

Taking care of every journey

East Yorkshire
Sustainability Report 2021

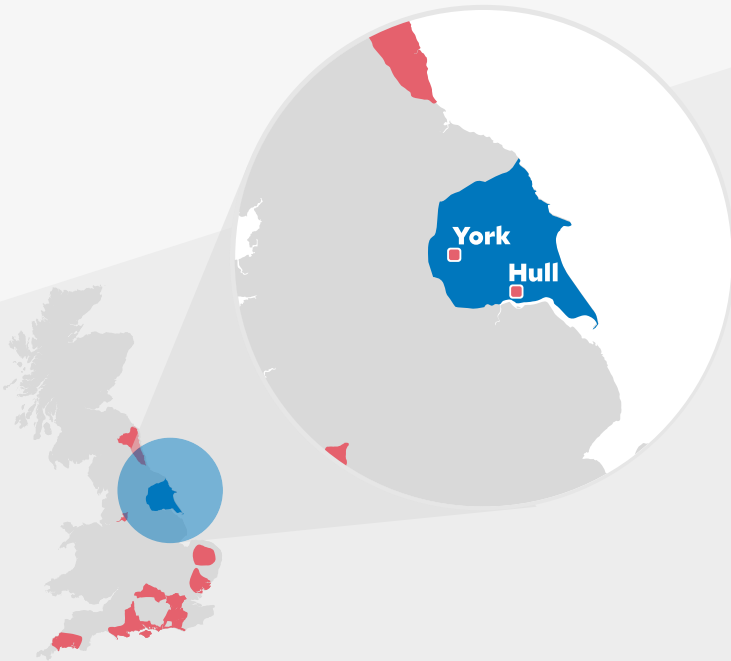


East Yorkshire

East Yorkshire has been helping people get around the region since 1926, and over 24,000 people use our buses every day. That's around 9 million car journeys a year taken off our roads.

Whether travelling to work, school, the shops, on a day or night out, or to visit friends and family, we make sure people can get to the places that they need to be.

With a turnover of almost £25m, we employ around 620 people, and we're proud to play a big part in the local community. As part of the Go-Ahead Group plc, one of the UK's leading public transport providers, we want to use transport to connect people to their communities, making Yorkshire and North Lincolnshire a great place to live and work.



In this report

- 4-5** Area Director's message
- 6-7** Better teams
- 8-9** Safer working
- 10-11** Stronger communities
- 12-13** Happier customers
- 14** Cleaner environment
- 15-18** Climate change strategy
- 19** Key data

Find out more...

Twitter:

@EYBuses

Facebook:

EYBuses

Instagram:

@officialEYBuses

Website:

eastyorkshirebuses.co.uk



Our reporting structure

We are committed to operating our buses in a way which helps to put our services at the heart of the communities they serve.

This report is split into five sections:

Better teams

To constantly develop our people

→ Read more on pages 6 & 7

Safer working

To provide safe working environments for our people and our customers

→ Read more on pages 8 & 9

Stronger communities

To increase positive and proactive engagement with the communities we serve

→ Read more on pages 10 & 11

Happier customers

To provide a safe, reliable service to our customers

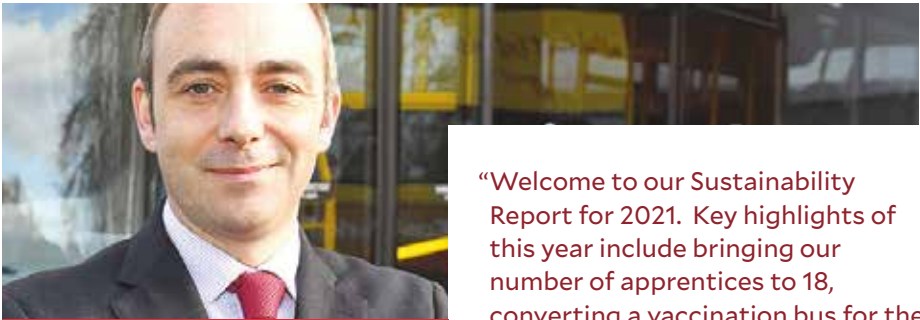
→ Read more on pages 12 & 13

Cleaner environment

To look at the way in which we can reduce our impact on the environment, including our climate change strategy

→ Read more on pages 14 to 18

Area Director's message



2021 highlights

- £24.5m in revenue.
- 9m customer journeys.
- 9 new apprentices.
- Vaccination bus converted for the NHS
- Heart of East Yorkshire Award winners
- Bike-friendly buses on the road
- £1 evening fares to help the local night-time economy

“Welcome to our Sustainability Report for 2021. Key highlights of this year include bringing our number of apprentices to 18, converting a vaccination bus for the NHS, and winning the overall prize at the Heart of East Yorkshire awards. As I look back on the last year, I can reflect on how many things we have achieved.”

Ben Gilligan
Area Director

Last year saw the launch of our brand new bike buses onto our Hull-York X46 route, which was a first for the region, and very popular with cyclists. This was the first route to be rebranded into our EastRider livery, with more following a few months later. The reaction from customers has been great, and our drivers have enjoyed driving the state-of-the-art buses too.

In 2020 I still remember how the news about COVID vaccinations was a bright light of hope in the dark days of the pandemic, and we were proud to play our part in the vaccine roll-out by converting a vaccination bus for the NHS. We have enormous respect for the medical staff and volunteers administering the vaccines, and at the time of writing this bus has helped vaccinate thousands of people in hard-to-reach areas.

Spring brought good news, as we were named the Business In The Community winners at the Heart of East Yorkshire Awards, as well as scooping the overall Heart of East Yorkshire prize. It was great to see that the community had recognised that bus company staff are valuable key workers, and that they've played a huge part in keeping society moving during lockdown.

Life has been difficult for those in the hospitality industry, so this summer we wanted to do our bit in kickstarting the night-time economy by slashing the price of our evening bus fares. This went down really well, and our drivers reported a lot of positive comments about the offer from passengers, with the number of evening travellers continuing to climb.



Hull to York, EastRider X46 bike buses.

The year ahead

We're gradually starting to move back to normal, with passenger figures climbing closer to pre-COVID levels.

However, we're now facing new challenges, as transport is one of many industries struggling to recruit staff fast enough to meet demand.

We have worked very closely with the five Local Authorities in our region to develop Bus Service Improvement Plans. We look forward to using these as a basis to deliver improved services as part of Enhanced Partnerships during 2022 and beyond.

We're launching our Climate Change action plan. Public transport is key to making the way we live more sustainable, and helping improve air quality, reduce our everyday impact on the environment and ease congestion, so it's important that we all do our bit. Through our climate change strategy, we'll be focusing on lots of areas of our business, including carbon emissions, water use, waste/recycling and fuel efficiency to ensure we reduce the impact of our business on the environment.



£1 fares - helping to kickstart the evening economy.

Better teams

This year we've really developed communication within our teams, with new digital screens installed at all depots to give the latest information on roadworks, ticket offers and company news to our colleagues.

Our fortnightly newsletter The Buzz updates everyone on what's going on, and quarterly magazine On The Go helps us to highlight achievements and in-depth stories about our team members.

Our training department has had a revamp, becoming East Yorkshire Academy. As well as brand new welcome packs for people just starting out in the business, we've also redesigned our training materials, with updated guides for drivers on first user checks and what to do in an emergency. Signage throughout the building is also coming soon.

We've also done our bit to help attract people to become bus drivers, with some of our engaging and chatty drivers starring in our recruitment video to showcase why they love their job. The video, which has been viewed tens of thousands of times, reveals the different histories of some of our drivers, and demonstrates that bus drivers come from all different backgrounds and walks of life.

Our existing team has been boosted by the addition of nine new apprentices: eight in engineering, and one in customer services, taking our total apprentices currently within the business to 18. Apprentice Jay Rodgers won the accolade of Apprentice of the Year at the Society of Operations Engineers awards – a great honour, as she was up against others from many industries.

We also brought our Scarborough and Head Office cleaners into the fold, bringing the formerly agency staff in-house so that we can continue to maintain the high standards of cleanliness that our customers and colleagues expect. It was great to be able to welcome them to the team, and make sure they can enjoy the benefits that working for East Yorkshire brings.



Above: East Yorkshire Academy branding and training pack.

Jay Rogers

Apprentice of the Year

Society of Operations Engineers awards



Key highlights

18

apprentices currently within the business

20%

the 2025 target for the amount of female bus employees across the Go-Ahead Group

13%

the percentage of female employees currently at East Yorkshire

30

staff celebrating milestones at our Long Service Awards this year

Safer Working

Making sure our colleagues and customers are safe is always at the forefront of everything we do, and the ongoing pandemic means challenges keep coming.

We're continuing our enhanced cleaning regimes on buses, with extra touchpoint cleaning, and disinfectant 'fogging' of buses at night, to make sure every nook and cranny is clean and safe.

We're still encouraging passengers to wear face coverings on the bus if they can, and more and more passengers are now using cash-free ways to buy their bus ticket, whether that's through buying a ticket on the East Yorkshire Buses app or using a contactless payment card.

Away from COVID, we had a major health and safety audit this year which highlighted the work our team has put in, with big improvements made in areas such as compliance checking, training and asset tagging.

Another way in which we've been helping our team stay safe is new Reactec watches for our engineers, which offer greater protection from HAVS (Hand-Arm Vibration Syndrome). These are worn throughout a shift and monitor how long vibrating tools are used for, giving warnings when limits are reached.

Below left & right: Reactec watches offer greater protection from HAVS (Hand-Arm Vibration Syndrome).





Above: We're still encouraging passengers to wear face coverings on the bus if they can.

Below: More passengers are now using cash-free ways to buy their bus ticket.



Key highlights

£6000+

invested in HAVS protection equipment.

100%

pass rate for DVSA Public Service Vehicle tests.

83%

score for external health and safety audit.



Stronger communities

We've always been a strong part of the community, getting involved in events and causes across the region.

This year has been a difficult one, as the pandemic has meant some things, such as our Big Bus Day and Chatty Bus events, couldn't go ahead, but we've still managed to get involved in other ways.

We wanted to play our part in the fight against COVID, so when we saw a chance to help in the battle, we took it. During the dark days of 2020, the launch of the vaccine was a light at the end of the tunnel, so we wanted to do everything we could to help make the roll out a success. We worked in partnership with the NHS to convert a bus into a mobile clinic, which could visit areas around the region where vaccine take up has been lower. We even provided a driver, who collected vaccines, drove the bus and supported the medical staff. Doctors, nurses and medical support staff around our region have done such an amazing job, and we're delighted that the Health and Wellbeing Bus can play its part in getting them out into the community to give out jabs and beat this terrible virus.

We were also keen to highlight the brilliant job that key workers have done during the last year, and we got a chance to do that by collaborating with the BBC to film an episode of *Dom Digs In*, where TV presenter Dominic Littlewood travelled the country, trying out different key worker jobs to show what goes on behind the scenes. His 'buses' episode saw Dom shadow our bus drivers, engineers, trainers and control team to show how they keep the region moving.

All our work was rewarded at the Heart of East Yorkshire Awards, where as well as scooping the Business In The Community Award, we were also named the winner of the overall Heart of East Yorkshire Award. It was an honour to be recognised, and we're really glad that people see us as an active and involved member of the community we serve.

Below: We worked with the NHS to convert a bus into a mobile clinic.





Above: JustGo mini bus.

Below: Dominic Littlewood.

We got a chance to collaborate with the BBC to film an episode of Dom Digs In.



Praise for our new JustGo community service

“From the office to the drivers, you have been like a second family to me. Always smiling and always caring.”

“My son forgot his phone on a JustGo bus and the office staff and driver were fantastic in making sure it got safely returned.”

“I got two JustGo buses today and both of my drivers have been lovely. Credit to the service.”



Happier customers

Providing our customers with journeys that make their lives easier is our main goal, and this year we've put in place many new initiatives to bring them happiness.

Firstly, we brought in more of our popular EastRider buses, giving fast, direct and comfortable journeys.

Our flagship EastRider X46 got brand new buses, which had not only a luxury interior, comfortable seats, tables upstairs, wireless and USB chargers and free WiFi, but customers could also bring their bike on board for free – a first for this region. These buses were immediately popular with cyclists, both commuters and those who bike for leisure, as it opened up new opportunities to go cycling.

We then rolled out the EastRider brand to our X5 & X7 routes, with faster journeys and refurbished buses. X5 is now run with a coach, with luxury seating, plug chargers, air conditioning and space to bring along bikes.

We also looked at providing services to help people get home safely after a night out. Our new Beverley Locals services connect all the different areas of Beverley during the day, and on Fridays and Saturdays they provide special late night buses to give people a cheap and easy way to get home.

On a similar theme, we ran special open top shuttle buses after shows at Scarborough Open Air Theatre, providing a great way for concert goers to get back to the town centre and their hotels.

New bus services weren't the only way we helped our customers, as we also looked at tickets and fares as well. Our popular Flexi5 tickets were joined this year by Flexi20 tickets, giving those who work part time a great way to benefit from discounted tickets without having to buy a weekly or monthly ticket.

Finally, our fantastic £1 evening promotion went down a storm this year. Our original offer, which was designed to help the local evening economy recover after lockdown, was that you could travel anywhere for just £1 after 7pm any day in July and August. This offer was so popular we extended it until the end of September, and we're planning to bring it back for Christmas too.



Left: EastRider X7, faster journeys and refurbished buses.

Below: Flexi tickets, activate them whenever you want.

A promotional graphic for Flexi tickets. It features a man in a light blue shirt and red tie holding a smartphone that displays the 'Flexi 5' and 'Flexi 20' options in the East Yorkshire Buses app. The background is a mix of yellow and white. The text reads: 'Flexi tickets Flexi5 & NEW Flexi20'. Below this, it says: 'Buy a bundle of 5 or 20 tickets, then activate them one by one, whenever you want*.' and 'Get yours on the East Yorkshire Buses app.' A small note at the bottom states: '*Tickets must be activated within twelve months of purchase.' The East Yorkshire logo is at the bottom left of the graphic.



Praise for our drivers

Our drivers go above and beyond the call of duty to help our passengers.

“Your drivers are amazing. They always make me smile, even on painful days. As a wheelchair user, I am so happy that your drivers make my life easier.”

“While on holiday a couple of weeks ago we made numerous journeys on the bus and every single driver was notably extremely friendly and helpful. Our little two year old boy loves buses at the moment and, thanks to the drivers, really enjoyed the journeys we made – we can’t wait to be back again soon.”

“The drivers on all the buses I get are so friendly and helpful. I’ve lived up north for nine years now, I came from London, and what a massive difference northern bus drivers are, they are brilliant.”

“Your buses are some of the nicest and cleanest I use, and your service was brilliant during both lockdowns. I work in essential retail, so had to use them during that time, and it’s nice when drivers give you a bit of warmth.”

“You guys have been amazing throughout the pandemic. For people like myself with no car your service has been vital. Just want to thank you all!”

Below: New Beverley Locals service.



Cleaner environment



As a public transport company, we're already helping the environment by reducing traffic congestion and improving air quality. However, we're always looking for more ways we can reduce our carbon footprint.

This year, we've launched an ambitious climate change strategy, which will see us transitioning to a fully zero-emission fleet within the next 15 years.

Buses are not the only way we can help make a difference to our carbon footprint, and we are also looking at how we can save water, generate less waste, recycle more, and make our premises more environmentally friendly.

We are also taking action to plan for future adaptations to our business needed to mitigate the effects of more extreme weather. For example, flooding, severe heat and heavier rainfall may cause issues for our team, our customers and our bus routes.

We have been awarded ISO 50001 certification. This is an international standard which shows we are committed to enhancing our energy performance, based on a model of continual improvement. This helps us continually reduce our energy use, and therefore our energy costs and greenhouse gas emissions, through putting together an action plan and targets.

There is still much more to do, and our Group and East Yorkshire climate change strategy will help us map out a path to becoming carbon neutral.

Our climate change strategy

In July 2021 we launched our first Go-Ahead Group Climate Change Strategy detailing how the Group as a whole is reducing our impact on the climate and also how we are managing the impact of climate change on our operations. As a public transport company we have an exciting opportunity to help the transport sector decarbonise; a full bus can take 75 cars off the road and so modal shift is critical to decarbonise the country's transport.

→ www.go-ahead.com/sustainability/climate-change

Our Group Climate Change Strategy addresses 5 priority areas:

- 1 Climate change adaptation: identify how climate change is affecting us and plan how we are managing those impacts and opportunities.
- 2 Decarbonisation: of our premises, our ancillary fleet and bus fleet. Our Group target is to reduce our carbon footprint by 75% by 2035 and achieve Net Zero Carbon by 2045.
- 3 Air quality: from our fleet, but also cleaning air via our innovations such as air filtering buses. We have a series of ambitious reduction targets for carbon monoxide (17%), hydrocarbons (49%), nitrogen oxide (63%) and particulate matter (50%) by 2025.
- 4 Water: including our use, leaks and sourcing. As a Group we are aiming to reduce water use by 25% by 2025.
- 5 Waste: including recycling and waste to landfill. As a Group we are aiming to increase recycling rates to 60% by 2025.

Here at East Yorkshire, our biggest impact on the environment comes from our vehicles, so we will make decarbonisation and air quality key priorities, with a focus on developing plans to encourage modal shift from cars, removal of the oldest vehicles from our fleet, and shorter term investment to upgrade our buses, with a longer term aim of achieving a 100% zero emission fleet.

Our strategy highlights include:

- 1 Climate change adaptation: reviewing our whole depot portfolio to understand where risk of climatic factors could result in damage to buildings and property, and how extreme weather may affect our vehicles, staff and passengers.
- 2 Decarbonisation: investing in our fleet and depots and developing a plan to make the transition to zero emission buses.
- 3 Air quality: removing all old Euro III buses from the fleet.
- 4 Water: improving our monitoring of water consumption so we can focus our efforts on reducing water use.
- 5 Waste: extending our existing recycling scheme to all depots, and working with our supply chain to reduce waste.





Climate change adaptation

1. Identify risks and vulnerabilities
2. Quantify costs and source funding
3. Identify risks to properties
4. Work with suppliers to identify and reduce exposure and vulnerabilities
5. Develop business cases for adaptation measures
6. Work with partners

We are:

1. Reviewing how climatic factors could cause damage to buildings and property
2. Looking at how extreme weather could cause wider infrastructure issues, such as road closures or risks to supply chains
3. Assess the effects of climate change on staff, passengers and vehicles

Group targets:

1. Risk assessment, mitigation plan, and measures embedded by 2023
2. Identify mitigation activities for critical suppliers by 2022
3. Identify local extreme weather predictions, develop premise safeguarding plan, assess high-risk areas, and embed actions and reviews by 2022



Mitigation: Decarbonisation

1. Bus fleet decarbonisation
2. Rail fleet decarbonisation
3. Ancillary fleet decarbonisation
4. Decarbonisation of properties
5. Develop net/carbon zero commitment

We are:

1. Removing Euro III buses from the fleet
2. Focusing on reduction of driver GreenRoad scores and reducing idling
3. Delivering a zero emission fleet by 2035

Group targets:

1. Net zero business by 2045
2. Zero-emission bus fleet in the UK by 2035
3. Non-diesel rail fleet by 2035
4. By 2035 reduce carbon emissions by 75%



Mitigation: Air quality

1. Improve bus fleet by procuring electric vehicles
2. Purchase new buses at the latest emissions standards
3. Remove older lower emissions standards vehicles from fleet
4. Work on bus priority solutions with local authorities

We are:

1. Removing the oldest vehicles from our fleet
2. Allocating older vehicles to lower mileage and non-urban routes
3. Delivering a zero emission fleet by 2035

Group targets:

By 2025, reduce:

1. Carbon monoxide (CO) by 17%
2. Hydrocarbons (HC) by 49%
3. Nitrogen oxides (NOx) by 63%



Mitigation: Water

1. Address leaks better
2. Reduce third party use of our water
3. Reduce water use
4. Improve water sourcing

We are:

1. Reviewing our monthly water usage data to identify leaks quickly
2. Identifying the areas of highest water consumption

Group target:

1. By 2025, reduce water use by 25%



Mitigation: Waste

1. Improve rail and bus waste management contracts
2. Increase recycling rates
3. Behaviour change programmes for customers and colleagues
4. Reduce waste in supply chain and operational activities

We are:

1. Educating colleagues on the importance of recycling
2. Rolling out our existing recycling contract to all depots
3. Working with suppliers to reduce packaging

Group target:

1. By 2025, increase waste recycling rate to 60%

Summary

Climate change is something we all have to take responsibility for, so having a strategy in place gives us a way ahead to reduce the impact we have on the environment.



Adaptation

Climate change is already upon us, and we are experiencing hotter summers and wetter winters.

We have started to develop our risk register, with risks being damage to buildings and property, wider infrastructure issues and the effects periods of prolonged heat could have on passengers, staff and vehicles.

To continue tracking impacts we are flagging weather-related events, which will help us to quantify risks and understand how we need to adapt. For example, increased rainfall may lead to a higher likelihood of road closures and damage to bridges, disrupting our operations.



Decarbonisation

As a bus company, our biggest carbon impact comes from our bus fleet. We will transition our fleet to zero emission buses over the next 15 years, ahead of Government targets. This will involve removing Euro III buses in the early years of the strategy, with this leaving a further 140 vehicles at Euro IV and Euro V, which will be replaced by zero emission buses at a rate of 30 a year from 2025-2030, with the remaining Euro VI buses replaced 2030-2035.

An aging premises portfolio gives us additional challenges for heating and overall energy consumption, but many of our sites already have efficient LED lighting with motion sensors, and the remaining locations will be updated by the end of 2021.



Air quality

We are working with local authorities via Enhanced Bus Partnerships to develop bus priorities in urban areas, which should lead to quicker and less congested routes for buses, therefore improving air quality in the area.

Removal of the oldest buses from our fleet will also help us improve air quality, and ahead of the removal of Euro III vehicles, we will ensure that these are allocated to routes with the lowest mileage and non-urban routes.

Air quality inside our depots was assessed in 2021 and no issues were found, but we will keep monitoring this.



Water

We use around 12,000m³ of water a year, mainly for water outlets, tanks and bus washes.

We will look at what we use water for, and if we can reduce it – for example, vehicle washing schedules and equipment, and toilet and tap flush controls.

We will monitor water data monthly, which will enable us to see significant increases and therefore identify leaks, or ways in which we can help our colleagues change their behaviour around water use.



Waste

In 2020/21, we produced about 146 tonnes of waste, down from 167 the year before. Our recycling rate in 2021 was around 61%, a huge increase on the 42% from the year before.

During the year, we have introduced new recycling bins at our largest depots to help our cleaners recycle litter which is left on the buses. These will be rolled out to other depots shortly.

We'll also be working with our supply chain to reduce waste that comes from them.

Key data: East Yorkshire

	2021	2020
Safer Working		
Bus fleet with CCTV (%) (excluding vintage buses and coaches)	100	100
DVSA PSV bus test pass rate (%)	100	96.8
Happier Customers		
Customer satisfaction (%)	N/A*	92
Bus fleet which is low floor (%)	100	95
* Figures are from the Transport Focus independent customer survey. Surveys were paused for 2021 due to the pandemic.		
Better Teams		
Number of employees	621	661
Training spend per employee	£443.93	£174.94
Cleaner Environment		
Carbon emissions per vehicle mile (all energy) (kg)	1.51	1.70
Water leaks identified	0	0
Bus fleet that is zero or low carbon emission (%)*	28	27
CO ₂ total from all scope 1&2 sources (tonnes)	12569	12825
Total waste generated (tonnage)	146.4	167.1
Waste – landfill diversion rate (%)	61.84	78.1
Recycling rate (%)	61.8	42.9
Amount of water consumed (m ³)	12469	11140
Average fleet diesel efficiency (mpg)	8.03	7.39
Adaptation: yearly target completion - risk register and mitigation plans for top risks (Y/N)	Y	N/A
* Euro VI diesel buses		



For information on the full Group data, please visit our corporate website: go-ahead.com

More information

You can find out more about East Yorkshire by visiting our website eastyorkshirebuses.co.uk and more information on how Go-Ahead Group manages sustainability can be found by visiting: go-ahead.com/sustainability

If you have any comments, views or ideas on how we might improve, or have any thoughts on other issues that we should address in this report, please write to:

Ben Gilligan, Area Director
East Yorkshire Buses
252 Anlaby Road
Hull
HU3 2RS

E: ben.gilligan@eastyorkshirebuses.co.uk

Summary Verification Statement from Bureau Veritas UK Ltd

Bureau Veritas UK Ltd (Bureau Veritas) has provided verification for The Go-Ahead Group plc (Go-Ahead) over selected sustainability indicators contained within the Group's Annual Report. The information and data reviewed in this verification process covered the period 28 June 2020 to 3 July 2021.

The full verification statement including Bureau Veritas' verification opinion, methodology, recommendations and a statement of independence and impartiality can be found on the Go-Ahead Group website:

www.go-ahead.com



Bureau Veritas UK Ltd
November 2021