Young Persons' Free Bus **Travel Scheme for Under 22s**

Stakeholder & Partner Toolkit





Scottish Government Riaghaltas na h-Alba







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Young Persons' Free Bus Travel Scheme for Under 22s

Nearly a million 5-21 year olds living in Scotland are eligible to benefit from free bus travel. The scheme aims to embed sustainable travel behaviours from a young age, open doors to new opportunities, and help to meet our target of net zero emissions by 2045.

Children and young people who are 5-21 years old need a new or replacement National Entitlement Card (NEC) or Young Scot National Entitlement Card (Young Scot NEC) to travel for free by bus. Parents or guardians of 5-15 year olds must apply on their behalf. Children under 5 years old already travel for free on commercial bus services and do not need a card.

This toolkit gives our partners and stakeholders the information and marketing assets to help spread the word.



Creating positive, sustainable travel behaviours:

- The Scottish Government is investing in a sustainable future for young people by launching free bus travel for under 22s. This transformational policy is essential in helping Scotland to tackle the climate emergency and meet our ambitious target to become net zero by 2045.
- The scheme is expected to benefit just under one million children and young people, encouraging them to make sustainable travel choices throughout their lives by introducing and enabling bus travel from an early age.



Creating positive, sustainable travel behaviours:

- One full double decker bus equates to removing 75 single occupancy cars from Scotland's roads.
- Research commissioned by Transport Scotland in October 2021 reveals nationwide support for the roll-out of free bus travel for the country's young people – with almost two-thirds (61%) of young Scots agreeing that access to public transport will play a central role in the fight against climate change.



Social inclusion, health and welfare:

- Free bus travel removes financial barriers for young people, making it easier to access work, education, and leisure activities.
- Affordability is a key issue for many of our young people and this initiative will help in delivering the Scottish Government's commitment to a Just Transition. No young person should have their opportunity to learn, work and socialise compromised because they can't afford to travel.





Social inclusion, health and welfare:

- Providing the option for young people to travel for free across Scotland will make it easier for them to have more and better choices in education, leisure and work.
- The scheme promotes social inclusion and encourages good citizenship.
- In conjunction with Barnardo's Scotland, and with a view on safety and safeguarding, Transport Scotland has developed online training for bus drivers.



How can you support?

This toolkit contains lots of information and material to help you support our information campaign and we'd love for you to use it.

- Encourage people to visit freebus.scot.
- Share information and use the assets provided in this toolkit to promote the scheme across your channels.
- Use #freebusopensdoors in your social media posts and encourage others to do the same.
- Encourage people to tell their own Free Bus stories.
- Like and share our social media posts: @TransportScotland on most socials, @Transcotland on Twitter, @YoungScot, @NECScotland and @ImprovServ.



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Download Campaign Assets

Under 22? Free yourself with free bus trave





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Find out how to apply and more at freebus.scot

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Social media



Under 22? Free yourself with free bus travel...

Find out how to apply and more at freebus.scot



With social copy, please adhere to/see the current rules re: character count for each social media platform, i.e. Facebook, Instagram, Twitter etc.

You can choose to focus on any of the key benefits – or if space allows, a range of benefits. For example: financial saving or greener travel or life opportunities.

And remember your post copy should reflect the target audience it is aimed at.

Financial Example – Parents

Apply for free bus travel for your kids and save more money for the things they love.

Greener Example – 13-21 year-olds

 Apply for free bus travel and do your bit to help Scotland reach net zero.
A fun way to go greener...



Social media

Under 22? Free yourself with free bus travel.

Apply now. Find out more at freebus.scot or contact your local council. Free to all children and young people under 22 with a National Entitlement Card.





General Message – Generic

Apply for free bus travel to open up all kinds of experiences to get on in life! Where will it take you?

Long Form Comms

Nearly a million children and young people are eligible for the Young Persons' Free Bus Travel Scheme which will provide nationwide bus travel, free at the point of access.

5-21 year olds living in Scotland can apply for a new National Entitlement Card (NEC) or Young Scot NEC to access free bus travel.

The scheme will:

- help tackle the climate emergency and help meet the target of Scotland becoming net zero by 2045.
- reduce social inequality, provide easier access to work, education and leisure and give younger generations a better start in life.

The Scottish Government is partnering with the Improvement Service, the National Entitlement Card Programme Office and Young Scot to deliver the scheme. The website freebus.scot provides advice on the details of the scheme, how to apply and tips on staying safe whilst travelling.

Parents or guardians must provide approval for children aged between 5-15 to access the scheme by applying on their behalf. This gives them the ability to exercise responsibility over their child's wellbeing and safety.

Young people aged 16-21 must apply themselves. If the already have a card, young people aged 16-21 can use the Transport Scot collect app which can be downloaded from their app store.

Long Form Comms

Eligibility

Young people who are 5–21 years old and live in Scotland are eligible for free bus travel, no matter their nationality.

They must get an National Entitlement Card (NEC) or Young Scot National Entitlement Card (Young Scot NEC) that is in good working order.

Children aged under 5 years do not need to apply for a card as they already travel for free on commercial bus services across Scotland.

More information can be found on freebus.scot.

Age	Which NEC?	Approval required?
0–4 year olds	No card needed to travel for free by bus	N/A
5–10 year olds	NEC	Parent / guardian to apply
11–15 year olds	NEC, or Young Scot NEC	Parent / guardian to apply
16–21 year olds	NEC, or Young Scot NEC	Apply by themselves

Contact

For enquiries about how the scheme works or the Young Persons' Free Bus Travel Scheme policy please contact Transport Scotland.

For enquiries about card applications or replacements or any other question about the National Entitlement Card, please use the contact details below.

Email	concessionarytravel@transport.gov.scot
Opening hours	Monday – Thursday: 9.00am to 4.30pm Friday: 9.00am to 4.00pm Closed on weekends and public holidays.
If the individual applied online via GETYOURNEC.SCOT or parentsportal.scot	digitalpublicservices@improvementservice.org.uk
If the individual applied elsewhere	Contact your local authority