

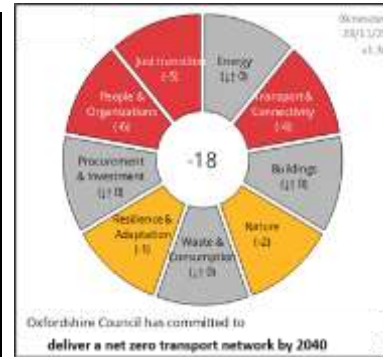
Annex 6: Climate Impact Assessment

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 recommendation for a price increase to several MyBus ticket products and utilisation of the carry forward of £300,000 budget from 2025/26 to 2026/27 as listed in the CMD Report. The assessment concludes that these actions will potentially have adverse effects. Key negative impacts include a potential shift from bus to private car use, reduced public transport and active travel use, diminished access to green spaces and increased challenges for vulnerable groups. However, messages to promote alternative bus tickets that are available should mitigate the impact of these proposed price increases. 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 the introduction of MyBus tickets, subsidised by a DfT grant, 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 ongoing 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. DfT guidance requires the development of a multi-operator monthly ticket therefore a new monthly MyBus ticket will to be implemented by 31/3/2027 which some customers will benefit from.</p>
Completed by	Alyn Jones
Climate action sign off by	Sam Randle
Director sign off by	Paul Fermer
Assessment date	25/06/2026

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 passengers.</p> <p>The scheme has experienced stronger than expected uptake, particularly among young people. This popularity, combined with increased operator costs following the increase to the national fare cap, has resulted in demand and reimbursement costs exceeding the original £900k budget for</p>
Proposal	<p>The recommended course of action takes a hybrid approach. An increase to ticket prices and carry over of underspent funds from 2025/26 to bridge the funding gap and balance the impact. The changes are recommended to keep the valued MyBus tickets available, along with the DfT requirement for a monthly multi-operator ticket to also be available by 1 April 2027 and maintain as much benefit and value for money as possible.</p>
Evidence / Intelligence	<p>An online survey was conducted from late August to late October 2025, this 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 - with a large proportion only using one operators' services, meaning that other products would have been / are available to them.</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 financially sustainable footing.</p>
Alternatives considered / rejected	<p>Several alternative options were considered but ultimately rejected. Maintaining current pricing and redirecting other grant funds, aside from the carry over, are deemed unsustainable and insufficient to address the funding shortfall, despite their benefit of avoiding disruption to MyBus ticket users as this would reduce the wider availability of socially necessary bus services. Individual fare increases would ease but not eliminate budget pressures, it carries a risk of reducing bus use, increasing costs for passengers, and damaging the Council's reputation. Temporary suspension of the scheme or full termination/commercial transition would deliver short-term financial stability but conflict with BSIP and LTCP objectives, remove cost-of-living support, and present significant reputational risks.</p>



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	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, to those customers who use more than one operators services. Price increases of MyBus will be mitigated by the availability of single operator products, which would be suitable for a significant proportion of those customers currently purchasing MyBus tickets (as shown in the 2025 surveys). Underspend from 2025/26 will be carried over to 2026/27 to supplement the available budget. As a result of the availability of 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, discussions will continue as to 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. A new monthly MyBus ticket will be implemented by 31/3/2027 which some customers will benefit from.	Alyn Jones	Future reviews of ticket prices will be undertaken to ensure scheme affordability whilst maximising bus use and complying with DfT guidance.
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.	As above	Alyn Jones	As above
Transport & Connectivity	Increases use of public transport	-2	This could make public transport more expensive for customers that cannot benefit from single operator ticketing products.	As above	Alyn Jones	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, by people being unable to afford to travel by bus unless they can benefit from single operator ticket products.	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, to those customers who use more than one operators services. Price increases of MyBus will be mitigated by the availability of single operator products, which would be suitable for a significant proportion of those customers currently purchasing MyBus tickets (as shown in the 2025 surveys). Underspend from 2025/26 will be carried over to 2026/27 to supplement the available budget. As a result of the availability of 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, discussions will continue as to 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. A new monthly MyBus ticket will to be implemented by 31/3/2027 which some customers will benefit from.	Alyn Jones	Future reviews of ticket prices will be undertaken to ensure scheme affordability whilst maximising bus use and complying with DfT guidance.
Waste & Consumption	Reduces overall consumption	N/A		No or very limited impact			
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,	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, to those customers who use more than one operators services. Price increases of MyBus will be mitigated by the availability of single operator products, which would be suitable for a significant proportion of those customers currently purchasing MyBus tickets (as shown in the 2025 surveys). Underspend from 2025/26 will be carried over to 2026/27 to supplement the available budget. As a result of the availability of 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, discussions will continue as to 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. A new monthly MyBus ticket will to be implemented by 31/3/2027 which some customers will benefit from.	Alyn Jones	Future reviews of ticket prices will be undertaken to ensure scheme affordability whilst maximising bus use and complying with DfT guidance.
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		-2 to behavioural change	These changes may create obstacles	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, to those customers who use more than one operators services. Price increases of MyBus will be mitigated by the availability of single operator products, which would be suitable for a significant proportion of those customers currently purchasing MyBus tickets (as shown in the 2025 surveys). Underspend from 2025/26 will be carried over to 2026/27 to supplement the available budget. As a result of the availability of 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, discussions will continue as to 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. A new monthly MyBus ticket will to be implemented by 31/3/2027 which some customers will benefit from.	Alyn Jones	Future reviews of ticket prices will be undertaken to ensure scheme affordability whilst maximising bus use and complying with DfT guidance.
People & Organizations	Drives organizational and systemic change to address the climate and ecological emergency		-2 For the reasons above	As above		Alyn Jones	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, to those customers who use more than one operators services. Price increases of MyBus will be mitigated by the availability of single operator products, which would be suitable for a significant proportion of those customers currently purchasing MyBus tickets (as shown in the 2025 surveys). Underspend from 2025/26 will be carried over to 2026/27 to supplement the available budget. As a result of the availability of 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, discussions will continue as to 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. A new monthly MyBus ticket will to be implemented by 31/3/2027 which some customers will benefit from.	Alyn Jones	Future reviews of ticket prices will be undertaken to ensure scheme affordability whilst maximising bus use and complying with DfT guidance.
Just transition	Reduces poverty and inequality		-2 negatively impact vulnerable groups	Price increase may disproportionately	As above	Alyn Jones	As above