



I would like to warmly welcome you to our second newsletter of 2023, and my first as Executive Chairman of Stagecoach.

It's my pleasure to update you on our continued achievements over the last seven months since our last bulletin. I'm privileged to lead such a talented and experienced team as we capitalise on exciting new opportunities for greener public transport, contribute to prosperous community initiatives, and support an exciting new phase of growth for the business. We're delighted to welcome our new Chief Executive, Claire Miles, to the business, bringing with her a wealth of experience in leading and building businesses across a wide range of sectors.

We're encouraged by the recovery in customer demand that we've seen in recent months and the continued success of the under-22 concession scheme in Scotland and the £2 fare cap scheme in England, now extended. There have been some very welcome announcements of further funding to support bus services, and we look forward to working with our partners to deliver the benefits

of this investment. We're already investing over £260m in our fleet and infrastructure this year, with over 230 new electric buses due to enter service with more to come.

The creation of the Bee Network in Manchester in September and the decision to implement franchising in Liverpool in October gives us a clear direction of travel. We're proud and excited to have been awarded the schools contracts and the latest round of franchise tenders in Manchester.

I hope you enjoy reading about what we've been up to up and down the country in this bulletin. We see ourselves as rooted in the communities we service and we're excited about the future. We look forward to working with you, our local and national partners, to deliver the bus services that our customers up and down the country rely on every day.

Ray O'Toole
Executive Chairman

Local News



It's been busy in Merseyside, South Lancashire and Cheshire! From acquisitions to new routes, new buses and new partnerships.

We started the year getting plans in place for Eurovision coming to Liverpool and ended our Summer with success for two new seasonal services delivered in partnership!

The successful transport operation for Eurovision required our Gillmoss depot to operate a substantial number of additional vehicles and maintain the core network; over 25 additional vehicles were operated daily. The transport and coordination for this event was widely commended in the local area.

Midway through the year, we acquired Peoplesbus, who were a local quality independent operator. This acquisition is an excellent strategic fit for our business as we expand our portfolio of Merseytravel tendered operations across the City region. It also makes for an excellent bolt-on for our Gillmoss depot in Liverpool. We were delighted to welcome new colleagues to our Stagecoach team who were quickly made to feel at home.

There have been many events covered on top of running our regular bus routes, thanks to the extraordinary efforts of all our teams. The Open Golf, which required the operation of 60 additional vehicles at various stages of the prestigious event, was another example of excellent management, leadership, and stakeholder delivery.

I'm sure you can see the hard work that our team have put into delivering bus services, some of which are recognised in the recent shortlists for the UK Bus Awards; they really are proud to serve our communities.

We are thankful to our customers and stakeholders for their ongoing support and for being there to bring the most popular public transport option back to life following some difficult years. There is always more to do; we are ready to deliver better services and create new opportunities, working in partnership with you.

Matt Davies
Managing Director



Buses at the Open Golf

This year's Open Golf was held in Hoylake on the Wirral in July.

In total, 280 vehicles and 419 drivers and support staff were used over the seven days of the Golf tournament. This was a great success, with the Royal and Ancient Golf Club and the local authorities commenting on the smooth transport operation.



The Coronation Bus

Like many other regions, we were proud to mark the King's Coronation in May with the royal blue and red commemorative bus. We also encouraged our teams to participate in the celebrations with decorations and afternoon tea treats!



Eurovision

We were the main supplier of shuttle buses and park & ride services for the 7 days of Eurovision in May.

This included using 67 extra vehicles, over 80 drivers, and support staff for the seven days of Eurovision. The event was a great success, receiving praise from the BBC / Eurovision and the local authority for the smooth operation.

New Service 84

In April, following Arriva's decision to close their Winsford depot and cease operating services in Cheshire East, Stagecoach stepped in and took over the operation of the important trunk route 84 between Chester, Nantwich and Crewe.

This ensured that all communities along the route would have continuity of service and provided wider benefits in integrating with the rest of our network of routes within the Chester area.

We have also worked closely with Cheshire West & Chester and Cheshire East Councils partners to secure a late evening and Sunday service throughout the route. The route is going from strength to strength, and we are keen to explore further opportunities to develop and improve this route during 2024.

Acquisition of Peoplesbus

In July, we acquired the employees, vehicles, bus services and contracts of Liverpool based independent bus operator Peoplesbus.

23 vehicles and 21 Peoplesbus employees relocated from Peoplesbus Aintree depot to our nearby Gillmoss site along with all tendered local and school bus services and a network of commercial school and football services.

The acquired operations now operate as Stagecoach and the vehicles were initially rebranded and are being gradually repainted.

Rivington Summer Sunday service

In May, we started operating a free Sunday leisure bus service, the 125R, linking Horwich Parkway Railway Station to Rivington via Horwich.

The free Rivington bus service was designed to offer an alternative to visiting the heavily congested area where parking is difficult. It is a seasonal service funded by the South East Lancashire Community Rail Partnership, and it operated until the end of October by our Chorley team.

A formal launch of the route took place with stakeholders and the South East Lancashire Community Rail Partnership in May, with the Mayor of Horwich joining us specially for the occasion.



New Brighton Open Topper

In late July, we launched a new daily Open Top Service to New Brighton.

Branded as the Coastal Breezer, the service, which was provided by our Birkenhead depot, operated from the 24th of July, providing a link from Mersey Ferries and the Eureka! Science and Discovery Centre at Seacombe to New Brighton seafront.

Great discount fares were offered of just £1 single or £5 for a family ticket, making it great value for summer days out. As part of the launch, customers travelling could also pick up a free Stagecoach-branded beach ball onboard.

The service proved a hit, with up to 500 people travelling on the busiest days, and we are now considering a more extended season for 2024.

UK Bus Awards

We are delighted to have been shortlisted for four awards at the prestigious UK Bus Awards which will take place in London on 28 November 2023 and which is considered to be the ‘Oscars of the Bus Industry’!

Our route 59, Preston-Blackburn-Blackburn Royal Hospital, has been shortlisted for the ‘Going for Growth’ category, our Chester depot is in the running for the ‘Top National Bus Depot’ award, our Gillmoss based Manager Lauren Watson is up for the ‘Young Manager of the Year award’ and finally our South Lancashire operations from Preston and Chorley have been selected as a nominee for the ‘Top Shire Operator’ award.

Bee Network

We have been working closely with our Transport for Greater Manchester (TfGM) partners to ensure a smooth transition of our bus services operating to/from Greater Manchester into the new Bee Network.

This has included improving frequency on the 125, updating the ticket range to integrate with the Bee Network and fitting new signage to our buses to identify them as accepting Bee Network tickets within the Greater Manchester area. We will continue to work closely with TfGM as the network develops.



New Buses for Route 125

In July and August, we took delivery of 23 new Enviro400 double-deck buses from Alexander Dennis for route 125, which serves Preston-Chorley-Bolton and is operated from our Preston depot and Chorley outstation.

The new Euro VI engine buses have much lower emissions and have coach-style seats and USB charging points. They represent an investment of around £5.8 million and were part of a wider order for 200 new buses this year by Stagecoach.

Then, from 3 September we increased the Monday to Friday daytime frequency of service 125, which has been operated every 12 minutes since the COVID pandemic, back to every 10 minutes.

At the Greater Manchester end of the route in Bolton, service 125 now forms an integral part of Greater Manchester’s new Bee Network franchise for buses, with all Greater Manchester Bee Network tickets accepted on the route and the service operating on a Transport for Greater Manchester permit.

Greenroad award

Greenroad is a telematics system which monitors drivers driving styles.

This highlights any improvements the driver may require where further education is given to improve their overall score. Over the year of 22/23, Merseyside & South Lancashire scored joint top with our Manchester colleagues, and we received an award as the top operating company in the UK. This is an outstanding achievement and something that all company employees are incredibly proud of.



Hydrogen Buses

We have taken delivery of 10 new Hydrogen Buses due to operate on the 10A service between St Helens and Liverpool One

They are due to enter service in December 23. We have had to carry out extensive workshop improvements to work on the Hydrogen Buses safely. The cost to upgrade our workshop is £1.1 million, which the Liverpool City Region is fully funding.

New Buses for route 1/X1

In August, we also took delivery of 8 new Enviro400 double-deck buses from Alexander Dennis for route 1/X1, which links Liverpool, Birkenhead, Ellesmere Port, Cheshire Oaks, Chester Zoo and Chester up to every 20 minutes during the daytime.

The Euro VI engine buses, which are more environmentally friendly with a cleaner engine, join five similar buses being refurbished and deployed to the route to upgrade the trunk service. A marketing campaign, which includes local radio advertising on Radio City and a door drop, is underway to support the upgrade.

Ribble Enthusiasts Club visit to Gillmoss

In August, our Gillmoss depot hosted a visit of the Ribble Enthusiasts Club to the depot, with a site tour and a Stagecoach goody bag for everyone attending.

The group travelled in a former Ribble Burlingham bodied Leyland Titan PD3 1523 built in 1958, and the Ribble Vehicle Presentation Trust preserved

Stagecoach Trident bus 18139 named in honour of our former Chorley Driver and National Trade Union representative Douglas Bailey MBE, who passed away in 2020 having achieved a career spanning 57 years with Stagecoach and its predecessors.

Introducing itravel

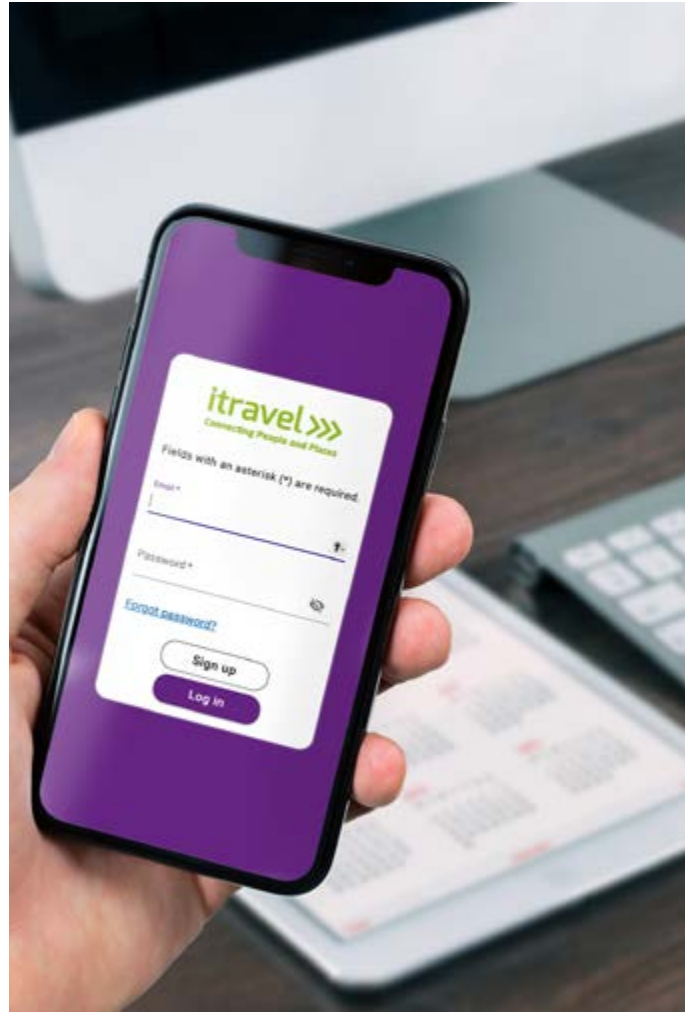
Our Chester depot commenced a new demand-responsive transport service for Cheshire West and Chester Council in August.

Named itravel, the new on-demand rural bus service can be booked online, using an app, or phone call, allowing residents, or group of residents to request a bus for a specific journey.

The itravel service is designed to improve links between rural areas and centres where connections can be made to other bus and rail services, principally at Frodsham.

Two itravel branded Mercedes Sprinter mini buses are being operated on the service for Cheshire West and Chester Council with Stagecoach providing the call centre and Padam (Padam are the technology supplier contracted in by CW&C, they supply the app and back office functions for the DRT) providing the customer booking and driver routing software.

The service is already carrying up to 60 passengers a day.



LCR Bus Franchising

On 6 October the Liverpool City Region, led by Metro Mayor Steve Rotheram, formally announced its decision to introduce bus franchising across the region from the autumn of 2026.

The area, which follows Greater Manchester, will be the second area outside of London to have a franchised system since the passing of the Transport Act in 1985, when buses were deregulated outside of London.

Under the franchising model, bus operators will be contracted to run bus services with the Combined Authority controlling fares, routes and timetables as well as the revenue risk. The Mayor's decision follows a significant 12-week consultation which revealed that 69% of the public support franchising along with the six constituent local authorities.

Bus franchising will be introduced in phases, with the first franchised buses starting to run in St Helens by late 2026 and the move to a fully franchised system across the whole of the Liverpool City Region by the end of 2028.

In the period up to the complete transition, Stagecoach will continue to work with the Liverpool City Region Combined Authority to plan and improve bus services to support the region's objectives best, and we look forward to working constructively with the local authority to implement and deliver bus franchising across the region.

Welcoming New Chief Executive Officer, Claire Miles

Following a thorough, competitive process over several months, we would like to warmly welcome Claire Miles, who has joined us as Chief Executive Officer.

Claire is experienced in several senior roles across a range of business sectors, including Chief Executive of Yell and various Managing Director roles at Centrica such as HomeCare and Hive. This comes at an exciting time for Stagecoach, as we continue to grow as a business and adapt to changing travel patterns.

Claire Miles said: “I am delighted to be joining Stagecoach at such an exciting time for the industry. With an impressive track record of delivering brilliant outcomes for customers and



stakeholders, there is a strong platform on which to grow and continue to lead the way in innovation.

“I’m grateful for the opportunity to take time to get to know the business. I believe the investment in a comprehensive induction and handover will set me up for success as I take up the reins of the business. I look forward to working with Ray and the rest of the leadership team as we continue to build a highly successful, customer-centred business.”

Chief Operating Officer, Sam Greer settles into new role

Former Engineering Director and Regional Director for Scotland, Sam Greer, has now moved into his new role as Chief Operating Officer.

This new role is critical for the delivery of our bus service operations and to ensure we continue to deliver an outstanding service to our customers.

Sam Greer, said; “Starting my new role within Stagecoach could not have began at a more exciting time for the company. We are delivering



on our objectives to level up technology and provide for local communities, all while continuing to get customers to where they need to go. At Stagecoach, the customer is at the heart of all that we do, and I intend to continue that passion into the future development of the business.”



Our new and improved Graduate Leadership Programme

With pride, we celebrate the relaunch of our Graduate Leadership Programme after four years, and welcome nine future leaders to our operating companies across the UK.

The areas hosting graduates are Manchester, South Wales, Yorkshire, Merseyside & South Lancashire, South, London, South East and West.

Reflective of capability requirements for future leaders, those in the programme are set to develop skills in stakeholder management, commercial innovations, people leadership, operational performance and change management. With additional access to their own support network, they are assisted by a buddy and mentor within the company and we are looking forward to watching them develop during their programme.



Inspiring future talent with national award win

We are delighted to congratulate Rebecca Rathore, Stagecoach Manchester's Operations Director, winner of the prestigious Customer / Passenger Leader award at the 2023 Everywoman in Transport and Logistics Awards.

Also named on the 2023 Northern Power Women's Future List, which recognises leaders and change makers of the future, Rebecca is currently leading a campaign to encourage more young women into engineering roles at Stagecoach Manchester.

Big Weekend for Stagecoach East Scotland

Earlier this year BBC One hosted their Big Weekend event in Dundee, supported by the team in East Scotland as transport provider.

The three-day event saw 45 buses being operated across 1620 journeys between Dundee City Centre and the event grounds, with around 50,000 passengers using our services.

Expanding our operations in Merseyside and South Lancashire

Earlier in summer, our team in Merseyside and South Lancashire acquired the bus services, contracts, and most vehicles and employees of Liverpool independent bus operator “Peoplesbus”.

21 Peoplesbus employees and 23 vehicles were relocated from Peoplesbus Aintree depot to our nearby Gillmoss site, alongside all tendered local and school bus services and a network of commercial school and football services.

New Managing Directors for teams in South Wales and South England



In May, Martin Gibbon was appointed to manage bus operations in South Wales as Managing Director of our South Wales depots.



Down in the South, Marc Reddy has joined the team as Managing Director from First Bus. Marc gained huge recognition in 2022, by winning ‘Manager of the Year’ at the Route One awards.

Both Martin and Marc are looking forward to working with their local stakeholders to ensure we provide the best service to our local communities.

The first UK operator to join United Nation Global Compact

Joining the United Nation Global Compact is a natural step in our ongoing efforts to support transparency and achieve the goals set out in our Sustainability Strategy.

The UNGC is the world's largest corporate sustainability initiative with a mission to align strategies and operations with universal principles on human rights, labour, environment, and anti-corruption.

Greg Ritt, Head of Sustainability for Stagecoach said: "Joining the UN Global Compact will give us the additional tools to go further, faster and engage with key stakeholders both within our organisations and the supply chain."

Investing into a more sustainable future

We plan to invest over £260m in our fleet and infrastructure this year alone to meet our sustainability targets; deliver on our Manchester franchise commitments in the recently awarded contracts; and modernise our vehicles and facilities for the benefit of our customers, people and communities.

This represents a significant increase in investment and demonstrates our continued commitment to being the UK's best bus and coach operator in the UK.



Making history with launch of UK's first full sized fleet of autonomous vehicles

In our previous newsletter, we mentioned the anticipated launch of the UK's first full sized fleet of autonomous vehicles.

This integral milestone for autonomous technology was launched to the public by Scotland's Transport Minister Kevin Stewart, alongside partners from Stagecoach, Fusion, Alexander Dennis Ltd and Transport Scotland.

This pioneering service provides new transport links for customers wishing to travel from Fife to the West of Edinburgh. As a business, we're proud to be at the forefront of this innovative project, championing sophisticated software within the ever-evolving landscape of the transport sector.



Brand new bus debuts!

Investing into customers experience of Stagecoach, we had the pleasure of launching nine new buses on our high-profile 555 Lakes service in April by the Cumbria & North Lancashire team.

Worth £3 million, this step forward is one of many across our depots to continue maximising our potential for local communities.

Our team in Yorkshire also saw the addition of the new Peak Sightseer, a new open top bus that serves the Peak District. Featuring bespoke livery by Ray Stenning of Best Impression, the service is part-funded by Derbyshire County Council, with government backed BSIP funding following public desire for further connections through the district.



As a business, constant evolution in the ways we support the communities we serve has established us as dynamic and dedicated partners and we are proud of all the great work our teams across the UK have been part of in the last few months.



Bussed it, Bossed it!

Our bold new youth campaign, 'Bussed it, Bossed it' has made its way out into the world to target our student travellers.

Combatting the perception of public transport amongst our younger customer base, this campaign illustrates how easy, convenient and great value our service is. Our campaign has been driving significant commercial uplift, and a tremendous increase in both app and website traffic.

To see the full campaign video, please click [here](#).



Bake sales across our depots raise excellent funds!

Recently, our teams across the UK brought in delicious treats to raise over £1000 for Roald Dahl's Marvellous Children's charity! The money raised will go towards the charities efforts to provide specialist nurses and support over 32,000 seriously ill children. Working in partnership with the NHS, the charity focuses on complex, lifelong conditions that are underfunded and under resourced.

Celebrating our Silver Award from the Armed Forces Covenant

Earlier in the year we were successful in receiving the prestigious silver Employer Recognition Scheme (ERS) award as part of the Armed Forces Covenant (AFC).

The silver award recognises our work with armed force communities and veterans in the UK and builds on the work we have already done as a previous bronze member. The ERS encourages employers to support defence and inspire others to do the same whilst being committed to aligning its values with the Armed Forces Covenant.



Award winning Friendship bus combatting loneliness

Coinciding with Loneliness Awareness Week, our team in the South East brought their award-winning partnership with retirement village operator 'Inspired Villages' to Eastbourne.

The group enjoyed a ride on the iconic Dotto train and the views from Eastbourne Pier. This special trip follows two successful days out last summer which resulted in a win at last year's UK Bus Awards for the 'Bus and Community' category.



100 million tickets printed in Missing People campaign!

Working alongside the great team at Missing People, we have issued over 100 million tickets that feature the charities free phone number since December 2022.

The inclusion of Missing People's number on our tickets across the country encourages people in crisis to contact their confidential helpline before they consider going missing.

To hear more about the great partnership, you can find the most recent partnership campaign video [here](#).



All aboard the Sussex Brain Bus

Launched as a joint project between psychology researchers at the University of Sussex and local artist, Daniel Locke, the Sussex Brain Bus is adorned with art and information about dementia research and tips for keeping brains healthy.

Ideas for the bus design were crafted from workshops run by the researchers with members of the local Brighton community.

We welcome engagement with stakeholders.

If you have specific questions or points about transport policy, email policy@stagecoach.com, and for anything on our sustainability strategy, email sustainability@stagecoach.com.

For more information about Stagecoach, visit www.stagecoachgroup.com