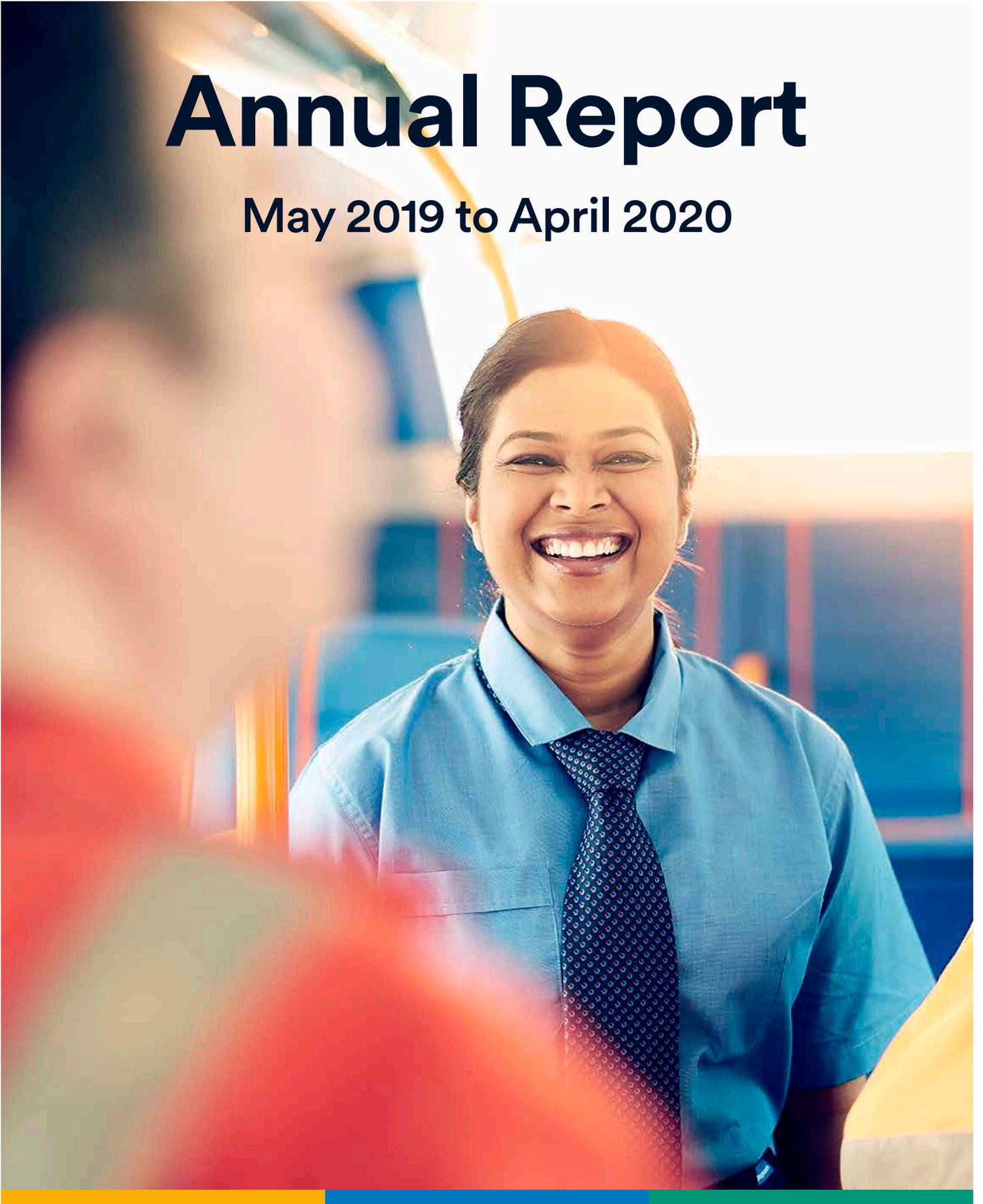


# Annual Report

May 2019 to April 2020



# Introduction

## A note from Phil Medlicott, Managing Director of Stagecoach Yorkshire

Whilst much of the information in this report was prior to the COVID-19 outbreak and subsequent national lockdown, I wanted to take the opportunity to highlight the impact of the pandemic on our staff, customers and business.

When I joined Stagecoach Yorkshire in February 2020, I had a clear idea of the challenges and goals we had set out as a business. In March, when the COVID-19 national lockdown came into place, we like every business across the country, had to re-evaluate and react quickly to ensure the safety and wellbeing of our customers and employees.

I am immensely proud of the hard work, dedication and innovation that has been shown throughout this difficult time by everyone at Stagecoach Yorkshire. We have worked closely with our local authority partners to ensure we have delivered, and will continue to deliver, an essential service to key workers and all our customers to keep South Yorkshire, West Yorkshire and North Derbyshire moving.

A great many changes to the way we operate have been implemented over the last few months to improve safety on bus for everyone including;



- Enhanced cleaning regimes for all buses, concentrating especially on customer touch points (grab rails, handles, seats etc).
- Adapting driver screens and operating an exact fare only system to minimise contact between drivers and customers.
- Encouraging more use of contactless payment and off bus ticket purchases to minimise contact on board.
- Introduction of social distancing measures in line with government guidelines to ensure people can travel safely.
- Introducing new systems to control and monitor numbers of customers on buses, so everyone can travel safely.
- Effectively communicating all changes to our customers using local press, social media, on bus contact points and with the support of our local authority partners.
- Reacting quickly to help customers and staff react to changes in government guidelines including mandatory face coverings and limiting numbers of people on board.

There is no doubt that this pandemic has affected our business, as many others have been affected. But as we move forward through 2020 and further changes to the national lockdown are implemented, I am confident that we will continue to adapt and react with the best interests of our customers, staff and stakeholders at the forefront of the decisions we make.

### South Yorkshire Bus Review

After the publication of the South Yorkshire bus review in June, we are looking forward to working with Sheffield City Region and the Mayor to develop further enhanced partnership working to improve the region's public transport services.

We welcome the review's report which contains many of the recommendations we put forward to improve the region's bus network for customers and communities and are consistent with our ongoing commitment to delivering high standards for South Yorkshire's bus users.

We also support the report's call for targeted funding and other measures to address car congestion and make bus services faster and more reliable. Delivering these practical improvements and priorities will give the region the bus network communities need without the unnecessary diversion of resources on franchising or municipal bus ownership.

Our priority should be to retain the benefits of reduced car use, safer streets and the better air quality that we have seen across South Yorkshire in recent months and incentivise people to switch from the car to more sustainable public transport and other forms of active travel.

Yours sincerely

A handwritten signature in black ink that reads "Phil Medlicott". The signature is written in a cursive, slightly stylized font.

Phil Medlicott

# Facts 2019 / 20

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**37.1 million** passenger journeys

**18.9 million** miles

**1173** staff

**384** buses

**99.3%** service reliability

**91.6%** service start time punctuality,

**84.6%** service mid-point punctuality

**£2.1 million** investment in **14** new buses



**Stagecoach Yorkshire provides local bus services in South Yorkshire, Chesterfield, North East Derbyshire and parts of West Yorkshire.**

We also work closely with our colleagues at Supertram and megabus.com. We aim to provide safe, reliable, punctual, clean and comfortable services for our passengers and offer a range of value for money tickets.

## Our passengers

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**In the 2019 Transport Focus Passenger Survey, we achieved 89% overall passenger satisfaction.**

**Our customers made 37.169 million journeys on our buses over the year.**



We encourage our customers to make comments and suggestions about our services. Over the last 12 months we have received 4,074 comments or complaints, equivalent to one comment for every 9,123 passenger journeys. We comply with the industry code of practice and every complaint is thoroughly investigated. Every suggestion or comment on possible improvements is considered and often changes to services, tickets, routes and timetables are made taking into account feedback from our customers.

In summer 2018 and 2019 we ran a comprehensive advertising campaign to encourage concessionary pass holders to make use of their free bus passes in our region. This campaign won a Gold award at the UK Bus Awards in London and was considered exceptional by judges for its joint approach with local authorities and other transport partners to getting the best performance from campaign investment and for using channels such as SkySmart TV, pharmacy bags and targeted senior online videos and adverts.

# Our fleet

We operate a fleet of 384 buses, which include:

**54** hybrid diesel electric buses

**87** buses with the latest and cleanest Euro 6 engines.

A further **34** have been converted from Euro 5 to Euro 6 with the use of Baumot's BNOx exhaust system.



**We invested £2.1 million on new vehicles during the year which included 14 new Euro 6 Alexander Dennis Enviro 200 MMC buses in Sheffield. The new environmentally friendly vehicles run on the busy Sheffield cross-city service 25 between Woodhouse, Sheffield city centre, Woodseats and Bradway.**

**Our average fleet age is 7.5 years.**

In addition, we have continued to retrofit buses to meet Clean Air Zone requirements in Sheffield and Rotherham. A Euro 6 bus is cleaner than a Euro 6 car even before you consider its ability to carry many more people. Many mid-life buses have now been upgraded to meet the latest emission standards.

We continue to work with South Yorkshire Passenger Transport Executive and local authorities to identify highway improvements that can further assist bus punctuality and help to reduce journey times. All our vehicles are fitted with CCTV and 175 have free Wi-Fi for the added convenience of our customers.



# Our employees

We are a major employer in the local economy with 1,173 staff, 896 of whom are drivers, based at 5 depots in Barnsley, Rotherham, Chesterfield and two locations in Sheffield. The majority of our employees also live within the local communities in which our buses operate. All of our drivers have a Certificate of Professional Competence (CPC). They also receive other training, including customer care, cycle awareness and disability awareness. Our engineers have skilled qualifications, and more young, skilled people join our company each year through the award winning Stagecoach Apprenticeship programme.

In 2019/20 we were delighted to see many of our employees commended both locally and nationally for their excellent work. In January 2020 we crowned our Annual Star of the year, where each Star of the month from 2019 is considered to win the annual award. This year it was presented to Craig Smith, a driver from our Holbrook depot. Craig spotted a young woman in distress whilst driving his bus. Craig stopped his bus, asking a passenger to call for help while he calmly talked to the lady and kept her from causing harm to herself while the emergency services arrived. He also bought a colouring book for her little girl to keep her occupied during the ordeal.



We hold a Bus Driver of the Year competition each year. In 2019 the two highest scoring members of our driving team went on to take part in the national final held in Blackpool. We were very proud when Daniel Baines, a Chesterfield driver, came 21st and Simon Oxy from Rawmarsh depot came 40th out of 82 entrants.

We continue to recruit from our local communities and have continued our work on the Bus Driver Apprenticeships alongside training provider Interserve Learning and Employment. Our existing driver training modules have been expanded within the framework of the Apprentice Levy arrangements, using a combination of practical training and off the-job learning over a period of 12 months. In November 2019 this work was formally recognised when we were highly commended at the 2019 National UK Bus Awards in London.



## In 2019/20 16 Apprentices completed their training on this scheme

(this was one of the areas that has been affected by the COVID-19 pandemic as training was suspended for the lockdown).

In 2019/2020 the Health and Wellbeing programme continued throughout Stagecoach Yorkshire. Depots arranged their own Health and Wellbeing activities such as free fruit Fridays, local walks and Thank You Thursdays, where drivers are chosen at random to have an extra break whilst their journey is covered by a colleague.

**Pictured:** A selection of our driving apprentices with the Lord Mayor of Sheffield

# Our services

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**Our services covered a total of 18.9 million miles over the year. Our key measures of performance include the reliability and punctuality of our services. We operated 99.3% of all our journeys. All of our buses are fitted with automatic vehicle location technology. In the past year, 91.6% of our services started their journey within five minutes of their scheduled time and we achieved an 84.6% mid-point punctuality score. Traffic congestion and roadworks are the most common reasons for delays and we continue to work hard with our local authority colleagues to mitigate the effect on our services.**

In the last 12 months we have made significant changes to our ticket offering and expanded our network to explore new markets. We have continued to work to develop our network to ensure it can meet the needs of our customers.

In January 2020 we made significant changes to our ticket range to simplify the ticket zones and reduce the number of fares and tickets. This followed feedback from drivers and customers telling us it was too complicated and confusing. So we listened. Local megarider Plus tickets were expanded into an area wide 'megarider Silver' which provides unlimited travel across South Yorkshire, Chesterfield and parts of West Yorkshire on all Stagecoach buses and the Supertram in Sheffield. Each area we serve now has the option to buy a day, week or longer term ticket for their immediate town or city area (in Sheffield this is the CityBus and CityWide tickets, in other areas the dayrider or megarider 7-day ticket). Customers travelling further afield (for example to Leeds, Matlock or Buxton) can still buy the megarider Gold product.

To encourage customers to buy online and on the Stagecoach app, we introduced a discount for 7 day tickets

bought before a customer boards. In addition, our tickets became available to buy at Interchanges in South Yorkshire on Ticket Vending Machines. Again, this is to encourage customers to buy their ticket before they board the bus. This speeds up boarding times to benefit all customers and directs customers towards longer term, better value tickets.

Our popular 5 for a Fiver group ticket was promoted and extended over the 2019 summer holidays when tickets were available to buy all week long instead of just at the weekends. Groups of between two and five people can use this great offer across South Yorkshire, West Yorkshire and North Derbyshire during the six weeks summer holidays to go shopping, enjoy a family day out, visit leisure venues or head out for a night on the town. This popular ticket continues to run all year round at weekends and on Bank Holidays.

Over the October half term break, we took part in a national campaign for half – term, half – price tickets. This was aimed at encouraging families to travel by bus during the half term break. This was available on our Family dayrider Gold ticket which allows 2 adults and up to 3 children to travel all day across our operating area.



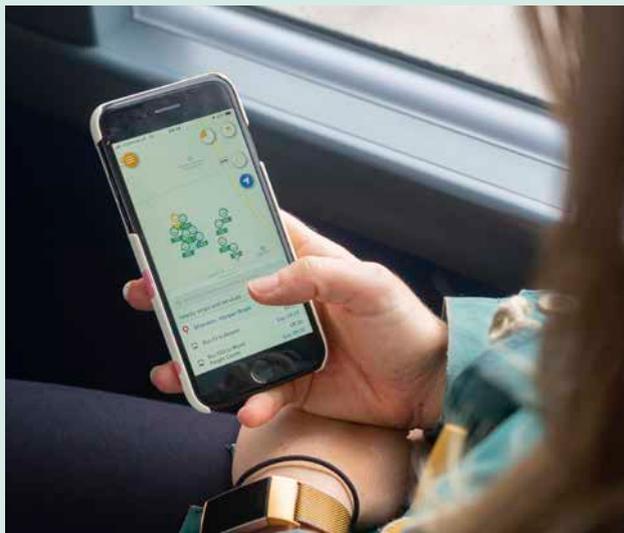
## Our services (continued)

In Sheffield, we adapted key routes in response to customer requests. Service X2 which connects Barnsley, Chapeltown and Sheffield was extended to serve the Royal Hallamshire Hospital. This change to the service connects the two main hospitals in Sheffield, providing a useful link for staff. Some journeys also called into the Northern General Hospital grounds, making the connection more convenient for staff and visitors.

In Chesterfield we changed services to improve links to Chesterfield Royal Hospital and local business park Markham Vale, providing links up to every 15 minutes from Newbold and Chesterfield town centre.

The Stagecoach Bus app has undergone some significant changes in the last 12 months, the most notable of which is the new 'Bus on a Map' function. This allows customers to see exactly where their bus is in real time on a map. So in addition to a live tracking countdown from their location, easy to buy and store tickets and journey planning tools, the bus on a map function makes the app an even more valuable tool for our customers. They can download it for free from their app store.

We have dedicated staff based in the Urban Traffic Control offices in Sheffield Town Hall, who work closely with our City Council colleagues to ensure that buses can run to time and that any services that experience delays or disruption are dealt with as effectively as possible to minimise any disruption to customers.



We continue to work with our local authority partners and during summer 2019 we worked with The Peak District National Park Authority to provide the Hope Valley Explorer bus. The service aimed to reduce the number of car journeys within the National Park during the busiest times of year including running every day during the school summer holidays. The service called at rail stations at Edale, Hope and Bamford, offering convenient connections for people arriving by train.

As well as a flexible hop-on, hop-off service, the Explorer also featured an audio commentary of the rich natural and cultural history of the area - from its extensive cave network to the Dambusters of the Derwent Valley. This is a three-year trial and (lockdown restrictions permitting) will continue for the next two summers.



## Servicing our buses

All our vehicles are inspected by our engineers every 28 days and are maintained to the highest standards to ensure passenger safety and comfort. Every vehicle is cleaned at the end of each day. This process is supported by our in-service cleaning teams operating at Barnsley Interchange during the daytime.



## Our Environment

We continue our aim to become a greener, smarter bus operator; not just on the road but in our depots, workshops, offices and canteens. Stagecoach Group has achieved the Carbon Trust Standard for reducing energy consumption, and continues to have a challenging CO2 reduction programme. Our hybrid electric buses and new buses with the latest Euro 6 engines are designed to maximise fuel efficiency. The rest of our fleet runs on B30 diesel which has only 70% carbon content. Our engines are fitted with controls which optimise fuel consumption. Every bus is fitted with technology that gives drivers instant feedback on their driving and allows us to better assess performance.

## Our community

We are a major employer in the local area and enable thousands of people to go about their daily activities. We also work with many local organisations and large employers to improve transport access and information. During 2019/20 we have continued public consultation when we have undertaken in considering changes to our services. This has helped us engage more effectively with our customers and helps us to further improve the services

we offer. We also actively encourage our staff to make suggestions and be part of the consultation process.

Over the past year we have continued to support local charities and have undertaken events at various local schools to help promote independent bus travel to young people in our area.

**Waste recycling - We currently recycle 85% of the waste we produce from scrap metal to waste paper.**

## Contact us

Email: [yorkshire.enquiries@stagecoachbus.com](mailto:yorkshire.enquiries@stagecoachbus.com)

Stagecoach Yorkshire, Unit 4 Eldon Arcade,  
Barnsley, S70 2JP  
Tel: **01226 202555**

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

### All appeals should be addressed to:

BAB, c/o Bus Users UK, PO Box 119, Shepperton  
TW17 8UX

Tel: **0300 111 0001**

E-mail: [enquiries@bususers.org](mailto:enquiries@bususers.org)

Website: [www.bususers.org](http://www.bususers.org)

### Public Transport route and information



**traveline**  
public transport info  
**0871 200 22 33**

Monday to Friday  
7.00am – 8.00pm

Saturday and Sunday  
8.00am – 8.00pm

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