

Key Facts

39.5 million
passenger journeys
were made on Stagecoach
East buses

20.9 million
miles operated
across East Anglia

99%
services operated
throughout the region

417
buses across Bedford,
Cambridge, Huntingdon,
Norfolk and Peterborough

1099
staff employed across
four Stagecoach East depots

£6.7 million
investment in new vehicles



✉ east.headoffice@stagecoachbus.com

🐦 @Stagecoach_East

☎ 01223 433250

Stagecoach East
Head Office
100 Cowley Road
Cambridge
CB4 0DN

www.stagecoachbus.com/east



Annual Performance

East



Printed on recycled paper.
Please recycle this leaflet after use.

All details correct at the time of going to print, July 2017.

May 2016 - April 2017



our results

Stagecoach East provides local bus services throughout Cambridgeshire and Bedfordshire including the cities of Cambridge and Peterborough as well as areas of Norfolk. Our services in North Norfolk include the well established Coasthopper route from King's Lynn through Hunstanton to Wells-next-the-Sea and Cromer. We operate from five main depots; Bedford, Cambridge, Fenstanton, King's Lynn and Peterborough. In addition buses run from a number of smaller outstations in the market towns surrounding these locations. Our Head Office which is based in Cambridge provides necessary support to the operational depots, including our Commercial department.

We endeavour to provide safe, reliable, punctual, clean and comfortable services, and offer a range of value for money ticketing options.

This report covers our activities between May 2016 and April 2017.

our fares

We offer a range of tickets including recurring monthly payment options for regular customers, through the Stagecoach smartcard. Now over 90% of weekly tickets are purchased on our Smartcards at four of our depots, with the newer acquisition of Stagecoach in Norfolk progressing with Smart card sales and usage. In November 2016, Stagecoach East launched mobile ticketing available through the Stagecoach App and its usage has continued to grow each month. This indicates that our customers wish to embrace the use of modern technology alongside their public transport.

our services

We actively encourage feedback from our customers through letters, telephone calls, emails and social media. In the past year, we received complaints about our services equivalent to just one for every 8,700 passengers that travel. We observed over 84,000 journeys at various times of the day and days of the week. 90% of our journeys met the industry standard for punctuality. We have seen the end of some roadworks which affected our services, however recent periods of road scheme initiatives have occurred which impact on a number of routes across the counties. We endeavour to minimise the impact of such works to our customers as much as possible. Our fleet is fitted with Automatic Vehicle Location facilities which assists us in tracking vehicles, and as a result allows us to monitor our performance and adjust our timetables where possible to improve service reliability. Over 99% of our services operated, a figure we have achieved for eight consecutive years. The Cambridgeshire Guided Busway continues to flourish as a service. There has been continual growth in passengers on this prestigious route and plans are in place to introduce more buses in May 2017 when the large new town of Northstowe begins to take shape, and when the new Cambridge North Rail Station opens its doors to the public.

The Coasthopper route is another well known and respected route that we operate from our King's Lynn depot. It forms a key part of the North Norfolk network, and connects numerous picturesque towns and villages for local residents and tourists alike to enjoy the attractive landscape including Sheringham and Blakeney.

our staff

We are a major local employer, with 877 drivers, 149 engineers and cleaners, as well as 4 directors and 69 supervisory and managerial staff. We continue to invest heavily in training and development for all our staff. All our licence holders are continually trained to uphold their Certificate of Professional Competence (CPC). We remain committed to providing skills for the future, with the continuation of our apprenticeship programme and our graduate training scheme. In 2016/17 we had 3 apprentices working through their training programme and we completed the training of a first year graduate, based from our Cambridge depot.

our customers

This year over 39.5 million passengers travelled on our bus services, and we operated 20.9 million miles.

UK Bus Awards 2016 - Silver Award

Top National Bus Depot
Fenstanton Depot, Stagecoach East

UK Bus Awards 2016 - Special Commendation

Unsung Hero
Joe Somers, Stagecoach East

our investment

As in previous years, we have continued to invest in the fleet of buses we operate across the counties. Across the company, 37 new vehicles have been purchased and introduced onto our services within the year. 15 new buses were introduced to the Norfolk Coasthopper route The 9 Enviro 200 and 6 Optare Solo SR vehicles were given a brand new livery and began operation in May 2016. Further to this, 22 brand new and colourful Enviro 400 MMC vehicles were introduced in Cambridge to operate the re-launched Park & Ride service. These buses first hit the road in December 2016. This investment totalled over £6.7 million, and this investment has improved our overall fleet age profile and all our operational fleet for regular services is fully accessible. Next year, we aim to introduce over 20 new vehicles across our fleet in Cambridgeshire, including 6 new buses for our award winning Guided Busway services.

our environment

We used 2.6 million gallons of fuel last year, at an average of 8.09 miles per gallon. We operate our fleet on a bio-diesel mix, manufactured in part from recycled waste products. All our fleet run on Ultra Low Sulphur Diesel, with the additive Envirox which reduces pollution and improves fuel consumption. 92% of the fleet meet the strict Euro 3 Emissions requirement, with 42% achieving Euro 5 and 15% Euro 6 standards. We recycle 67% of our waste, including office waste, litter, used oil filters, batteries and used parts. The water used to wash our vehicles each night is recycled and enthusiastic Green champions at each depot keep a watch on our performance with aims to reduce wastage and promote energy efficiency. This information is then relayed to staff to raise awareness of how we are doing as a company and how they can assist improving our green credentials.