

# TAKING CARE OF EVERY JOURNEY

The Oxford Bus Group

Sustainability Report 2020



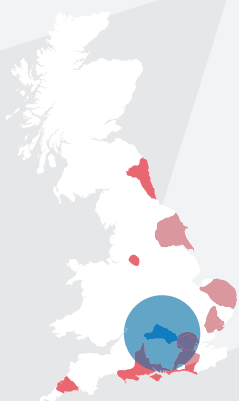


**Oxford Bus Group have connected passengers across Oxford, South Oxfordshire, Buckinghamshire and Reading since 1881. We also provide services between Oxford to Heathrow and Gatwick airports. The Group's fleet consists of 271 buses and coaches across three depots (Oxford, Didcot and High Wycombe).**

We have also offered open-top bus tours of Oxford since acquiring City Sightseeing Oxford in December 2017. Since then, we have made multiple improvements to the fleet, further enhancing customers' experience.

We provide employment for over 800 people throughout the region.

As with many other businesses, the services we operate were significantly affected by the COVID-19 pandemic. However, all four of our businesses have worked incredibly hard to ensure the safety of our colleagues and customers.











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## Find out more...

### Social media:

-  Oxfordbuscompany
-  ThamesTravel
-  Citysightseeingoxford
-  theairlinecoach
-  @OxfordBusCo
-  @Thames\_Travel
-  @CarouselBus
-  @OxfordOpenTop
-  @theairlinecoach

### Websites:

oxfordbus.co.uk  
thames-travel.co.uk  
carouselbuses.co.uk  
citysightseeingoxford.com  
theairline.info



## 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

### Stronger communities

To increase positive and proactive engagement with the communities we serve

→ Read more on page 05

### Happier customers

To provide a safe, reliable service to our customers

→ Read more on page 07

### Better teams

To constantly develop our people

→ Read more on page 09

### Cleaner environment

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

→ Read more on page 12

### Safer working

To provide safe working environments for our people and our customers

→ Read more on page 14

# Managing Director's Message



## 2020 highlights

- Won 'UK Large Bus Operator of the Year' at the Route One Awards
- City Sightseeing Oxford launched the first electric double deck bus in the city
- Won 'Most Innovative Customer Serving Operator' at the Transport Ticketing Awards
- 'Brand the Bus!' competition won gold at the 2019 UK Bus Awards
- Solar panels installed at Thames Travel depot
- Over £1m invested into eight new ultra-low emission Euro VI buses
- Launch of Freeflow touch free payment system and AI driven technology to support social distancing

"2020 was a tumultuous year for the business, with the COVID-19 pandemic causing unprecedented challenges for us. I'm really proud of how my colleagues right across the business have risen to the many challenges that have faced us during this period, and that we've been able to continue to deliver our services for our customers, colleagues and communities in such tough times".

**Phil Southall,**  
Managing Director

Keeping our colleagues and customers safe while continuing to operate essential services required a lot of hard work, and many changes to the way we operate.

At the time of writing, our focus has shifted to rebuilding after the impact of the national lockdown, and towards ensuring that we help our communities to grasp this opportunity to build back better, with public transport being crucial in helping to drive a greener and more inclusive economy than we saw immediately prior to the pandemic.

The year began well with the establishment of an important new partnership with Oxford University. We invested over £1m in six new ultra-low emission vehicles for the 'Science Transit Shuttle' services, which included the establishment of a strategically important all day service between Oxford city and the Harwell Science and Innovation Campus in South Oxfordshire. This was the latest step in our strategy to ensure Oxfordshire's world-leading business campuses benefit from world-leading transport links and we anticipate further positive developments in the year to come.

A further important new partnership was established towards the end of the year, with the signing of a new contract to provide bus services to and from the Bicester Village Shopping Collection for Value Retail plc. This contract began in June 2020 and represents valuable diversification for the business at a time when demand for our core services has been depressed by the pandemic.

The new vehicles purchased this year have seen us reach the important milestone of two thirds of our fleet at ultra-low emission standard. It was pleasing to build on this further with the commencement of Oxford's first all-electric double deck bus on our City Sightseeing Oxford service this year. This vehicle was retrofitted from an existing diesel bus using British engineering and we hope to introduce four more such vehicles over the coming year. During the year, we supported a bid by Oxfordshire County Council to the Department for Transport to make Oxford the UK's first all-electric bus town and are hoping to hear the results of this process in the near future.

We've also managed to deliver several important new innovations for our customers this year, with new touch free payment systems and journey planning tools being launched in response to COVID-19. It was particularly pleasing to see our customer-focused approach being rewarded with several prestigious awards during the year.

Sadly, the year also saw the withdrawal of two popular services. Our X90 express coach service between Oxford and London was withdrawn in January, ending a service which could be traced back to 1928 and reflecting the structural changes between Oxford and London travel market that had occurred since the opening of the rail line to London Marylebone in 2016. Our 'PickMeUp' demand responsive service for East Oxford was also withdrawn at the end of its two year pilot in June, when we determined that we would not be able to attract enough funding for the



## Key highlights

# 4,810

colleague training days

# 834

employees

# 17.7 million

passenger journeys



INVESTORS  
IN PEOPLE | Silver

service to continue in the face of COVID-19. Neither of these events were in any way a reflection of the hard work and professionalism shown by our colleagues, and we will use the lessons learned from operating 'PickMeUp' to inform planning of future demand responsive services, which we believe have an important role to play in our region's transport mix in the future.

# Finance

The many millions of journeys taken on our services every year are critical to our local community and economy. COVID-19, and the associated lockdown measures, had a huge and unparalleled impact on public transport. This crisis has reinforced that public transport is critical to the functioning of society and it will always be needed.

The UK Governments reacted quickly and provided financial support to ensure the provision of services and safeguarding them for the future.

This was invaluable to enable us to keep vital services running for key workers and our customers who relied on us for their essential journeys. We are very grateful for the support provided, which when added to the monies received from the furlough scheme, totalled almost £5m in the year.

During the year, partially offsetting the funding received from central government through COVID-19 support schemes, we made a direct contribution to the UK economy through payment of £2.75m in National Insurance and Apprenticeship Levy contributions, and a further £1m in fuel duty.

We invested £1.2m in eight new, ultra-low emission vehicles during the year, and more than two thirds of our fleet now meets the Euro VI emissions standard, helping to improve air quality in the areas we operate.

The significant investment is part of the Oxford Bus Group's ongoing commitment to having a greener fleet. See page 12 for details on our contribution to a cleaner environment.



## Key highlights

**20.1m**

bus kilometres travelled

**92.2%**

customer satisfaction

**17.7m**

passenger journeys fulfilled

**£1.2m**

investment in new buses

**£3.75m**

company tax contribution

**2.1%**

percentage point reduction in CO2 emissions per vehicle mile

# Stronger communities

The Oxford Bus Group supports a wide variety of charities and other good causes, helping to build a stronger local community through challenges and fundraising activities.

## 'Brand the Bus!'

In 2020, Oxford Bus Company announced the winners of the second 'Brand the Bus!' competition. The competition offers local causes and charities the chance to have one of our buses emblazoned with their branding. People can then vote for their favourite good cause to win this unique opportunity. Some 6,130 online votes were cast for 32 entries, making the initiative even more popular than last year.

Girl Guiding Oxfordshire, which won the inaugural 2019 'Brand the Bus!' competition have now been benefiting from their branded bus for over a year. The 2020 competition winners were Home-Start Oxfordshire, and despite the pandemic significantly affecting the business, Oxford Bus Company managed to launch their branded bus at the start of



Home Start Oxfordshire's bus! Vehicle 364 fitted with beautiful and very colourful Home-Start Oxfordshire vinyls

June. This was greatly appreciated by Home-Start Oxfordshire's colleagues.

Katharine Barber, Home-Start Oxford Chief Executive, said: "The bus looks amazing and will help spread the word about the vital support Home-Start offers to families and young children across Oxfordshire. The COVID-19 crisis has been tough for families, but it has also been tough for companies, so we are especially grateful to Oxford Bus Company for maintaining their support through 'Brand the Bus!'. This beautiful bus will help us raise awareness of the volunteering opportunities we offer and help raise much needed funds, and that means we will be able to provide a lifeline to more children and families. Thank you Oxford Bus Company."

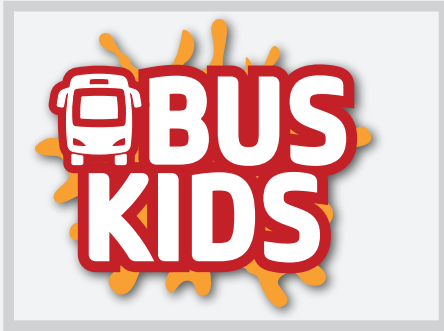
The competition was created as part of Oxford Bus Company's commitment to be socially responsible and to encourage the community to recommend organisations to support, rather than selecting a chosen beneficiary.

The next 'Brand the Bus!' competition is due to begin in September 2020.



**Winners!** Members of Home-Start Oxfordshire were delighted to see their 'Brand the Bus!' competition winning bus at the launch event

# Stronger communities continued



## ColourMeIn

Between April and May, Oxford Bus Company ran the 'ColourMeIn' competition, asking participants (especially kids) to create fantastic bus designs using one of four templates available on our website. The theme was entirely up to participants to decide in order to let their imaginations run wild.

All entrants had a chance to win free bus tickets, and an opportunity to have their designs displayed on board Oxford Bus Company's buses, as well as on our social media.

Winners were announced on 13th May 2020 and a video showing the winning designs can be watched on the Oxford Bus Company's website: [www.oxfordbus.co.uk/bus-kids/colourmein](http://www.oxfordbus.co.uk/bus-kids/colourmein)

The competition was very well received on social media channels, particularly due to the timing, as parents were actively looking for something to do and engage with their children, whilst staying safely at home during lockdown.



**Beehive at Cowley House depot:** Over 100 jars of honey produced in 2020

## City honey

Oxford Bus Group always look for ways to improve their social responsibility and in 2017, a beehive was installed at the Oxford Bus Company's Cowley House depot.

Bees are essential to the environment and it is often said that bees are responsible for one out of every three bites of food we eat, as most of our crops require pollination by insects.

This year, the beehive has been thriving, with more than 100 finest honey jars produced – more than four times as much as we saw last year.

The City Honey is available to purchase in the reception of Cowley House for £4 per jar, and each year the proceeds go to a charity of our choice.

## Communicating with stakeholders

At Oxford Bus Group, we take engagement with our stakeholders very seriously, aiming to make sure we help to inform and educate our wider communities on the role of the bus and issues where they can help.

In October 2019, a stakeholder newsletter was introduced in order to further enhance our communication. Oxford Bus Group also held our first annual stakeholder briefing at the Ashmolean Museum on 9th December 2019.



# Happier customers

**No business would exist without its customers and Oxford Bus Group is no exception. In an increasingly challenging market, putting the customer first must be the prism through which all business decisions are made. That's why we've been listening, investing, and most of all, doing. We are also playing an incredibly important role in our society during the challenging times of the coronavirus pandemic.**

## Independent passenger surveys

We consistently rank near the top of the Transport Focus Bus Passenger Survey. The study, conducted annually by the transport watchdog, measures all aspects of customer satisfaction from value for money through to the quality and cleanliness of services. In the autumn 2019 survey, we achieved 92.2% overall satisfaction, up 2% from the previous year.

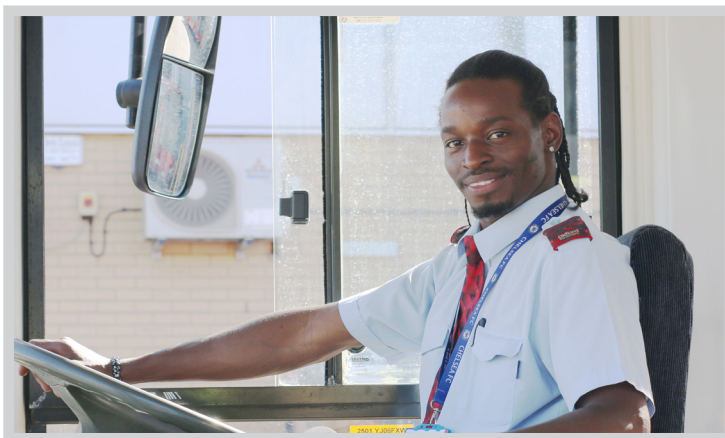
Our Park and Ride service, the most established in the country, stood out across the industry with an impressive score of 97%. Thames Travel customers recognised the continued and sustained improvements being delivered, with a score of 94%.

## Supporting key workers during the pandemic

During the pandemic Oxford Bus Company, Thames Travel and Carousel Buses took their role in supporting the nation's key worker heroes very seriously.

The companies gave customers who still needed to travel the ability to request timetable changes if the emergency timetables introduced during the pandemic didn't meet their particular needs. Several journeys were added as a result of customer feedback, and many of these have now been made a fixture of regular timetables as the lockdown restrictions are eased.

The company's award-winning airline coach service was the only scheduled coach service that continued to serve Heathrow Airport for the whole months of May and June, with many key workers at the airport relying on the



**A happy team is an effective team:** our Colleague Relations programme has increased employee satisfaction which is key to engaging with our customers

# Happier customers continued

## Customer feedback

“I am a key worker in the NHS and work at the Nuffield Orthopaedic Centre Oxford, I would like to say thank you so much for providing a service in these bizarre times.”

**Key worker**

“Thank you for providing the service to Heathrow in such difficult times.”

**Immigration officer**

“Please pass on my thanks to everyone working on keeping the buses running. Thanks to you all I can still get to work at the Children’s Hospital. All the bus drivers are risking their own health right now, and I’m very grateful for them still turning up and smiling.”

**Anonymous customer**

service to get them to work at a time when all other operators had suspended services. This was greatly appreciated by customers and many commendations and positive comments were received.

### Investment in our services

In January, Carousel Buses along with Arriva and Buckinghamshire County Council, launched a new joint ticket arrangement. Wycombe SMARTzone allows passengers to travel on any Carousel or Arriva bus services within the designated zone in and around High Wycombe, making their travel simpler, more flexible and convenient. Wycombe SMARTzone allows passengers to buy day, week, four-week, or multiple trip tickets. As well as the jointly accepted Wycombe SMARTzone tickets, Carousel Buses and Arriva provided top-up machines at High Wycombe bus station to further improve customer experience.

From December 2019, Thames Travel passengers have benefited from access to live bus travel updates and a key top-up machine at Didcot Parkway railway station, thanks to an investment in digital services. This has been made possible thanks to a joint £51,000 investment by Thames Travel and Great Western Railway, through the Customer and Communities Improvement Fund.

### Wycombe SMARTzone:

Luke Marion, Finance and Commercial Director is joined by Arriva Area Managing Director Simon Finnie, district and county councillors for the launch of Wycombe SMARTzone outside High Wycombe Guildhall



# Better teams

**Oxford Bus Group is one of Oxfordshire's largest employers, with all employees paid in excess of Oxford Living Wage.**

The Oxford Bus Company have been Investors in People accredited since 2016. We're committed to sustainability, continuous improvement and in creating an outstanding place to work. The Oxford Bus Company achieved silver accreditation from Investors in People in April 2019, and we're part of the Go-Ahead Group who have achieved a gold standard accreditation. The Standard defines what it takes to lead, support and manage people well for sustainable results.

We are one of Oxfordshire's largest employers, with all colleagues paid in excess of Oxford Living Wage. Our drivers are paid while receiving professional training and support. Employees receive a free travel pass, enabling them, their partner and their children under 18 to travel on all Oxford Bus Group services including the airline coach services to Heathrow and Gatwick airports. There are also opportunities for flexible shift patterns and overtime. We are committed to the Go-Ahead Group's 'Women In Bus' initiative, aiming to increase the percentage of female employees in bus from the current 11% to 20% in the next few years through a focused campaign promoting equal opportunities and inclusivity.

In October 2019, Oxford Bus Company hosted the first regional 'Women in Bus' employee network event to support and empower female colleagues, where Phil Southall, Managing Director, was joined by Claire Mann, Director of Bus Operations at Transport for London.

Go-Ahead's 'Women in Bus' network provides visible role models to colleagues, and creates a forum for women to raise issues, share experiences and support each other.



## Key highlights

# 21.1%

**female colleague representation**

# 834

**colleagues employed**



**Career progression:** Valentina Tachy receiving her 'Rising Star' award at Really Amazing Awards 2018

The network is a forum for discussion on relevant policies and brings women together to share learning and work experiences. It is open to both women and men across the business.

### Case study: career progression

"I moved to Oxford and worked in a pastry shop.

A colleague suggested I apply for a Bus Driver role at Oxford Bus Company where her husband worked, and here I am five years later, now the Route Manager for City Sightseeing Oxford.

# Better teams continued



**Girl power!**  
Oxford Bus Group colleagues and Clare Mann from TfL attended the 'Women in Bus' event

I've always liked driving big vehicles. I had my lorry licence when I finished school and thought this was a great opportunity in Oxford. I love driving and I love people.

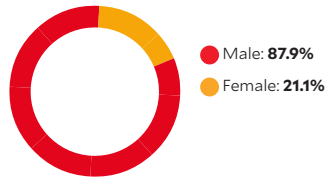
I started as a Trainee Bus Driver but I was soon trained up to be Service Support Assistant and was based in the Control Office. I had to know all the routes as I could be called upon to cover anything.

I was then appointed to the Supervisor Development Rota, working in the Control Office to develop my knowledge and the skills needed for working as a supervisor in Operations. My progression and development were recognised in 2018 when I was named Oxford Bus Company's 'Rising Star'.

Since 2019, I've been the Route Manager for Oxford City Sightseeing and I hold the Operations licence for the business. I've done so much over the last five years and I love it. I would like to progress even further here. I relish working with people, being able to address issues and find solutions".

**Valentina Tachy,**  
Route Manager

## Employee gender diversity



## Gender Pay Gap



Mean pay for men is 2.4% higher than that of women, compared to the national average of 16.2%

## Apprenticeship scheme

Oxford Bus Company offers an Engineering apprenticeship scheme and Graduate management trainee scheme. As part of the Go-Ahead Group, we are proud to have been nationally recognised by the Education and Skills Funding Agency (ESFA) for the quality of apprenticeships across our business.



**Reaching for the stars!** Oxford Bus Company Really Amazing Awards 2020 winners.

### Really Amazing Awards

In February 2020, Oxford Bus Group celebrated the contributions of its staff in its annual 'Really Amazing Awards' ceremony at the prestigious Ashmolean Museum Sculpture Gallery.

The awards evening recognised colleagues with a collective 260 years of service by eight colleagues, including coach builder, Nigel Brown, who was rewarded for 45 years continuous service.

Oxford Bus Company Customer Relations Officer, Daiva Medisauskaite, scooped the 'Customer Hero' award for consistently going above and beyond for customers. Stuart Exler of the Oxford Bus Company Training School was awarded the 'Rising Star' award for consistently pushing himself outside his comfort zone and learning new skills. While Tomasz Jasniak, Carousel Buses Engineering Supervisor, won the 'Engineer of the Year' accolade.

Kevan Flannagan, Oxford Bus Company Senior Control Duty Manager received the 'Unsung Hero of the Year' gong and Pawel Polewski, Thames Travel Service Delivery Manager, won the 'Manager of the Year' award.

Oxford Bus Company driver, Debbie Singleton, scooped the 'Lifetime Star' award and Giancarlo Di Michalis received 'Star of the Year' for helping to save the life of a customer who suffered a psychotic episode when travelling on one of the buses. Oxford Bus Company rota controllers David Lakeman and James Connor received the 'A Team' award for excelling as a team in 2019.

The night was hosted by Managing Director, Phil Southall and comedian Marcus Brigstocke.

The Company plans to hold a third annual 'Really Amazing' awards in the New Year.

# Cleaner environment

**We are dedicated to being responsible citizens of the communities we serve. We are committed to improving air quality and reducing the impact of our services on the environment through improving the emissions profile of our fleet and managing the energy we use responsibly.**

We also want to educate customers and stakeholders in the areas we serve, so that they can fully appreciate the benefits of the investments we have made and understand how important buses can be in improving local quality of life.

We invested £1.2m in eight new ultra-low emission vehicles, and more than two thirds of our fleet now meet the Euro VI emissions standard, helping to improve air quality in the areas we operate. Six of the new vehicles purchased were deployed on the new 'Science Transit Shuttle' service, a new partnership with Oxford University, which seeks to develop a strategically important link between Oxford city and the Harwell Science and Innovation Campus in South Oxfordshire.

An Oxford City Council air quality report revealed the investment is working, with NOx emissions from buses decreasing by half, from 64% of total emissions to 32% since 2013. Buses now contribute less pollution than cars in Oxford city centre.

Over the past two years, we have completed the retrofitting of 66 buses to Euro VI emissions standard, funded by a £1m grant from DEFRA and Oxford City Council, as well as more than £350,000 investment directly from the Company. We also introduced the first electric double decker bus to Oxford city in March via the City Sightseeing Oxford fleet and have committed to converting four more of our tour buses to electric power.

Councillor Tom Hayes, Cabinet Member for Zero Carbon Oxford, said: "I am thrilled that Oxford's first electric open-top double decker bus has arrived in Oxford. 2020 is the year that we will see the start of the Oxford Zero Emission Zone – the UK's first city centre Zero Emission Zone. I am delighted to be working together with Oxford Bus Company; we can introduce a more sustainable bus fleet to Oxford. Cleaner buses mean that we will have cleaner air and improved health for everyone living, working, and commuting in the city. I am looking forward to seeing more electric buses on the roads of Oxford in the future."

Councillor Yvonne Constance, Oxfordshire County Council Cabinet Member for Environment, said: "The delivery of this new electric bus comes at a time when our councils are determined to take concerted climate action to cut vehicle air pollution and expand the provision of bus services with our Connecting Oxford plan. The expansion of electric bus provision for tourists and residents in Oxford is a clear sign of our commitment to offer our residents a clean and environmentally sustainable future."



**Powered by sunshine:** Official launch of City Sightseeing Oxford's first electric bus in Oxford



**Powered by sunshine:** City Sightseeing Oxford's first fully electric bus photographed in Oxford city centre.

### Solar panels at Thames Travel

Following the successful installation of solar panels at Oxford Bus Company's depot in 2013, Thames Travel's depot in Didcot became Low Carbon Hub's 44th renewable energy site with a solar PV array installation in 2019.

The new 50 kWp solar photovoltaic scheme provides the depot with green electricity at a discounted rate and allows us to cut our county's carbon emissions, saving almost 20 tons of CO<sub>2</sub> being emitted each year.

Luke Marion, Finance and Commercial Director, said: "This is the next significant step in our ongoing environmental strategy as a group of companies and helps us further cut our carbon emissions.

We are proud to once again be the first company to partner with the Low Carbon Hub on another innovative project that will make another one of our buildings one of the most environmentally friendly in the county."



**Euro 6:** One of the new ultra-low emission buses introduced for our Science Transit Shuttle contract with the University of Oxford



**Reusable energy:** Solar panels installed on the roof of Thames Travel depot in Didcot

# Safer working

**At Oxford Bus Company, we follow the highest safety standards and are committed to protecting our colleagues and passengers.**

## Safety on-board

In March, as lockdown hit and regulations were introduced, we acted swiftly to support social distancing on our services in line with government guidelines, to protect our colleagues and customers.

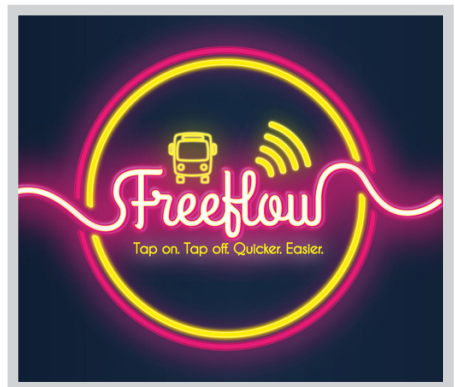
We introduced precautionary measures including enhanced daily cleaning processes in vehicles and facilities, providing personal protective equipment, face coverings, the provision of hand sanitisers and disinfecting wipes in places of work and making sure our colleagues had access to spaces to wash their hands more frequently. We have installed temporary screens in bus drivers' cabs and cash handling has reduced with more contactless payments being made across our services.

## Harnessing technology

2020 has seen a significant level of investment in technological development across the business, helping us meet the challenging demands brought about by COVID-19.

New contactless technology has been added to Oxford Bus Company, Thames Travel and Carousel Buses fleets to provide customers with convenient touch free options to pay for travel.

From June 2020, passengers are able to 'tap on' via the driver's ticket machine at the start of each journey and 'tap off' on a special reader before disembarking, using bank cards and digital devices. This helps to reduce boarding times and contributes to speeding up journey times. The process also contributes to the enhanced hygiene programme on buses and coaches introduced during the COVID-19 coronavirus pandemic. By using Freeflow's touch free system, passengers remove the need for an exchange of cash and paper tickets, reducing the number of touch-points on-board vehicles.



**Freeflow:** Touch free payments on the bus.



Ticketeer's CEO, John Clarfelt, said: "We have been immensely proud to work with the Oxford Bus Company and Thames Travel on their new Freeflow payment system. Our ticketing technology, which allows passengers to 'tap off' on our new standalone card reader, has been designed with exactly this in mind; to deliver touch free travel, to increase convenience in conjunction with enhancing both passenger and driver safety."

### When2Travel

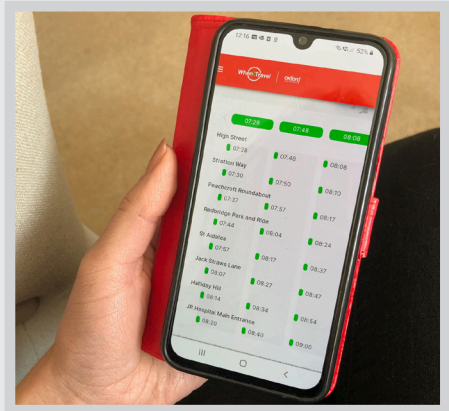
In June, Oxford Bus Company, Thames Travel and Carousel Buses launched a new innovative website feature to help give customers who need to travel confidence as COVID-19 restrictions were eased.

Using the 'When2Travel' system, customers are provided with an option to check buses live on the company websites to see how busy they are. The tool uses unique predictive technology to help passengers avoid busy times while capacity is reduced to enable social distancing. Combined with enhanced hygiene and the wearing of face coverings, it aims to provide customers with the confidence to use buses as they return to work and other activities.

Created in collaboration with tech partner CitySwift, the feature offers colour-coded bus timetables that show seat availability on services. It uses data from hardware on buses, including a passenger counting system on the ticket machine, plus data that has been submitted by customers who are travelling on the bus.



**Safety first:** transporting our customers safely



**When2Travel:** Enabling customers to plan their journeys more effectively during the COVID-19 pandemic

# Awards



## Awards

### 'Large Bus Operator of the Year'

Oxford Bus Company was named 'Large Bus Operator of the Year' at the 2019 Route One magazine awards in Birmingham on 2nd October 2019. This award was hotly contested and this is the first time that we have had the honour of winning it.

### Making a 'Cultural Change'

On 19th November 2019, Oxford Bus Company won the silver award in the 'Cultural Change' category at the UK Bus Awards presentation ceremony at the Troxy Theatre in East London. This award recognised the various successes we have had together in our cultural change journey over the past five years and how far we have come together as a business over this time.

### 'Brand the Bus!' wins gold

Our 'Brand the Bus!' competition won gold in the 'Bus and the Community' category at the UK Bus Awards 2019. The judges were particularly impressed with the level of interest we have had from both the local community and local good causes in the scheme.

### 'PickMeUp' made buses a better choice

We also picked up a silver award for our 'PickMeUp service', for 'Making Buses a Better Choice' at the UK Bus Awards 2019.



## Awards

### Oxford Bus Company wins again!

On 29th August 2019, Oxford Bus Company and parent company Go-Ahead Group were awarded with 'Most Innovative Customer Serving Operator' at the Transport Ticketing Awards in London. The awards recognise organisations which have worked tirelessly to build, establish and deploy successful smart ticketing programmes across Europe.

The award recognised the vision of Oxford Bus Company and Go-Ahead Group to ensure a world where every journey is taken care of and our commitment to innovate and embrace technology to deliver an ever-improving customer experience.



'Large Bus Operator of the Year': Oxford Bus Company colleagues receiving the Route One award



PickMeUp wins: Andrew Morison, Head of Customer Experience, holding the Most Innovative Customer Serving Operator award at the Transport Ticketing Awards 2019

# Key data: Oxford Bus Group

	2020	2019	2018
<b>Stronger communities</b>			
Community investment per employee (£)	<b>19.72</b>	34.90	38.59
Stakeholder engagement score (%)	<b>84</b>	83	84
Stakeholder events attended	<b>384</b>	386	308
<b>Cleaner environment</b>			
Carbon emissions per vehicle mile (kg)	<b>1.38</b>	1.41	1.45
Average age of bus fleet (years)	<b>7.8</b>	7.3	6.7
% of fleet Euro VI (%)	<b>67.5</b>	56.4	32.6
<b>Happier customers</b>			
Customer satisfaction (%)	<b>92</b>	90	88
Punctuality (%)	<b>82.8</b>	76.1	78.8
<b>Safer working</b>			
Bus accidents per million miles	<b>13</b>	17	17
RIDDOR accidents per 100 employees	<b>0.0</b>	0.0	0.1
Bus fleet which is DDA compliant (%)	<b>100</b>	100	100
Fleet with audio-visual announcements (%)	<b>32.1</b>	24.9	21.7
<b>Better teams</b>			
Number of employees	<b>834</b>	841	809
Employee turnover rate (%)	<b>17.1</b>	20.3	16.5
Absenteeism rate (%)	<b>3.9</b>	2.8	3.5
Female employees (%)	<b>12.1</b>	12.2	12.1
Black, Asian and minority ethnic (BAME) employees (%)	<b>16.2</b>	16.3	20.4
<b>Smarter technology</b>			
Journeys made with smart payment channels (m)	<b>6.6</b>	8.3	8.1
Buses with on board WiFi	<b>84.8</b>	84.1	83.1
Buses with on board USB charging	<b>33.9</b>	26.4	21.0

## Key

RIDDOR – Reporting of Injuries, Diseases and Dangerous Occurrences Regulations at workplaces  
DDA – Disability Discrimination Act



For information on the full Group data, please visit our corporate website: [www.go-ahead.com](http://www.go-ahead.com)

## More information

You can find out more about Oxford Bus Group by visiting our website [www.oxfordbus.co.uk](http://www.oxfordbus.co.uk) and more information on how Go-Ahead Group manages sustainability can be found by visiting [www.go-ahead.com/sustainability](http://www.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:

Oxford Bus Company  
Cowley House  
Watlington Road  
Cowley  
Oxford  
OX4 6GA

T: 01865 785400

E: [info@oxfordbus.co.uk](mailto:info@oxfordbus.co.uk)

## 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](http://www.go-ahead.com)



**Bureau Veritas UK Ltd**  
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