

# 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.

As part of the Go-Ahead group, we understand the many benefits provided by taking the bus and we are dedicated to enhancing these for our community.



## 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 (CO<sub>2</sub>), and nitrogen oxides (NO<sub>x</sub>).*

All buses in the Carousel fleet meet at least the Euro V emissions rating which regulates the emission of these harmful by-products. To achieve this and make buses one of the most sustainable forms of road transport available, operators often use electric-hybrid buses and incorporate AdBlue in exhaust systems of diesel vehicles to transform NO<sub>x</sub> into harmless nitrogen and water.

### 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, Carousel Buses provides a Journey Planner which calculates CO2 savings for your specific journey. For example:

- Taking the 1 from High Wycombe Bus Station to Hemel Hempstead would save 6,102g of CO2 compared to driving – equivalent to watching TV for 634 hours.
- Taking the 41 from High Wycombe Bus Station to Great Missenden would save 2,550g of CO2 compared to driving – equivalent to keeping a fridge running for 93 days.

To see how much you could reduce carbon emissions by taking the bus instead of 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 step towards 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.

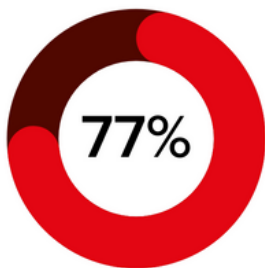
At Carousel Buses, we believe bus travel should remain accessible and affordable. That's why we offer a variety of zone tickets that make it easy to do more, see more, and experience more, for less.

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

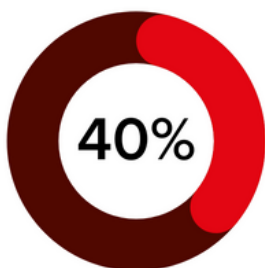
## Promoting equitable transportation

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.



**77%** of jobseekers do not have access to a car



**40%** of unemployed people say a lack of transport has inhibited them from getting a job

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.

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.

Our colleagues at Oxford Bus Company have hosted a series of 'Chatty Bus' events to battle loneliness in their communities. 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 Oxford Bus Company's '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.