

Benefits of bus travel

In today's fast-paced world, finding sustainable and cost-effective transportation options is vital. However, as our lives get busier, we often forget to consider the impact of our transportation choices on the environment, our health, and our communities.

At Oxford Bus Company, we are dedicated to enhancing these benefits and ensuring we have a positive impact far beyond getting people from point A to point B.

Read on to discover why you should consider hopping on a bus for your next journey.



Environmental benefits

Reduced emissions and cleaner air

40,000 deaths per year in the UK are linked to harmful vehicle emissions such as carbon monoxide (CO), carbon dioxide (CO₂), and nitrogen oxides (NO_x).

Although all buses in Oxfordshire meet the Euro V emissions rating which regulates the emission of these harmful by-products, a majority of the Oxford Bus Company fleet adheres to the more stringent Euro VI emissions standards. In fact, our average Oxford bus emits 23% less carbon emissions per kilometre than the average UK bus. This is largely because we have one of the highest percentages of electric-hybrid buses in a UK bus fleet.

Plus, with Oxford Bus Company's pivotal role in the recently signed deal to bring 159 electric buses to Oxfordshire, the environmental benefits of bus travel are likely to improve even further.

Low carbon footprint

Taking a bus instead of a car can cut your travel-related carbon emissions by as much as 38% per kilometre.

This is because buses emit fewer greenhouse gases per person than cars, especially when they are near or at full capacity.



To help you make an informed decision on the most environmentally friendly way to travel, Oxford Bus Company provides a Journey Planner which calculates CO₂ savings for your specific journey. For example:

- Taking the city8 from Oxford to Barton would save 870g of CO₂ compared to driving – equivalent to keeping a lightbulb on for 245 hours.
- Taking the X40 from Oxford to Wallingford would save 4,044g of CO₂ compared to driving – equivalent to keeping your fridge running for 147 days.
- Taking the X32 from Oxford to Didcot would save 4,077g of CO₂ compared to driving – equivalent to charging your mobile phone 17,274 times.

To see how much you could reduce carbon emissions by choosing the bus over driving, visit our Journey Planner: [Plan your journey.](#)

Reducing congestion: fewer cars on the road

In 2018, a massive 62% of car journeys were made by single drivers with no passengers.

This is a big problem. Boston Consulting Group agree: "if individuals continue to travel alone in cars, traffic congestion, pollution, and the accessibility gap within urban areas will grow, especially in cities where residential areas are far from industrial and economic clusters."

Choosing to take the bus over driving could be an excellent way of reducing congestion

and tackling these issues. If each of our buses were used to 50% capacity, an estimated 24.7 cars would be removed from the road per bus. Similarly, if used to 100% capacity, 50 cars would be taken off the road, freeing up 200m of road space per bus.

Economic benefits

Cheaper travel

Bus travel is generally more affordable than driving, especially when considering fuel costs, parking fees, and vehicle maintenance.

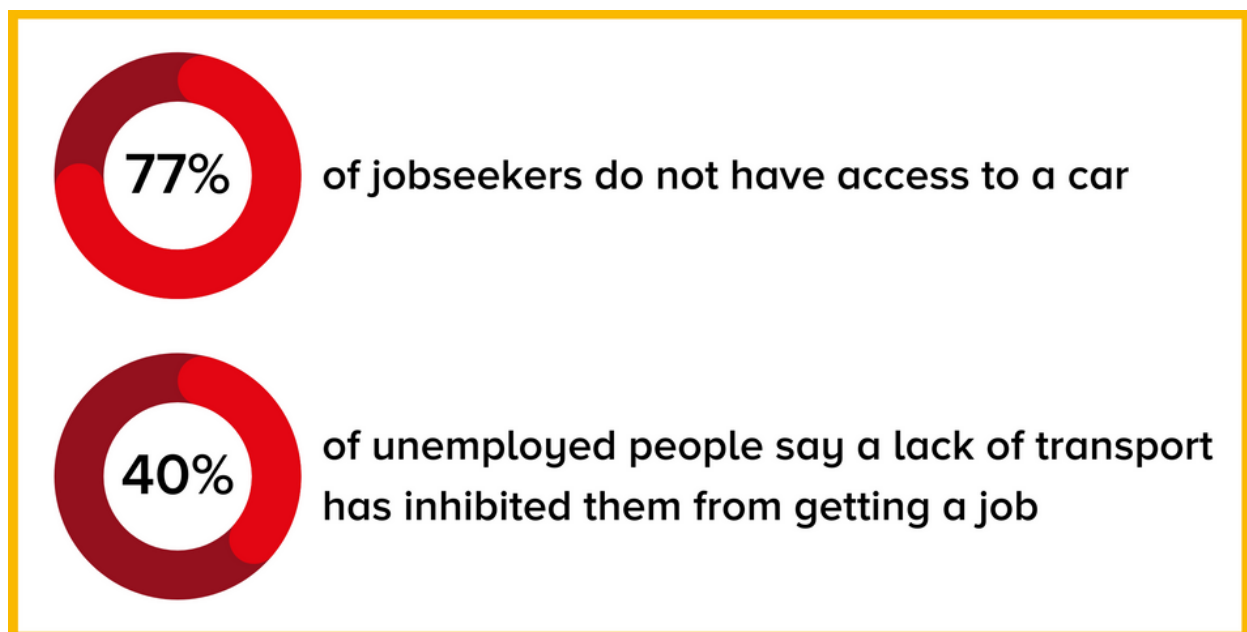
At Oxford Bus Company, we believe bus travel should remain accessible and affordable. That's why we offer a variety of zone tickets that make it easy to do more, see more, and experience more, for less.

Find out more about our tickets: [Fares & tickets](#).

Promoting equitable transportation

Bus travel also provides an equitable transportation system which helps increase employment and productivity:

- Buses are important for those trying to re-enter the workforce.
- People use buses to commute to work where they earn money that they reinvest in the economy.
- Bus companies are a major employer and integral to the economies of the communities in which they operate.



Explore our job vacancies and careers: [Jobs](#).

Social benefits

Community mobility and involvement

Bus travel can improve community mobility by providing direct links to other communities and areas where there are opportunities such as jobs, education, healthcare, shopping, social gatherings, and more. Alongside Thames Travel – our sister company – we operate services to towns and villages across Oxfordshire, including Abingdon, Didcot, Wallingford, and Watlington.

Plus, our overall involvement in our local community provides us with an opportunity to raise awareness around important and charitable causes, such as through our annual 'Brand the Bus' competition.

Explore our services: [Times & maps](#).

Tackling loneliness

Tackling loneliness is important to us, and we are proud of the role we play in connecting people and providing links to education, employment, healthcare, and other social services.

Through a series of 'Chatty Bus' events, Oxford Bus Company has demonstrated the important – but frequently overlooked – role that buses can have in battling loneliness among elderly people in our community. In March 2023, elderly people living in Abingdon were invited to enjoy a day out in Oxford with free bus travel and a complimentary City Sightseeing Oxford open-top bus tour. The event was a success – not only were all the spaces filled, but many attendees explained how they benefited from socialising with new people.



Attendees of a 'Chatty Bus Day Out' in March 2023 enjoyed free bus travel to Oxford and a complimentary open-top bus tour around the city.

Health & wellbeing benefits

There are also many health and wellbeing benefits to bus travel:

- Bus services provide a highly accessible link to healthcare and health centres.
- According to a study published in the Journal of Preventative Medicine, commuters reported better psychological wellbeing after travelling by public transport compared to driving.
- Walking to and from the bus stop can be an effective way to get active and reach your daily step goal. In fact, research suggests commuters who walk to the bus stop tend to have less body fat than those who drive the whole way to work.