

Key Facts

42.42 million

passenger journeys

were made on Stagecoach
Merseyside & South Lancs Buses

17.81 million

miles operated

across Merseyside and South
Lancashire

99.3%

reliability and 94.8%

punctuality on services throughout
Merseyside & South Lancashire

407

buses across Merseyside
Cheshire and Lancashire

1197

staff employed across

4 Stagecoach Merseyside & South
Lancashire depots

£13.3 million

investment in new buses



Gillmoss Bus Depot, East Lancashire Road, Liverpool, L11 0BB

0151 330 6200

enquiries.merseyside@stagecoachbus.com

stagecoachbus.com

Follow us on Twitter **@stagecoachMCSL**

We aim to satisfy our customers' queries as quickly and efficiently as possible. However, if for any reason you are unhappy with the response that we provide, please contact the Bus Appeals Body on **0300 111 0001**

or by writing to

**The Bus Appeals Body, PO Box 119,
Shepperton, TW17 8UX**

For timetable information, call Traveline on

0871 200 22 33.

Calls cost 12p per minute plus your phone company's access charge.



Annual Performance

Merseyside & South Lancashire

May 2015-April 2016

All details correct at the time of going to print, August 2016.

greener smarter travel



Our passengers

In total we carried 42.42 million customers on our buses over the year, an increase of 0.87% compared with 2014.

In December we invested £2 million in 13 new Enviro 300s with Euro 6 engines on the 19 route serving LFC's Anfield stadium and EFC's Goodison Park which has already resulted in 3.15% growth in patronage. Our additional 917 & 917 match day services achieved 25% growth in patronage.

In April 2016 Stagecoach invested £3.8 million in 14 Enviro 400 MMC's with free Wi-Fi and USB charging points for Liverpool's 14 route.

November saw our first brand new Stagecoach gold fleets - 24 Enviro 400s and 16 ADL 300's, an investment of £7.5 million. The service provides luxury for commuters between Bolton, Chorley and Preston and Liverpool, Wirral and Chester with free Wi-Fi, Italian leather seats and USB charging points.

Stagecoach Wirral has witnessed significant growth, with passenger numbers growing by 8% compared to last year and 34% since the takeover from First Group in 2013.

Trips on our Chester City Sightseeing tour have also continued to rise as we see more tourists and retail opportunities in the area.

The tour has been awarded gold standard by Visit England, has won the prestigious small visitor attraction of the year award at the Marketing Cheshire Tourism awards and has received a certificate of excellence from Trip Advisor for the second year running.

Our services

It is important for us to deliver the best service we can for our passengers. One way we monitor is this through the reliability and punctuality of our services .

In the past year we are proud to have operated 99.3% of our scheduled services, with a 0.23% failure due to internal reasons and 0.47% due to external reasons, such as congestion and diversions. 94.8% of our services operated within five minutes of their scheduled time with traffic congestion, road incidents and special events being the main sources of delays. We continue to seek improvements by rescheduling services, introducing new routes and serving new housing and business developments.

Stagecoach Merseyside is part of a new formal 'Bus Alliance' with Merseytravel and operator Arriva which aims to grow the number of fare paying passengers, improving customer satisfaction and driving up investment for the benefit of all who use bus services in the Liverpool City Region. The alliance has ambitious growth targets of a 10 per cent increase in passenger journeys by April 2017.

About us

Stagecoach Merseyside and South Lancashire provides local bus services in Lancashire, Merseyside, Cheshire West & Chester, Halton and parts of Greater Manchester. Our aim is to provide safe, reliable, punctual, clean and comfortable services with a good value for money range of tickets. This annual report covers the year from May 2015 to April 2016.

Our team

We are a major local employer in the North West of England and employ over 950 bus drivers; 165 engineers and cleaners, 10 apprentices and around 65 supervisors and managers. Our team has increased by 55 employees this year offering further permanent job opportunities to local people.

Our senior management team comprises of:

- Managing Director, Elisabeth Tasker - over 30 years experience in the transport sector
- Operations Director Rob Jones - over 25 years experience in the bus industry
- Engineering Director Tony Cockcroft - over 20 years experience within transport engineering and fleet management
- Commercial Director, over 30 years' experience in the public transport industry

We continue to invest heavily in employee training and development including an extensive new driver training programme and annual driver CPC courses. Our drivers are also supported by eco-champions who encourage safe, fuel efficient driving and monitor their progress.

Our engineers complete bespoke manufacturer training to ensure that their skills and knowledge keep pace with the advances in vehicle technology. Our apprentices complete a four year programme, including block release at a dedicated technical college every 3 months. Our Managers have all undertaken Transport Manager Certificate of Professional Competence in passenger transport, recognised as the industry leading qualification.

Stagecoach Merseyside, Cheshire and South Lancashire may be part of a large international transportation group, but we are locally focussed and try to reward our employees for long service when we can.

Our tickets

We pride ourselves on offering some of the lowest ticket prices in our region. We believe in delivering a reliable cost effective service to encourage more people to travel on the bus.

We dramatically changed our Merseyside plus+ pricing structure in July 2015 slashing children's ticket fares to half that of adult fares. We also raised the children's ticket age limit from under-16 to under-19, resulting in a 43% growth in youth patronage. Young people across Lancashire now benefit from the sale of one day young person's tickets following the introduction of the new tickets in January 2016.

To offer better value we extended our Merseyside ticket boundary to include travel in St Helens and Runcorn. For consistency we changed our Wirral staged fare structure to a flat fare as operated in Liverpool.

Our paperless smart ticketing system, launched in August 2015 offers 'StagecoachSmart' available for adult travellers to buy on bus or online with discounts available on long term tickets.

Passengers continue to benefit from a smart multi-operator ticketing scheme between Stagecoach and Arriva on Quality Bus Network routes in Merseyside.

Our buses

We operate a fleet of 407 buses, of which we replaced 55 over the past year, with a total investment of over £9.3 million. 100% of our fleet is now low floor, to provide easy access for the elderly, disabled and customers with buggies and wheelchairs.

We operated a total of 18.21 million miles over the year, which was up by 6.9% over the previous year.

All of our vehicles are inspected and serviced by our engineers at least every four weeks. They are maintained to a much higher standard than the legal minimum, to ensure safety and comfort. Our Managers and Supervisors carry out rigorous quality assurance checks on all aspects of our planned preventative maintenance system. Every vehicle is cleaned daily, with additional valets every 14 days.

Our environment

We used almost 10.5 million litres of diesel fuel last year, at an average of 8.07 miles per gallon. We are working hard to reduce fuel consumption through technical measures and all of our drivers have completed a safe and fuel efficient driving course. Our fleet is fitted with 'Greenroad Ecodriver' technology, which aims to improve fuel efficiency through better, more intelligent driving standards. The system not only allows drivers to monitor their own performance, but also highlights wider issues that we can target as a company to improve driving standards.

Following a successful trial at Gillmoss depot, we rolled out 30% Bio-Diesel fuel to our entire fleet from April 2014. As well as providing improved fuel economy, this reduces the amount of mineral oil required in our fuel. Vehicle engines must meet increasingly tough emissions regulations, with all new deliveries being of at least 'Euro 5' standard. We have taken a trial 'Euro 6' vehicle which is in use to help the manufacturer perfect and refine the performance of this next generation engine technology before wider roll-out. All of our fleet meets at least the 'Euro 3' standard, with 85% of our fleet meeting Euro 5 emission levels or higher.

We recycle most of our waste, such as paper, litter, used oils, filters, batteries, parts etc. We also recycle the water that we use to wash our buses every night. Our average recycling rate is 98.4%.

Our key achievements

Stagecoach in Wirral has seen nearly 8% growth in the last year and 34% since the takeover from First Group in 2013.

Stagecoach Merseyside increased passenger numbers by 4.5% last year.

Stagecoach Merseyside where the first operator in Liverpool to deploy a fleet with Euro 6 engines. 96% of the current fleet is Euro 5 emission level or better, meaning we have one of the cleanest tailpipe emitting fleets in the UK.

In the last Passenger Focus 'Annual Bus Passenger Survey' report, Stagecoach Merseyside was voted number 1 for best value for money in both the PTE and England. Our Liverpool buses were also voted number 1 in the PTE for cleanliness and condition.

Last year, Dave Birch, a bus driver and GreenRoad champion in our Birkenhead depot won Stagecoach's National Eco Driver Award beating 1000's of drivers across the country.

Stagecoach Merseyside and South Lancashire raised over £10,000 in 2015/16 to support Cash for Kids, our official charity.

