

Taking care of every journey

East Yorkshire
Sustainability Report 2020

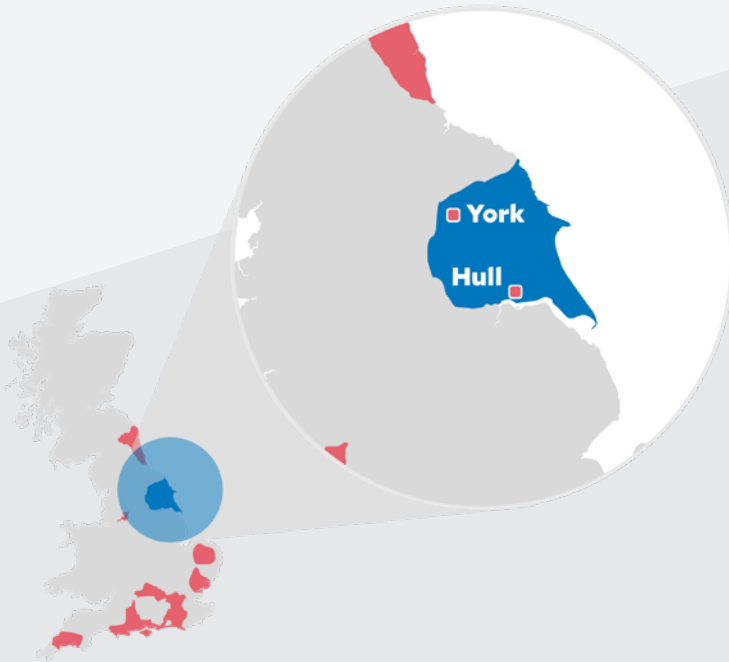


East Yorkshire

East Yorkshire has been helping people get around the region since 1926, and over 32,000 people use our buses every day. That's nearly 12 million car journeys a year taken off our roads.

Whether travelling to work, school, the shops, on a day or night out, or to visit friends and family, we make sure people can get to the places they need to be.

With a turnover of £30m, we employ around 650 people, and we're proud to play a big part in the local community. As part of the Go-Ahead Group plc, one of the UK's leading public transport providers, we want to use transport to connect people to their communities, making Yorkshire and North Lincolnshire a great place to live and work.



In this report

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Find out more...

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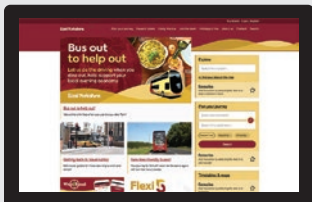
EYBuses

Instagram:

@officialEYBuses

Website:

eastyorkshirebuses.co.uk



Our reporting structure

We are committed to operating our buses in a way which helps to put our services at the heart of the communities they serve.

This report is split into six sections:

Finance

To operate our business and services in an open and transparent way

→ Read more on page 04

Safer working

To provide safe working environments for our people and our customers

→ Read more on page 05

Stronger communities

To increase positive and proactive engagement with the communities we serve

→ Read more on page 06

Happier customers

To provide a safe, reliable service to our customers

→ Read more on page 08

Better teams

To constantly develop our people

→ Read more on page 10

Cleaner environment

To look at the way in which we can reduce our impact on the environment

→ Read more on page 12

Area Director's message



2020 highlights

- £30m in revenue
- 12m customer journeys
- 92% customer satisfaction
- The launch of bus subscriptions and our new Flexi5 tickets
- Our new 'talking buses' going on the road
- Reducing our carbon emissions per mile
- Helping raise awareness of loneliness through our Chatty Bus campaign
- Relaunch of our east coast seasonal Beachcomber and Coaster services

“Welcome to our Sustainability Report for 2020. Key highlights of this year include the launch of bus subscriptions and our flexible Flexi5 tickets, our eleven new ‘talking buses’ hitting the road, and the continuing progress of our Chatty Bus campaign, which raises awareness of loneliness and social isolation.”

Ben Gilligan
Area Director

Of course, no review of this year would be complete without mentioning the coronavirus crisis, and we are so proud of the brave and positive way our team have conducted themselves during this difficult time. Many more people in society are now aware of the importance that buses have in the community, and how bus drivers are key workers who should be valued.

As I look back on the last year, I can reflect on how many things we have achieved.

In the summer, we launched our new Scarborough 7s, low emission buses which were supplied by a local employer, Alexander Dennis Ltd. These followed on from the eight new, open toppers for Scarborough and Bridlington, and the eight ‘as new’ Coaster buses between the two coastal towns.

In autumn, our brand new ‘talking buses’ took to the roads of Hull, with next stop announcements giving those who are partially sighted, or just those who are unfamiliar with the route, more confidence to travel. With free WiFi, USB chargers and luxury interiors, these buses have proven to be a hit with our regular commuters too. We look forward to getting more luxury buses delivered next year.

The new year brought a new way to travel, as we launched our 'Travel without limits' bus subscriptions. These were an ideal way for regular travellers to sign up to bus travel on a recurring basis, meaning they were never without a ticket.

January saw our second Chatty Bus event, with 50 chatty ambassadors travelling on the buses, armed with advice about loneliness and eager for a good chinwag. The public reaction to our campaign was brilliant, and it was great to see how we could help make a difference in society. Our big plans for Chatty Bus had to be put on hold during lockdown, but rest assured, it will return.

When COVID-19 struck, we saw a huge difference in how people live, so we decided to change with them. Seeing the uncertainty over work and travel patterns, we launched our new Flexi5 ticket, which gave people a flexible ticket to suit their new lockdown lives.

The year ahead

As we all adjust to our new way of living, it's important we keep public transport at the top of the agenda, making sure everyone knows that buses are clean, safe and convenient.

At the time of writing, we're running a campaign to encourage people to return to the bus, letting them know that we're ready whenever they are.

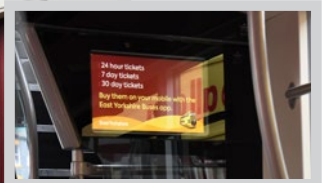
We'll continue to invest in new buses, with over £2m of investment in new bike-friendly buses for Services X46 and 45, with the latest low-carbon technology.

We'll keep improving our processes, making sure we continue to be safer, better and more environmentally friendly, and ensuring our customers are happier and our communities stronger than ever before.

We're always here for you, so if you need to know more about anything in this booklet, please get in touch.



'Talking buses' with next stop announcements, free WiFi, USB chargers and luxury interiors



Finances

East Yorkshire makes a direct positive contribution to the economy by providing a safe, efficient and convenient service, with a total of 12 million journeys made by our customers each year.

We employ over 650 people across our operations in Hull, East Yorkshire and Scarborough, with ten apprentices beginning their careers in engineering with us. This makes us one of the largest private sector employers in the region.

We have our own in-house training school for bus drivers, helping people who are looking to start a career in transport gain their PCV licence, and provide the ongoing training in customer care. This has resulted in our drivers always appearing near the top of national bus surveys for friendliness and helpfulness.

Over the year, we've continued to make our services the best value we can for people, with new ways of buying tickets giving people more opportunities to save money.

At the start of the year, we launched our 'Travel without limits' campaign, where regular travellers could sign up to bus subscriptions to make sure they were never without a way to travel.

During lockdown, we knew customer's lives had changed, so we changed along with them. We introduced a new Flexi5 ticket on our app, giving customers whose travel patterns had been disrupted by lockdown, a new kind of ticket to suit their needs. Instead of buying a weekly ticket and being tied into travel all week, people could get a Flexi5 ticket, giving them five individual days of travel, to activate and use one-by-one, when needed. Our customers loved these new tickets, with hundreds sold in the first few weeks.



Key highlights

£30m

revenue

12m

customer journeys on our buses

650

employees

270

buses and coaches

During the coronavirus crisis, our ability to accept contactless payments on all our buses was really valued by customers, with contactless transactions making up more than one in five of all transactions on the bus.

Safer Working

Making sure our colleagues and customers are safe is always at the forefront of everything we do, and the coronavirus pandemic made this a challenging year for us.

As soon as cases of the virus were reported in the UK in February 2020, we stepped up our cleaning regimes, bringing in extra cleaners to sanitise buses between journeys, doing more touchpoint cleaning, and started disinfectant 'fogging' of buses at night, to make sure every nook and cranny was clean and safe.

As it became clear that contact between people could spread the virus, our engineering team worked to get every bus in our fleet fitted with temporary screens to protect drivers, working overnight to fit them as fast as possible.

We also helped keep our customers safe by implementing social distancing on our buses, with reduced capacities, and new technology using AI to work out which journeys were most likely to be busy, so people could choose to travel at quieter times.



Key highlights

169,800

extra touchpoints cleaned during the first three months of lockdown

Over 250

protective screens installed on buses

4,700

social distancing stickers added to our buses



Left: Stepping up our cleaning regimes, and bringing in disinfectant 'fogging' of buses



Helping to keep our customers safe

Stronger communities



We're proud to be an involved and active member of the communities we serve, and this year the importance of our role in society was highlighted by the coronavirus pandemic.

As the majority of the population was advised to stay at home, our drivers, engineers, cleaners and operations team continued to work, helping key workers get to their jobs at hospitals, retail outlets and care homes.

During this time, we still managed to show our admiration for the NHS, with our drivers wearing colourful clothing to demonstrate the respect we had for those keeping us safe, and our celebration of Clap for Carers, using our buses to spell out the letters NHS.

We also tried to help those who were stuck at home, with our Bus Academy on social media providing daily puzzles, games and educational tasks to help parents entertain little ones who were stuck at home. And grown ups loved them too.

Before lockdown began, we were a strong part of the community, with our Big Bus Day in September attracting thousands of visitors, who enjoyed free open top tours around Hull and a tour of our vintage and modern buses, all of which helped raise lots of money for charity.

We also worked hard to try to combat loneliness this year, with our second Chatty Bus event held in January. Volunteers travelled on buses around the city, chatting to people and raising awareness of social isolation in society, as well as signposting those who were lonely to local support groups. Our volunteers came back with some heart-warming and heart-breaking stories from those they'd spoken to, and will be back again once the pandemic is over, to continue helping people to connect with society.



In February we took part in the Department for Transport's 'It's Everyone's Journey' campaign, which aimed to make sure disabled people could travel as confidently as other passengers. One in four disabled people say that negative attitudes from other passengers prevent them from travelling, so the campaign encouraged people to make small changes to their behaviour when on the bus, such as not taking up priority seats, being patient with each other, and being prepared to help fellow passengers.

We love to support young people in the area, so when we found out Westcott Primary School in Hull was looking for more space, we donated them two decommissioned buses which had previously been loaned to the Humber Street Sesh festival, where they'd been painted by world-class graffiti artists.



Praise from key workers

"Thank you so much for taking me to work at a care home. I would be stuck without your brave drivers."

"You all do an amazing job. Thanks for keeping key workers moving."

"I'm a nurse and would like to thank you for continuing to get me to and from work."

One of the buses is now being used as a school library, to give children a quiet place to read, and the other is part of the school's Bus Transformation Project, so we look forward to seeing what it becomes.



Westcott Primary School staff and children with BBC Radio Humberside's Amanda White

Happier customers

Making sure our customers enjoy their journey is at the core of our business, so this year we put more initiatives in place to make our customers happy.

One big change we made was encouraging children and young families to travel by bus. Our 'Young Adventurer' fares, which we introduced in the autumn, mean that during weekends and school holidays, all child return tickets are no more than £3 anywhere across the network. We wanted parents to be able to make the most of their precious time with their children, and to be able to hop on the bus and go on an adventure.

We also introduced a new child weekly ticket in some areas, which is available on the bus or on our app. Parents can even buy a ticket through our website and send it directly to their child's phone.

As well as new tickets, we bought eleven new state-of-the-art 'talking buses' for our routes between the two hospitals in Hull, with luxury interiors that make travelling a pleasure.

As well as the next-stop announcements, which help those unfamiliar with the route or those who are visually impaired, the new buses also have free WiFi, USB chargers, extra comfortable seats and more dedicated space for wheelchairs and buggies. These buses also have the latest Euro VI environmental rating, meaning they produce lower exhaust emissions than many cars, and were made locally in a factory just outside Scarborough.

We didn't just focus our efforts in Hull, with our refurbished Coaster buses between Bridlington, Filey and Scarborough being still very popular with customers, and our new Scarborough 7s buses taking to the roads. These followed two new buses delivered in April 2019 with high specification interiors for some of our East Riding rural contracts.





Praise for our drivers

Our drivers go above and beyond the call of duty to help our passengers.

"I fell asleep on the bus, however as I am a frequent traveller the driver remembered me and woke me up. I can't thank him enough, as it saved me a lot of hassle!"

"I was on the bus with my niece, who is in a wheelchair, and we only have five minutes to meet the connecting bus to York. Due to roadworks, I feared we were going to miss it, but the driver heard me say this to my niece and radioed the next bus to ask it to wait for us. Sure enough, when we arrived at the station the bus was there, with its wheelchair ramp down, waiting for us."

"I was at the interchange when I noticed your driver walking arm in arm with an elderly lady who was completely blind. She was travelling into Hull from outside the area, and the driver made every effort to look after her and make sure she got on the right bus."

"I was travelling to the hospital for the first time and anxious and worried, not sure where to get off the bus. The driver advised me which stop to use, and told me that as it was a sunny day getting off at one particular stop would mean the sun wouldn't be in my eyes, so I'd be able to see where I was going more easily."

"Our primary school pupils are all raving about our bus driver, all the children got a high-five or a fist bump off him, and that made their day!"

"The driver was a joy to travel with, knowledgeable about the area and full of fun."

"How nice it was to get on the bus this morning, the driver was friendly and happy, and it made my rainy Friday morning journey into town very pleasant!"

"Praise to the driver for pulling over and assisting an elderly passenger across the road. Really nice to see."

Better teams

As a major employer in the area, we like to give opportunities to as many people as we can, whether that's apprentices or graduates starting out in their career, or long-standing members of the team who deserve praise for their commitment and hard work.

We currently employ ten engineering apprentices, with three joining the team in November. We try to give our apprentices the best opportunities possible, working on the newer vehicles in the fleet so they can learn about the latest technology. Many of our previous apprentices have stayed with us, and some now work in the management team.

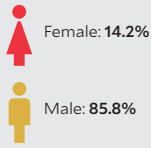
This year our first graduate trainee joined us, gaining experience by working with our Beachcomber team up in Scarborough, before earning his PCV licence and moving across to work with our operations team.

And, of course, we don't forget our experienced team members who were honoured guests at our annual Long Service Awards in November. Racking up an impressive 545 years between 15 people, it was great to be able to celebrate their achievements and milestones.

We are always looking to the future too, and participate in the Go-Ahead Group's 'Women in Bus' campaign, aimed at encouraging more women to join the bus industry. This year, the amount of women in our workforce rose to 14.2%, well ahead of the average of 11% for other bus operators. We have women at all levels across our business, with around one in ten of our drivers being female, and women in supervisory, training and management positions. We'd like to inspire more women to consider careers in the bus industry, and although the coronavirus pandemic thwarted our plans to hold a recruitment event focused on women, it's definitely something we'll be looking at again in the near future.

Adam McAra, apprentice electrician, along with Kyran Taylor and Charlie Stow, apprentice fitters





Total staff

This year, the amount of women in our workforce rose to **14.2%**.

We have women at all levels across our business, with around **one in ten** of our drivers being female.



Key highlights

3

new apprentices joined the team this year

1974

was when long-serving driver Ian Weaver joined the company



Cleaner environment

As a public transport company, we're already helping the environment by reducing traffic congestion and improving air quality. However, we're always looking for more ways we can lower our carbon footprint.

In the last year, we've reduced our carbon emissions per vehicle mile from 1.77kg to 1.65kg. We've done this through investing in low carbon buses, which greatly reduces the amount of fuel burned per vehicle per mile.

Buses are not the only way we can help make a difference to our carbon footprint, and we also look at our engineering tools and processes. We're swapping air-powered tools that our engineers use for battery-powered versions



Anlaby Road on-site chassis wash



Environmentally friendly buses



that use much less electricity. We've replaced our boilers with high efficiency, low energy usage technology.

Our ongoing development in environmental technology continues to help save electricity and water, with the extensive array of solar panels on the roof of our Anlaby Road depot generating electricity which is used to power our operations. Also, our substantial investment in a new on-site chassis wash last year is continuing to pay off, with water used in the wash being recycled – meaning 90% of it can be used again.

All our hard work has culminated in us being awarded the ISO 50001 certification. This is an international standard which shows we have enhanced our energy performance, based on a model of continual improvement. This helps us continually reduce our energy use, and therefore our energy costs and greenhouse gas emissions, through putting together an action plan and targets.

Key data: East Yorkshire

	2020
Safer Working	
Bus accidents per million miles	18
Bus fleet with CCTV (%)	100
Bus fleet which is DDA/PSVAR compliant (%)	92.7
Stronger Communities	
Chatty Bus Ambassadors	50
Happier Customers	
Customer satisfaction (%)	92
Better Teams	
Number of employees	661
Female employees (%)	14.2
Cleaner Environment	
Carbon emissions per vehicle mile (kg)	1.65



For information on the full Group data, please visit our corporate website: go-ahead.com

East Yorkshire

More information

You can find out more about East Yorkshire by visiting our website eastyorkshirebuses.co.uk and more information on how Go-Ahead Group manages sustainability can be found by visiting: go-ahead.com/sustainability

If you have any comments, views or ideas on how we might improve, or have any thoughts on other issues that we should address in this report, please write to:

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Summary Verification Statement from Bureau Veritas UK Ltd

Bureau Veritas UK Ltd (Bureau Veritas) has provided verification for The Go-Ahead Group plc (Go-Ahead) over selected sustainability indicators contained within the Group's Annual Report. The information and data reviewed in this verification process covered the period 30 June 2019 to 27 June 2020.

The full verification statement including Bureau Veritas' verification opinion, methodology, recommendations and a statement of independence and impartiality can be found on the Go-Ahead Group website:

www.go-ahead.com



Bureau Veritas UK Ltd
October 2020