

# Connecting people and communities



**West Lothian**  
**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 West Lothian.

We are proud to provide services that connect Edinburgh with the whole of West Lothian. With investment in contactless payments and our First Bus travel app, which now includes integrated m-ticketing alongside intuitive journey planning tools, it's never been easier for customers to ditch the car and take the bus. For instance, a double decker bus has the potential to remove up to 75 cars from the road and therefore has a key part to play in delivering greener journeys across West Lothian and Edinburgh.

We've also developed our new open top tour bus brand - Bright Bus Tours - which brings a brand new, fresh, eye catching and exciting product to the Edinburgh tourist market.

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



# 60% of customers

using cashless travel  
\*\*Midland & West Lothian combined\*\*

## Technology

Technology continues to play a key part in making the customer travel experience easier. We're continuing to promote the growth of our M-tickets 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 the first national bus operator to have successfully rolled out a contactless payment system across all of our services in the UK.



## Satisfaction

Transport  
Focus result:

# 89%

We achieved a customer satisfaction score of 89% 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** **90 buses**

Our fleet of 90 buses deliver over 3.9 million passenger journeys every year across West Lothian and Edinburgh.

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.

## **Staff & training** **267 staff**

We employ a total of 267 staff across our West Lothian operations.

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. We also offer a wide 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.

Our Livingston Depot was also the first depot to attain Gold Wrench standard in the highly acclaimed First Bus Wrench Awards, which recognise best practice in the maintenance and presentation of the First Bus fleet.

### Reliability

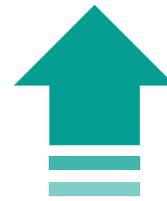
Over  
**3.9 million**  
miles operated in the past year

We always aim to operate every journey in our network to schedule, although we have had challenges to overcome across our network in the form of congestion and an intensive roadworks programme in recent times. However, we continue to use our close relationships with transport partners to work towards improving our service reliability.





## Strengthening our partnerships



**3.9**  
million  
passenger journeys  
per year

### Journeys

Our network of services provides a combination of local routes that connects communities with town centres, as well as interurban services that link those communities with major urban centres in Livingston and Edinburgh.

We've also reviewed the pricing of many of our season tickets to further encourage passenger demand and position bus travel as a competitive alternative to other travel modes.

## Community £1m raised

First West Lothian, 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.



**West Lothian 2018/19**

**First West Lothian**

## Contact us

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0871 200 2233

## Our numbers in summary

Over

# 4 million

passenger journeys per year

Over

# 3.9 million

miles operated per year across our region

# 267

employees

A total of

# 90 buses

# 60%

of customers using cashless travel

\*\*Midland & West Lothian combined\*\*

**First**  **Bus**



First West Lothian 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](http://www.firstgroup.com)