



A dynamic shift

to your
Employees'
Mobility
Needs

 first bus

Your workplace shuttle journey starts here

Your business depends on a large workforce travelling to the same location every day. It's critical that this happens safely and on time, to keep providing the products and services your customers expect in a highly competitive world.

Travel options are numerous: private car, cycling, walking or local bus services. And now, there are dedicated workplace shuttles. These dedicated bus and coach services operate bespoke routes and timings for efficiency and employee convenience, running to your timetable and for your determined fare (free if desired).

With an increasingly scarce labour pool, staff transportation can make the difference in attraction and retention. And for your business, employees arrive on time, avoiding costly 'no shows' on production lines or service delays.

Other benefits include:

- **National footprint**

We've got you covered thanks to our fleet of over 5,200 buses / coaches, 10,000+ drivers and access to 1,500 fully vetted and approved operator partners managed by our 24/7 control room
- **Enhanced sustainability**

Many of our buses are electric or hydrogen powered, helping to meet your 'green' targets. Last year, we placed the UK's largest 'green' public vehicle order for c.200 (UK built) buses
- **Data-driven insight**

Our digital mobility platform enables demand-led planning, cashless ticketing, real-time tracking and a full suite of reporting options for max efficiency
- **Quality and safety**

Bus is the safest form of local transport – delivered by a company with ISO9001 (Quality), ISO14001 (Environmental) and ISO45001 (H&S) credentials.

Over the next few pages you'll read more about our thoughts on workplace shuttle services. We've included details on some services we provide for clients locally and nationally – each offers the certainty that employees get to work safely and on time.

I trust you find this summary document of interest and I look forward to speaking with you soon to explain more.

First Bus can make a real difference to you and your employees' workplace travel.

First Bus named as 2022's top UK transport company for sustainability



Putting employees first

You can rely on First Bus to get your employees to their workplace on time, every time – that's why many blue-chip organisations choose us for transportation needs.

While we work across many sectors and industries, one thing unites our customers: they see the need to make it easy, cost-effective and enjoyable for employees to travel to work – in a way that offers the benefits of private car but without the congestion and carbon emissions.

Convenient timings (you set the arrival & departure times to align with shifts) and comfortable travel (often in Wi-Fi-equipped buses and coaches) make the journey to work less stressful so that employees arrive refreshed and ready for the day ahead.

A workplace shuttle service makes you a more attractive employer – crucial in a scarce labour pool. Our track record is covered in later pages. We support sectors as diverse as construction, logistics, manufacturing & production, labour supply and utilities. We also assist retailers such as John Lewis, and there's many more we can share with you on request.

You can be confident in First Bus's ability to support your mobility setup UK wide. This includes flexibility around workforce peaks, like Christmas time, by easily laying on more services or meeting new operating hours and rotas.

Here's some further ways we can help you.

SERVICE	DESTINATION	STATUS
	BETTER CX WITH COMPELLING AND BESPOKE WORKPLACE SHUTTLE ON/OFF BUS TECHNOLOGY	
	BRILLIANT CSAT SCORES ACROSS OPERATIONS WITH ENHANCED EMPLOYEE UPTAKE	
	LEADING SLA / KPI REPORTING ON OUR HIGH-PERFORMING WORKPLACE SHUTTLE SERVICES	
	PROVEN MULTI-SECTOR EXPERIENCE (AMAZON, EDF, JOHN LEWIS, PERTEMPS AND 2 SISTERS FOOD GROUP)	
	A DEDICATED PROJECT TEAM FOR SEAMLESS, RAPID MOBILISATION	
	A FIRST GROUP BRAND WITH 'SAFE-PAIR-OF-HANDS' CREDENTIALS	
	GREAT SAVINGS BY CONSOLIDATING / PROMOTING WORKPLACE SHUTTLE TRANSPORT ACTIVITY	
	OPPORTUNITIES FOR MARGINAL COSTING THROUGH USE OF EXISTING ASSETS	
	COST-EFFECTIVE DEDICATED SOLUTIONS THROUGH LEVERAGING SCALE AND BUILD-SLOT AVAILABILITY	
	INCREASE EMPLOYEE ATTRACTION VIA SIGNIFICANTLY REDUCED TRAVEL COSTS (COMPARED TO PRIVATE CAR)	
	INDUSTRY-RECOGNISED NET-ZERO PERFORMANCE – ZERO EMISSION FLEET BY 2035	
	REDUCE YOUR OWN EMISSIONS AND BECOME MORE SUSTAINABLE	



Driven by digital



Data-led demand-planning technology is at the heart of our operations. Overlaying this with employer-supplied information allows the optimum route network to be developed, giving you a sustainable travel solution.

Every journey will be digitally enabled and tracked with data recorded throughout. Our digital mobility platform is available to make cashless payments on board with the ability to purchase tickets in advance via our mobile app or website.

How you'll benefit

- **Employee convenience – driving uptake and satisfaction**
- **Service efficiencies and responsiveness via the driver app**
- **Ongoing, insight-driven service visibility for you, meaning enhancements and cost savings.**

Easy to use 'cashless' passenger app

Your employees simply download the app or access the website and sign up using their mobile phone number or email address and password. They're given journey planning options, then an electronic ticket to scan when boarding. It's that easy.

Our passenger app is a secure, one-stop-shop for your employees, offering:

- 📱 journey planning tools and information
- 📱 booking and e-ticketing options
- 📱 real-time vehicle tracking
- 📱 service updates via push notifications.

Data rich driver app

Each driver has a device containing our driver app. This enables:

- 📱 mobile ticket and contactless payment
- 📱 passenger counting and capacity management
- 📱 vehicle tracking feeding real-time passenger information.

Centralised control and MI reporting

Complementing direct access, our web portal means that you can have:

- 📱 real-time vehicle tracking and ops management
- 📱 passenger counts, trip reporting and employee satisfaction
- 📱 route optimisation and performance analysis
- 📱 detailed, user-definable MI reports (volume trends, revenue and employee no-shows).

Powered by sustainability

The environment matters – that's why First was the initial UK bus operator to declare a Net Zero policy requiring fleet purchases to be non-carbon emitting.

Buses are good for the environment. They reduce congestion, improve local air quality and free up road space, enabling active travel measures like bus lanes for faster journeys.

Decarbonisation is no longer a 'nice to have'; it's a must. Responsible employers are under ever-increasing regulatory pressure to track, analyse and reduce their environmental impact – not least because workforce travel to/from work falls under the Greenhouse Gas Protocol's Scope 3 emissions.

Many businesses are adopting staff travel programmes to help meet 'Net Zero' or 'Carbon Neutral' goals. That's where we come in.

First can offer your employees a better work journey while consolidating travel movements to dramatically reduce your Scope 3 emissions and wider environmental impact.

Our environmental commitment

Before we share the benefits for your business and employees, here are a few words on our great progress to Net Zero.

First and foremost, we're a responsible operator. Customers and communities told us about improving air quality in towns and cities through cleaner fleets, and we listened intently. Here's how we responded:

- 🔄 Transformation to 100% zero-emission by 2035
- 🔄 600+ zero-emission buses already on the road (15% of fleet) – battery, hydrogen and biogas
- 🔄 UK orders for 100s of electric battery buses, including country's largest-ever
- 🔄 Over £100m invested in decarbonisation projects since 2022
- 🔄 Rollout of solar PV installations (20 sites to date) for self-generation renewable power
- 🔄 All electricity purchased backed by Renewable Energy Guarantee of Origin certificates
- 🔄 Committed to ambitious science-based targets to achieve complete net zero emissions by 2050, or earlier.



A group of diverse passengers are seated on a bus. The passengers include a man with a beard and sunglasses on his head, a woman in a grey coat, a man in a grey jacket, a man in a blue shirt and tie, a woman in a green coat, a man in a blue vest, a woman in a red jacket, and a young man in a black shirt. The bus interior has blue seats and white vertical poles. Overlaid on the image are three text phrases: 'Convenient.' on the left, 'Connected.' in the center, and 'Cost-effective.' on the right. A light blue arrow points from 'Convenient.' towards the top left. A thick pink curved line starts near 'Connected.' and ends near 'Cost-effective.'. A pink arrow points from 'Cost-effective.' towards the top right.

Convenient.

Connected.

Cost-effective.

How you'll benefit from a First corporate travel solution

Encouraging your employees to use a workplace shuttle service promotes eco-friendly commuting. By consolidating rides and reducing the number of cars on the road, your business can contribute to a greener environment, significantly reduce Scope 3 emissions, and showcase commitment to corporate social responsibility.

- ⊕ **Emission measurement from corporate travel journeys** – calculating the existing position to provide a baseline for sustainable improvement
- ⊕ **Inform Scope 3 reporting** – showing carbon savings, total distance of shared trips and number of private vehicles removed from the road
- ⊕ **Increase recruitment pool** – with affordable and sustainable travel providing better access to your sites, especially for lower-paid roles
- ⊕ **Incentivise existing staff** – increasingly important given post-pandemic-induced employee travel change patterns (employers need to entice staff back to sites – what better way than to remove long and inconvenient commutes?)
- ⊕ **More on-site space** – free up staff car parking (and remove potential taxable perks)
- ⊕ **Safer environment** – support your duty of care and enhance staff welfare ensuring they arrive fresher (and more productive) for their shift and keep tired (and potentially dangerous) employees off the road



Services provided

First provides dedicated workplace shuttle services to the UK's largest single construction site – Hinkley Point C in Somerset. This involves a:

- ⊕ fleet of nearly 200 coaches/buses to support c.20,000 daily passenger journeys (including intra site) for construction workers (24/7)
- ⊕ standalone subsidiary (Specialist Passenger Solutions) to manage, operate and report on all daily delivery.

Solution overview

A state-of-the-art fleet comes with free Wi-Fi, robust safety features, the latest tracking tech and, at EDF's request, passenger counting equipment. Services run from many locations in the South-West – reducing traffic congestion and giving workers a safe, convenient work travel option. First provides internal shuttle services, too, given the site's scale.

Flexibility is vital to shuttle success. Depending on the construction phase, shift patterns and worker numbers can vary greatly, leading to unusual peak volumes. Working with EDF, First has a fluid schedule to quickly adapt.

Consistently high scores are achieved on all KPIs including reliability, punctuality, safety and user satisfaction.

Benefits realised

Thanks to First's scale, EDF saw a rapid mobilisation of 60 additional buses/drivers in response to the Covid-19 pandemic. This supported social distancing and enabled project momentum to continue.

Reflecting service success, First has been awarded the 'Best Regional Supplier' to EDF three times in the last five years (including 2023).



Start date
2016



Number of buses
200



Number of drivers
450



Routes
27

“First Bus has consistently provided EDF with an employee service that fully meets our reliability and quality expectations. It's crucial to the project's integrity and demanding build schedule that staff are delivered to site safely, punctually and reliably. You're a valued partner.”

Dave Peacop OBE – Site Operations Programme Manager, EDF



Services provided

- A national solution moving workers to and from fulfilment centres including:
- workforce shuttle services for e-commerce warehouse workers
 - collating and delivering service-related data (punctuality, utilisation, service quality and financials) to a granular level. (Power BI report too).

Solution overview

First Bus services 12 e-commerce fulfilment centres, 27 permanent routes and 4 temporary routes. Services operate 24 hours per day, 363 days per year, with a peak daily vehicle requirement of 70+, involving double-deck buses down to minibuses. Close to 1 million passengers are carried annually.

Previously, each fulfilment centre managed transportation sourcing. This led to inefficiencies, variable quality levels and a lack of transparency. A seamless transition plan was deployed in 2021, involving the gradual transfer from many incumbents to our consolidated services. A core management team and the retailer’s control operatives were recruited / retained, supported by our senior leadership team (with general oversight from First Bus’s PMO). We held weekly progress meetings with the retailer.

Today, eight subcontractors and seven local First Bus operating companies are involved. Governed by contractual SLAs, we achieve 98% punctuality and reliability at site level, along with other CX and safety targets.

Benefits realised

- Cost reduction** – Worker transportation costs have reduced ‘significantly’. This is because we can deliver much of the contract with in-house fleet and depot networks, and identify and apply service efficiencies.
- Stronger partnership** – We quickly built and developed positive relationships at site level and with the e-commerce’s central functions.
- Simpler working** – Centralising allows the streamlining of comms, finance, and reporting, allowing the retailer to focus on internal activities.



Start date
2021



Number of buses
70



Number of drivers
100



Routes
27

“ First have been a positive impact on us. Their systems are easy to use for associates and as for the personalised portal they were responsive to adding any data points needed to make it readable and central. As a client they are responsive to issues and quick at response...a reliable supplier, with great customer experience.”

Alex Stainton – GSF UK Procurement Specialist, multinational internet retailer

Services provided

- Shuttle buses carry food production operatives to food processing sites in agricultural or remote locations: Services include:
- daily site transport from surrounding towns (peak: Oct-Dec)
 - cost-effective subsidised travel service with various convenient payment options for staff (on-bus and via mobile app).

Solution overview

As First’s longest serving workplace shuttle customer, 2 Sisters Food Group (2SFG) has a relationship stretching back 25+ years. First now provides on-time, reliable and comfortable bus services – days, nights and weekends – to keep their production lines moving at 10 sites. This includes 38 routes and 120 daily journeys.

Benefits realised

- Seamless flexibility** – With an expanded contract awarded in 2023, 2SFG requires a significant increase in food production operations to meet the Christmas peak period. We leverage scale to lay on additional vehicles which results in a more than doubling of operatives carried.
- Strong partnership** – Benefitting from a dedicated account manager and operations manager, nationwide support to local sites is provided by our centralised customer contact centre. A demanding SLA and comprehensive KPI reporting confirms our ability to deliver food production operatives to the processing sites in good time for a smooth shift changeover.
- Digital engagement** – Real-time information enables 2SFG to view each routes’ progress. There’s the option of booking and paying for journeys via a mobile app – greatly simplifying the boarding process and providing important data on route uptake to 2SFG.



Start date
1997



Number of buses
25



Number of drivers
40



Routes
38

“ Once again, a big ‘thank you’ to you and your teams for everything that you have done for us. It’s difficult enough moving such a large number of people – especially where we suddenly give you minimal notice of additional shifts to cover and changes to working patterns.”

Shane Pinchback – HR Manager, 2 Sisters Food Group

“ Since inception of the contract to provide all transport for staff you have consistently provided us with a service that fully meets our reliability and quality expectations.

Dave Peacop OBE

Site Operations Programme Manager

Hinkley Point C project

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gas
powered
for
cleaner air

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