence / Intelligence	<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. 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>



Alternatives considered / rejected	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.
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Category	Impact criteria	Score (-3 to +3)	Description of impact	Actions or mitigations to reduce negative impacts	Action owner	Timeline and monitoring arrangements
Energy	Increases energy efficiency	N/A	No or very limited impact			
Energy	Promotes a switch to low-carbon or renewable energy	N/A	No or very limited impact			
Energy	Promotes resilient, local, smart energy systems	N/A	No or very limited impact			
Transport & Connectivity	Reduces need to travel and/or the need for private car ownership	-2	The price increase may result in some existing bus passengers switching to private car. The reallocation of funding may restrict other bus improvements.	These changes are being recommended in order to continue to offer the highly valued MyBus tickets, maintaining the benefits and value for money as much as possible. Price increases will not impact day ticket users. Other ticket products may be available which will reduce the increase passengers may have to pay. Deferred schemes will be prioritised for delivery in 26/27. As a result of more affordable MyBus tickets subsidised by the DfT, bus operators are benefitting from overall bus market growth. The scheme operates under a "no better nor worse" financial position, therefore as part of the upcoming review of the scheme, discussions will be advanced by the Council on how bus operators can foster the financial sustainability of the scheme, particularly focusing on affordability and the potential growth that affordable fares can produce for the benefit of all parties.	Katharine Broomfield	A full review of the scheme will be conducted by financial year end.
Transport & Connectivity	Supports active travel	-1	If there is reduced public transport use this may also reduce active travel, as research shows that individuals who use public transport benefit from increased physical activity over those who don't, by walking to stops and final destinations. This makes public transport more expensive. The reallocation of funding may restrict other bus improvements.	As above	Katharine Broomfield	As above
Transport & Connectivity	Increases use of public transport	-2		As above	Katharine Broomfield	As above
Transport & Connectivity	Accelerates electrification of transport	N/A	No or very limited impact			
Buildings	Promotes net zero new builds and developments	N/A	No or very limited impact			
Buildings	Accelerates retrofitting of existing buildings	N/A	No or very limited impact			
Nature	Protects, restores or enhances biodiversity, landscape and ecosystems	N/A	No or very limited impact			
Nature	Develops blue and green infrastructure	N/A	No or very limited impact			

Nature	Improves access to nature and green spaces	-2	There is the potential for a reduced access, either by people being unable to afford bus and/or the restriction of other bus improvements caused by the reallocation of funding.	These changes are being recommended in order to continue to offer the highly valued MyBus tickets, maintaining the benefits and value for money as much as possible. Price increases will not impact day ticket users. Other ticket products may be available which will reduce the increase passengers may have to pay. Deferred schemes will be prioritised for delivery in 26/27. As a result of more affordable MyBus tickets subsidised by the DfT, bus operators are benefitting from overall bus market growth. The scheme operates under a "no better nor worse" financial position, therefore as part of the upcoming review of the scheme, discussions will be advanced by the Council on how bus operators can foster the financial sustainability of the scheme, particularly focusing on affordability and the potential growth that affordable fares can produce for the benefit of all parties.	Katharine Broomfield	A full review of the scheme will be conducted by financial year end.
Waste & Consumption	Reduces overall consumption	N/A	No or very limited impact	These changes are being recommended in order to continue to offer the highly valued MyBus tickets, maintaining the benefits and value for money as much as possible. Price increases will not impact day ticket users. Other ticket products may be available which will reduce the increase passengers may have to pay. Deferred schemes will be prioritised for delivery in 26/27. As a result of more affordable MyBus tickets subsidised by the DfT, bus operators are benefitting from overall bus market growth. The scheme operates under a "no better nor worse" financial position, therefore as part of the upcoming review of the scheme, discussions will be advanced by the Council on how bus operators can foster the financial sustainability of the scheme, particularly focusing on affordability and the potential growth that affordable fares can produce for the benefit of all parties.	Katharine Broomfield	A full review of the scheme will be conducted by financial year end.
Waste & Consumption	Supports waste prevention and drive reuse and recycling	N/A	No or very limited impact			
Resilience & Adaptation	Increases resilience to flooding	N/A	No or very limited impact			
Resilience & Adaptation	Increases resilience to other extreme weather events (e.g., storms, cold snaps, heatwaves, droughts)	N/A	No or very limited impact			
Resilience & Adaptation	Increases resilience of council services, communities, energy systems, transport infrastructure and/or supply chains	-1	If staff are negatively impacted by the changes this could reduce resilience for council services	These changes are being recommended in order to continue to offer the highly valued MyBus tickets, maintaining the benefits and value for money as much as possible. Price increases will not impact day ticket users. Other ticket products may be available which will reduce the increase passengers may have to pay. Deferred schemes will be prioritised for delivery in 26/27. As a result of more affordable MyBus tickets subsidised by the DfT, bus operators are benefitting from overall bus market growth. The scheme operates under a "no better nor worse" financial position, therefore as part of the upcoming review of the scheme, discussions will be advanced by the Council on how bus operators can foster the financial sustainability of the scheme, particularly focusing on affordability and the potential growth that affordable fares can produce for the benefit of all parties.	Katharine Broomfield	A full review of the scheme will be conducted by financial year end.
Procurement & Investment	Procurement practices prioritise low-carbon options, circular economy and sustainability	N/A	No or very limited impact			
Procurement & Investment	Investment being considered supports climate action/ is consistent with path to net zero	N/A	No or very limited impact			

People & Organizations	Drives behavioural change to address the climate and ecological emergency		These changes may create obstacles -2 to behavioural change	These changes are being recommended in order to continue to offer the highly valued MyBus tickets, maintaining the benefits and value for money as much as possible. Price increases will not impact day ticket users. Other ticket products may be available which will reduce the increase passengers may have to pay. Deferred schemes will be prioritised for delivery in 26/27. As a result of more affordable MyBus tickets subsidised by the DfT, bus operators are benefitting from overall bus market growth. The scheme operates under a "no better nor worse" financial position, therefore as part of the upcoming review of the scheme, discussions will be advanced by the Council on how bus operators can foster the financial sustainability of the scheme, particularly focusing on affordability and the potential growth that affordable fares can produce for the benefit of all parties.	Katharine Broomfield	A full review of the scheme will be conducted by financial year end.
People & Organizations	Drives organizational and systemic change to address the climate and ecological emergency		-2 For the reasons above	As above	Katharine Broomfield	As above
Just transition	Promotes green innovation and job creation	N/A	No or very limited impact			
Just transition	Promotes health and wellbeing		-2 Health benefits for bus users and residents, such as increased physical activity, reduced congestion and improved air quality, may reduce if fewer people travel by bus as a result of the changes.	These changes are being recommended in order to continue to offer the highly valued MyBus tickets, maintaining the benefits and value for money as much as possible. Price increases will not impact day ticket users. Other ticket products may be available which will reduce the increase passengers may have to pay. Deferred schemes will be prioritised for delivery in 26/27. As a result of more affordable MyBus tickets subsidised by the DfT, bus operators are benefitting from overall bus market growth. The scheme operates under a "no better nor worse" financial position, therefore as part of the upcoming review of the scheme, discussions will be advanced by the Council on how bus operators can foster the financial sustainability of the scheme, particularly focusing on affordability and the potential growth that affordable fares can produce for the benefit of all parties.	Katharine Broomfield	A full review of the scheme will be conducted by financial year end.
Just transition	Reduces poverty and inequality		-2 Price increase may disproportionately negatively impact vulnerable groups	As above	Katharine Broomfield	As above