

PROUD TO SERVE



East Midlands Business Profile

Business profile content

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Meet the senior team.

Meet our senior team here at Stagecoach East Midlands. If you have a direct enquiry for any member of the team just email them on their details below.



Matt Cranwell has been with Stagecoach for 17 years, starting on the graduate scheme in 2004. Matt has worked in a range of managerial roles across a number of locations in the UK, including Manchester, Oxford and Cumbria before joining the East Midlands team in 2018 as Managing Director.

Being part of the graduate scheme enabled Matt to work in a variety of roles in different parts of the business giving him a wealth of knowledge and experience of both the company and the sector, and this is combined with his Certificate of Professional Competence for Transport Managers (Chartered Institute of Logistics and Transport UK).

A key objective in Matt's role is to develop the business to build upon our partner relationships and ensure the business supports the needs of the communities we serve by connecting residents with their required destinations.



Dave was born in Lincoln and was educated at Queen Elizabeth's Grammar School, Gainsborough. He began working in the transport industry as a bus driver.

Dave studied for professional qualifications at Doncaster Metropolitan Borough College and Park Lane College, Leeds, and is a Chartered Member of the Institute of Logistics and Transport.

Dave progressed through a series of management roles with the Lincolnshire Road Car Company before being appointed Divisional Manager for Stagecoach in Hull in 1998. In 2004 he became Commercial Director for Stagecoach East Midlands.

Recognising that transport has an important role in underpinning the local economy, Dave has been instrumental in developing strong partnerships with local authorities across the region and is on the board for a range of business and economic groups including Lincoln BIG, Greater Lincolnshire LEP Visitor Economy Board and the Lincolnshire Coastal BID.



With more than 35 years' experience in the sector, Richard started in the industry as a bus driver before moving to a junior management position.

Richard quickly progressed through to Operations Manager in Chesterfield and played a role in the amalgamation of Stagecoach East Midlands and Chesterfield Transport Ltd (CTL) when CTL were taken over by Stagecoach Group.

Richard's extensive and thorough knowledge of bus depots, their management and delivery of customer service ensures we work to the highest of regulatory standards set by the Traffic Commissioners Office. The training, development and expectation of skills and knowledge in order to deliver a leading experience is managed through by Richard and his team.



As Engineering Director, Mick has over 31 years' experience in the sector having started as an apprentice, before moving up the managerial chain and becoming Engineering Director 7 years ago. With experience of managing large depots with 200+ vehicles as well as coach and HGV experience, Mick and his team are responsible for ensuring our fleet is in line with guidelines stated by the traffic commissioner and enforced by the DVSA.

The maintenance and delivery of safe, clean vehicles is of paramount importance to our customer offering, working to regulatory and industry leading standards to provide operational efficiency and value for money on safe, clean reliable transport.

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Our history and our people.

About Stagecoach East Midlands.

Stagecoach East Midlands are one of the many operational companies that form Stagecoach Group. For four decades, Stagecoach transport services have transported billions of people, helped to build strong local economies and provided a greener way to travel. As the UK's biggest bus and coach operator, our operations serve communities in major cities including London, Manchester, Liverpool, Newcastle, Hull, Sheffield, Oxford and Cambridge as well as inter-urban and rural locations, such as Cumbria and Lincolnshire.

We connect people with jobs, skills and training, bring customers to our high streets and draw families, friends and communities together, supporting the country's economic growth and help to reduce social deprivation.

As part of our growth focus we are working alongside other bus operators with the Confederation of Public Transport (CPT) to give people access to:

- Straightforward ticketing
- Reduced carbon emissions
- Enable more people to get to work
- Practical and sustainable solutions to transport in rural areas
- Reduced congestion on roads

Across the UK as a transport business we serve:



Over
100
communities
in towns and
cities in the UK



2,200
routes
every day



100
major UK
bus depots

Our history and our people.

Stagecoach
East Midlands
operates in
these areas.



For 2018/2019 Stagecoach East
Midlands delivered:



Our history and our people.

40 years of keeping communities connected.

Stagecoach was founded in 1980 as Britain's original and most successful transport start-up. We've grown from a family business in Perth, Scotland, to become a major listed public transport group.

We're highly rated by passengers in the UK's Transport Focus independent customer satisfaction survey with 91% satisfaction.

Over the past four decades Stagecoach has pioneered greener and smarter transport connections here in the UK and in countries around the world.

Today, public transport continues to play a critical role as we look to a green recovery for our most current climate challenges.

Our commitment to the sector, our communities and the green agenda has seen us invest £1billion in 7,000

new greener vehicles and technologies in the past decade across the UK. We've invested in hybrid electric vehicles and operated hydrogen-powered buses.

We have a wealth of successful relationships with government bodies such as the Department for Transport and independent consumer bodies such as Transport Focus.

A key objective over the decades has been to provide safe, simple, high quality and good value travel where every customer matters.

As a multi-award winning public transport company, we have a track-record of resilience and managing change, with an ability to compete successfully in commercial and contracted markets, and we're committed to doing the right thing for, and sharing our success, with our customers, our communities, our people, and our investors.

Proudly serving our communities
40
years
Stagecoach

Proudly serving our communities
40
years
Stagecoach

Proudly serving our communities
40
years
Stagecoach



9 October 1980 Stagecoach is founded by Brian Souter and his sister, Ann Gloag, with the first coach services running between Scotland and London.



East Midlands Managing Director, Matt Cranwell launching the latest £5.7 million investment in 31 vehicles fitted with Euro VI engines, start/stop technology, modern CCTV equipment and new audio and visual 'next stop' announcement feature.

Our history and our people.

Keeping people moving during Covid-19.

COVID-19 has seen us face our biggest challenge to date, and yet every colleague has been committed to ensuring customers continue to safely connect with places of importance. From keyworkers to students we implemented robust plans from the beginning to help ensure a safe public transport facility.

Our priority was, and continues to be focused on keeping our customers and employees safe. Extensive measures were put in place with well-established and rigorous cleaning regimes. Services continued to run at a level needed to support local lockdown demand, and social distancing was implemented across our fleets in line with COVID-19 guidelines.

The COVID-19 pandemic and the subsequent national lockdowns and restrictions has highlighted the key role that buses play in providing necessary connections between homes and jobs and to essential services for vulnerable groups and keyworkers who depend on these connections. This essential role has been recognised through central government funding to retain services during the crisis where, at the point in time, they are not commercially viable.

“As a GP receptionist, I was worried when the nation went into lockdown, that I wouldn't be able to get to work, as I start as early as 6.30am when opening the surgery and finish as late as 7.15pm. I was relieved to still have this reliable service.”

Sarah from Hull

As part of our focus on ensuring customers can travel safely we implemented a robust cleaning regime that now forms part of our daily cleaning procedures, and

it's thanks to our colleagues, who are part of the local communities, who have been passionate about helping ensure our customers and drivers stay safe. This enhanced process continues to be part of our commitment to providing a better customer service.

Over 9,000* litres of cleaning fluids used in 2020 since the start of the pandemic.

*March - December



Helping keep our buses clean and passengers safe

stagecoachbus.com/coronavirus

STAY ALERT • CONTROL THE VIRUS • SAVE LIVES

Grace is just one of our many colleagues doing a great job to keep our buses clean and our passengers safe.

Stagecoach

Stay safe when you travel



Wear a face covering
You must wear a face covering throughout your journey unless you're exempt. Spot checks and fines are in operation.



Make space
Keep a safe social distance from others at the bus stop and on board.



Contactless
Use contactless payment or have the correct change where possible.



Remove litter
Please leave the bus as you would wish to find it.

Be kind and let's work together to keep protecting each other



HANDS



FACE



SPACE

To find more visit stagecoachbus.com/coronavirus

Stagecoach

On bus seating measures



Please note seats marked with **X** are not to be used due to social distancing guidelines

Please ensure:

- One person per double seat
- Leave the seat behind and next to someone empty
- Only sit with somebody if they're in your household or bubble
- Rear facing seats that are directly opposite other seats must not be used
- No standing, please find a free seat

stagecoachbus.com/coronavirus

STAY ALERT • CONTROL THE VIRUS • SAVE LIVES

Stagecoach

Our history and our people.

The impact of bus.

The bus is an integral part of any public realm strategy. Improved bus networks, efficiency and connectivity are crucial parts of delivering an accessible and affordable public transport option for retail, leisure, educational and local business growth.



Buses are the primary mode of access to city centres, facilitating 29% of city centre expenditure.

(Moving Forward Together – CPT)



Research by KPMG shows that every £1 invested in local bus services generates up to £8 in wider social, economic and environmental benefits.



A 10% improvement in local bus connectivity is associated with a 3.6% decrease in social deprivation.

(Moving Forward Together – CPT)



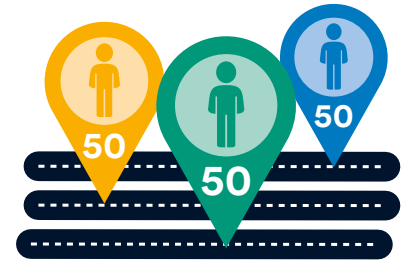
More than half of students (nationwide) say they could not travel to their education or training without the bus.

greenerjourneys.com/news/bus-networks-face-potential-funding-crisis-as-osbornesharpens-the-axe



More than ¾ of job seekers do not have a car.

Johnson, D. Mackie, P., and Shires, J. (2014) Buses and the Economy II, Institute for Transport Studies, University of Leeds



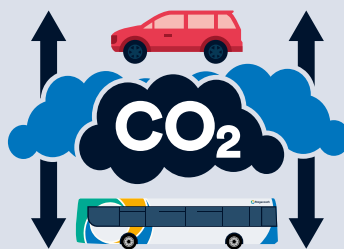
Buses are a vital part of our country's infrastructure. We take, on average, around 50 bus trips per person per year.

assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/822089/nts-2018-factsheets.pdf



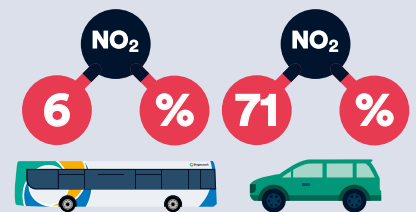
A full double decker bus can take up to 75 cars off the road.

greenerjourneys.com/news/leave-carshome-catch-bus-week



If everyone switched just one car journey per month to bus, there would be a billion fewer car journeys and a saving of 2 million tonnes of carbon dioxide.

greenerjourneys.com/blog/help-us-take-one-billion-car-journeys-off-the-road/



Buses account for just 6% of nitrogen oxide emissions, compared to 71% for diesel cars and vans.

Low Carbon Vehicle Partnership (2017) in Professor David Begg (2017) Improving Air Quality in Towns and Cities: Why buses are an integral part of the solution

Our history and our people.

Our people.

Our business is about local people delivering local services to local communities. We value our people and have a sector-leading commitment to training and development. We pride ourselves on being a great employer, a good partner to work with and we continue to share our success with the communities where we work.

Our graduate scheme is amongst the best in the sector and provides a hands-on business experience through a 2 year scheme that delivers quality leadership skills.

Our apprenticeship scheme provides another avenue into the business for drivers and engineers, giving the

opportunity to acquire skills and experience, knowledge and behaviours that deliver a high quality, safe transport service. Skills which can last for a lifetime.

Greener, smarter working is our drive to improve the way our people work together to deliver our services. It's about motivated and rewarded employees who exceed the expectations of our customers. It's also about low-carbon travel that provides good value, reliability and convenience for customers and can make a real difference to the future of our planet.

Proud to serve.



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Our customers.

Our customer proposition.

The introduction of our refreshed brand has a focus on ensuring we are a great value transport company that brings people together.



The Stagecoach vision:

To be the UK's favourite and most successful transport company.

Our vision is as much about the people we serve as the business we run.

We don't just want Stagecoach to thrive, we want to have happy and engaged people who build trusted and connected relationships with our communities, because we value how important our services are to their everyday lives.

Connecting everyone to the places and people that matter most.



We're go-getting

We always look for new opportunities and ideas that drive our business forward and create great experiences for our customers.



We do the right thing

We treat our colleagues, our customers and our environment with warmth, honesty and respect.



We're in it together

We're stronger together. We are one team who believe and trust in one another, where everyone's contribution is valued.



We keep it simple

We're at our best when we keep things simple. We strive for clarity at every stage, removing complication wherever we find it.



We care

We take pride in caring for every one of our customers and colleagues every single day.

Our customers.

Transparent and value fares.

At Stagecoach we have a range of tickets designed to suit a range of customer needs, both consumer and business.

Our primary ticket range delivers value for money to our core target markets:

- **Commuters** – our weekly and monthly **MegaRiders** can save a customer up to 40% on their daily travel. We also have low-value fares for job seekers.
- **Young people/Students** – from our scholar passes to our student ticket in Hull, alongside our **MegaRiders**, students can save up to 40% on their daily travel.
- **Shoppers** – for those who use us for leisure or retail, alongside our single and returns we offer a number of choices.
- **The DUO ticket** – buy one get one half price when travelling with a friend.
- **DayRiders** – for individual or family use our **DayRiders** offer a 'hop-on, hop-off' service, providing great value.
- **Concessionary** – we partner with a number of local authorities to provide concessionary passes.

Our tickets range from covering a direct return journey to being able to travel around the region, providing flexibility and access for customers.

The majority of our tickets can be bought via the Stagecoach app, making it quick and easy to purchase, plus customers can then utilise our bus tracker and plan their journeys.

The importance of concessionary passes:

A UCL-led study found that older adults who own concessionary bus passes are likely to report a better quality of life and fewer depressive symptoms than those who do not have the benefits of free bus travel. It found that older adults with bus passes were also more physically active and less socially isolated than counterparts without bus passes.

A study for Greener Journeys found that every £1 spent on the concessionary fares scheme generates at least £2.87 in benefits. Half of the benefits accrue directly and immediately to concessionary travellers themselves, around 20% of the benefits to other bus passengers and other road users from transport network improvements, and the rest to the wider community from wider economic and social impacts and in particular from improvements in health and wellbeing.*

* Analysis by KPMG for Greener Journeys (2014). The costs and benefits of concessionary bus travel for older and disabled people in Britain

Dayrider app ticket
sales grew by

178%

between 2017
and 2019

Over
40million
journeys are taken
on our buses in the
region every year



Our customers.

SmartCommute

SmartCommute is our business proposition, enabling businesses of any type to offer a cost-effective travel solution to employees.

Many businesses face challenges around car parking and SmartCommute is a commuting option that not only frees up car parking space but helps reduce carbon emissions too, supporting business agendas for green policies to reduce their carbon footprint.

SmartCommute is both economical and flexible and uses tap and go technology for simple boarding.

SmartCommute

- Offers employees discounts of over 30% on bus travel compared to publicly available bus ticket products.
- Offers unlimited bus travel within the town or city the business is based as well as the surrounding area.
- Is sold to employees through a business payroll system and can be tailored to suit business needs.
- It provides your employees with good value, safe, accessible and high quality unlimited travel for work and leisure.

Some of our current SmartCommute partners include:



Lincoln BIG
Business Improvement
Group



**Northern Lincolnshire
and Goole**
NHS Foundation Trust



Sherwood Forest Hospitals
NHS Foundation Trust

“I use the SmartCommute card to travel to and from work but the benefit doesn't end there. I can also use this card as part of my normal leisure activities travelling around the area.”

Tony Locke,
Health Records Facilitator, NHS

“What a great staff benefit. I save £15 a month with SmartCommute and I'm encouraging my colleagues to sign up too.”

Will Wheaton-Chapman,
Healthcare Assistant,
Grimsby Hospital

stagecoachbus.com/smartcommute-emid for more info

Our customers.

Customer offering.

We have recently launched three customer initiatives to help provide a more diverse value led-offering to customers:

Stagecoach Connect.

During the pandemic with lockdown and restrictions in place, it became clear very quickly how crucial it was to help ensure NHS keyworkers could still access services to get to work. In partnership with ViaVan, we implemented a project which swiftly delivered Stagecoach Connect, an app based on-demand booking service.

Stagecoach Connect enables NHS workers to get to work and back with ease and in comfort. The technology behind the app ensures an optimum experience by allowing users to track where the bus is, to change or cancel a booking and to book up to a week ahead in line with shift patterns.

We operate Connect in the following Trusts across the region:

- Hull Royal Infirmary
Hull University Teaching Hospitals, NHS Trust
- Diana, Princess of Wales, Grimsby
North Lincolnshire and Goole, NHS Foundation Trust
- King's Mill Hospital
Sherwood Forest Hospitals, NHS Foundation Trust



“I am a site sister at the hospital and use this very important bus on almost every journey back and forth to work it has just been so vital to us all and I cannot thank you enough for this excellent service that you have provided to us workers during the pandemic as it has kept us all safe. I know all the staff have welcomed it... the service has ensured we get to work safely with the best team of drivers I have ever had the pleasure of getting to know, the staff feel safe and we know we are protected on route to work.”

Kathleen Ogilvie – HRI Hull

Stagecoach Solutions.

A platform that delivers a number of flexible transport solutions for businesses across the region and the UK.



Stagecoach Rewards.

A new customer rewards scheme supporting the leisure sector and high streets across the UK with a range of special discounted offers for bus users.



Our customers.

Stagecoach Bus App.

Since its launch in 2015, the Stagecoach Bus App has had a series of improvements to help make bus travel easier for our customers.

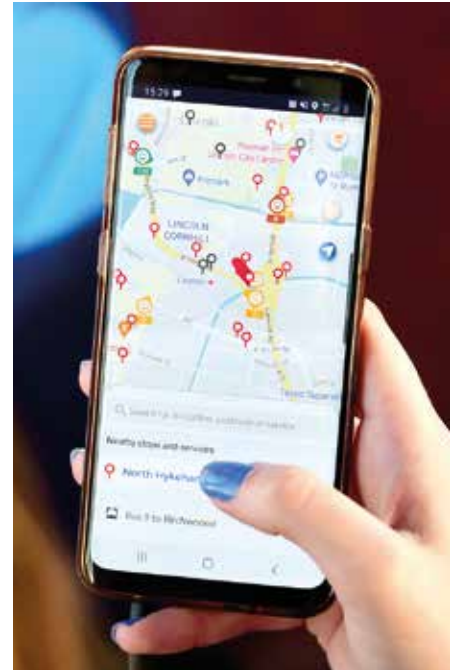
The app provides customers with journey planning, next-stop information, live bus tracking and our new 'busy bus' feature, launched to help manage customer expectations during COVID-19 and social distancing.

The app enables customers to buy and download their tickets instantly as well as giving them the option to sign up to further local bus news.

Track your bus every stop of the way!

For live bus tracking, tickets, timetables... and so much more, make our app the perfect partner for your journeys with Stagecoach.

 [Download the Stagecoach Bus App](#)  



Contactless payments.

In 2018 we became one of the first bus operators to offer contactless across our fleet. All our buses offer contactless payment options by card, by Apple Pay and by Android Pay.

This tap and go technology provides a much more seamless boarding process for customers. A third of revenue on Stagecoach bus services outside London is now from contactless, making the company the single largest contactless merchant in Europe after Transport for London.*

As well as contactless, more than two million StagecoachSmart cards are in circulation across Britain, with passengers making more than 330 million smart transactions every year.

Get onboard quicker with contactless. Yay!

Paying with contactless is the fastest way to travel. Just tap and off we go.



Our customers.

The customer experience.

Over the past decade Stagecoach has invested in a number of different areas in order to ensure we continue to provide a good value, environmentally friendly transport option that meets customer demand.

Our bus fleet.

Our bus fleet is part of our product offering, defining the customer experience with us, and so it's vital we commit to continually improve and better our offering in a variety of ways.

Gone are the days of the draughty, uncomfortable bumpy journeys. Our fleet now provides a much more comfortable experience for a relaxing journey. From easy to clean e-leather seating, to next stop announcements and charging points, customers can sit in comfort and catch-up on emails, browse social media or read the news on their journey. Plus our fleet is also undergoing a brand transformation with all buses being repainted to align with our new visual identity.



Stagecoach has a long history of being at the forefront of innovation and harnessing new technology. In 2020 we played a key role in pioneering live trials of Europe's first full-sized autonomous bus. We know that our communities can benefit hugely from autonomous technology as it can make services safer, more efficient and help to deliver better journeys. Alongside our investment in people, these technology developments are key to supporting the UK's position as a leader in innovation.



All vehicles are now low-floor to help our services be more accessible to wheelchair, or mobility scooter users and parents with buggies.

Most of our new buses are built in the UK, helping support British manufacturing and hundreds of jobs in the supply chain.

We have also seen the launch of our first electric zero emission double-decker buses with more to come.

We are also committed to a major technological investment with AI platform Optibus software being rolled out across the business. This will deliver smarter timetables, enable more efficient services and help reduce CO₂ emissions.

Our customers.

The customer experience.

Accessible travel.

Providing accessible travel is key to encouraging a modal shift from the car to greener, smarter travel. All our local bus fleets are fully accessible and we are committed to improving accessibility in the future.

We offer Journey Assistance Cards for passengers to use for a wide variety of accessibility conditions, including sight and hearing difficulties. These can be shown to the driver to help ensure the passenger gets the right assistance they need.

Our Certificate of Professional Competence training includes dedicated modules on accessibility and helping customers.



Commitment to safety.

Stagecoach bus drivers across the country use a hi-tech eco-driving system to help reduce fuel consumption and carbon emissions, improve passenger comfort and cut the risk of accidents. The GreenRoad 360 system uses a dashboard traffic lights-style system to provide drivers with real-time feedback on their driving style, including speed, braking, acceleration, lane-handling and turning.

We have also committed to a £4m investment in new bridge alert technology which will strengthen existing measures to prevent bridge strikes and build on the GreenRoad system via GPS vehicle location data.

Customer service.

Customer service is key to everything we do across our business. It is not simply enough to run our bus services well - our passengers rightly also expect high standards of customer service and we strive to meet and surpass their expectations.

Independent research shows our services have very high levels of customer satisfaction. But we recognise we don't always get things right and want to make our high quality services even better. We conduct extensive customer research to engage with our passengers to find out their views on our services and to monitor our performance. This information is important to us in identifying where we can improve the delivery and accessibility of our services.

Our businesses have a regular and on-going dialogue with bus user groups. This includes presentations from managers on detailed aspects of our service as well as consultation and information sharing on particular issues.

We have local customer service teams who understand all there is to know about our services, routes, fares and any other operational information. They are there to support and answer all customer queries through our social media, website and phone channels.



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Part of the community.

Connecting communities.

At Stagecoach East Midlands we connect over 120 cities, towns and villages across the region to help ensure people can access the places they need to get to.

For one in five journeys made by bus a practical alternative does not exist* and this may mean not taking a job, missing educational opportunities, not taking care of health needs or not seeing friends and family. The bus therefore plays a vital role in the creation of inclusive communities at a time when nearly one in four people in the UK is at risk of social exclusion**. The benefits of bus travel go beyond those accrued to the individual passengers and serve the whole of society by contributing to economic growth, a cleaner and less congested environment and a more inclusive society.

Throughout the region as well as providing daily services from early morning to late evenings, 7 days a week, we also provide a range of bespoke services to support certain local requirements:

Park & Ride.

We run Park & Ride initiatives in partnership with local councils and business groups to help ease city congestion and aid access to shops, leisure venues and events, including:

- Hull Park & Ride at Priory Park
- Hull Fair Park & Ride – over 30,000 passengers
- Lincoln Park & Ride
- Lincoln Christmas Market Park & Ride – carried more than 400,000 people since launch

Park & Ride is a proven and under-exploited method of reducing unnecessary car journeys and freeing up space in towns and cities. It often provides a hassle free way for customers to avoid city congestion and get to the high street or an event. Customers can normally enjoy free parking, and just pay the price of a bus ticket.

Improving mobility in rural areas.

The population of East Midlands is estimated at 4.5 million with around 30% of people living in rural areas. 88% of East Midlands' land area is classified as rural making it the third most rural region in England.*** The East Midlands rural population is both growing and ageing faster than in any other region and faster than the urban population.**** Population growth inevitably puts pressure on existing rural facilities and resources. This has implications for local capacity to cope with increased demand for services.

As part of this rural community we are committed to ensuring we look at transport solutions which help ensure people from rural villages are connected with towns and cities.

As a business we are committed to working with public sector partners to develop and trial rural bus plans so that customers in rural locations are better connected locally so meeting passengers' needs and delivering a good service to all areas where it can.

We work in partnership with North East Lincolnshire Council with their Phone 'n' Ride service which fulfils local on demand needs for passengers who live in more rural areas and need access to their local towns and cities.



* Greener Journeys (2016) The Value of the Bus to Society

** Eurostat (2015) People at risk of poverty or social exclusion

***<http://www.oneeastmidlands.org.uk/sites/default/files/library/9%20Rural%20Communities%20and%20the%20Big%20Society.pdf>

****East Midlands Development Agency (emda) www.intelligenceeastmidlands.org.uk

Part of the community.

Giving back to our local communities.

We're pleased to have the opportunity to be able to give back to our local communities, and our colleagues are often fundraising and helping support different charities across the region.

Our staff have raised
£68,000
in the last 4 years
for local charities
in the region,
including:



Part of the community.

Regional partnerships.

We are currently partnered with numerous businesses, business groups and councils across the region as part of our commitment to providing a flexible, accessible and value for money transport option.

Our partnerships range from providing contract transport for specific services such as schools or phone and ride through to providing services for large events such as the Radio 1's Big Weekend in Hull, Hull Fair, Lincoln Christmas Market and The Lincolnshire Show.

For one off local events through to supporting large community events we endeavour to provide a commercially viable service for customers to utilise.



Councils



Business Improvement Groups



Events



Part of the community.

Regional partnerships.

For more information about some of our partnerships and initiatives, have a look through our Case Studies to see real examples of successful bus services and routes:

InterConnect Case Study - Rural mobility

FastCat Case Study - Route regeneration

Sherwood Arrow Case Study - Partnership Initiative

Skegness Seaside Case Study - Route development

Lincoln BIG Case Study - A City based partnership

Pronto - High quality, value for money



Humber
FastCat

“

Hull University Teaching Hospitals have worked with Stagecoach on a number of projects over the years to deliver improved services to Trust staff, patients and visitors. These include a park and ride service, commuter plans and most recently a demand response transport solution for staff.

We have found Stagecoach to be a customer focused organisation willing to explore new ideas and work with the Trust and other partner organisations in an effective and collaborative approach to deliver solutions which meet service user needs.”

Marc Beaumont , Head of Sustainability
Hull University Teaching Hospitals
NHS Trust

“

Stagecoach have provided private home to school transport services for Sir William Robertson Academy since 2012.

From the outset, we quickly built up a rapport with Dave Skepper, their Commercial Director, and felt that he had a good understanding of our requirements. Dave's team have always been quick to respond to any service issues and worked with the school to jointly manage any behaviour concerns. Throughout the duration of our working relationship with Stagecoach, they have maintained regular contact with the school and adapted their service to suit our evolving needs – often at relatively short notice.

I would be very happy to recommend Stagecoach to others and do so without reservation. They are reliable, trustworthy and transparent in terms of their service and costs.”

Sancha Maggs , Trust Business Manager & Chief
Financial Officer
ASPIRE SCHOOLS TRUST

“

We are very pleased to have Stagecoach as one of our key partners delivering the Park and Ride element of our annual Lincoln Christmas market. The service they offer is first class, which definitely adds the overall experience for visitors from the moment they arrive, to the moment they depart.

The long-standing partnership has enabled Stagecoach to develop a considerable amount of experience of our market, deploying a flexible approach to resources and by doing so ensure no-one is waiting more than a few minutes. The feedback we get from visitors is very positive year after year.”

Simon Walters, MBA, ACIS, MCMI, Director for Communities and Environment, City of Lincoln Council

Part of the community.

Delivery framework for buses.

Transport planning.

Investment in sustainable transport can positively influence many social and economic factors including labour markets, business productivity, competitiveness and the geographical distribution of industrial activity and output. Transport also impacts on the environment, quality of life and the overall attractiveness of towns and cities.

Improving transport connectivity through increased network capacity, reduced travel times and costs, and improved network reliability, can boost productivity across a region.

Successful bus services rely on efficient road infrastructure and policy decisions to give priority to buses in the allocation of road space. For these reasons, Stagecoach East Midlands has established strong partnerships with local authorities to ensure the right conversations are taking place around sustainable travel in the decision making process, which helps with the delivery of convenient, reliable and affordable bus services for the benefit of our communities.

Better transport efficiency means that businesses can form connections with:

- new suppliers, enabling them to access higher-quality and/or lower-cost inputs.
- potential customers, enabling them to supply markets further afield.
- a wider pool of talent in the labour market, matching skills to employment opportunities.

Reduced transport costs mean that individuals can:

- engage in the labour market.
- reach a wider range of jobs, find a better match for their skills.
- find new leisure and retail opportunities offering more products at better prices.
- increase competitiveness in local businesses.

<https://greenerjourneys.com/guidance-tool/relationship-between-transport-economy/>

Clearly aligning economic and transport objectives will help guide development, policies and investment decisions. Finding the right type and level of investment in transport infrastructure and services can have an important role in promoting sustainable economic growth and contribute to wider sustainability and health objectives. Buses give people a choice about how they travel as well as maximising opportunities for local economic growth through bespoke methodology depending on location.

<https://greenerjourneys.com/guidance-tool/strategic-economic-plans-growth-deals/>



Part of the community.

Delivery framework for buses.

Commercial bus services.

The majority of bus services across the UK are provided on a commercial basis by bus operators, which means that the fares revenue collected from customers needs to cover the associated operating costs. It is also essential that the majority of bus routes generate a return on capital employed to ensure continuous investment in buses, staff training and new technology.

Research shows that direct routes and simple timetables, running at the optimum level of frequency, with minimal overall journey times at affordable fares, are the most successful at increasing passenger numbers. For these reasons, it is vital to preserve all of the elements of this formula and avoid amendments to routes and timetables that may make the service less attractive especially to those with a choice to travel by car.

Technology.

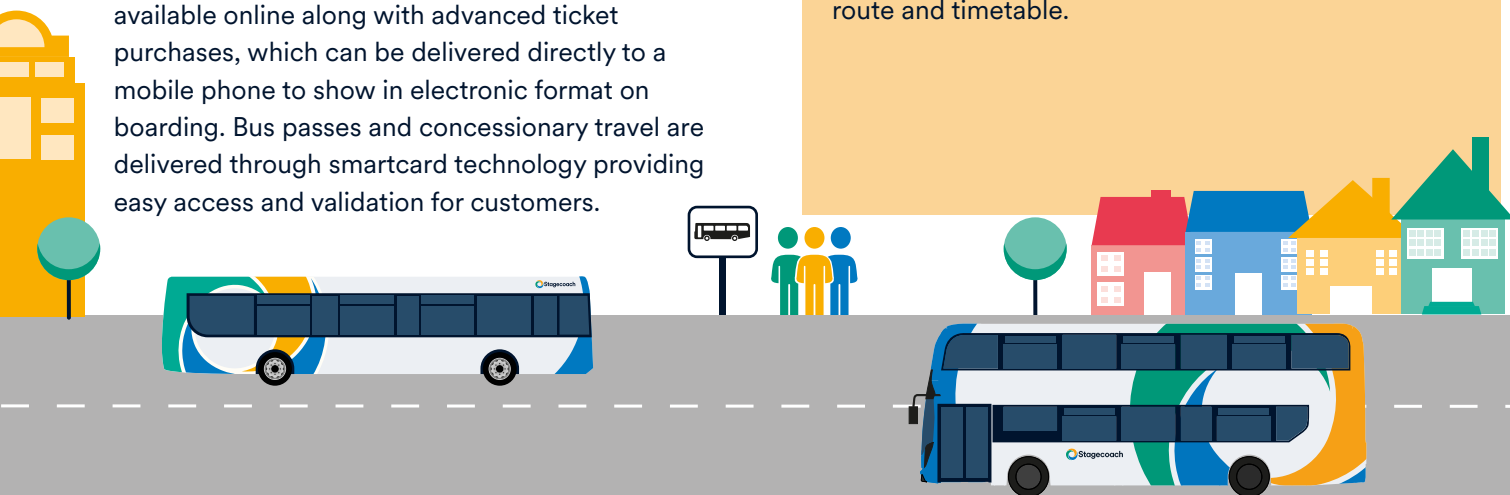
New technology has been introduced to many aspects of bus services over the last decade. All Stagecoach East Midlands bus services can be tracked by customers through their smartphones to provide the actual arrival time at the nearest bus stop and predicted journey times. Timetables and fares are available online along with advanced ticket purchases, which can be delivered directly to a mobile phone to show in electronic format on boarding. Bus passes and concessionary travel are delivered through smartcard technology providing easy access and validation for customers.

Tendered bus services.

Tendered bus services running at quieter times of the day – such as early mornings, late evenings and on Sundays – and covering socially necessary journeys that cannot be sustained commercially by operators are vital to the overall bus network. Usually making up less than 20% of bus mileage, these services provide complementary journeys for customers travelling on the core commercial network and are often essential for employment journeys by keyworkers in healthcare, social work, and frontline retail and industrial sectors.

Tendered bus services should reflect the quality of bus services being delivered on the core commercial network. Customers expect to see all the technological benefits of modern ticketing and service tracking consistently delivered across the bus network regardless of whether the service is tendered or commercially provided.

Stagecoach East Midlands always seeks to deliver the optimum service level at the best possible price for local transport authorities in our tender submissions. Similarly, we always look for innovative ways to offer the key objectives of a tendered bus service through an alternative approach where this provides greater efficiency and value. For this reason, we welcome procurement processes that invite bus operators' proposals and suggestions in addition to a specified route and timetable.



Part of the community.

Impact of external policies.

Unlike trains, buses have to share their 'track' with other road users. This means that many of the hurdles to increasing passenger numbers – such as improving journey times, reliability and value for money – can only be tackled in partnership with local and national government.

The most successful towns and cities use buses to efficiently move large volumes of people to their places of work, education, shops, and healthcare whilst reducing congestion and pollution created by car travel and improving air quality. This requires supporting infrastructure and well researched bus priority measures.

Evaluation of past schemes has shown that every £1 spent on investment in local bus priority measures can deliver up to £8 of economic benefit.* This includes direct benefits to users such as access to jobs, training, shopping and leisure opportunities, as well as benefits which accrue to society at large, through decongestion, reduced pollution, lower accident rates, and improved productivity.

* KPMG (2015) *An economic evaluation of local bus infrastructure schemes*

Without this approach, buses can be particularly badly affected by congestion, with negative impacts on journey times and reliability affecting both running costs and patronage. Congestion has slowed bus speeds by, on average, 10% per decade, and that a 10% decrease in speed reduces patronage by at least 10%.*

*Professor David Begg for Greener Journeys (2016) *The Impact of Congestion on Bus Passengers*

Parking – provision and pricing.

Stagecoach East Midlands recognises the conflicting pressures placed on local authority transport officers and planners particularly surrounding car parking. Many retailers and businesses believe that low cost or 'free' car parking will bring people to towns and cities for shopping and entertainment. Our experience finds that some business leaders may be unaware of the numbers of their customers and staff who travel by bus; typically, around 30% of shoppers in a town or city centre will have arrived on a bus. The pricing of car

parking, and the availability of spaces, are key influencing factors in customer decisions to travel by car or use public transport for a shopping or leisure trip. This can greatly impact on the demand and viability of bus services.

While there may be an initial boost in urban footfall from low cost or free car parking, such policies will inevitably increase traffic congestion and lead to poorer air quality. In the long term, these factors can lead to a town or city becoming unattractive as a destination for visitors and shoppers especially where other places offer a better ambience and accessibility.

Park and Ride is one solution that complements sustainable transport policies for congested towns and cities. It allows the flexibility of car use for long

distance journeys from a wide catchment area to the outskirts of urban environments but then encourages travel by bus for the last few miles to the centre. This allows a greater focus on walking, cycling and public transport within the urban zone and reduces the wasted space that needs to be set aside for car parking.

Stagecoach East Midlands works with transport authorities in Hull and Lincoln, along with the local Business Improvement Districts, to deliver Park and Ride at the Priory Park and Waitrose sites respectively.

98% of the road network in England is under local authority control.

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/780868/future_of_mobility_final.pdf

Evaluation of past schemes has shown that every £1 spent on investment in local bus priority measures can deliver up to £8 of economic benefit.

Part of the community.

Factors for successful bus services.

Better transport connectivity and accessibility can improve access to jobs, increase the number of customers that businesses can reach, and reduces barriers to trade and competition. This creates efficiencies that can lead to improvements in productivity, competitiveness and output across different industry sectors.

Transport and transport-related infrastructure investment is vital to the creation and maintenance of networks between people, enabling society to function effectively. The investment can improve economic performance, increase social capital and help to rebalance the economy.

There are critical thresholds below which it is uneconomical to run bus services, and so bus services may cease on these routes.

Services can be quickly impacted by daily decisions regarding road works, and route diversions. A route diversion can quickly negatively impact the customer

experience of using the bus, as well as increase congestion in areas such as side streets and smaller roads. There is also a logistical and commercial impact attached to this; a diverted route can take longer to run, impacting on all services for the day, which in turn can increase the running costs of the service.

The planning and discussion of road works and diversions often helps us to better manage expectations for services and routes within local communities, as well as manage any disproportionate commercial cost impact.

But a bus service can be more than just an A to B experience. Our Skegness Seaside have proven that with a little bit of ingenuity, some creativity and a product targeted at a specific market, a good bus service can become a tourist attraction in its own right, helping further support the local economy.

You can read our Seaside Case Study [here](#)



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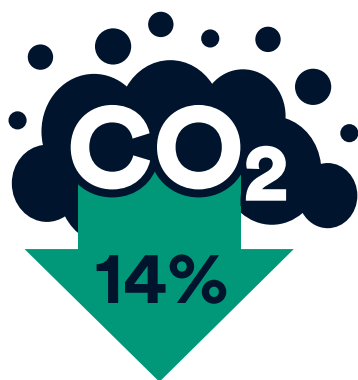
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The environment.

The green agenda.

The environment and creating and implementing a sustainable green strategy is a core part of our business focus.

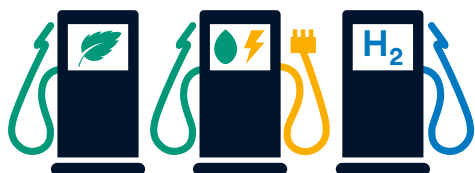
As an operator of Britain's biggest fleet of buses and coaches, we recognise we have a responsibility to play our part in delivering cleaner air, and as part of this:



We've reduced carbon emissions across our business by 14% over the past five years to help tackle climate change and boost air quality.



We've invested £1 billion in 7,000 new greener vehicles and technologies in the past decade - more than any other bus operator in the UK.



We've trialled new biofuels, invested in hybrid electric vehicles, and operated hydrogen-powered buses



In 2020 we introduced a whole new fleet of double decker electric buses in Manchester, one of the biggest single investments in e-buses anywhere in Europe.

Green economy mark.

Stagecoach has been awarded the Carbon Trust Standard for measuring, managing and reducing its global carbon footprint, becoming the first public transport operator to have its boundaries certified outside of Europe.

We are also one of only 80 companies publicly listed in the UK who have received the new London Stock Exchange (LSE) Green Economy Mark.

The Green Economy Mark identifies sectors that are contributors to a greener, more sustainable economy such as through climate change mitigation and adaptation. It looks beyond solely clean technology companies to highlight businesses driving the transition to a sustainable, low carbon economy.

Independent research carried out by the Centre for Economics and Business Research (Cebr) shows that:

- Stagecoach delivers cleaner communities and saves £12.4 million in emissions impact costs, which could power 9,800 homes for a year.
- Without Stagecoach bus services, there would be an annual increase of 190,000 tonnes of CO2 through passengers using alternative transport, mainly cars.
- £343 million in potential congestion-related savings are delivered by Stagecoach from a reduction of 1.22 billion miles of traffic.

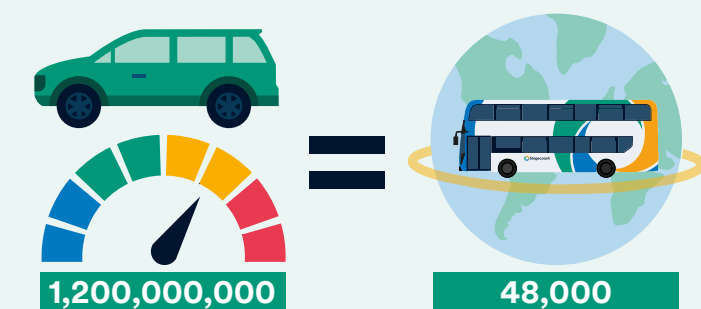


The environment.

Investing in cleaner technology.

For four decades we've pioneered greener and smarter mobility, with a key focus on providing cleaner buses for the country's travelling public and boosting air quality for towns and cities right across the UK.

The biggest way to decarbonise public transport is not through the decarbonisation of the bus and coach fleet – this is only responsible for a tiny part of the air quality issues – the biggest difference we can make is by modal shift and moving people from single use car trips to sustainable public transport.



Road mileage across the UK is estimated to be reduced by 1.2 billion miles as a result of cars being taken off the roads by people using our bus services. This is more than 48,000 trips around the earth.

Did you know?
We have seen a 14% reduction in carbon emissions across our services between 2014 and 2019.

Stagecoach has a clear roadmap for the future sustainability of our business. We have already made a public commitment to target a zero carbon fleet by 2035

which will be driven by a multi-technology vehicle strategy including electric and hydrogen buses.

32 zero emission buses are already part of our services in Manchester as part of this investment. Stagecoach has led the bus sector with more than £1billion investment in cleaner buses over the past decade.

Did you know?
Buses can play a huge role in reducing air pollution and congestion - a fully loaded double decker bus can take 75 cars off the road*, whilst a brand new diesel car with a single occupant can emit more nitrogen oxides than a new bus carrying 50 or more passengers.*

* Passenger Transport (12 January 2017)
passengertransport.co.uk/2017/01/a-diesel-bus-emits-less-nitro-than-a-diesel-car/

Management technology.

Early in 2020 we announced a major investment in a new digital management system to revolutionise the way that our 8,300 strong fleet is maintained, ensuring greater availability and reducing service delays.

We currently operate to a 99.4% reliability* rate, but the new system will enable this to be improved even further.

*<https://www.stagecoachgroup.com/media/news-releases/2020/2020-02-24.aspx>

Key benefits of the new system are to:

- Maximise the reliability and performance of assets
- Predict equipment failure and carry out preventative maintenance
- Comply with strict legal and environmental regulations
- Streamline purchasing and procurement
- Track labour costs and reduce downtime

This is just one area in which Stagecoach has invested significantly in new technology to improve the service it offers to customers.

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Route regeneration

The Humber FastCat is a service that links Scunthorpe and Hull, and demonstrates how well established bus routes can be continuously shaped to reflect changing travel demands to remain current with new generations of customers.



Background to the Humber FastCat

The bus service between Scunthorpe and Hull was established when the Humber Bridge opened in 1981. It provided essential links for the North Lincolnshire villages into Scunthorpe and Hull, and continues to do so today.

Initially, the consolidation of employment, healthcare and education services to the main urban areas increased the demand for public transport but a business case to support investment in strengthening the bus service proved challenging. Passenger capacity could not simply be increased from a single deck to a double deck as double decker buses were frequently unable to cross the Humber Bridge due to high winds.

Discussions were held with key stakeholders, including Members of Parliament, local councillors, community groups and the Humber Bridge Board. These led to a 40% experimental toll reduction for service buses and a successful submission to the Department of Transport's 2006 Kickstart Competition. This helped to mitigate the commercial risks of doubling the frequency of end-to-end buses between Scunthorpe and Hull to every 30 minutes.





**Since launch
grown to
440,000
passengers.**

**30 minute
connections
between
Scunthorpe
and Hull.**

Objectives of the Humber FastCat

- To provide frequent, accessible transport between Scunthorpe and Hull connecting rural villages.
- To provide improved rural access to employment, retail and leisure.
- To further develop and establish relations between local authorities, Stagecoach and the community.
- To support environmental aims of reducing pollution.
- To help aid reduction in city congestion.
- Engage with local authorities, businesses and attractions, and communities to emphasise the importance of buses to the economy.
- Contribute to the regeneration and development of the Hull's economy.

Resulting impact

The service was relaunched with brand new single decker buses in 2009, and has seen annual passenger numbers grow by 40% to 440,000. The successful formula of excellent service quality, high frequency interurban journeys, regular drivers, and a strong route identity, ensured that the Humber FastCat has been able to continue as a commercial venture. A further £1 million investment by Stagecoach in 2017 replaced the 2009 fleet with six more brand new high specification single deckers.

Bus travel on the Humber FastCat is convenient, comfortable, attractive, and accessible, which particularly benefits young families, commuters, people with disabilities and older customers. Access to employment, education, healthcare and retail shopping facilities is easier for rural residents. Visitors and tourists can use the Humber FastCat to access historic Barton Upon Humber, the Humber Bridge Country Park and the attractions at Hull including The Deep.

The Humber FastCat continues to make a significant contribution to the East Yorkshire and northern Lincolnshire economy and is encouraging modal shift away from the private car, reducing congestion in urban areas of the route and improving air quality in the countryside.



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Rural mobility.

A public transport initiative which connects numerous towns and villages across the Lincolnshire county.



Background to InterConnect.

The InterConnect concept for rural bus services was first launched by the Lincolnshire Quality Bus Partnership on the Lincoln to Skegness route in 1999. The concept has since expanded over the years, and in partnership with Lincolnshire County Council, the portfolio now covers eight routes across Lincolnshire and into neighbouring North Lincolnshire, North East Lincolnshire and Norfolk.

These routes are:

- | | |
|--------------------|-------------------------------------|
| • InterConnect 1 | Lincoln – Grantham |
| • InterConnect 51 | Louth – Grimsby |
| • InterConnect 53 | Lincoln – Grimsby |
| • InterConnect 56 | Lincoln – Skegness |
| • InterConnect 57 | Skegness – Boston – Spalding |
| • InterConnect 59 | Skegness – Mablethorpe |
| • InterConnect 100 | Lincoln – Gainsborough – Scunthorpe |
| • InterConnect 505 | Spalding – Kings Lynn |

The same successful formula is applied to all InterConnect services, which concentrates on strong, core spinal routes between key urban areas through several large town and villages at an hourly frequency or better.



Objectives of InterConnect.

- To provide improved rural access to employment, retail and leisure.
- To provide flexible connections.
- To further develop and establish relations between local authorities, Stagecoach and the community.
- To support environmental aims of reducing pollution.
- To help aid in people's health and wellbeing.



Resulting impact

Regular drivers and modern, accessible, high specification buses ensure optimum levels of comfort for customers on the long distance InterConnect routes. All our InterConnect bus services have seen significant passenger growth with most doubling patronage since their launch.

The InterConnect proposition has also evolved to include 'bus walks' in various locations across the county. Customers can access walking maps and can hop on an InterConnect service to a walk of their choice to not only help the environment, but also help their own health and wellbeing.

InterConnect is further enhanced by our CallConnect minibuses which provide flexible demand responsive bookable journeys for the more isolated rural communities. The service feeds into key connection points on the core InterConnect routes to offer seamless travel with direct through ticketing.

All InterConnect service benefit from affordable and flexible ticket options which enable customers to travel as far as they wish within the county.



**Over 2m
journeys
made each
year on
InterConnect
services.**

**30% of
people in
Lincolnshire
live in
rural areas.***

*<http://www.oneeastmidlands.org.uk/sites/default/files/library/9%20Rural%20Communities%20and%20the%20Big%20Society.pdf>

**In 2018 more
than 300,000
journeys were
booked on
CallConnect.***

* Lincolnshire County Council

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Long-term City Partnership

Stagecoach East Midlands has been a member of the Lincoln Business Improvement Group (Lincoln BIG) for a number of years, throughout which numerous travel initiatives and partnership activity has been implemented between Stagecoach and the group members.

Background to Lincoln BIG

Stagecoach East Midlands is an Investor Member of the Lincoln Business Improvement Group (Lincoln BIG), which brings together major retailers, business leaders and local councillors to manage the city centre and promote economic growth.

The Lincoln BIG partnership recognises that transport underpins successful local economies. As urban centres grow and adapt to changing social, retail and leisure trends there is an increasing need to move towards accessible and sustainable travel modes including walking, cycling and public transport, which will reduce traffic congestion and improve air quality; this is essential in an historic city with a strong tourism sector such as Lincoln.

Objectives of the Lincoln BIG Partnership

- Part of a strategic partnership to help grow and establish Lincoln as a retail and tourist destination.
- To provide sustainable, accessible services to city events and attractions for locals and tourists.
- Implement a number of initiatives that help improve the public's access to the city centre for work, business, leisure and retail.
- Help achieve a modal shift towards bus from car to reduce traffic congestion and pollution.
- Engage with local authorities, businesses and attractions, and communities to emphasise the importance of buses to the economy.
- Contribute to the economic development of Lincoln.



Lincoln BIG Case Study



Resulting impact

We partner with Lincoln BIG to deliver a range of transport initiatives including:

- **Waitrose Park and Ride** – Stagecoach provides the ‘ride’ for commuters and visitors from the Waitrose superstore site at the northern edge of Lincoln, which is easily accessible for motorists from the A46 Eastern and Western bypass roads. In a typical year, around 50,000 park and ride journeys are taken on the route passing through the historic Cathedral Quarter on a direct route to the heart of the city centre.
- **Lincoln BIG Bus Commuter Plan** – annual tickets with a 30% discount on usual bus fares are offered to staff employed by BIG levy payers, which benefit local people working in Lincoln city centre and help to promote sustainable travel. We have around 350 members of the Lincoln BIG scheme along with another 280 participating in similar schemes with major employers Siemens, Serco, City of Lincoln Council and Lincolnshire County Council.
- **Lincoln City Tour** – during the summer months Stagecoach partners with Lincoln BIG’s events team to offer open top bus tours of the city, which are popular with visitors and tourists. Starting at the ancient Cathedral the tour bus joins most of Lincoln’s major historical sites and attractions with a ‘live’ commentary provided by a knowledgeable team of regular guides. Around 6,500 visitors enjoy the Lincoln City Tour each year.

Stagecoach East Midlands have also participated in sponsorships via Lincoln BIG such as the Lincoln Imp trail (2021), the Lincoln Knights Trail (2017) and the Lincoln Barons Trail (2015), all city centre events that drive footfall into the city and cultural engagement.



50,000
park & ride
journeys
to date

630
members in
partnership
schemes

6,500
passengers
on tour bus
per year

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A partnership initiative.

The Sherwood Arrow is an excellent example of how close partnership working with councils can deliver further bus passenger growth through careful planning and innovation.

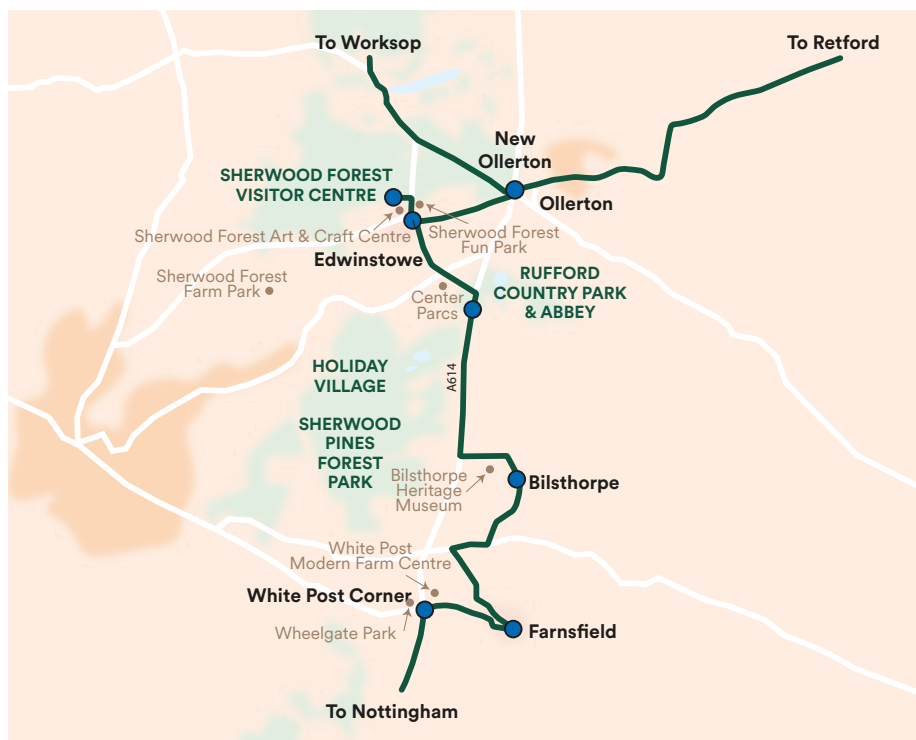


Background to the Sherwood Arrow.

Nottingham City Council's health and well-being team identified that families in the city, particularly those with low incomes, would benefit from affordable bus connections to the countryside and outdoor activities. At the same time, Nottinghamshire County Council and the local district councils were looking to provide better access to the county capital, Nottingham, to help people reach employment, education, healthcare referrals and larger retail outlets. There was also the additional objective to improve access for local communities into the market towns of Worksop and Retford to help boost the local economy.

A new Sherwood Arrow service was introduced at the start of the 2013/14 financial year and offered hourly departures from Nottingham into Ollerton, Rufford Park and Sherwood Forest Visitor Centre. The route divides north of the country parks to offer two hourly connections to Worksop and Retford.

The service is a great family based activity to get out into the countryside as well as for those looking to get some fresh air and do some walks around attractions such as Sherwood Forest, or for those in rural areas who wish to head into the city for some retail therapy.





**170,000
annual journeys**

**Uplift of 36%
in first year**



Objectives of the Sherwood Arrow

- To provide better access to affordable bus connections between the city and rural parts of Nottinghamshire.
- To provide rural access to local attractions.
- To create a visual identity for the route to better support visitor engagement.
- To create a partnership link between Stagecoach, local councils as well as local visitor attractions.
- To implement a new model for buses delivering leisure travel.
- Bring simplicity, customer confidence, and improved access to service information.
- Achieve modal shift towards bus from car to reduce traffic congestion and pollution.
- Engage with local authorities, businesses and attractions, and communities to emphasise the importance of buses to the economy.
- Contribute to the regeneration and development of the Nottinghamshire economy.

Resulting impact

The Sherwood Arrow provides the main link into Nottingham for the wider county communities to reach the City Hospital, Queens Medical Centre, and Nottingham Trent University. Students can also make local journeys to the Dukeries Academy in Ollerton.

Strong brand identity, engagement with staff and high standards of customer care has led to ownership of the Sherwood Arrow by local people.

An initial uplift of 36% in Sherwood Forest passenger journeys was followed by a further 4% in the second year. A new Sherwood Arrow Family Ticket proved popular with ticket sales increasing by 134% over a three year period. 3,787 people visited a Sherwood Arrow Fun Day in the country parks in August 2015 with 16% arriving on the Sherwood Arrow.

Our commitment to the Sherwood Arrow is reinforced each year with marketing activity to help promote the route as well as the partnership with local attractions and connections in the local communities. Previous activity includes the creation of four character buses, including Robin Hood, Maid Marian, the Sheriff of Nottingham and Friar Tuck.



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Winner of UK Bus Awards 2014 for the Marketing Initiative Award

Launched in 2014 the Skegness Seaside are more than a fleet of tourist buses. They have grown over the years to become a much loved and recognisable part of the tourist attractions in Skegness, with a growing base of loyal fans who visit them every year.

Consisting of 11 character open top buses, the Seaside provide a high profile, fun and entertaining image to the summer bus services in Skegness. With an endearing appeal to families and children the Seaside have not only become an attraction but have helped ease the traffic congestion during the busy summer months whilst providing value for money travel for locals as well.

Rocky and the gang are an integral part of our regional bus offering, part of the family much loved by customers and staff alike!



Background to the Seaside

Our original Skegness bus services were delivered via our Quality Bus Partnership with Lincolnshire County Council offering efficient public transport and roadside information. In 2014 a submission was provided to the DfT's Local Sustainable Transport Fund for an initiative to improve bus priorities and implement traffic flow improvements including bus priorities and park and ride. Stagecoach committed to investing time and resource savings to the project, including the new Seaside proposition.

Research was also conducted in regards to the local infrastructure, public transport and the tourist market.

New timetables were implemented, enhanced customer service training to staff delivered and a marketing proposition created to focus on families and tourists for the long-term.

The Seaside are to provide a family orientated value for money experience for daily and weekly hop-on, hop-off travel, providing flexibility for customer needs.

Objectives of the Seaside

- Transform the image of the local bus service into a tourist attraction in its own right.
- Create direct appeal to our target customers using marketing techniques not generally seen in the bus industry.
- To bring together our business partners and staff to promote and strengthen the East Coast economy.
- Pioneer a new model for buses delivering leisure travel.
- Bring simplicity, customer confidence, and improved access to service information.
- Achieve modal shift towards bus from car to reduce traffic congestion and pollution.
- Inspire and motivate staff to take ownership of the product to deliver first class customer service.
- Engage with local authorities, businesses and attractions, and communities to emphasise the importance of buses to the economy.
- Contribute to the regeneration and development of East Coast tourism.
- Form a catalyst to improve bus access and passenger journey times resulting from faster bus journey times into improving frequencies and capacities on the bus network.

Over the years the Seaside have become an integral part of the local community, even at the bus station where they form part of the welcome for tourists leaving the train station as they start their holiday adventures.





Skegness Seaside Case Study



Stagecoach

stagecoachbus.com



Resulting impact

There are now 11 open top low floor buses presented as bright, beautiful individual bus characters created in similar styles.

As part of the marketing targeted at families a suite of products were created to further enhance the Seaside offering. This included t-shirts, collectable badges for each bus character, Seaside goody bags plus our popular range of illustrated Seaside children's books – all of which give fun and educational messages whilst raising funds for different local charities.

A launch event takes place each year at the time the Seaside all come out of hibernation and the giveaways and competitions of the event draw quite a crowd, with many customers coming back year on year for the occasion.

We partner with many local attractions and holiday parks in Skegness to give customer discounts and offers for their time in the area, and our great value day and weekly tickets encourage people to hop on and hop off during their stay in Skegness.

Our staff are committed to supporting the part the Seaside play in Skegness, with a bus driver 'looking after' their own Seaside each season, taking full responsibility for the experience given to customers.



Our commitment to the Seaside is also reinforced each year with an integrated marketing campaign promoting the Seaside across different regions of the UK showcasing the buses and reasons to visit Skegness. With digital, press and radio activity we drive a campaign for tourists to come visit the Lincolnshire coast.

Over 1/2 million passengers every year.

Rated 5 star on Trip Advisor.

Over £8,000 donated to charity.

“We just wanted to message and say thank you for providing such a fun and exciting service for children with your Seaside buses. We came to Skegness for the week and my 2 children loved collecting the badges and getting on your buses. It made such a difference. The drivers that we met were all fantastic and couldn't do enough to help. Please thank them for such a fantastic service as they deserve it.”

Kirsty Sharman

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1. Humber FastCat.....>
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3. Lincoln BIG.....>
4. Sherwood Arrow.....>
5. Skegness Seaside.....>
6. Pronto.....>



A long-established route

A long-established route which connects Chesterfield, Mansfield, and Nottingham.



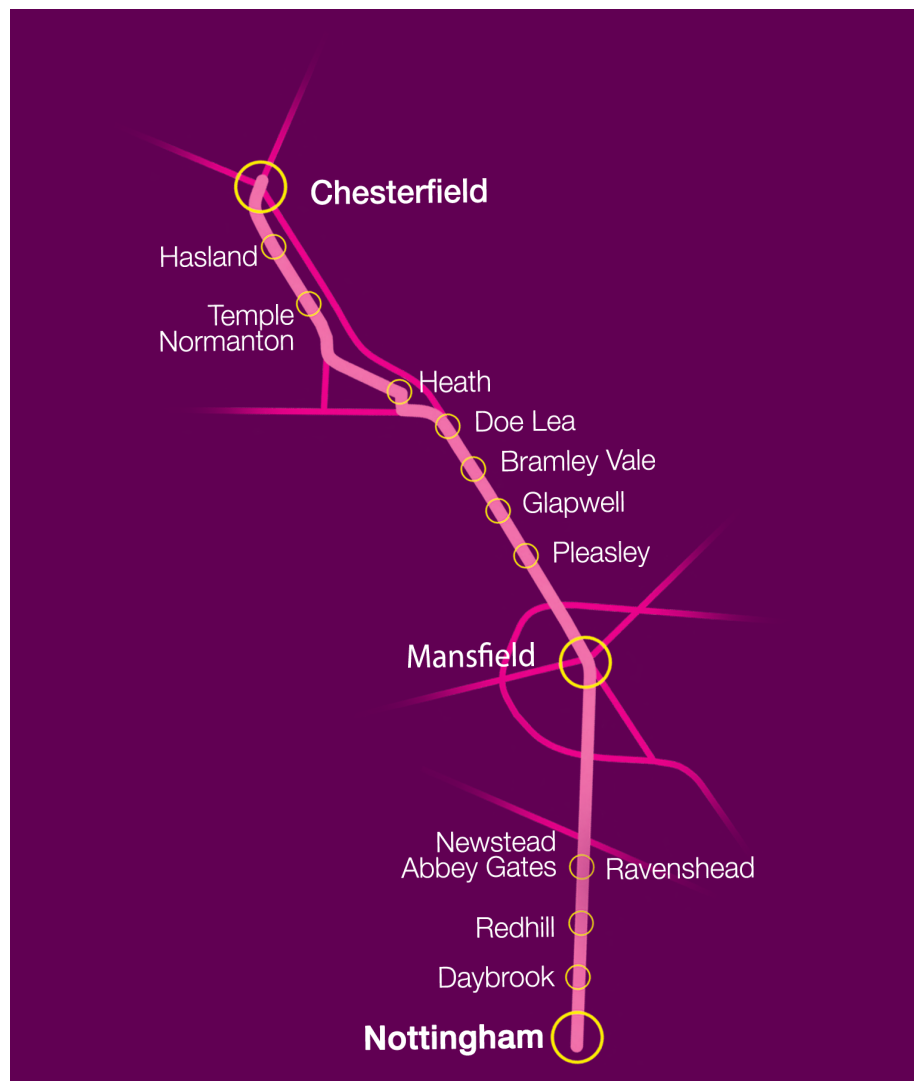
Background to pronto

Pronto is a service which has been around for many years and has become a route established in its area with a long-standing customer base.

Making connections between the towns of Chesterfield, Mansfield and the city of Nottingham, pronto provides a trusted service for commuters, shoppers and students.

Previously operated by Stagecoach East Midlands and Trent Barton, pronto came fully under the control of Stagecoach in February 2020 and covers a timetable coordinated with Nottinghamshire County Council.

With its own distinctive livery, pronto has become a recognised and trusted part of the communities it serves. Supported by a fleet of new buses in 2009, Stagecoach East Midlands further developed the route with an investment of £3million in 2018 on 11 new Euro 6 standard emissions double decker buses to double the capacity, alongside the implementation of contactless payments for an improved customer experience. Pronto now provides a luxury option for travel, with high quality e-leather high back seat, USB charging points, and Wi-Fi. As part of the full take over Stagecoach invested over £1m in 5 new double decker vehicles to further enhance the service.





**Frequency
increased
to every
10 mins**

**Almost
1 million
passengers
2018-2019**

**£4million
invested in
double deckers
between
2018 and 2020**

Objectives of pronto

- To provide daily access to employment, retail and education.
- To provide flexible connections
- To provide cost-effective luxury travel options for the local communities
- To further develop and establish relations between Stagecoach and the community.
- To support environmental aims of reducing pollution.

Resulting impact

Regular drivers and modern, accessible, high specification buses ensure optimum levels of comfort for customers using pronto. From connecting people with healthcare such as the University Hospital, Queens Medical and King's Mill Trust through to taking customers into the heart of Nottingham for leisure and retail, pronto is also a popular choice for commuters traveling between Chesterfield, Mansfield and Nottingham.

