



Plymouth

city bus

Moving with our people...

Corporate Responsibility Report 2011



Plymouth Citybus has been a part of the Go-Ahead Group since December 2009. We have a fleet of 169 buses and coaches serving the city of Plymouth, providing almost 70% of the city's bus service network.



We're a part of the
Go-Ahead
Group

www.plymouthbus.co.uk

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ABOUT PLYMOUTH CITYBUS

Go-Ahead is a major provider of transport services across the UK, employing over 27,100 people. Plymouth Citybus employs 443 staff. Each year the Group's companies serve over a billion passengers. Plymouth Citybus serves approximately 14 million. The Group's operations span bus, rail and aviation services, and are defined by a belief that local people make the best decisions about running local services. At Plymouth Citybus, as in each of the Go-Ahead subsidiary companies, we are run as an autonomous business in tune with the local market.

ABOUT THIS REPORT

This report describes the corporate responsibility performance of Plymouth Citybus from July 2010 to June 2011. As part of our annual business planning, we have set targets and goals to improve our corporate responsibility and performance for 2011/2012. We have placed more information on our Group corporate responsibility website.



MESSAGE
FROM ANDREW
WICKHAM,
MANAGING
DIRECTOR



Welcome to our second annual Corporate Responsibility Report, which sets out the contribution we make to the people and economy of Plymouth.

Plymouth Citybus has been part of the Go-Ahead Group since December 2009, and this is the latest exciting chapter in the history of the company and its predecessors. We are immensely proud to have served the people of Plymouth since 1892.

In the past year, we have invested in our fleet, and have increased our low floor, accessible fleet by 13 buses. We plan further investment in the year ahead in new buses for the city, all of which will offer the highest levels of passenger safety and comfort, whilst exceeding all current standards for environmental impact.

Although buses are an environmentally friendly form of transport, we recognise the impact our operations have on the environment. We measure the amount of carbon dioxide we produce per passenger journey, and I am delighted to report that this has decreased in the past year. At the same time, the number of people using our buses continues to increase year-on-year.

We continue to work with our stakeholders, including local authorities and user groups. This work covers a range of activities, from ensuring that the disruption caused to our services is kept to a minimum, through to promoting the discounted Green Travel Scheme to the city's employers, and planning long term bus service changes and improvements. Being a central plank of the economic activity of the city is vitally important to us, and we are patrons of the Chamber of Commerce and work closely with the City Centre Company.

Our Dennis Dart programme of working with Key Stage 1 children in schools goes from strength to strength. This year, Dennis visited 94% of primary schools in our area. For older children, we work with local agencies to promote safe bus use for children about to start secondary school – for many, the time at which they will first use buses without their parents.

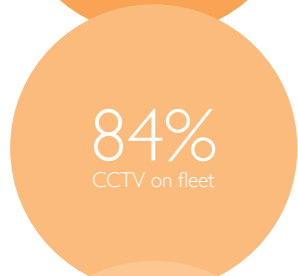
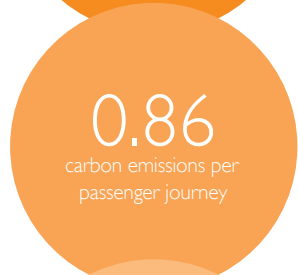
People are vital to our business. As well as creating additional skilled engineering jobs, this year we will embark on a major training programme, aimed directly at equipping our staff to offer the very highest level of service to our customers.

We remain committed to being a responsible member of the Plymouth community, and have set ourselves challenging targets for the year ahead. With the dedication and skill of our workforce, I am confident that we will be able to achieve these goals.

Andrew Wickham

Managing Director

OUR 2011 PERFORMANCE



SAFETY

A calm and relaxed bus experience

84%

of our buses are fitted with CCTV and audio system

only 40

reported incidents on our buses in 2010

We will never forget that we are here to provide a service that is safe and secure for each and every one of our passengers and for every member of our staff, thus to ensure that safety is embedded in the culture of our company.

In each of our customers we aim to instil a feeling of safety and security when travelling on our buses. We expect our drivers to show care and consideration to other road users, thus maintaining a calm and relaxing bus experience.

Our approach

We have invested and continue to invest in technology that will reassure passengers of our commitment. 84% of our buses are fitted with CCTV and an audio system. The system is invaluable to both our passengers and our drivers. It also provides essential viewing for the police in their efforts to solve incidents on and off bus. In 2010 we had only 40 reported incidents on-bus.

We work closely with the local police to help tackle anti-social behaviour and provide valuable rent free advertising on board our buses for Crimestopper campaigns and neighbourhood watch information.

Our induction programme includes training in 'How to handle complaints', 'Communication skills' and 'How to handle security features on-bus'.

We joined forces with Plymouth City Council in July 2010 to cover life-skills education to children preparing for entry into senior school. We give a presentation on how to travel safely on buses and help prepare them for school bus travel.

Our plans for the future

We will continue to participate in the life-skills event annually and we plan further initiatives for the future, working alongside local authorities. We will continue our partnerships with the police force, Crimestoppers and local authorities. We will maintain investment in up-to-date technology that will show our continued commitment to safety for passengers and vehicle maintenance.

ENVIRONMENT

Committed to investing in
new technology



Our rain-saving bus wash

Maintaining improvements to our environment is a high priority as we welcome and commit to investing in new technology.

Plymouth is a city closely linked to the beautiful South West coastline and the popular moorland. We understand and respect our responsibility to ensure we further reduce the impact of our gas emissions as we endeavour to improve passenger numbers. We attempt to reduce traffic congestion and improve air quality.

Currently, 30% of our buses are fitted with a telematics system to help monitor how well our buses are driven with fuel economy and energy efficiency. In 2012 the system will be fitted to every bus. The telematics system monitors fuel use and energy efficiency, using red lights on the dashboard to warn drivers when they are exceeding the efficiency parameters for their vehicles. The equipment is supported by a training course for all our drivers, showing how their driving can affect the performance of the vehicle and explaining what techniques lead to an economical drive. The system helps to give our customers a safer and more comfortable ride.

A major project was launched in August 2011 with the introduction of Go-Ahead's smartcard, the key. The key is an interoperable ticketing scheme, known as ITSO. The smartcard will allow customers to load travel products on-line to their smartcard, reducing the need for paper tickets. We will be promoting on-line sales extensively during 2011.

We will also be cooperating in a travel behaviour-change programme, utilising social media techniques to further aid the local environment.

Our approach

Alongside our efforts to improve the environmental impact of our vehicles we maintain a rigid recycling programme in the depot. We have energy efficient lighting in our workshops and recycle rainwater for the bus wash.

We have notices to employees raising awareness of heating and lighting costs where possible.

Our plans for the future

We will continue to invest in new technology and related driver training to improve our environmental performance. Our recycling programmes will remain and further ideas will be thoroughly investigated to maintain our commitment. The key smartcard will be heavily promoted with on-line discounts, making bus travel safer, simpler and quicker.

PASSENGERS

Raising awareness of public transport

10%

increased web awareness

Audio visual displays being fitted during August 2011



Assisting a customer at a Travel Centre

Reliable, convenient services are of utmost importance. To achieve our target of a 3% growth in passenger numbers, we must accommodate their requirements to the best of our abilities.

Our approach

During 2011 we will further invest in informational literature, making our services easier to understand and more accessible to the public.

We consult closely in partnerships with the City Council and passenger user groups. We are part of the Bus Punctuality Improvement Partnership which aims to improve the reliability and punctuality of buses by expanding and improving the real-time information network. The scheme brings Plymouth Citybus together with representatives from Plymouth Transport and Highways and other bus operators. We help identify areas where time keeping and reliability are causing concern and work with Plymouth City Council to ensure the impact on our service is minimised. In turn, this helps to create a viable alternative for the private car owner.

We have 94% low floor vehicles on our mainstream fleet enabling wheelchair and pram-users ease of access. Alongside our low floor policy we train drivers and staff to make sure they are fully aware and capable of assisting when dealing with passenger mobility problems. Our health and safety officer ensures that each driver is trained in wheelchair movement on bus. We work closely with the council in an effort to eliminate illegal and inconsiderate parking at bus stops, as this prevents those with mobility difficulties from boarding easily.

The launch of Go-Ahead's smartcard, the key, in August is aimed at improving travel time, passenger queuing and cash handling, allowing customers to purchase products on-line.

We will be installing audio visual displays on-bus during 2011 enabling passengers to see and hear next stop destinations.

We communicate extensively with our customers through Twitter and Facebook and have invested in an on-line marketing analyst to maintain a reliable communication network with our customers and to improve website information. Customer surveys have revealed a 10% increase in web awareness. Our marketing is now aimed at directing customers to the website where on-line discounts will encourage registration and give them updated travel information.

Our plans for the future

We aim to continue our association with local authorities and bus users and will act appropriately and responsibly on feedback given. We will continue to review other services in the city, with the aim of maintaining simple and frequent services.

With our on-going campaigns we aim to promote awareness in understanding other passenger needs. We aim to encourage use of buses by people with mobility problems.

We will always commit to providing an affordable bus service and continue to promote partnerships within the City to improve awareness and educate the public. We will investigate other good value products as well as promote the discounted tickets to current and potential passengers.

EMPLOYEES

Our most valuable asset



Our staff are a valuable asset and we invest heavily in their well-being by improvements to the work environment and communications.

We employ 443 staff in Plymouth and are fully aware that a healthy, motivated workforce is a major asset to both the company and to our passengers.

Our approach

Our drivers are the 'face' of the company and we endeavour to be fair and committed to motivate and encourage long-term service.

We provide NVQ training to develop new skills. To date, 100 members of staff have achieved NVQ2 or 3. We have health screening facilities and work closely with the 'Better Together' campaign encouraging healthier, fitter workforces within the businesses of Plymouth.

During 2011 we are embarking on a major training programme aimed at customer care for each of our employees.

We provide a regular staff newsletter making our staff aware of all campaigns and the chance to communicate their own initiatives, outside of the workplace. This supports our 'extended family' approach to our working colleagues.

We run an apprenticeship scheme and currently have two apprentices working in our engineering department.

We attend trade and employment shows regularly to promote the company and encourage young people to investigate employment.

Our plans for the future

Employee development and training is incorporated into our future plans alongside the commitment to reduce staff sickness and absence. We aim to undertake an employee satisfaction survey during 2012 and take action where necessary in areas of any concern.



Our drivers are the 'face' of Plymouth Citybus

COMMUNITY

Improving our community commitments

Patrons of the Plymouth Chamber of Commerce

'Dennis Dart' continues to inspire children on our safe travel project



Dennis Dart presentation to Riverside Primary School

We have worked tirelessly to improve communications through Twitter and Facebook, making bus travel a friendly face within the community.

We work continually to deepen our roots within the community and are aware that we help hold together the leisure and commuter network.

Our approach

With the aim to introduce bus travel to young children, we continue to improve awareness for children who have just started school. Our 'Dennis Dart' project, which started in April 2010, takes a liveried bus to primary schools, enabling the children to 'explore' the bus. We offer a presentation to the children and give out free information packs along with a 'Dennis Dart' book. The aim is to make bus travel fun, safe and acceptable – for the children to feel that buses truly are a part of their upbringing in the community. We give out free child DayRider tickets encouraging the children to take the information back into their family home. To date we have visited 70 out of the local 72 Primary Schools. The Dennis Dart project has gained two Highly Commended Awards from the Plymouth Herald Business Awards. Dennis Dart has his own website and Facebook page encouraging young children to learn more about buses. Books are on sale in Waterstones, further promoting bus travel and our interaction with the community.

We also work closely with the local hospice by offering them rent free advertising on the sides of our buses. Donations from our annual 'Fancy Dress' day go to the hospice and also to the local children's hospital.

We are a patron of the Plymouth Chamber and take our commitment seriously by attending meetings regularly.

Since 2006 we have supported the 'Plymouth in Bloom' bids annually and have been rewarded with wooden carvings to 'The company that showed the most exceptional support' in appreciation by the authorities. This year we are sponsoring the 'Plymouth in Bloom' competition by awarding a trophy to the 'most nominated garden on a Citybus route'.

In August 2011 we are to be the main sponsors and Travel Partners for the National Fireworks Competition in Plymouth which is a prestigious and well-attended event.

Our plans for the future

Dennis Dart will continue to educate and amuse local children along with his 'girlfriend' Pippi. We will strengthen our ties with the 'life skills for children' department.

We will actively search out ways to improve our community commitments and are dedicated to the city of Plymouth and its residents.

Safety

Bus accidents (per million miles)	50.88	63.38
Fleet with CCTV (%)	84	73.2

Environment

Carbon emissions per passenger journey (kg)	0.86	0.86
Site energy savings		
– Gas consumption (kwh)	1,672	1,672
– Electricity consumption (kwh)	728	728
Fuel efficiency		
– Miles per gallon	7.3	6.99

Passengers

Number of journeys running to schedule (%)	83	81.8
Fleet with low floor (%)	94	40.3
Web sales (%)	n/a	–
Passenger journeys using smartcard (%)	3	12

Employees

Number of employees	443	463
Turnover rate (%)	3	13.5
Absence rate (%)	2	5.5
Number of staff training days	554	572
Diversity by ethnic group (%)		
– Asian, black or other origin	2.1	4.2
– White	97.9	95.8
Diversity by gender (%)		
– Women	13	13.6
– Men	87	86.4
Average length of service (yrs)	10yrs	9yr 6m

Community

Charitable giving and investment (£)	5,680	2,478
Number of stakeholder events	58	50

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

We're a part of the **Go-Ahead** Group

You can find out more about Plymouth Citybus by visiting our website www.plymouthbus.co.uk and more information on how Plymouth Citybus manages its corporate responsibilities can be found by visiting www.go-ahead.com/responsibility

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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Verification of Corporate Responsibility data

For the third year Bureau Veritas UK Ltd has worked with the Go-Ahead Group plc (Go-Ahead) to verify and to provide an independent opinion on selected corporate responsibility (CR) key performance indicators (KPI) data contained within the Go-Ahead Group's Corporate Responsibility Report 2011. The information and data reviewed for this verification process relates to the reporting period 1st of July 2010 to the 2nd of July 2011. The verification incorporated site visits, interviews, document review and checking of Group and Operating Company data.

The full Bureau Veritas verification statement is available in Go-Ahead's Corporate Responsibility Report and at <http://www.go-ahead.com/responsibility.aspx>

This report was put together by The Go-Ahead Group and designed and produced by Black Sun plc, London.

Printed by Park Communications using environmental print technology which minimises any negative environmental impacts resulting from the printing of this document. We include the use of vegetable based inks, recycling 85% of dry waste, 85% of cleaning solvents and use 100% renewable energy.

Printed on Indigo Premium Smooth Uncoated which contains 100% post consumer waste and is FSC certified.