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THE

# ONE BILLION CHALLENGE

Make the switch to bus and coach - a low cost,  
low carbon solution to the UK's transport challenges

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# Greener Journeys is an initiative of the UK bus and coach industry aimed at reducing CO<sub>2</sub> emissions.



## The challenge we face

In the fight against climate change, transport is one of the toughest challenges. It's the only sector where CO<sub>2</sub> emissions are still rising. And it accounts for more than a fifth of UK emissions<sup>1</sup>. Plus:

- Nearly 60% of these emissions are from cars, with no sign of abating<sup>1</sup>.
- Car traffic is 87% greater than in 1980 and still rising, making the UK the most car dependent country in Europe<sup>2</sup>.
- Purely in terms of the congestion this causes, the cost to the UK is £11 billion in GDP each year<sup>3</sup>.

## We need a step change

Government policy to reduce CO<sub>2</sub> from transport has to-date been mainly focussed on technology and innovation, but the benefits of this will only be felt in the long term.

Something that can really make a difference in the shorter term is *behaviour change* - in particular encouraging a switch from the car to lower carbon forms of transport like bus and coach, walking and cycling.

## A low cost, low carbon solution

Switching to bus and coach travel offers a quick and cost-effective solution that can make a major contribution to delivering on the Government's CO<sub>2</sub> reduction targets. Even better, this behaviour change can happen very quickly and at a fraction of the cost of other measures such as the widespread adoption of electric cars.

Buses and coaches also have a crucial role in tackling congestion: one double-decker bus could take the place of 75 cars on the road.



In its One Billion Challenge, Greener Journeys estimates that switching from car to bus or coach for just one journey in 25 could save 2 million tonnes of CO<sub>2</sub> and would mean one billion fewer car journeys on our roads. This would deliver 50% more CO<sub>2</sub> savings from transport than planned by Government over the same period.

## A bit of background

Greener Journeys is an unprecedented collaboration of the UK's major bus and coach operators. We aim to show that promoting a modal switch to car drivers between now and 2014 will have real impact.

## What we are already doing

The bus and coach industry is committed to enhancing the quality of services, improving information and ticketing and investing in more efficient, low carbon vehicles. Success stories include:

- In Brighton bus patronage has grown by around **5% per year since 1993** contributing to a 3% reduction in city centre traffic in the last 3 years.
- Kent Fastrack has seen passenger numbers **up 50%** on forecasts. 20% of Fastrack passengers previously used their car for the same journey.
- In York there has been a **56% growth** in bus patronage over the past 5 years.
- In the past decade, London has seen a **58% increase** in bus patronage and a **5% decline in the car** share of total passenger journeys, encouraged by congestion charging.
- In Cambridgeshire there has been **100% growth** in bus patronage over the past 7 years.



# Greener Journeys is calling on the Government to allow bus season tickets and travel cards to be paid for out of people's pre-tax income, and to encourage salary sacrifice schemes.

Greener Journeys is also working with Government and local authorities to accelerate the adoption of a range of pro-bus and coach policies which will make it easier for people to make sustainable transport choices. These include:

- Wider roll out of smarter choices.
- More priority measures for buses and coaches.
- Support for park and ride schemes.
- Better integration of transport policy with land use planning.
- Fiscal measures to encourage bus travel cards and salary sacrifice schemes.
- Fairer tax treatment for bus passengers.

Buses still pay an element of tax on the fuel they use - airlines are completely exempt and trains pay much less than road vehicles - making the cost of bus travel more expensive. Bus Service Operators Grant (BSOG) goes some way to helping offset this tax. It is crucial BSOG is retained or local bus services will be put at risk and fares will rise.

Given the spending challenges facing local and central Government, spending on buses is very low compared to other transport initiatives and delivers an excellent cost benefit ratio. Buses are also a crucial mode of transport for people on lower incomes, many of whom do not have access to a car.

## The next stage

In September 2010, Greener Journeys launched Britain's first ever national consumer marketing campaign to persuade people to get out of cars and onto buses. Our goal is to help people identify the specific journeys where taking the bus would make better sense.

Using the slogan 'Sometimes you can't beat the bus', a number of initiatives will promote behaviour change including a giveaway of a million free bus tickets, a major national PR campaign and local campaigns in Exeter, Milton Keynes and Norwich.

We are also building partnerships with some of the nation's best-known businesses to promote bus travel to their customers and employees. The success of this work will be closely monitored and learning from it will be used to inform more ambitious activity in 2011 and beyond.

SOMETIMES YOU CAN'T  
BEAT THE BUS >>>



## Our vision for the future

This is just the beginning. With the widespread application of policies conducive to bus and coach travel the industry could go much further, taking billions more car journeys off the road and making a huge contribution to delivering on the Government's carbon reduction targets.

In addition to the significant environmental and economic benefits, promoting this modal switch will deliver many wider benefits to society. Buses and coaches are safe, affordable, comfortable and inclusive modes of transport. They are at the heartbeat of thriving communities, whether taking people to work, to visit relatives, to shopping centres, to train stations, to football matches or historic landmarks.

Wider benefits of bus and coach travel:

- The UK bus and coach industry directly employs over 170,000 people.
- The UK bus and coach manufacturing sector employs 4,000 and supports a further 4,000 jobs. The UK bus and coach industry is responsible indirectly for many hundreds of thousands of further jobs.
- Buses are a crucial mode of transport for people on low incomes, many of whom do not have access to a car.
- Buses and coaches are much safer to travel in than cars - a passenger is 6 times more likely to be fatally injured in a car than on a bus or coach.
- Improved local air quality will lead to an improvement in health by reducing respiratory problems like asthma.
- Better provision of buses and coaches and controlling car demand is fundamental to sustaining the attractiveness of town and city centres.

The stark facts of climate change mean that a more sustainable future will have to involve more intelligent car use. By working in collaboration with Government, business and consumers, Greener Journeys can help give people a real and attractive alternative to the car for many of their journeys.

# Changing travel behaviour can make a real difference.



To succeed in our One Billion Challenge, all we are asking is for car drivers to switch just one journey in 25 to bus or coach instead:

Journey	Current no. of car trips P.A. <sup>4</sup>	Behaviour change	Car to bus conversion by 2014
Commuting	7.1 billion	Just one extra commute by bus or coach a month	425 million
			+
Education	1.3 billion	Just 3 out of 100 parents let their children travel to school by bus	40 million
			+
Shopping	4.7 billion	Every couple of months taking the bus to town instead of the car	187 million
			+
Personal Business	5.8 billion	Taking the bus to the bank, hairdresser or doctor etc.	173 million
			+
Leisure	5.0 billion	Once a month taking the bus to the cinema, a day out or a visit	201 million
			=



**1 billion fewer car journeys**

<sup>1</sup> Low Carbon Transport: A Greener Future 2009, Department for Transport  
<sup>2</sup> The Eddington Transport Study 2006

<sup>3</sup> Urban Transport Analysis 2009, Cabinet Office Strategy Unit  
<sup>4</sup> National Travel Survey, Transport Statistics Great Britain 2009

Launched in 2009, Greener Journeys has to-date been funded by Arriva, FirstGroup, Go-Ahead, National Express and Stagecoach. It now encompasses a wide participation of operators and stakeholders, and aims to widen its membership to include all UK operators.

The Greener Journeys Advisory Board provides advice and governance, and has been set up to ensure that Greener Journeys delivers on its environmental objectives. Members include: Professor David Begg (Chair); Dr Jillian Anable, Senior Lecturer, Aberdeen University; David Brown, Bus Chair, Passenger Transport Executive Group; David Brown, Managing Director Surface Transport, Transport for London; Professor Stephen Glaister, Director, RAC Foundation; Stephen Joseph, Executive Director, Campaign for Better Transport; Steven Salmon, Director of Policy Development, Confederation of Passenger Transport.

Greener Journeys is also a member of the Climate Clinic, which is a coalition of the world's leading environment and development organisations demanding political action on climate change. Members include: WWF, Greenpeace, Unicef, RSPB, Green Alliance.

"I welcome the Greener Journeys initiative which has the potential to play a major role in reducing CO<sub>2</sub> emissions from transport. In formulating its transport policies the Government must take account of the challenges posed by climate change, for both environmental and economic reasons. I urge the Government at all levels to seize the Greener Journeys initiative and work with bus and coach operators towards a greener future."

Sir Rod Eddington

"Climate change is the greatest challenge of our age and we need to seize every opportunity to cut emissions. Bus and coach travel is a cheap, effective solution which is available right now. The industry is showing real leadership with Greener Journeys, and Forum for the Future is pleased to have helped develop this initiative. It shows the way forward – now it's time for the Government to act."

Jonathon Porritt, Founder Director, Forum for the Future

"It's great to see the bus industry taking this initiative, with the One Billion Challenge and national marketing backed by real commitments to improve its own environmental record. To make the most of this, though, we need Government action to make taking the bus easy, reliable and cheap. We will work with Greener Journeys to help it achieve its challenge".

Stephen Joseph, Executive Director, Campaign for Better Transport



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*make the switch to bus and coach*