



the  
**POVERTY  
ALLIANCE**

WORKING TOGETHER TO COMBAT POVERTY

On the road to  
recovery we can  
make sure everyone  
has a seat

#EveryoneAboard



# SOCIAL MEDIA PACK

## EVERYONE ABOARD: KEY LINES

As a society, we believe we should look out for each other. But those whose finances have suffered most during the pandemic – people on low incomes and young people under 25 – risk being left behind.

During lockdown, we all experienced feeling trapped; for those of us living in poverty, the constant pressure of a low income means you already know what that feels like.

When you're living in poverty, unaffordable transport can mean your opportunities are restricted. It can mean making heart-breaking choices between paying an essential bill or visiting a loved one in hospital; between buying food or buying a bus ticket to a job interview. And it can mean being locked away from those human connections that have become even more important to us all.

When restrictions are fully lifted, we can't allow people living in poverty to be left behind. After a year of so much hardship for so many, it's only right that everyone should be able to share in our economic and social recovery.

Public transport is key to easing the financial pressures on low-income households, unlocking opportunities, and in bringing us all back together.

On the road to recovery, we can make sure everyone has a seat, by providing free bus travel to everyone receiving Universal Credit (and other low-income benefits) and to all young people under 25. Let's make sure no one is left behind: let's extend free bus travel.

**#EveryoneAboard**

## TEMPLATES FOR GENERAL USE

### 1.

The next Scottish Parliament has the chance to build a Scotland we all want to live in, one where no one is left behind. On the road to recovery we can make sure everyone has a seat, by extending free bus travel to everyone receiving Universal Credit & under 25s. #EveryoneAboard

### 2.

As a society, we believe we should look out for each other. But those whose finances have suffered most – young people & people on low incomes – risk being left behind. Free bus travel is key to easing financial pressures & unlocking opportunities. #EveryoneAboard

### 3.

Ahead of the Scottish Parliament Election, we support the #EveryoneAboard campaign in calling for all political parties to commit to extending free bus travel to everyone receiving Universal Credit (& other low-income benefits) and young people under 25.

# 9 KEY ARGUMENTS TEMPLATES

We've put together template social media posts for Twitter and Facebook (all a maximum of 280 characters) themed around our 9 key arguments for the proposed policy.

## 1. Transport costs are a major issue for the least well-off in our society.

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When you're living in poverty, unaffordable bus fares restrict your opportunities. This simply isn't right. We support the #EveryoneAboard campaign in urging Scotland's political parties to commit to extending free bus travel to those receiving Universal Credit & under 25s.

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We all rely on public services. When you're experiencing poverty, accessing public transport, especially busses, is vital. Like other essential services, we believe bus travel should be available on the basis of need, not the ability to pay. #EveryoneAboard *(for use with text graphics)*

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During lockdown, we all experienced feeling trapped. For those living in poverty, the constant pressure of a low income means you already know how that feels. By extending free bus travel, we can make sure no one gets left behind. #EveryoneAboard

## 2. Access to services and opportunities is key to reducing child poverty.

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In Scotland, we believe in justice & compassion. So it can't be right that the cost of bus travel means some parents are forced to make choices between buying essentials for their children or finding better paid employment with higher travel costs. #EveryoneAboard *(for use with text graphics)*

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In the next Scottish Parliament, we can reach our child poverty reduction targets, but bold action must be taken. Free bus travel must be extended so efforts to tackle child poverty are not undermined bec families can't afford fares to work, education or services. #EveryoneAboard

### **3. Under 25s have been hit hardest by the Covid-19 pandemic.**

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Age-related impacts of the pandemic, poverty, & inequality extend to under 25s. So it's not enough to extend free bus travel only to under 22s. If Scotland is to ensure all young people can succeed & thrive, barriers to accessing opportunities must be removed. #EveryoneAboard

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Young people under 25 have been hit disproportionately hard by the Covid-19 crisis. They have suffered job losses, pay cuts, disrupted education and a decline in mental health. It's only right that free bus travel is extended to all young people under 25. #EveryoneAboard

### **4. Public transport is essential in meeting Scotland's climate change targets.**

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Scotland can meet our climate change targets, but bold action must be taken. By extending free bus travel to more young people & those on low incomes, we can help make sure no one gets left behind as we transition to greener ways of travelling. #EveryoneAboard

We all want Scotland to be a greener place to live. Extending free bus travel to more young people & those receiving Universal Credit would encourage a shift towards public transport use that benefits people and planet. #EveryoneAboard

### **5. Affordable Public transport is essential to realising Human Rights.**

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In Scotland we proudly support human rights. But for many, the cost of bus travel represents a barrier to accessing employment, services, education, & recreation. This cannot be right. Bus travel should be free for those who need it most. #EveryoneAboard

Everyone has a right to work, education, & social security. Scotland's political parties must ensure progress on human rights is not undermined by unaffordable bus fares & commit to free bus travel for those on low incomes who rely on buses to access their rights. #EveryoneAboard

Affordable public transport, especially buses, is essential for people on low incomes to realise human rights. We urge political parties in Scotland to commit to extending free bus travel to everyone receiving Universal Credit and all <25s. #EveryoneAboard.

## **6. Public transport can play a key role in reducing inequalities.**

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In a just Scotland, no one would be unable to access services & recreation activities because they can't afford the price of a bus ticket. By extending free bus travel to Universal Credit recipients & young people under 25, we can create a more equal Scotland.

#EveryoneAboard

## **7. Expanding free transport can help address rural transport inequality.**

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If you live in rural Scotland, & esp if you're a young person, you have the highest risk of being unable to afford to use public transport. This isn't right. Addressing geographical inequalities starts with extending free bus travel to those who need it #EveryoneAboard

## **8. Free bus travel can help advance gender equality.**

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For many women in Scotland on a low income, balancing work, unpaid care, & tight budgets can feel like you're drowning. Women disproportionately rely on buses, especially lone parents – removing the burden of high ticket costs would help them come up for air.

#EveryoneAboard

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Free bus travel for women on a low income & women <25 can increase access to employment, education, & free time, reduce isolation, relieve pressures of poverty, and help keep women safe. That's the kind of ambitious policy our political parties must commit to. #EveryoneAboard

## **9. Free transport can help bring our communities back together post-pandemic.**

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As a society, we recognise, more than ever, the importance of being able to connect with others. But living in poverty can mean being locked out of human connections simply because you can't afford to buy a bus ticket. No one should face barriers to accessing a basic human need. *(for use with text graphics)*

## THE POVERTY ALLIANCE

The Poverty Alliance is the national anti-poverty network in Scotland. We are an independent organisation with over 380 members drawn from the voluntary and public sectors, trade unions, researchers, faith groups and individuals with direct experience of poverty. Our aim is to work with civil society organisations and others to enable communities and individuals to tackle poverty. We have a number of key policy areas that provide the focus for our activities: addressing low incomes; supporting services to address poverty; enhancing the participation of people with direct experience of poverty in policy development; and addressing attitudes to poverty.

If you would like to get in touch about the campaign please contact:

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**[povertyalliance.org/campaigns/everyone-aboard-campaign/](https://povertyalliance.org/campaigns/everyone-aboard-campaign/)**

**@PovertyAlliance**