

Connecting people and communities



First Aberdeen
2018/19

Welcome to the latest edition of our annual report which focuses on what we're doing to keep people moving and communities prospering in Aberdeen.

First Aberdeen plays a vital role in supporting the economy of Scotland's granite city, and through our network of over 20 bus routes, we're working with customers, colleagues and stakeholders to encourage greater use of public transport in the city.

We're continuing to see excellent growth of our contactless payment and M-ticketing options by our customers and we're encouraging more people to make the switch to these digital options to further reduce dwell times at bus stops across the network.

We're also committed to reducing emissions and look forward to working with key stakeholders, including Aberdeen City Council on exciting developments such as the forthcoming Low Emission Zone (LEZ) and the next stage of the hydrogen fuel bus project.

I hope that you enjoy reading our report. If you have any comments or questions, don't hesitate to get in touch.

Andrew Jarvis
Managing Director



Introduction from the MD

Improving our customer offer



74% of
customers
using cashless travel

Technology

Technology continues to play a key part in making the customer travel experience easier. 74% of our customers are already using contactless methods such as debit/credit card, ApplePay/GooglePay and smart ticketing. We're continuing to promote the growth of our M-tickets offering within the First Bus App, as well as the use of contactless payments, with a view to having 80% of all journeys being made on a cashless basis by 2022.

We were also the first national bus operator to have successfully rolled out a contactless payment system across all of our services in the UK.

Our improved First Bus travel app additionally gives our customers access to real time information across our network.



Satisfaction

**Transport
Focus result:**

88%

We achieved a customer satisfaction score of 88% in the latest Transport Focus survey. However, we continue to place the customer at the heart of everything that we do. Customers can provide feedback to us at any time through the Tell FirstBus online listening post, as well as via our dedicated customer service centre.

**Supporting
service delivery
for our customers**



Our buses **177 buses**

Our fleet of 177 buses deliver over 15 million passenger journeys every year across Aberdeen.

A double decker bus can take up to 75 cars off the road and our network therefore has an integral part to play in encouraging commuters to ditch the car and take the bus.

We're also working with Aberdeen City Council on introducing a fleet of zero emission vehicles around Aberdeen. We currently operate 4 Hydrogen buses in partnership with Aberdeen City Council and the next stage of the project will see that number increase to 15 next year.

Staff & training **394 staff**

We employ a total of 394 staff across our Aberdeen network.

We continually invest in our staff through ongoing training and development. Our Journeymakers programme gives our drivers and customer facing staff new skillsets to use as part of our drive to continually improve passenger satisfaction. Also, we offer a range of apprenticeships delivered to nationally recognised standards, with each apprentice supported and developed with the essential skills and knowledge required to gain a qualification and, in turn, build a rewarding career in the transport industry.



Focus on performance

Safety

Dedicated to

Safety

All of our operating companies across Scotland actively promote our Be Safe programme, which encourages every employee to have a personal stake in the safety of ourselves, our colleagues and our customers. Also, driving standards are monitored through the DriveGreen system to ensure the delivery of safe journeys for our customers and staff.

Reliability

Over
4.7 million
miles operated in the past year

We always aim to operate every journey in our network to schedule, although we continue to overcome challenges across our network in the form of congestion and a programme of road closures throughout the year.

The uptake of digital payment methods such as contactless and m-tickets continues to reduce boarding times at bus stops, which in turn enables us to speed up journeys for customers using our services.





Strengthening our partnerships



15
million
passenger journeys
per year

Journeys

The First Aberdeen network consists of more than 20 routes that together allow our customers to make over 15 million passenger journeys each year.

Our network of 5 weekend night bus routes play a key role in supporting the city's night-time economy by offering customers a real alternative to the car and other more expensive modes of transport.

Community £1m raised

First Aberdeen, along with our sister operating companies across the UK, commenced a new partnership with Action for Children as our charity of choice, which was voted for by our employees.

Action for Children are a UK children's charity dedicated to helping vulnerable children, young people and their families across the length and breadth of the UK.

Almost £1m has been raised for the charity within the first year of the 3-year partnership through a combination of fundraising and gift in kind advertising.



Aberdeen 2018/19

First Aberdeen

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Traveline:

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Our numbers in summary

Over

15 million

passenger journeys per year

Over

4.7 million

miles operated per year across our region

394

employees

A total of

177 buses

74%

of customers using cashless travel

First  **Bus**



First Aberdeen is part of FirstGroup Plc. We provide easy and convenient mobility, improving quality of life by connecting people and communities.

FirstGroup is a leading provider of transport services in the UK and North America.

www.firstgroup.com