

Annex 3: Price benchmarking

Current MyBus Prices:

Ticket type	Adult	Young Person (YP)
Day ticket	£6.50	£3.50
Weekly ticket (7-day)	£30	£17

Price comparisons with operator tickets:

The following tickets have been identified as the closest equivalent commercial products to MyBus in terms of geographic coverage and flexibility and are therefore selected as key benchmarks for comparison.

Prices correct as at May 2026.

Ticket type	Operator	Product	Price	Comparison to current MyBus prices
Adult Day	Stagecoach	West Gold DayRider	£8.20	MyBus £1.70 cheaper
Adult Day	Go-Ahead	CityZone + CountryZone	£9.50	MyBus £3 cheaper
Young Person Day	Stagecoach	YP/CHILD West Gold DayRider	£7.10	MyBus £3.60 cheaper
Young Person Day	Go-Ahead	YP/CHILD CityZone + CountryZone	£6.50	MyBus £3 cheaper
Adult Weekly	Stagecoach	West Gold 7 Day MegaRider	£30.40	MyBus £0.40 cheaper
Adult Weekly	Go-Ahead	CityZone + CountryZone	£35.00	MyBus £5 cheaper
Young Person Weekly	Stagecoach	YP West Gold 7 Day MegaRider*	£26.20	MyBus £9.20 cheaper
Young Person Weekly	Go-Ahead	YP/CHILD CityZone + CountryZone	£26.50	MyBus £9.50 cheaper

* no equivalent child ticket

It should be noted that passengers requiring multi operator travel within the Oxford SmartZone, in addition to travel outside this area, would need to purchase a SmartZone add on at an increased price. For example, the Stagecoach West Gold 7 day with SmartZone (adults and children) costs £37.80, the Go Ahead SmartZone and CountryZone ticket is priced at £41 per week for adults and £30 per week for under 18s.

Conclusion

Adult day could be priced at around £8.50 (£2 increase)
YP day could be priced at around £7 (£3.50 increase)
Adult weekly could be priced at around £35 (£5 increase)
YP weekly could be priced at around £27 (£10 increase)

The prices will need to be reviewed at any point that the national fare cap is altered, expected from 1 April 2027.