

about us

Stagecoach West provides local bus services in Gloucestershire, Wiltshire, Swindon, South Gloucestershire and Herefordshire. Our Head Office is in Gloucester with local depots in Cheltenham, Gloucester, Ross-on-Wye, Stroud & Swindon. We are a subsidiary of Stagecoach Group plc, an international provider of bus, coach, tram, and rail services in the UK, USA and Canada. Our aim is to provide safe, reliable, punctual, clean, and comfortable services with good value-for-money tickets and fares. This annual report covers the year from May 2016 to April 2017.

our passengers

We carried a total of 24.6 million passengers over the year, an increase of 1% over the previous year. We received a total of 2,061 passenger complaints about our services equating to one complaint per 11,950 passengers, which was an increase on the prior year. We comply with our industry code of practice, and every complaint is investigated and action taken to avoid repetition of the problem.

our services

We operated a total of 12.5 million miles over the year, an increase of 5% over the previous year. Our key measure of performance is the reliability and punctuality of our services. In the past year we operated 99.6% of our scheduled services, with the largest reason for journeys not operating being congestion. We have completed the implementation of our real time tracking system, which monitors every bus and every journey. 90.9% of journeys started on time with 85.2% of services being on time during the journey. We continue to seek improvements by rescheduling services and through ongoing discussions with our local highway authorities. Unpredictable traffic congestion had a significant impact on our punctuality and reliability, particularly between September and December 2016.

We have made further improvements to services over the past year, including the introduction of 12 new British-built Gold specification ADL E400 double deckers for service 94 which links Cheltenham and Gloucester. During the year we also improved the quality of buses operating on routes 63, 66 and 97/98 to Gold standard, so that customers can enjoy more comfortable seats, free Wi-Fi and dedicated drivers. In September 2016 we introduced a new Stagecoach-operated network of buses serving South Gloucestershire, with links to Bristol and Bath city centres. During the year, the frequency of buses on Service D in Cheltenham, and services 10 and 66 in Swindon, were increased. Finally, two brand-new routes have been introduced in Swindon. Service 3 links Abbey Meads, Moredon, Walcot East, Park and the hospital to the town centre. New Service 4 links Tadpole Garden Village to the town centre, and was introduced in partnership with Crest Nicholson.

99.6%
of all
journeys
operated –
0.2% of miles
were not
operated due
to external
reasons
such as
weather and
congestion
caused by
roadworks,
accidents and
other events



our staff

We are a major local employer with about 600 drivers, 95 engineers and cleaners, and 55 supervisors, managers and clerical staff – all based locally. We continue to invest in training our staff. Every driver undertakes a training day to enable them to hold a Certificate of Professional Competence (CPC). The focus of these courses during the past 12 months has been on providing service through safety. The growth in the number of Gold buses has also meant that we have given more drivers extra customer service training. We employ 7 apprentices to provide skills for the future. Our supervisors and managers have all completed relevant training courses for their various professions.

our fares

We increased fares in March 2017, for the first time in 2 years, by an average of 2.8%. This was to cover our increased costs of pay, insurance, whilst providing for further investment in new vehicles, plant and equipment.

our fleet

We operate a fleet of about 270 buses and coaches, of which we replaced 12 over the past year with a total investment of about £2.5 million. 100% of our fleet are low floor or wheelchair lift equipped to provide easy access for buggies, the elderly and disabled people. All of our vehicles are inspected by our engineers at least every 3 weeks, and maintained to much higher standards than the legal minimum to ensure safety and comfort. Every vehicle is cleaned inside and outside daily.

our achievements

The mixture of ongoing investment in new buses, timetable improvements and marketing resulted in year on year passenger growth on a number of our routes, most notably:

Cheltenham Services 41/42 increased by 3%

**Gloucester Services 2/2A increased by 2%,
Service 8 increased by 6%,
Service 12 increased by 11%,
Service 33 increased by 6% and
Services 97/98 increased by 4%**

**Stroud Service 63 increased by 2%,
Service 64 increased by 5%
and Service 66 increased by 1%**

**Swindon Service 7 increased by 2%,
Service 51 increased by 12%
and Service 66 increased by 7%**

100%
of our fleet is
low floor or
wheelchair
lift equipped

1%
more people
used our
buses during
the year



other notable achievements include:

- **Customer service awards recognised more than 30 members of staff, who during the past year had received special commendations from customers. The overall winner was Cheltenham driver Ben Davis, who received many commendations.**
- **Transport Focus carried out independent research during the year and spoke to more than 1,000 customers in Gloucestershire. 90% of those interviewed were fairly or very satisfied with Stagecoach West.**
- **Transported more than 90,000 customers at this year's Cheltenham Race Festival.**
- **Transported more than 15,000 customers to the Royal International Air Tattoo near Swindon.**
- **The new free Stagecoach Bus App launched which allows customers to plan journeys, show real time tracking of buses and buy day and weekly tickets.**



Ben Davis
receiving his
award from
Managing
Director
Rupert Cox.

our environment

We used 7 million litres of diesel last year, at an average of 8.10 miles per gallon. We are working to improve fuel consumption through technical measures, and all our drivers have completed a safe and fuel-efficient driving course. We have installed a telematics system called Green Road to all of our service vehicles. This system allows us to better manage our drivers' performance both in terms of actual driving standard, to improve customer comfort, but also to improve their driving style to achieve better fuel economies.

All our fleet runs on a higher blend of low sulphur biodiesel, with a high-tech additive Envirox to reduce pollution and improve fuel consumption. Vehicle engines must meet increasingly higher Euro standards of exhaust emissions. 100% of our fleet meets the Euro 3 standard and 55% of our fleet meets the Euro 5 standard. During the past year we have introduced our first Euro 6 vehicles.

We recycle most of our waste, such as litter, used oils, filters, batteries, parts, etc. We also recycle the water we use to wash our vehicles every night.



Stagecoach West's
"Green Team".

ANNUAL PERFORMANCE

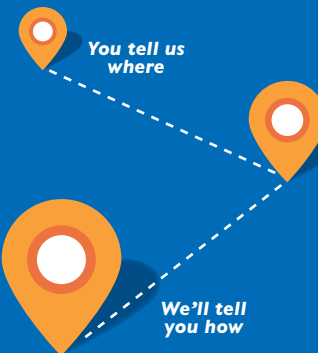
MAY 2016 TO APRIL 2017

Key facts

- ✓ **24.6 million passenger journeys**
- ✓ **12.5 million miles operated**
carrying customers on our network
- ✓ **272 buses**
Operating about 100 different routes across Gloucestershire, Wiltshire, Swindon, South Gloucestershire and Herefordshire with some journeys extending into Bristol, Bath, Wales and Oxfordshire
- ✓ **740 staff**
5 depots located in Cheltenham, Gloucester, Ross-on-Wye, Stroud and Swindon
- ✓ **£2.5 investment**
on 12 brand new double decker Gold buses
- ✓ **90.9% service punctuality**
- ✓ **99.6% service reliability**

www.stagecoachbus.com

To plan your journey, find a bus near you and book travel



Contact us:

Email enquiries
west.enquiries@stagecoachbus.com

Smartcard registration & information
www.stagecoachsmart.com

Disability helpline
01452 418642

By post:

Freepost STAGECOACH WEST
HEAD OFFICE

For real time service information,
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Calls cost 12p per minute plus your phone company's access charge.



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