

KEY FACTS

over 46.5 million passenger journeys were made on Stagecoach East Midlands

20.5 million miles operated across East Midlands

99.4% reliability on services throughout the East Midlands

93.9% punctuality on services throughout the East Midlands

478 buses across Lincoln, Hull, Grimsby, Skegness, Worksop, Mansfield, Gainsborough and Scunthorpe

1274 staff employed across eight Stagecoach East Midlands depots



nationwide bus times
traveline
 public transport info
 0871 200 22 33

Calls cost 12p per minute plus your phone company's access charge
 Daily 0700 to 2200

local Stagecoach info
0345 605 0 605

Monday to Thursday, 0830 until 1700
 Friday, 0830 until 1600

eastmidlands.enquiries@stagecoachbus.com
www.stagecoachbus.com
 @StagecoachEMid

disability helpdesk
01522 580 515

Monday to Thursday, 0830 until 1700
 Friday, 0830 until 1600
 eastmidlands.disabilityhelpdesk@stagecoachbus.com

what to do if things go wrong
 We do our best to meet your expectations, but occasionally things go wrong. If you feel we have failed you in some way please tell us about it using the contact details below.

customer services
 Stagecoach East Midlands
 Building 4, Kingsley Office Park
 Runcorn Road
 Lincoln LN6 3TA

If you are unhappy with our response, this is the independent body that will review complaints:
 The Bus Appeals Body
 0300 111 0001 enquiries@bususers.org

Stagecoach EAST MIDLANDS



Annual Performance

East Midlands

May 2016 - April 2017

Stagecoach East Midlands is the region's largest bus operator and runs local bus services in Kingston upon Hull, throughout Lincolnshire, North Nottinghamshire and South Yorkshire. Every day our staff work hard to provide safe, reliable, punctual, clean and comfortable services at affordable prices for our customers.

This annual report covers the year from May 2016 to April 2017

During the last twelve months we've refreshed our most popular bus service brands, developed new partnerships with our local authorities and improved customer experiences. Our biggest initiative has been the launch of the new Stagecoach app, which can be used by our customers to plan journeys, buy tickets and track buses in real time to provide accurate departure information.

Last year 46.5 million people travelled with us across the region.

Every day we post live travel updates on Twitter @StagecoachEMid and we now have over 6,500 followers with many sending us tweets about their bus journeys. Our customers can also get in touch by email, phone, letter, and via our website. This essential feedback ensures we can keep improving their travel experience.

Here's just a few of the highlights of the past year:

Skegness

Our award winning Seaside Open Toppers - Rocky, Shelly, Sandy, Candy, Pierre, Salty, Milly and Rolly – hit the streets again at Easter. Once again, they are proving hugely popular with our customers. Sadly, Hattie has gone into retirement.

The Seaside children's story books continue to help raise money for good causes including the RNLI at Skegness, Wish upon a Star, and the Children's Brain Tumour Research Centre in Nottingham. Dreams Come True was the Seaside's chosen charity for 2016 and in 2017 it is Keep Britain Tidy. Local primary schools took part in a competition to design a bus livery promoting Keep Britain Tidy and a new 2017 Seaside storybook highlights the dangers of litter to the environment. The initiative has received national recognition from Keep Britain Tidy including the charity's ambassador Kirstie Allsopp.

Partnership working with Lincolnshire County Council has seen the extension of the Roman Bank bus lane and bus stop improvements, which are making services more punctual and attractive.

Grimsby

A partnership between Stagecoach East Midlands and North East Lincolnshire Council to boost economic growth has seen Service 5 extended from Grimsby and Immingham to serve the new South Humber Enterprise Park and increase the timetable frequency up to every 15 minutes at peak times. Major public realm works in Grimsby town centre have been completed, which includes the installation of new bus stops with real time passenger information on Bethlehem Street.

Lincoln

Last year saw the completion of the new East West Link Road by Lincolnshire County Council, which has provided an alternative route for buses to avoid the delays associated with the High Street railway crossing. This is helping to make bus services more punctual for our customers.

Buses relocated to a temporary bus station on Tentercroft Street in August 2016 to allow the construction of a new Transport Hub on St Mary's Street, which is due to open at the end of 2017. We have worked with the City of Lincoln, Lincoln BIG and the local traders to support businesses during the works with the introduction of a distinctive, liveried bus promoting the Cornhill Quarter. Our buses have promoted the message that Lincoln remains open for business by carrying the message that we are 'Keeping Lincoln Moving Whilst It's Improving'.

Working in partnership with Lincoln BIG we have introduced a new Park and Ride bus service from Waitrose into the city centre with 70% of the passengers being shoppers.

2017 is a big year as the city celebrates the 800th anniversary of the Battle of Lincoln and the sealing of the Charter of the Forest, which we have marked with our sponsorship of the Lincoln Knights' Trail. Working with Lincoln BIG we continue to run the Open Top City Tour which carried almost 7,000 people throughout 2016 season.

Scunthorpe

We introduced a revised town bus network at the beginning of April 2017, which has improved connections for customers into both Gallagher Retail Park and Lakeside Shopping Centre. During 2017 we will be working closely with North Lincolnshire Council to plan the expansion of bus services in the future to underpin the Lincolnshire Lakes development to the west of the town.

Hull - UK City of Culture

In November 2016 we introduced 15 new state-of-the-art double deckers to Hull in readiness for 2017 City of Culture. The buses are used on the popular Simplibus network, which offers simple routes and timetables with frequent journeys between the main residential areas of Hull and the city centre. With USB charging points, comfortable high-backed seats, and an eye-catching 'I'm Not Driving' marketing campaign, the buses are encouraging more people to use their journey time productively by catching up with emails, Facebook and friends.

The City of Culture UK status has seen a major programme of redevelopment and public realm works and is attracting visitors to discover what Hull has to offer. We have supported the City of Culture by running enhanced bus services, park and ride and special events shuttle bus services.

Sherwood Arrow

In partnership with Nottinghamshire County Council the Sherwood Arrow was given a new look in 2016 with the introduction of four buses named after legendary characters, Robin Hood, The Sheriff of Nottingham, Maid Marian and Friar Tuck. The marketing campaign highlighted how easy it is to visit some of the most popular country parks in the area by bus on the Sherwood Arrow.

Stagecoach East Midlands was the transport partner for the Robin Hood Festival with families being encouraged to join in activities at the event in Sherwood Forest in exchange for travel prizes and give-away merchandise.

The Sherwood Arrow was also supported by the #YourValues campaign with three entrants being chosen to show how their time was better spent on the bus than travelling by car to try and encourage modal shift away from private cars.

The Community

Stagecoach East Midlands has been increasing the awareness of charities including The Royal British Legion, Marie Curie, Dreams Come True, Keep Britain Tidy, Sophie's Cancer Journey, Children In Need and Whizz Kids, which is a specialist organisation that helps youngsters with disabilities to improve their confidence in using public transport.

Our Poppy Bus supported the Royal British Legion and included remembrance quotes emblazoned on medals and crosses around the sides. Armed Forces service personnel and members of The Royal British Legion were provided with free bus travel whilst doing their charity work.

£1000 was donated to Sophie's Cancer Journey from the sale of Seaside stories. Sophie sadly lost her battle with cancer but her parents run the charity to provide holiday homes on the East Coast for children living with cancer.

Funds raised by the Dream Tea Party and the Skegness Seaside's 2016 adventure storybooks allowed a seriously ill young boy supported by the Dreams Come True charity to visit CBeebies Land in Alton Towers. Three-year-old Jacob from Hertfordshire who lives with Hurler Syndrome is a huge CBeebies fan and was able to go to the theme park for a whole weekend, which included staying at a woodland villa in the enchanted village.

A donation of £2,050 was presented to Marie Curie's Great Daffodil Appeal after a campaign saw a bus branded with the flowers. The unique concept enabled local residents to donate towards the charity by having their commemorative thoughts written on a daffodil, which was displayed on the vehicle and toured the East Midlands region.

A request from Bernadette House, which is a care home in Lincoln for dementia sufferers, saw a replica bus stop and timetable placed in the reminiscence garden allowing therapy through discussion of past activities, events and experiences; this helps people to reconnect with their former lives. The initiative has been admired by other care organisations leading to similar requests for bus stops.

Our "Bus Beat" initiative with Lincolnshire Police was extended to serve Hagworthingham after it proved successful. Local officers travel on Stagecoach buses to talk with residents about crime prevention issues helping to keep the community safe.

Our Team

Each depot at Stagecoach East Midlands is locally run by our dedicated staff, including managers, supervisors, drivers, mechanics and cleaners, who work hard to deliver a safe, reliable, clean and comfortable bus service for our communities.

We've continued to invest in staff training and apprenticeships to ensure that our people have the skills and expertise to take the very best care of our customers. This year we have also introduced a project to help staff take care of themselves with the support of a Health and Well-Being Committee. The project has become part of our ethos - to work with and listen to staff members and offer them the support to lead an active, healthy lifestyle in order to improve all aspects of their lives.

Two members of our East Midlands team came away with an award at this year's Stagecoach Group Champion Awards ceremony. Shaun Harris, of the Lincoln team, won bronze in the Health category for giving life saving assistance to a colleague. Head Office employee, Louise Wright won Gold in the Community Category for her charity work in memory of her daughter.

Many of our staff take part in community and charity work across the towns and cities in our region.

Our Partnerships

We work closely with partner authorities and businesses across the East Midlands to share information, plan and coordinate major transport projects, and deliver quality bus services for local people. Buses continue to provide essential access to jobs, education, healthcare and retail facilities for our communities.

