

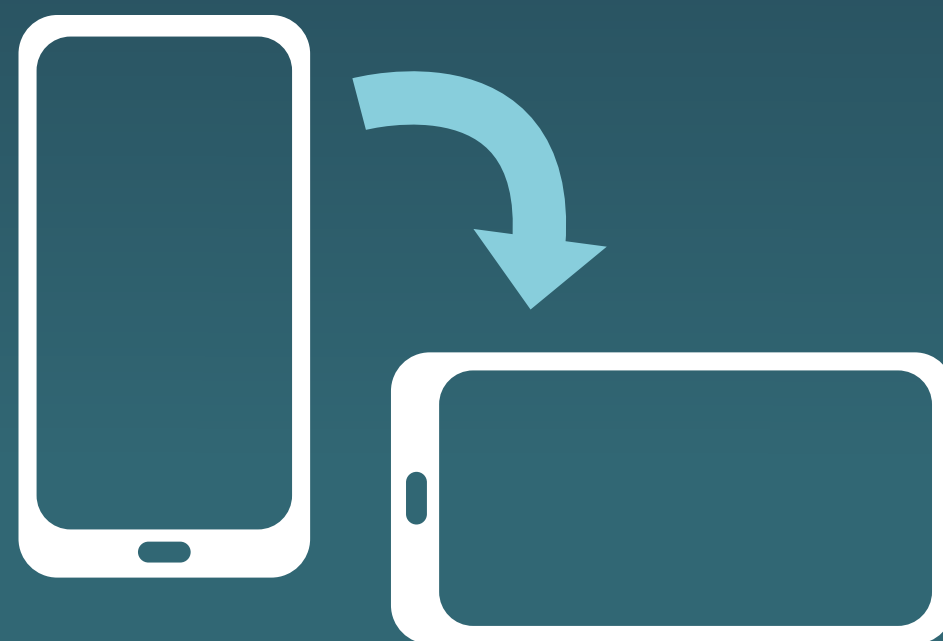
welcome to



talk

JANUARY 2025

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a year of
**progress, pride
and passion!**

Paul Turner,
Commercial Director,
talks:



Open a newspaper, go online or turn on the TV or radio, and one thing is clear – these are challenging times for our country’s economy.

It’s also a major reason why our shared achievements in 2024 – a year when we recorded over 35 million customer journeys across more than 27 million miles – are all the more significant.

The achievement of three globally recognised benchmarks awarded by the International Organisation for Standardisation (ISO) in just three months is an exceptional success we can all be proud of.

Infrastructure improvements continue across our other sites, including repairs to Blackburn's depot yard and Harrogate's workshop roof, rest facility improvements at Malton, and a deeper inspection pit at Burnley – and we've introduced new Ticketer machines at York, Team Pennine and Keighley, with more to come in 2025.

Several former Reliance routes serving areas north of York are also now part of our York & Country network, plus we've won renewed contracts for supported services in our York, Keighley and Team Pennine areas.

Across our networks as a whole, compared with 2023, we've improved punctuality by just over three percentage points

to 84 percent – and as we know, reliability is often what our customers value most.

And, with the exception of Team Pennine, where services have been disrupted by town centre roadworks and diversions, all our branded operators were more punctual in December 2024 than the same month in 2023 – with over 10 percent more buses arriving on time on our Harrogate, York & Country and Coastliner routes, and 6.7 percent on our Burnley network.

We relaunched our popular Harrogate route 1 in late October with a new timetable to boost reliability, with some extra peak trips and support from North Yorkshire Council funded by the Government's Bus Service Improvement Plan (BSIP). We now run the route with new Mercedes-Benz eCitaro electric buses – and we've already seen a 7.4 percent year on year punctuality increase.

It's also been the best ever year for The 36 linking Harrogate with Ripon and Leeds, again now running with new Alexander Dennis Enviro400EV electric double deck buses. Across the whole of 2024 we recorded 2.16 million customers on The 36 – up by 4.8 percent in 2023, and higher than the 2.06 million in the route's previous best year, 2019.

The increased frequency of our Blackburn 2 and 2A routes is another success, recording 37 percent more customers since the Lancashire County Council/BSIP funded frequency rise.

And the signs are that Coastliner's increase to three buses per hour between York and Leeds is paying dividends, with our Coastliner network tracking at 8 percent more customer

journeys since the North Yorkshire Council/BSIP funded extra journeys were launched in late October.

Finally, we enjoyed our best-ever monthly customer numbers in October 2024, when 3.16 million journeys were made across all our routes – beating our previous best in November 2023 at 3.08 million – in a year which saw our former Rochdale depot transferred to First Bus as part of Greater Manchester's Bee Network.

At Transdev Blazefield, 2024 was a year of positive progress, thanks to your hard work and commitment to delivering the best for our customers. Here's to an even better 2025, as we talk, we listen and we make it happen!

magical first journey as the 36 goes electric



Kel Pizzuti,
General Manager,
Harrogate Bus Company, talks:

They've made transport history as the first to ride our stunning new electric double deckers destined for Harrogate's The 36 – and it was an elf-tastic experience!

Excited pupils from the town's Oatlands Infant School boarded our first two Alexander Dennis 400EV buses, resplendent in their red and black livery, for the magical journey a few days before Christmas to meet Santa Claus and his little helpers at Harrogate's very own Elf Village.



As the children arrived at the attraction, created at Harrogate's Cedar Court Hotel by local educational theatre producer Enchantica's, they came face to face with Father Christmas as the star of a festive family show filled with surprise treats.

Our new fully electric double deck buses are now beginning to enter service on The 36 route linking Harrogate with Leeds and Ripon this month – completing our £21 million investment programme by delivering our new fleet of 39 new electric buses and a fully re-equipped depot to the town.

Most of our existing buses on The 36 cover over 100,000 kilometres, or 62,100 miles, a year, with two million customer journeys per annum. It's an intensive route and our buses need to be well prepared – that's why we're thoroughly testing and refining every new bus before its entry into service.

And the first to step on board loved it – as Oatlands Infant School Teacher Angela Curran says: "Being the first to travel on Harrogate's sparkling new electric buses for The 36 was the icing on the Christmas cake for our children – every single one of them had a wonderful time!"





Henri Rohard,
Managing Director,
talks:

here's to an exciting road ahead in **2025!**

Welcome to a brand new year – I hope you enjoyed the holiday season with your family and friends. For us all, it's a time to reflect on our journey together over the last 12 months, and to look forward to an exciting road ahead in 2025 and beyond!

As always, the safety of ourselves and our customers comes first. In summer 2024 we were successful in securing three globally-recognised benchmarks from the International Organisation for Standardisation (ISO), including ISO45001 for health and safety.

This covers continuous improvement in hazard assessment and risk control to reduce illness, accidents and injuries at work. Holding this ISO standard is key in providing us with tools and processes to sustain our commitment to safety first and toward a zero accidents target.

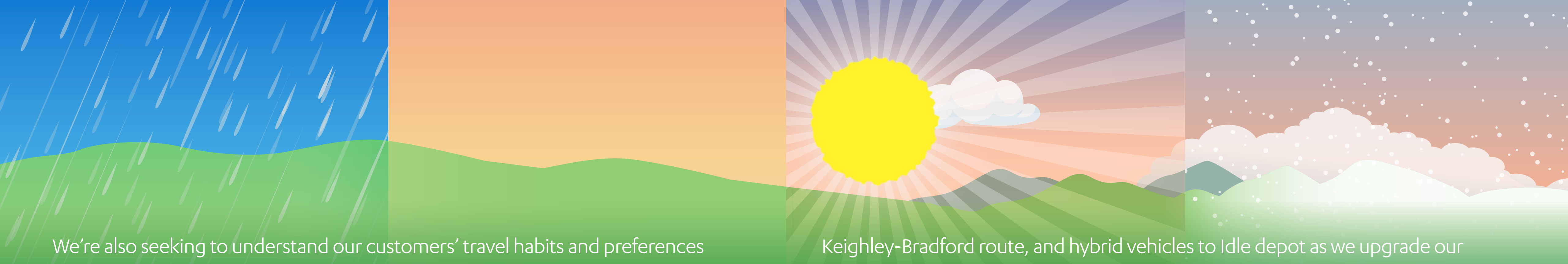
In addition, the two other ISO standards that we have integrated – Quality (ISO9001) and Environmental (ISO14001) will also be looking at continuous improvement in both Service Quality and Environment Impact.

We aim to give our 35 million customers transported in 2024 the confidence that when they choose to travel with us again this year, they will receive the best, the safest and the most environmentally friendly service – and that we will challenge ourselves continuously to always bring the next additional positive step.

Our company-wide Standards Team, led by Head of Operations Alan Isherwood, is tasked with ensuring compliance at all of our depots. Their vital work will continue in 2025, and I know you will support Alan and his team at every stage.

As we progress, you can help us by completing the Your Voice survey for 2025 which has been distributed via the usual channels. We look forward to sharing the results and our action plan with you in March.

YOUR VOICE 



We're also seeking to understand our customers' travel habits and preferences better with the introduction of 'PROJECT 2026' – our new research project. More details on this will follow later in the year.

There's also good news coming in 2025 for colleagues who currently are not part of the Transdev Blazefield Master Trust Pension scheme – you will be able to join from April. We'll have more news for you on this soon.

The Government's fare cap changes were introduced to our network at the start of January, with a revised £3 maximum fare in place for journeys which begin or end in Lancashire and North Yorkshire, alongside the continuation of the £2 maximum single fare for journeys wholly within Greater Manchester, and in West Yorkshire until the end of March when it will rise to £2.50. There's more about our fare review and the 2025 fare cap elsewhere in this issue of *Talk*.

Meanwhile, new buses continue to enter service with us following our rollout of electric buses across our Harrogate network, including most recently our flagship 36 route linking Harrogate with Leeds and Ripon.

The customer feedback we've received so far is very encouraging, and the lessons we've learned from the process will form part of our plans to introduce more Mercedes-Benz eCitaro single deck buses to our Keighley depot for the SHUTTLE

Keighley-Bradford route, and hybrid vehicles to Idle depot as we upgrade our FLYER routes with our partners at West Yorkshire Combined Authority and Leeds Bradford Airport. Last but not least, we will be working on new buses for Blackburn, and on replacing some of our existing school buses.

We ended 2024 in York with positive news of our business growth, with the announcement that we have signed an agreement to buy buses and routes from one of Yorkshire's longest established operators, Reliance Motor Services.

From Sunday 19 January, we took over the 30, 30X, 30XS, 30SE and 40 routes linking York with Easingwold and Thirsk. We also began operating Reliance's share of route 31X between York, Helmsley and Kirkbymoorside, with our friends at East Yorkshire continuing to run their journeys alongside ours – plus Saturday DalesBus route 74 between York, Harrogate, Ilkley and Grassington, and school buses 155R and 162R. All these routes are now part of our York and Country network, and we've welcomed many of Reliance's drivers to our friendly team at our new Rawcliffe green depot in York.

So, as you can see, we have a busy and exciting year ahead of us. My thanks to you for everything you do for our customers and colleagues – we look forward to welcoming more customers to travel with us throughout 2025 and beyond!

a fair deal **more** for **our** customers in 2025

Paul Turner,
Commercial Director,
talks:



As you'll be aware, our fares have been capped at a £2 maximum for a single journey since the beginning of 2023.

Originally introduced as a short-term measure to encourage more people to return to the bus following the pandemic, the £2 fare cap has been extended several times – and after much speculation, the Government has increased the cap to a maximum of £3 per trip from the start of this new year.

The directly-elected Mayors of West Yorkshire and Greater Manchester have both decided to keep the fare cap for journeys made wholly within their areas at £2, with West Yorkshire's capped fare due to rise to £2.50 at the end of March.

To keep things straightforward and to ensure best value for our customers, we've also taken the opportunity to review our own fare products, with these changes introduced at the same time as the new fare cap arrangements.

Here's a summary of what's changed:

In **North Yorkshire** and **York**, a new 'short hop' fare of £2.50 is now in place for journeys wholly within the county, with short journeys across the boundary with West Yorkshire also at £2.50. Meanwhile, the £1 Under 19s fare in North Yorkshire continues – and in West Yorkshire, most journeys for under 19s are now £1.20, with a £1.80 fare for longer journeys.





In **Lancashire**, most single tickets are now £3 in line with the new national fare cap. We also now offer a £2.50 fare for shorter journeys within the county, or £2 for under 19s making shorter trips. The same applies to journeys crossing the boundary between Lancashire and Greater Manchester. Meanwhile the Lancashire wide £1 fare for journeys after 7pm and all single trips on Sundays continues.

For journeys wholly within **Greater Manchester**, and with the completion of the new Bee Network, fares and longer period tickets have also changed. As we're a bus company based outside of Greater Manchester, the new 'hopper' fare does not apply to our services.

The fare cap increase to £3 makes many of our own day tickets better value, especially for customers planning to make several journeys in a day.

It's always worth encouraging our customers to check if we can offer them a better deal within our own ticket range – full details of all our fares and passes are available on our local operator websites, and on the Transdev Go mobile app, where tickets can also be purchased prior to travel.

Our Movember magnificent seven



Claire Swann, Head of People, talks:

They're our Movember magnificent seven – and for them, success is literally right under their nose!

Our big-hearted band of fundraisers decided to join in the fun of Movember, a global campaign which raises awareness and funds for men's health issues.

Harrogate General Manager Kel Pizzuti and York-based General Manager Adam Emmott, Service Delivery



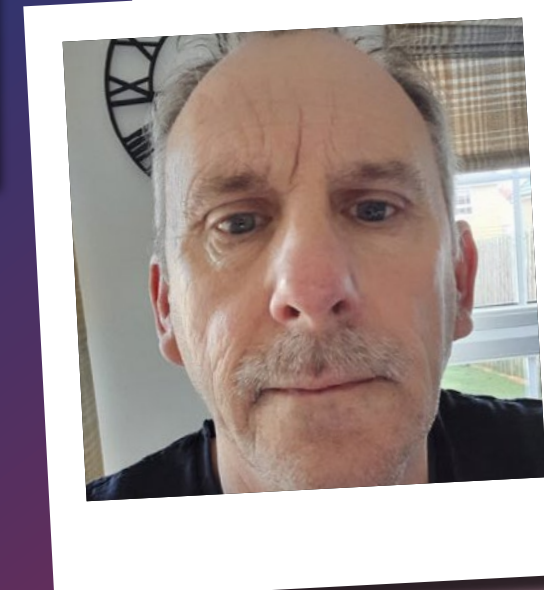
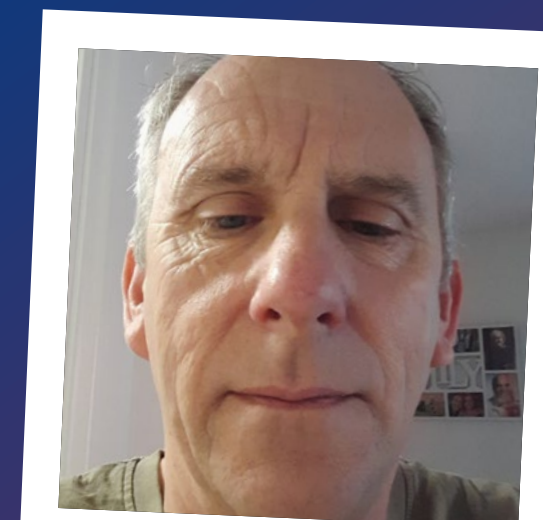
Manager Dougie Bainbridge, and Leading Drivers Nick Lincoln, Karl Spencer,

Stewart MacDonald and Richard Smith all took up the charity challenge.

All seven had a close shave on November 1, day one of the challenge, and put away the razors for the entire month – our photos show the results before and after!

Adam says: "This is something we hope to do every year – together we raised **£645** through our kind sponsors.

"Most of our wives aren't fans of 'the Mo' but they all put up with it for a month to help us raise money for a great cause."



Here's hoping the experience wasn't too hairy for all seven – and a huge well done to them all!



you're
amazing fantastic job,
Mark

I would like to pass on my thanks to your driver on the 502 route today, he was travelling from Keighley to Halifax and at the top of haworth road, flappit springs. The road is quite narrow where we met and there was a massive puddle at the kerb side and car on the other side, **rather than carrying on he held back for just a few seconds for me to pass rather than carrying on and soaking myself and my dog to the bones.** It was much appreciated by us both and only cost a few seconds of consideration. I wasn't a passenger on this occasion but still affected by your **drivers kindness.**

superb service!

you're amazing

fabulous job,
Kashif

I got on the bus from the Muni Colne to Skipton on sunday.
The driver was cheerful and polite, and also an excellent driver! He even slowed down for people on 2 horses that were on the path between Salterforth and Barnoldswick! **It was a pleasure to ride on his bus!** Thank you!

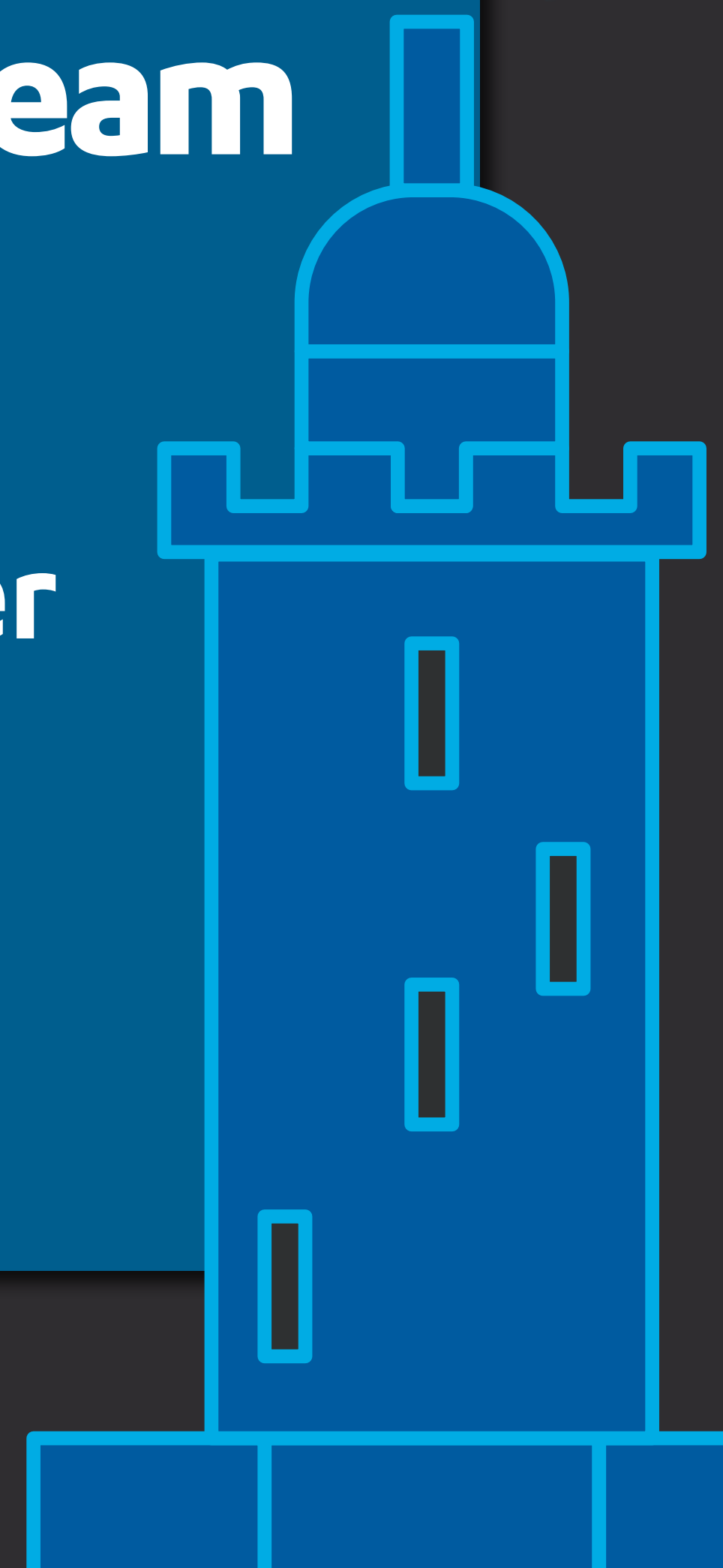
wonderful!

you're
amazing

excellent job,
Blackburn Team

Got on one off your buses today, 152, **absolutely spotless inside and out and a very pleasant driver**
thank you for the experience!

brilliant service!



you're amazing

above & beyond,
Oliver

How nice it was to get **such a pleasant friendly polite driver** on the return journey, chatting to passengers young and old as we got on the bus, and again when getting off. He even shouted to check whether an elderly gentleman had got sat down instead of just glancing in his mirror. **All in all a really nice man.** He was called Oliver and I would like you to at least pass on a 'well done' from myself and my friend. **He needs an award for best customer service given!!**

so much care!



you're amazing

fantastic work,
Henry

Just want to give some nice feedback about one of your young drivers.
He really **made the effort to care for a disabled passenger disembarking the bus** and ensure she was **safe and cared for** by bus station staff to help her on her onward journey. Then **apologised to waiting passengers for the delay**, saying he needed a quick trip to the loo. Poor lad seems to have had a stressful day but a lot of passengers have praised him for his **kindness and courtesy**. Delays are not too bad when you can **appreciate and value the reason why**.

that's great!



you're
amazing

brilliant work,
Michelle

Bus driver was **amazing, very friendly & kind.**
Great driver. Definitely deserves praise!

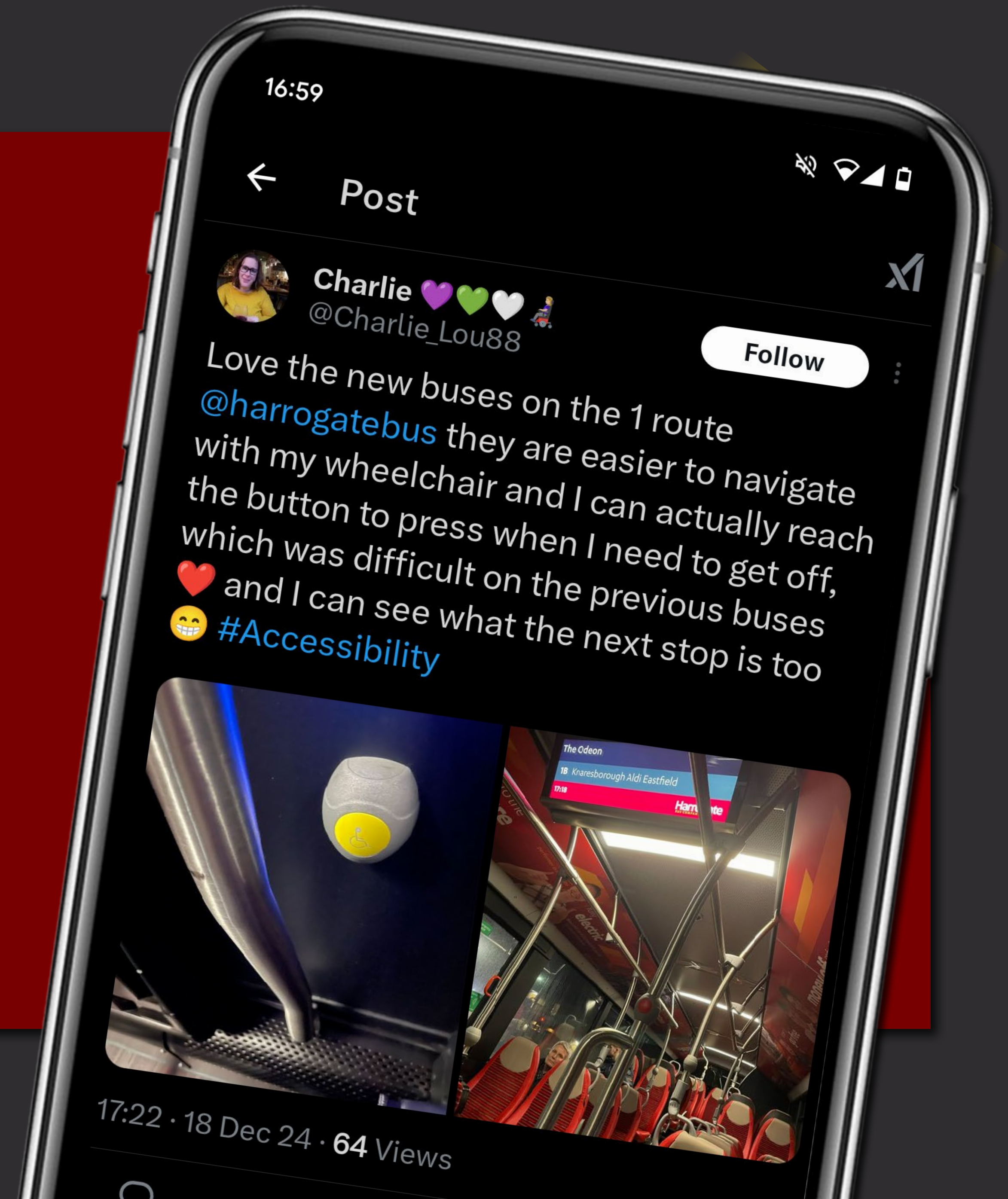
great attitude!



you're
amazing

lovely to hear,
Harrogate Team

awesome!



you're **amazing**

fantastic job,
Michelle

A few days before Christmas I emailed asking if you could alert a driver on the #72 route that, on Christmas Eve, my husband and I would be wanting to get on at a stop that's not easily seen in the dark.

So I wanted to say thanks to Michelle for doing just that, as the driver was looking out for us and we were able to get into Skipton for our meal out.

We really appreciate the great customer service, both from Michelle and the driver himself.

super attitude!



you're amazing

you're a star,
Sadia

Just a short note to say thank you to the driver of the Witchway Burnley to Manchester yesterday. Thank you to driver for her **waiting for passenger to board bus** at Manchester Road Station. Our visitor - from Australia - had been trying to get a train towards Manchester - and been let down by cancellations on train. **She appreciated the bus waited for her. She also appreciated the quality of the X43 bus.** Apologies for causing any delay to your driver / passengers !

thank you!

you're
amazing

great to hear,
**City Sightseeing
Team**



**Excellent tour information and
bonus of a geordie personality
too thank you so much!**



you're
amazing well done,
everyone

A **BIG thank you** to all the bus drivers for
continuing to continue a bus service in this
awful weather.

keeping it cool!

you're amazing

you're a star,
Victoria

Please thank the lovely bus driver who was driving the X43 this morning. She did so well despite the main road being treacherous - no gritting yet again, but I was able to get to work and earn a day's wage. Please thank her for her **determination and skilful driving.**

thank you!

you're
amazing

keep it up,
Keighley Team

Massive thank you to each and every
driver for still providing a service even in
treacherous conditions!

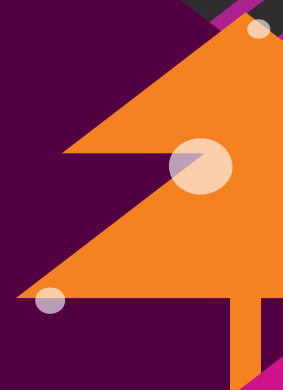
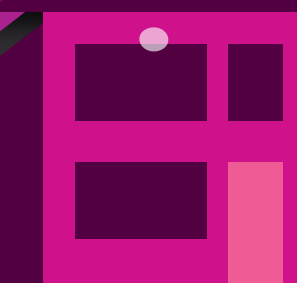
super attitude!

you're amazing

brilliant work,
Team Pennine

- Well done you! I have been “forced” to use your services this week due to the icy, cold snap. Each of the two bus routes I have used, the drivers have been **courteous & navigated the sometimes dangerous road conditions**, made worse by some other very inconsiderate road users. **Your drivers are a credit to your company.** Everyday I was advised to take extra care due to ice, when boarding and alighting. **I cannot fault them!** Thank you!

happy to hear!



you're amazing

excellent job,
Darren

Can I just say a **HUGE thank you** to the bus driver of the X43 coming from Burnley. It got stuck in bad traffic near crown point. My daughter was on that bus and told us of the scary experience of turning the bus around, I can't believe the driver managed to do that!! **Thank you for getting her to Rawtenstall safely in this horrible weather, we are truly grateful.**

thank you!

you're **amazing**

fantastic work,
Keighley Team

Whatever the weather, the wheels on the bus go round
and round between Skipton and Grassington. A massive big
thank you to all your wonderful bus
drivers. Their hard work in providing
these services so us hikers can go
hiking is **truly amazing**.

well done!



you're amazing

you're a star,
Ron

This morning I was walking in the road on Northway Scarborough to avoid the ice on the pavement, however as I was approaching the bus stop on Northway I slipped on a patch of ice & took a massive fall & I have injured my right shoulder & left knee. As this happened one of your 843 coastliners was coming down Northway & thankfully he stopped to give me assistance. **He was very reassuring, assisted me to eventually stand up & assisted me onto the bus to safety out of the road & to warm up.** He then continued his journey to Peasholm Park where he had a 15 minute wait. He offered to go & get me a cup of tea/coffee which I declined. He then started his 10am journey back up from Peasholm Park & dropped me off on Northway. His name was Ron & I'd just like you to thank him again for me...**he was so caring & an absolute lifesaver today.**

so kind

