

our achievements

Investment in new technology

All buses in our fleet are fitted with a hi-tech telematics system to monitor driving standards and promote fuel efficient, eco-friendly driving styles.

Awards



Route One Excellence Awards
PARTNERSHIP OF THE YEAR
For our Busway services

coming soon

Going Gold

Stagecoach East are proud announce their intention to launch a new fleet of Gold branded buses for use on our 13 Services within Cambridgeshire.

New Tickets

With the popularity of Smart Ticketing on the rise, we intend to make more products available on Smart for purchase on bus and online, with our weekly Megarider and Megarider Plus tickets lined up for launch on our eShop later this year.

facts

- ✓ 38.2 million passenger journeys
- ✓ 17.5 million miles operated
- ✓ 91.8% reliability
- ✓ 364 buses
- ✓ 942 staff, at four depots
- ✓ £1.4 million investment in new buses

How to contact Stagecoach East Customer Services

Email: east.headoffice@stagecoachbus.com

Stagecoach East
Head Office
100 Cowley Road
Cambridge
CB4 0DN

Tel: **01223 433250**

If you are unhappy with any of our responses you may contact The Independent Bus Appeals Body.

All appeals should be addressed to:
BAB, c/o Bus Users UK, Head office
Terminal House, Shepperton, TW17 8AS

Tel: **01932 232574**

Email: enquiries@bususers.org
Website: www.bususers.org

Public Transport route information

Monday to Friday 7.00am - 8.00pm

Saturday and Sunday 8.00am - 8.00pm

Calls from landlines cost 10p per minute.
Calls from a mobile may vary.

Details correct at time of print.



Made from 50% recycled &
50% sustainable sources.



Annual Report

May 2013 to April 2014



our results

Stagecoach East provides local bus services throughout Cambridgeshire and Bedfordshire including the cities of Cambridge and Peterborough. We operate from four main depots; Bedford, Cambridge, Fenstanton, and Peterborough. In addition buses run from a number of smaller outstations in the market towns. Our Head Office, also based in Cambridge, provides support to the operational depots. We endeavour to provide safe, reliable, punctual, clean and comfortable services, and offer a range of value for money tickets. This report covers our activities between May 2013 and April 2014.

our customers

This year over 35.2 million passengers travelled on our bus services, a 2.7% increase on the previous year, and we operated 17.5 million miles, a reduction of 0.6 million miles overall. Cuts in local government funding for concessionary fares and local bus tenders have resulted in some service reductions during the year. A 20% reduction in Government Bus Service Operators Grant (Fuel Duty Rebate) resulted in a 74% increase in fuel tax on local bus services, which increased our costs by almost £1 million per annum.

our staff

We are a major local employer, with 736 drivers, 138 engineers and cleaners, as well as 3 directors and 65 supervisory and managerial staff.

We continue to invest heavily in training and development for all our staff. All our licence holders have completed five stages of their Certificate of Professional Competence (CPC). We remain committed to providing skills for the future, with the continuation of our apprenticeship programme.

Over 38.2 million passengers travelled on our services.



our services

We actively encourage feedback from our customers through letters, telephone calls and emails. In the past year, we received complaints about our services equivalent to just one for every 4408 miles we operated.

We constantly monitor our performance. We observed 100,000 journeys at various times of the day and days of the week. 91.8% of our journeys met the industry standard for punctuality. Changes to the Peterborough network early in 2013 and Cambridge later in the year, have seen a significant improvement in punctuality.

The majority of our fleet is fitted with Real Time Information, which assists us in tracking vehicles, therefore monitoring our performance, and enabling us to adjust our timetables to improve reliability. Over 99% of our services operated, an impressive figure we're proud to maintain for a fifth year.

our fares

We offer a range of value for money tickets including a recurring monthly payment system delivered through the Stagecoach smartcard. Following the introduction of the smartcard pilot in Cambridge, the scheme has been rolled out across Stagecoach East, with over 30% of weekly tickets now purchased as a smart product. We've also frozen our weekly smart tickets at last year's prices.

91.8% of our journeys met the industry standard for punctuality.



our investment

We continue to invest in our fleet of buses. Across the company 11 brand new buses were introduced during the year at a cost of over £1.4 million. 92% of our operational fleet are wheelchair accessible, the majority of the remainder being restricted to schools operation.

The Cambridgeshire Guided Busway continues to go from strength to strength. Since opening, we have seen over 100% increase in customers on this prestigious route, and have increased the frequency to meet demand. Customers are attracted by the benefits of The Busway priority, value fares, comfort and free wifi.

our environment

We used 2.25 million gallons of fuel last year, at an average of 7.8 miles per gallon. We currently operate 92 buses on bio-diesel, manufactured from recycled waste products.

The remainder of our fleet runs on Ultra Low Sulphur Diesel, with the high-tech additive Envirox which reduces pollution and improve fuel consumption. Over 80% of the fleet meet the strict Euro 3 Emissions requirement, with 37% achieving Euro 5 standard.

We recycle around 80% of our waste, including office waste, litter, used oils, filters, batteries and used parts. We also recycle the water we use to wash our vehicles each night.

Enthusiastic Green Champions at each depot monitor our performance to reduce wastage and promote energy efficiency. This information is then made available to all staff to raise awareness of how well we are doing.

83% of our fleet meet the strict Euro 3 Emissions requirement.



Since opening, we have seen over 100% increase in customers on the guided busway