

## Who does Loneliness affect?

Loneliness can affect many people. In fact, the problem is not just one affecting the UK's older generation, with 83 per cent of younger people admitting they are affected by loneliness.

A recent survey by the young women's trust showed that one in four 18-30 year olds feel isolated.

## How can the bus help?

Sometimes called the original social network, two-thirds of bus users believe that the bus creates strong community ties.

One in three people deliberately catch buses to have some human contact.

We are launching our Chatty Bus campaign across our bus companies, encouraging passengers to talk to someone new every day.



Go-Ahead has signed the Government's Employers Pledge, which commits firms to working to improve social connections and tackle loneliness at all levels.

# Go-Ahead



# Go-Ahead supporting loneliness awareness

As one of the UK's largest public transport operators, we are joining the fight against loneliness and social isolation with the launch of a new "chatty bus" campaign across our operations, encouraging passengers to talk to someone new every day.

Loneliness is a growing epidemic among millions of Britons as changes to lifestyles and working patterns erode the opportunities for face to face contact.

With activity taking place in Brighton, Hull, Horsham, Newcastle, Plymouth, Oxford and Eastleigh, our local bus operators will have their designated chatty bus, where passengers can enjoy new conversations, a cup of tea, and some locations will even offer a piano for a sing-a-long.

3 in 10 Britons go at least one day a week without speaking to anyone close to them

We believe buses can provide a vital lifeline for many of those living in isolation. 33% of Britons admit that they deliberately catch the bus to have some human contact.

 North East  METROBUS  go south coast  Brighton & Hove  
essential travel for our city

 oxford bus company  city bus  go east anglia