



NOV 2025

STEP UP SUCCESS STORIES

36 wins at e-mobility awards



A FRESH NEW LOOK FOR OUR BUSES

welcome to transdev talk



Thanks to your feedback, we're refreshing how we communicate. Talk is back in a printed, quarterly format, spotlighting the great work happening across our teams and sharing useful updates from around the business.

We're also excited to announce that **TalkShop** and **Talk TV** are making a return – with more details coming soon!

We'd love to hear what you think – drop us a line at talk@transdevbus.co.uk.

Ziggy brings a touch of stardust to new Burnley role!

story by: **Tony Fiocca**
General Manager,
The Burnley Bus Company



Congratulations to our new Relief Duty Manager, Zagam Ilyas – better known to us all as Ziggy!



Out of five applicants who completed a written test and interview, Ziggy shone with a strong performance across all areas.

He'll now be supporting our operations team with a range of duties following a four-week spell shadowing experienced Duty Manager Paul Horner, which will see Ziggy progressively taking on more of the role with guidance from Paul.

Ziggy is also taking on new responsibilities, providing valuable support to our Burnley based team during busy periods as well as covering when our Duty Managers are away.

I'm sure Ziggy will bring the same energy and focus that he's famous for to this new challenge – he's very much a valued member of our Burnley team.

Well done Ziggy on your appointment and wishing you every success for your journey ahead.

a fresh new look for our buses...



story by: **Matt Burley**
Project & Marketing Manager

Keeping our buses looking fresh and smart helps us make a great impression on both new and returning customers. It's a key part of how we present ourselves and the pride we take in our services.

It's been nearly 10 years since we introduced clearer local branding and our distinctive two-tone diagonal paint scheme - first seen in Harrogate on the 1. Over time, this look has spread across our network and become a familiar sight to many.

Now, it's time for a refresh. We're introducing smart new logos with town names front and centre, and shifting to a single-colour design on our local routes. The new eCitaro fleet in Harrogate was the first to showcase this updated look at the end of 2024, and we've been rolling it out across the fleet as vehicles are repainted and refreshed.

The single-colour approach gives our buses a modern, clean appearance - and it's also more practical. It makes maintenance easier for our engineering teams, especially when replacing panels. We're still using two colours on our key branded routes like the 36, Airline, and Dalesway, as these are well recognised by our customers. But we've simplified some other brands, such as Irwell Line, Valleyline and

Shuttle, by using generic vehicles while continuing to feature the brand names in our marketing. This gives us greater operational flexibility and helps us deliver more reliable services.

We've also taken the opportunity to refine our colour palette, removing shades that haven't weathered well - like the darker red used in Harrogate and the previous yellow of Rosso.

Our double-deck fleet features illustrations of local landmarks, and we know customers enjoy spotting their favourite places on board. It's a fun and engaging way to celebrate the communities we serve.

On the rear of our buses, you'll see messages highlighting key themes - recruitment, our app, and the incredible destinations we take our customers to. These are designed to catch the eye and spark interest wherever our buses go.

And the best part? The full livery has been designed in-house by our hugely talented Lead Creative Designer, Ashlie Minasian. Her local knowledge and creative flair have helped us craft a striking new look that's already turning heads. Huge thanks to Ashlie - your work has brought our brand into a bold new era.



OUR ELECTRIC 36 SCOOPS TOP UK INNOVATION AWARD!

Our groundbreaking electric buses on our flagship Yorkshire route, The 36 linking Harrogate with Leeds and Ripon, have been named as Britain's best zero emission transport innovation.

Judges at the national E-Mobility Awards selected our multi-million pound project to deliver 19 new Alexander Dennis Enviro 400EV double deck vehicles – part of a wider £21 million programme to replace our entire Harrogate fleet with new zero emission buses – as winner of the national Best Bus Innovation trophy.

Our mission to convert our Harrogate depot to 100 per cent electric bus operation presented a once-in-a-generation opportunity to develop a new bus design capable of building on The 36's potential for further growth.

Working with North Yorkshire Council, Government funding worth £7.8 million was secured to support just over a third of the total cost of 39 new electric buses, plus re-equipping our Harrogate depot to power and maintain the innovative buses.

The first new electric double-deck bus destined for The 36 was unveiled at a high-profile VIP launch in front of Harrogate's prestigious Yorkshire Hotel in June 2024 – followed by a free family party.

Our Managing Director Henri Rohard said: "We are delighted to receive this prestigious national award for our innovative zero emission buses, which are proving reliable and popular with customers on our premium route, The 36."



story by: **Vitto Pizzuti**
Operations Director

"This new generation of buses was three years in the making, with a successful application for £7.8 million through ZEBRA, the Government's Zero Emission Bus Regional Areas fund, by our exceptional partner North Yorkshire Council, supporting our own investment to make this exciting project a reality.

"We needed a bus that is going to be robust to deliver high performance in a busy urban environment, such as in Leeds and Harrogate, and also in the more rural sections of the route towards Ripon.

"Most of our zero emission buses on The 36 cover over 100,000 kilometres, or 62,100 miles, a year, with over two million customer journeys per annum, and they are performing well in service.

"Our new electric buses for The 36 and our other routes in and around Harrogate are custom engineered to deliver a positive step change in performance, and just as important, are proving popular with our customers."

Transdev received the Best Bus Innovation trophy at the e-Mobility Awards presentation, held at the British Motor Museum in Gaydon, Warwickshire.



£3

FARE CAP EXTENDED "GREAT NEWS" FOR OUR BUSINESS

story by: **Paul Turner**
Commercial Director



News that the £3 fare cap is to be extended further into 2026 is very welcome for our customers – and for us as a business.

What sometimes isn't appreciated by everyone is that we receive financial support for every £3 capped ticket that we sell, to ensure that we don't lose money as a result.

In reality, growing customer demand for longer journeys driven by the £3 fare cap creates a win-win situation for us.

With the cap remaining in place, we attract more custom in competition with the train and the private car... and we're reimbursed to ensure that the difference between the capped fare and the real price of a ticket without a fare cap is covered.

As a result, we're able to continue offering affordable bus travel, at a time when many of our customers have concerns over the cost of living – while also maintaining that all-important security of income through fares to support our continued investment in new and better buses.

A trip on our longer routes, such as Witchway and Red Express into Manchester, the 36 linking Ripon and Harrogate with Leeds and Coastliner between Leeds, York and the Yorkshire Coast, is to remain affordable for many families. That has to be good for us, and for the wider economy supported by our buses.

What's more, that stability of income means we can plan for the medium term in a way that maintains our customers' confidence in us and the routes they depend on to travel for work, shopping and leisure across Lancashire and Yorkshire.

Our continued success in working closely with local authorities to secure investment means we can seize further opportunities to make bus travel more attractive and accessible for our customers, and better for the environment.

The introduction of electric buses across our Harrogate network and the popular new hybrid buses at FLYER are two examples – both built on strong partnerships.

The cap certainly fits with our desire to grow the market for bus travel – and its extension into 2026 is great news for our business and our customers.





here to listen, here to help



**We'd like to remind all our colleagues about how we're here to help you.
Whether you're facing a challenge or just need someone to talk to, support is always available.**

Our Employee Assistance Programme is free to access 365 days a year,
24/7 through the **Transdev Exchange app**, or by calling **0333 4000 545** and quoting code **78963**.



Your manager, and fully trained mental health first aiders,
are also here to talk anytime in full confidence.

If you'd rather speak to someone outside the business:

call **Samaritans** on **116 123**
ANDYSMANCLUB.co.uk
call **Papyrus** on **0800 068 4141**

You're never alone. We're here to listen, and we're here to help.

a big thank you to Joni

We recently received a message to thank Joni, our Engineering Supervisor at FLYER. On his way home from work, Joni noticed someone in distress and instinctively stopped to help. He spent time talking with the individual, chatting about everything in life. After a meaningful chat, Joni kept a promise - bringing the person their favourite chocolate and cigarettes - and ensured they were safely connected with support.

This was an incredible act of compassion and awareness. We appreciate what you have done, Joni, thank you for stepping in and helping this person.



SAFETY FIRST!

It's a vital part of keeping everyone safe at work – and it's not a piece of equipment, nor a phone-book sized instruction manual.

Clearing the clutter and keeping a tidy workshop is the one thing our engineers can all do to make sure our maintenance facilities are always a safe and efficient place to work. It's something that our depot teams are already taking on board, but as always, we can do better still.

We're more likely to ensure every vehicle we service or repair is returned to our customers in the best condition if the area we use to repair and maintain it is similarly well presented.

And there's more we can do to help make this happen, including:

- Keeping parts clean and well looked after – as well as ensuring each part we use is in good condition, this also helps us to keep our supply of replacement components available, and where possible, to safely recycle
- Making sure sand and dust are kept out – both can become a slip or trip hazard leading to avoidable injury

LET'S **CLEAR THE CLUTTER!**



story by: **Alan Isherwood**
Head of Delivery & Safety

As a growing business, we are investing in further improvements to our workshop facilities such as new workshop lifting gear, and rolling brake test equipment at Burnley.

One thing is certain – there's no better time than now for us all to take a personal pride in the place where we work.

Take our West Yorkshire depots for example. As the process leading to franchising of bus services gathers pace, we can expect short-notice visits by key decision makers to see our depots first-hand – and first impressions count.

I'm pleased to say our engineers as a whole are already taking this on board and keeping our maintenance and repair facilities well organised and above all, safe.

Let's build on the progress we've made with digitising our workshops, by making sure they are clean and tidy spaces that reflect our pride as a team in all we do to keep the wheels turning for our customers.



it's a flying start for our new hybrids!

story by: Dawn Thompson-Cullen

Operations Supervisor,
FLYER



Our customers love them, and so do our drivers – our 15 all-new hybrid buses are revolutionising the travel experience across our FLYER network.

The fleet of 15 ultra-low emission Mercedes Benz Citaro buses entered service in early July on our three dedicated routes linking Leeds, Bradford, Harrogate and Otley with Leeds Bradford Airport – delivering more capacity, easier accessibility and lower emissions with journeys running up to every 30 minutes and departures from early morning until late at night.

There's now more space at busy times, with 39 seats plus room for up to 31 standing, bringing the total number of people able to travel on each new bus up to 70, compared with 54 on the previous generation of diesel-powered buses – an increase of 29 percent.

As the first of the new buses took to the road, engineers at Mercedes Benz predicted that the integration of this cleaner hybrid power solution will deliver an 8.5 percent reduction in fuel consumption, further reducing our total CO2 emissions – and two months later all the signs are that this milestone will be reached.

Our customers are already telling us that they're finding their new buses more comfortable than the previous fleet of diesel-powered Optare Versas, with a smoother ride and no rattles or other bodywork noise.

The new buses feature next stop

information displays including a screen facing the dedicated wheelchair space, supported by audible announcements which are helping those unfamiliar with our routes to find their stop. Each bus also has a hearing loop system which is making communication easier for those with a hearing disability.

After a few weeks with the new Citaro hybrids, and with tongue firmly in cheek we asked our drivers if they'd take the old Versa buses back – and the instant answer was "No Chance!"

A much better driving position and more supportive driving seat are already being praised by our driving teams, along with electronic kerb monitoring and cyclist detection systems which make for a safer drive. Having access to a dedicated wheelchair space and a separate area for pushchairs is also making things much simpler for our drivers.

Meanwhile in our workshops, the reaction is just as positive. Three weeks after the Citaros entered service, not a single breakdown was recorded – a huge improvement on their predecessors.

The hybrid system powering these new buses means they don't need refuelling during the operating day, eliminating the need for vehicle changeovers. It's early days but certainly based on what we've seen so far, the savings in maintenance and fuel costs for our business are looking significant.

So our hybrids are a resounding hit with our customers and our FLYER team! Now, if we could just get rid of the roadworks...



story by: Karl Bray
Energy & Risk Manager



GREENROAD

HELPING US TO SCORE TOP MARKS FOR SAFE DRIVING

GreenRoad, our on-bus telematics system which records our performance on every journey, is helping our teams to achieve top marks for safe and smooth driving.

The latest data from GreenRoad shows that all ten of our driving teams across Yorkshire and Lancashire are achieving excellent safety scores – a huge credit to the skill and dedication of our colleagues behind the wheel.

With GreenRoad, the lower the score, the better the result. A score of 20 or below is considered safe, comfortable and fuel efficient, while 21 to 49 is ranked as average and 50 or above is considered an uncomfortable customer experience with high fuel usage.

So, how have we done?

Over the last 12 months, nearly all our driving teams have reduced their GreenRoad scores – and in the most recently recorded ratings, taken on 14 August 2025, these were the scores for each of our depots:

Blackburn (Rosso) – 9 points
Blackburn – 11 points
Keighley – 11 points
Burnley – 12 points
Coastliner – 12 points
Burnley (Rosso) – 13 points
Idle (FLYER) – 13 points
Harrogate – 14 points
Waterloo (Team Pennine) – 14 points
Elland (Team Pennine) – 17 points

The benefits of having a safety score below 20 include a more comfortable ride for our customers, better fuel economy, much less wear and tear on our buses and a lower risk of accidents, with a corresponding reduction in more serious incidents on the road. It also helps us to lessen the impact of every journey on the environment.

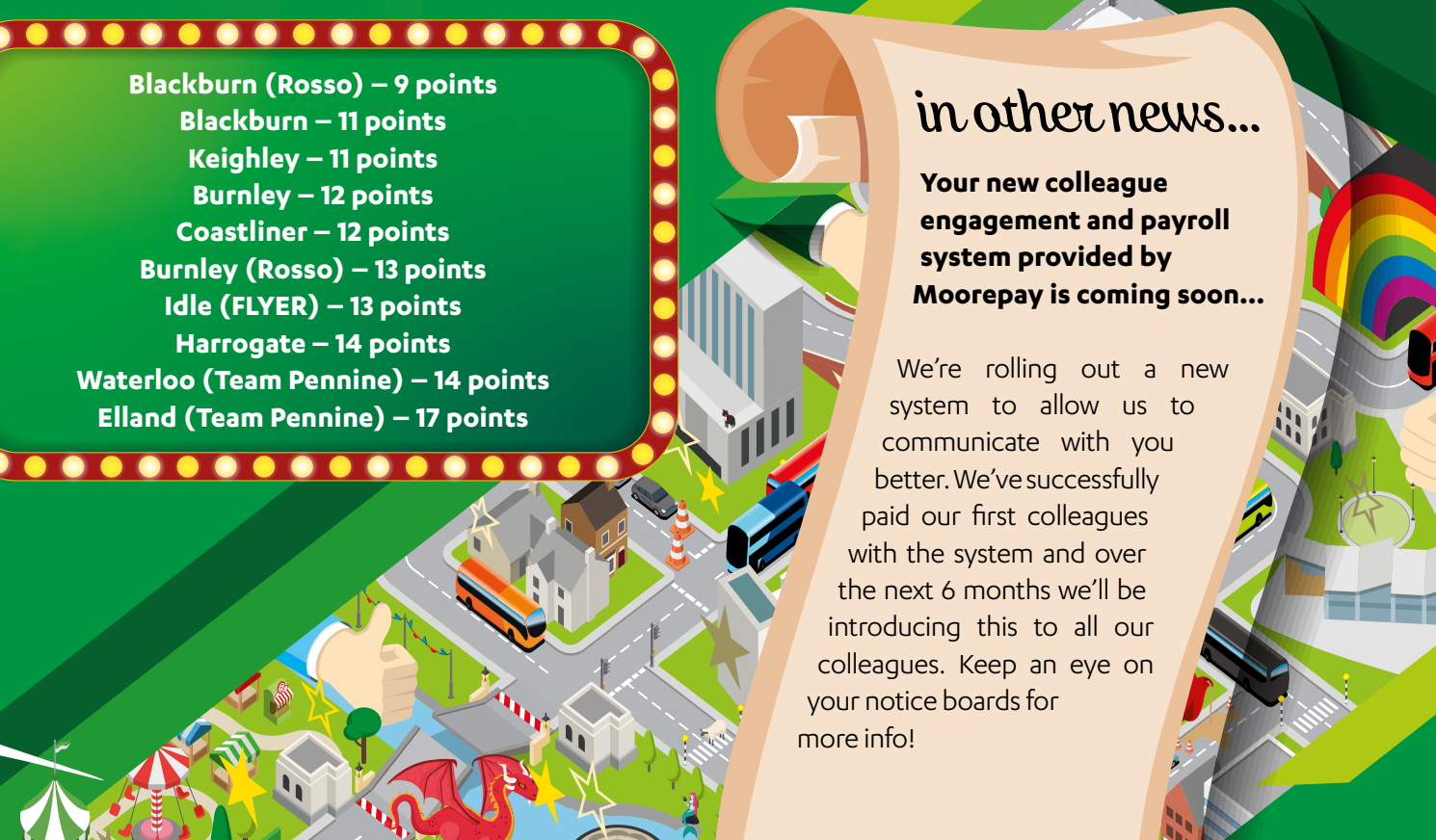
Well done and thank you for everything you're doing to achieve these impressive scores, and for embracing the benefits of GreenRoad to drivers and customers alike. Here's to even better performance in the months ahead!



in other news...

Your new colleague engagement and payroll system provided by Moorepay is coming soon...

We're rolling out a new system to allow us to communicate with you better. We've successfully paid our first colleagues with the system and over the next 6 months we'll be introducing this to all our colleagues. Keep an eye on your notice boards for more info!



doing the right thing... why we're officially a Living Wage employer

Some good news to share – I'm proud to let you know that we at Transdev Blazefield are now officially accredited as a Living Wage Employer.

Of course, we already pay at or above the Real Living Wage, so you could be forgiven for asking ... why does it matter?

The answer is that by being an accredited Living Wage Employer, we are demonstrating to everyone – whether part of our teams or not – that we support our people with a decent standard of living, and that

we want to set a positive example to others as a means to tackle in-work poverty.

By becoming accredited by the independent Living Wage Foundation, we appear on its website and searchable map, so that our customers, colleagues, students and supporters can see that we pay a Real Living Wage that meets the cost of living, as measured against the cost of a basket of household goods and services that we all need to buy.

We will also be able to include the Living Wage Employer Mark on our recruitment

story by:
Claire Swann
Head of People



information, demonstrating our commitment to the Real Living Wage as one of 16,000 employers across the UK to be officially recognised in this way.

The Real Living Wage is currently set at £12.60 per hour, with a new rate for 2025-26 due to be announced in October. It remains the UK's only wage rate calculated on the cost of living – a very real and continuing issue for many people throughout the country.

The Government increased its 'National Living Wage' rate – the amount paid by law to employees aged 21 and over – on 1 April this year, but that still falls behind the Real Living Wage that we're committed to paying by at least £760 per year. The Real Living Wage is higher as it's independently calculated based on what people need to get by.

Fairer, better work is at the core of what the Living Wage Foundation is trying to achieve, and that's also a key reason why, as a responsible employer, we want to go further than minimum pay levels set by the Government.

Plus, paying the real Living Wage isn't just the right thing to do – there's a growing body of evidence showing that it also makes good business sense, as it helps us to continue attracting and retaining the best people within our Transdev family.

We see signing up to the Real Living Wage as a clear demonstration of our values as a responsible employer. You can find out more online at livingwage.org.uk.

One in seven workers in the UK currently work for a recognised Living Wage Employer – and in the continuing cost of living crisis, we can all feel proud to have joined them.



caring Helen to the rescue

As anyone with a relative who has Alzheimer's will tell you, keeping them safe while out and about can be a major worry for their family.

That's why our York driver Helen Hodgson deserves our thanks for her caring actions when my father-in-law Peter was having a bad day with the condition.

Helen was driving our York & Country route 20 between Monks Cross and Rawcliffe and spotted Peter and my mum in law waiting for her bus at the Clifton Moor Retail Park after a shopping trip.

But instead of boarding the bus,



story by: **Stewart MacDonald**
Operations Supervisor, Harrogate

Peter became confused and began to walk away from the bus. Seeing this and realising what was happening, Helen quickly made sure my mum-in-law plus shopping were safely on the bus and then set off on foot to catch up with Peter.

By offering Peter plenty of gentle reassurance, Helen persuaded him to get back onto the bus and travel home.

Helen says: "I have friends who deal with people with Alzheimer's and I know how distressing it can be. When I caught up with Peter, I managed to persuade him to go to New Earswick, and rang Caroline (Stewart's wife) to make sure he got home safely. "Peter's a lovely fella and I just wanted to make sure he was safe."

All of our family can't thank Helen enough for coming to the rescue. Clifton Moor is a very busy place with a lot of traffic and who knows what might have happened if Helen hadn't acted quickly to keep Peter safe.

So from us all – well done Helen, thank you so much!

STEP UP success for Dawn, Tim and Ben!

story by: **Kel Pizzuti**
Head of Operations



FLYER Operations Supervisor Dawn Thompson-Cullen, York and Coastliner Engineering Manager Tim Bowman, along with Harrogate-based Control Supervisor Ben Eckford, have all achieved the Transport Manager CPC – the Certificate of Professional Competence required to manage transport operations.

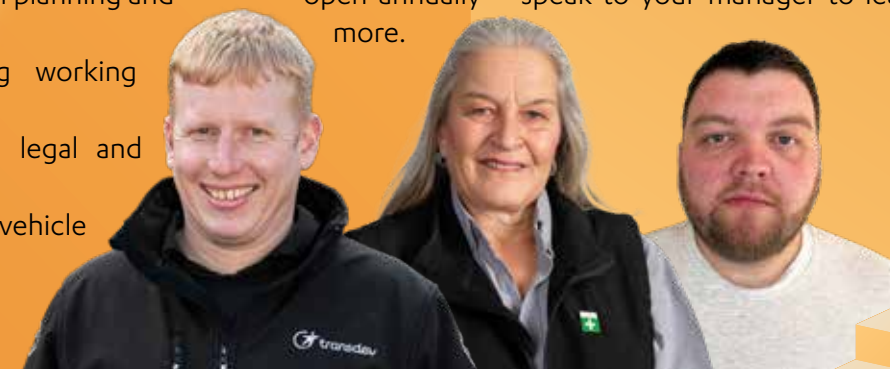
To earn this, they demonstrated strong knowledge and skills across:

- **Business operations** like financial planning and cost control
- **Driver management**, including working hours regulations
- **Compliance and risk**, meeting legal and safety standards
- **Transport operations**, covering vehicle maintenance and route planning

Dawn, Tim and Ben are the latest to succeed through our StepUp fast-track career development programme, which helps talented team members grow beyond their comfort zones.

StepUp not only builds practical skills but also provides formal qualifications and fresh experiences to prepare for future leadership roles.

Interested in stepping up yourself? Applications open annually – speak to your manager to learn more.



SWITCH

SWITCH

SUCCESS AS OVER 1,300 RESPOND TO OUR 'YOUR TICKET, YOUR SAY' SURVEY

Ask any successful business leader who they need to know best and most would instantly answer – “my customer”.

When we want to know how customers use our tickets, we have access to data generated by our electronic retail systems – whether that’s the Ticketer machines on our buses or sales fulfilled online via our app and website, or over the counter at our travel centres.

But what the numbers alone don’t tell us is what customers really think of our ticket range – what they like and just as importantly, what they don’t.

That’s why we encouraged our customers to tell us via ‘Your Ticket, Your Say’, an in-depth customer survey designed to gather vital feedback to help us develop and improve our ticketing options.

The results were in by the end of July, and we’re already making positive improvements as a result.

We received very clear feedback from customers needing to make two journeys across Harrogate to reach their destination – for example, someone boarding the 1 in Knaresborough and then changing in Harrogate to the 36 to reach Leeds.

Under the fare cap, that customer would pay £3 for each stage of their journey – meaning the single journey from Knaresborough to Leeds would cost them £6.

In our ‘Your Ticket, Your Say’ survey, customers suggested a through ticket to make two journeys, sold at a discount compared with the cost of two £3 cap fares.

Inspired by that valued feedback, we came up with our solution – and named it SWITCH!

story by: David Wallington
Head of Commercial



Our new SWITCH tickets were initially trialled throughout August at just £4 on all of The Harrogate Bus Company’s routes across town and beyond, to and from Leeds, Pateley Bridge, Ripon, Knaresborough, Boroughbridge, Wetherby and more.

Customers can either pay on board the bus on their first journey using cash or contactless, or buy their SWITCH ticket beforehand on the Transdev Go app.

As soon as the ticket is issued on the bus or activated on the app, customers have up to 60 minutes to change buses and begin their second trip, or up to 90 minutes for those whose first trip is on The 36 from Leeds, to allow for longer journey times between Leeds city centre and Harrogate.

In just one month, we sold over 1,000 SWITCH tickets – proof of the positive customer demand for this ticket solution.

As a result, we’ll continue to make SWITCH available from now on, as a longer term offer within our Harrogate range – and use the experience gained to improve our ticket options elsewhere.

But we’re not stopping there.

Early in the New Year, we’ll completely relaunch our multi-journey ticket range across all our operations in Yorkshire and Lancashire, with a range that takes the continuation of the £3 fare cap into account.

Over half of our customers buying the £3 single fare do so twice in a day to make a return journey. Our day and period ticket range will be revamped to encourage them to travel more with us, and enjoy best value in return for their loyalty to us.

Look out for more information on our new multi-journey tickets closer to the time!

clean sweep as auditors give us top marks

story by: Alan Isherwood
Head of Service Delivery & Safety



Here at Transdev Blazefield we’re proud of our record in putting safety first, every time – and the ways in which we work as a team to deliver the highest quality product for our customers, while protecting the environment in the communities we serve.

In 2024 we were awarded an impressive three globally-recognised benchmarks for safety, quality and sustainability – and this year’s audit results have produced another excellent set of results.

Independent auditors have visited five of our locations in 2025 – our Harrogate HQ, Keighley, Harrogate Bus Station’s Operations Team, Team Pennine at Elland, and our Rawcliffe depot in York.

This year’s audits went into greater depth than ever before. Many colleagues were interviewed face to face about their role, including in Procurement, Marketing and Engineering – with our City Sightseeing York Supervisor Penelope Kay interviewed by auditors for the first time.

And I’m proud to share the good news with you that all five locations have passed audit standards with flying colours!

Standards marks are awarded by the ISO, the International Organisation for Standardisation – an independent body which works across 171 countries to ensure consistent delivery in technology, management and manufacturing.

We hold three ISO standards marks, including:

ISO9001 – FOR QUALITY

This recognises efficient working, including reducing waste, and is based on a plan-do-check-act process to recording and reviewing procedure, structure and responsibilities

ISO14001 – ENVIRONMENTAL

An international standard that sets out an effective environmental management system, this provides a process to help cut waste and be more sustainable

ISO45001 – HEALTH AND SAFETY

This global standard for safety covers hazard assessment and risk control to reduce illness, accidents and injuries at work. Holding this standard demonstrates a clear commitment to health, safety and wellbeing to colleagues and external stakeholders.

ISO standards set out the best way to provide a safe and efficient service at every stage, from our engineering workshops to the end of a customer’s journey with us.

Meeting and beating these standards means our customers can rest assured that when they travel with us, we have been measured in every aspect of what we do against a globally-recognised set of benchmarks to make things better, easier and above all, safer.

We also continue to invest in our sites and facilities, including most recently a new base for our trade union colleagues, which at the time of writing is shortly to open at Team Pennine’s Waterloo depot.

It’s been a great effort by all concerned to meet and beat these high audit standards – so, **well done** to everyone within the teams who took part this year for your hard work and attention to detail, which has clearly impressed the auditors!

celebrating home town awards success

story by: **Henri Rohard**
Managing Director



I'm delighted that we are celebrating after winning a coveted business award in Harrogate for the second time in four years.

This year's Harrogate Advertiser Business Awards winners were announced at a black-tie celebration of the region's business success stories.

The Awards celebrated their 20th year of recognising Harrogate's wide range of businesses and the vital role they play in driving the region's economic success. Over 300 guests from the business community attended the presentation and gala dinner, celebrating two decades of excellence.

Our team at The Harrogate Bus Company took the coveted Large Business of the Year trophy, following one of the biggest investments by any business in the town in the last year, worth £21 million.

It's the second time that our Harrogate company has won the title, having previously taken the honour in 2021 for recovering strongly beyond the pandemic.

We were also named as a finalist in the Sustainable Business of the Year category for our mission to convert our local routes in and around Harrogate to zero emission electric power.

A £7.8 million contribution from the Government's Zero Emission Bus Regional Areas (ZEBRA) programme delivered just over a third of the total investment in Harrogate's new electric buses, following a successful funding application with North Yorkshire Council.

A total of 39 electric buses has transformed our Starbeck-based fleet into a zero-emission, battery-electric operation, with 19 new Alexander Dennis

Enviro 400EV double deck vehicles taking over on its flagship route, The 36 linking Harrogate with Leeds and Ripon.

This new generation of buses was three years in the making, with the successful application for ZEBRA funding by our exceptional partner, North Yorkshire Council, supporting our own investment to give Harrogate the most up-to-date and sustainable buses in Britain.

We needed a bus that was robust enough to deliver high performance in a busy urban environment, such as in Leeds and Harrogate, and also in the more rural sections of the route. Most of our zero emission buses on The 36 cover over 100,000 kilometres, or 62,100 miles, a year, with over two million customer journeys per annum, and they are performing well in service.

Our new electric buses for The 36 and our other routes in and around Harrogate are custom engineered to deliver a positive step change in performance. Most of all, our wonderful people have worked very hard as a team to bring this exciting project to life, and this award reflects their success.

Best of all, our new electric buses have proved popular with our customers, with positive feedback praising "the most comfy ride ever" and "lovely inside and a very smooth ride".

Winning this award is a wonderful moment for us all to share. Together we have created a zero-emission battery-electric bus fleet that is the pride of our home town.

My thanks go to our entire Harrogate team – this is truly your success.



more new buses FOR WEST YORKSHIRE & LANCASHIRE

story by: **Kel Pizzuti**
Head of Operations



Our new electric and hybrid buses are proving popular with our customers in Harrogate, and on the FLYER network serving Leeds Bradford Airport – but we're not stopping there!

An all new £7.5 million fleet of 15 electric buses will be rolling out imminently to convert one of our most popular West Yorkshire routes, 'SHUTTLE' linking Keighley and Bradford, to zero-emission operation.

The Government's Zero Emission Bus Regional Areas (ZEBRA) programme is contributing funding worth £3.1 million towards our new buses, following a successful bid by our partner, West Yorkshire Combined Authority.

Our new Mercedes-Benz eCitaro battery-electric single deck buses follow the successful introduction of 20 similar vehicles earlier this year across The Harrogate Bus Company's network, and will deliver new standards of comfort, efficiency and reliability.

The new electric buses for SHUTTLE will be fully compliant with Bradford's Clean Air Zone (CAZ), after the city became the first in Yorkshire to introduce the scheme in 2022 covering all vehicles except private cars and motorcycles.

One year after the CAZ was launched, Bradford recorded its lowest level of air pollution since records began – and our switch to electric power on the high-frequency theSHUTTLE is expected to further improve air quality on some of West Yorkshire's busiest roads.

The new buses replace our fleet of diesel Volvo B7RLE vehicles, bringing a much improved experience to our customers on this ever-popular route, and building on the success of our new hybrid fleet on the FLYER network which links Bradford, Leeds and Harrogate with Leeds Bradford Airport.

Meanwhile in Lancashire, our current fleet of 13 Optare Versa single deck vehicles on The 464, linking Accrington, Haslingden, Rawtenstall, Bacup and Rochdale, are soon to be replaced by a fleet of ADL e200 low-emission buses.

The vehicles are built to a well-proven design already in service with us elsewhere on our Blackburn-based network, and will bring new standards of comfort and reliability to the 464 route.

The 464 was the first to be relaunched with a striking new livery and brand soon after Rosso became part of the Transdev family in 2018 – and it's the only route to have its very own milkshake, served at Britain's last Temperance Bar, Mr Fitzpatrick's in Rawtenstall!



your new uniform is on its way!

By the time you're reading this edition of Talk, the first depots will already have received their new uniform. For others, the rollout will continue over the next few weeks – check your notice board for your depot's delivery date.

We're really looking forward to hearing what you think – share your feedback at uniform@transdevbus.co.uk.

timely improvements helping to boost punctuality

As a customer-focused business, we introduce changes to our local networks for a variety of reasons, including to help us deliver what our customers tell us they want most from us – a punctual and reliable service.

Traffic congestion is a significant issue which continues to affect our town and city routes, while we also make changes to better serve developing markets such as new housing areas and business parks.

Over the last 12 months, changes we've made have made a positive and measurable difference to our on-time performance – the percentage of departures which ran on time since the revisions were introduced.

Across our business as a whole, our on-time performance is steadily improving year on year – for example, 2025 is now 6 percent more punctual than 2023.

And 2025 is currently on course to be our best year for on-time performance since our data records began. That's something we can all be proud of.

Here's a roundup of our improvements over the last 12 months, and the positive increases in on-time performance we've achieved as a result:

BURNLEY AND BLACKBURN

From 1 September 2024, timetable changes to various services at both depots, with the main focus on Red Express X41 (operated by Blackburn) and Witchway X43 (operated by Burnley).

Running times were amended on both, with a significant route change in central Manchester. We had served Deansgate and Chorlton Street for many years, but we were facing continued challenges with delays.

We changed to no longer operate along Deansgate, with most journeys starting/finishing at Shudehill

Interchange except for a small number of weekday peak time journeys which continue to start/finish at Chorlton Street.

Result of the changes:

- On-time performance for X41 is **up by 15%**
- On-time performance for X43 has **risen by 17%**

FLYER

Timetable changes to our three FLYER routes A1, A2 and A3 were launched on 23 February 2025, with amended running times and a route change to the A2 in Harrogate town centre, using roads with more predictable traffic levels

An extra bus was also added to the A2 and A3 cycle to allow for amended running times and increased stand time at Harrogate, Otley and Bradford.

Result of the changes:

- On-time performance for our FLYER network as a whole as a whole has **increased by 8%**

TEAM PENNINE

Changes to timetables across most of our Team Pennine network were introduced on 23 February this year.

These sought to build on the addition of an extra bus from 1 December 2024, to allow increased recovery time while helping us to improve our on-time performance during long-term roadworks in Halifax town centre.

Result of the changes:

- On-time performance is **up by 5%**

YORK & COUNTRY

When we took over operations of the former Reliance Motor Services from 19 January this year, we soon found the on-time performance of these routes was very poor.

From 6 April, we introduced timetable changes to former Reliance services 30, 30SE, 30X, 31X, 32, 40 & 74. Running times were amended on all services and layover time increased, mostly in York city centre.

Result of the changes:

- On-time performance for former Reliance routes combined has **increased by 15%**

KEIGHLEY

From 18 May this year, we brought in timetable changes to several Keighley routes, including Aireline 60/60A, 62, 64, Dalesway 66, 67, Bronte Bus B1/B2/B3 and Keighley local routes K4/K12/K14/K15.

Running times were also amended on all services, while an additional bus was used in the Aireline cycle, allowing for amended running times and increased stand time at both Keighley and Leeds bus stations.

An extra bus was also used in the B1, B2 and B3 cycle at peak times on Mondays to Fridays, plus Saturdays during busy shopping hours.

Result of the changes:

- On-time performance across all routes **increased by 7 percent**
- Aireline 60/60A saw the biggest improvement, with on-time performance **increased by 13%**

ROSSO

Sunday 31 August saw timetable changes to Irwell Line routes 481 and 483, with amended running times on both.

An extra bus was also added to the cycle, allowing for the amended running times and increased stand time at Blackburn, Burnley and Bury bus stations.

Result of the changes:

- It's early days since the changes were made, but on-time performance for Irwell Line 481/483 is already **9% better**

story by:
Alex Spencer
Network Manager



HARROGATE

Minor timetable changes were made to Harrogate local routes 2, 3, 4 and 6, and rural route 24 from 31 August.

New late evening journeys are now running on the 6 and 24 in partnership with North Yorkshire Council, and funded through the authority's Bus Services Improvement Plan.

Route 36 has seen a full timetable change, with running times amended and an additional bus used in the cycle to allow for these changes plus increased stand time at Ripon, Harrogate and Leeds bus stations.

A new Saturday night journey on route 36 from Leeds has also been introduced, along with a new journey on Saturday evenings from Harrogate towards Knaresborough on The 1.

Result of the changes:

- Again, it's early days since these changes were introduced, but on-time performance for The 36 is already **12% better**



story by: **Luke Holden**
Commercial Assistant

let's talk about... talking buses!

I'm no stranger to the bus industry – I was a bus driver in Lancashire for just over four years, mostly for Stagecoach in Preston and Morecambe, before joining team Transdev.

I enjoyed driving, but as a dad with two young children, Luca and Oscar, working shifts was a challenge at times. After much thought, I decided to take up a data management role as an inventory supervisor with Hilton Grand Vacations – but when the opportunity to join Transdev as Commercial Assistant, I knew it was right for me.

At home, I'm engaged to my fiancée Hannah – we live near Preston. I'm also keen on football, following my team – Blackpool – as a proud 'Seasiders' fan! My son Oscar also plays football for Cockerham Juniors under 7s, while I'm the team's assistant manager, so who knows – one day I might see him running out onto the pitch at Bloomfield Road!

On becoming Commercial Assistant, I first made sure our next stop announcements, including the names of bus stops featured, were up to date, and that online tickets were available in the right areas. I also reported relevant data to local authorities.

More recently, I've become responsible for our 'Talking Buses' initiative. Our first 'Talking Buses' were introduced in 2016, using visual display screens and audio announcements to let our customers know what the next stop on their journey will be.

We've now stepped up the rollout of new audio-visual equipment. 'Talking Buses' now make up more than 80 percent of our fleet.

From October, all our buses built in 2014 or later must by law offer audio visual announcements, including at every stop, along its route. This legislation also includes on-bus audio-visual announcements.

For us, the new accessibility laws mean:

- **all stop names on our systems need to match a central database** – which can be a little frustrating where we know of a more recognisable local name
- **the route and destination need to be announced every time we call at a bus stop.** Buses are fitted with a sensor which detects the doors opening and activates the right announcement
- **buses will need induction loops** for use by customers with hearing aids
- **new buses will have visual displays which can be seen by rearward-facing wheelchair users.**

We're already making good progress in rolling out these extra improvements to our fleets in a programme which began 12 months ago with The 1 at Blackburn, Witchway at Burnley and Harrogate's new electric buses.

One year on, we're now completing our last main routes. The Shuttle at Keighley is now fully set up, and upgrades on the final outstanding routes at Blackburn are almost done – and finally, we'll complete tendered routes in West and North Yorkshire.

We're also progressively adding our 'door open' announcements, so you may notice these on your local routes.

Our aim this winter is to make sure that any bus in our fleet that's less than ten years of age is equipped with 'talking bus' technology. But we're not stopping there!

As part of the Government's new legislation, we're also now required to ensure our buses show the **correct destinations on the front and side of each bus**, and at least the **route number on the back**.

We programme our destinations in-house, including our branded routes. Destination displays can be changed on our 'talking buses' by satellite, using our Global Positioning System (GPS) – destinations on newer buses can be set through Ticketeer ticket issuing systems, and although some can be updated wirelessly, others need a USB stick update.

Sometimes we can experience a technical or signal-related issue that prevents the GPS from working as intended, and so the announcements may stop – or occasionally, human error can mean the file installed might not be right for the route.

If this happens on your bus, please report it immediately to a duty manager. As part of your driver walk-round checks, **please make sure that the display is clearly shown on all three outside screens, and on the display screens inside.**

If anything doesn't look right, or if announcements play out too early or too late, too loud or too quiet, **please report the fault straight away using Quickcheck.**

Most of our 'talking buses' also have **preset messages** which you can play out to give extra customer information. These preset messages include:

1. This bus is on diversion
2. The next stop is closed
3. We've a few minutes to wait...
4. This bus is terminating before its destination
5. A customer needs the wheelchair space
6. A customer needs the priority seating
7. Don't stand upstairs
8. Please move down the bus
9. Please don't vape on this bus

Remember, all feedback is welcome as it helps us get the details right for our customers.

Finally, and most importantly – all of us in the Commercial team would like to thank all of you for helping us make our 'talking buses' work for those who need them most.

PROUD to be at the heart of York Pride!

Thousands took to the streets of historic York to join in the city's annual summer Pride celebrations – and once again we were proud to be at the heart of it!

Our bright red CitySightseeing York open top bus led a carnival parade through the city centre and on to the Knavesmire, to kick-start a day of colour, music and live performance.

The event organisers say York Pride is always a celebration of love, equality and visibility, and nothing can dampen that spirit – a message we're delighted to support.

This year, the parade started from a new location on Parliament Street, making its way through normally pedestrian-only streets including Davygate and Coney Street before joining our regular tour route along Bishopthorpe Road and Campelshon Road to the Knavesmire.

story by: **Adam Emmott**
General Manager, York & Coastliner



Performers on the main stage entertained crowds at The Knavesmire, including Britain's Got Talent and RuPaul's Drag Race UK runner-up La Voix, the Cheeky Girls, Kerry Ellis and tribute act Pet Shop Boys, Actually.

Meanwhile in the city centre, our street team were on hand to distribute our colourful Pride flags at three of our most popular tour pickup points – Exhibition Square, Clifford's Tower and York Railway Station.

We're always proud to do our bit to help bring the LGBT+ community and the City of York together for an inclusive day of joy and solidarity, and everyone in our team thoroughly enjoyed being part of this memorable event.



Ian takes the lead in our West Yorkshire workshops

As we enter a vitally important period for our business in West Yorkshire, I'm delighted that Ian Chadwick has joined us as Regional Engineering Manager in West Yorkshire.

Ian has an impressive track record of success in our industry, and I know he is the man to help us focus on quality and reach the highest standards.

In the few weeks since his arrival, Ian has already made positive progress with our Keighley engineering team, and will also be supporting Jason Trotter, Engineering Manager at our two Team Pennine depots in Huddersfield and Elland. Both will be among the first tranche of franchised operations as part of Mayor Tracy Brabin's Weaver Network.

Ian comes to us with direct experience of transitioning Rotala subsidiary Diamond North West's Bolton depot into Greater Manchester's Bee Network, dividing into two smaller depots at Bolton and Eccles in the process.

I'm delighted to have someone of Ian's calibre within our business – now, let's hear from Ian himself about joining us and what his hopes are for us all as a team:

Ian says: "I started in 1981 as an apprentice fitter with Merseyside PTE at St Helens depot, where I served a four year apprenticeship. From 1986 we became Merseybus, MTL Trust Holdings and then Arriva North West – and I progressed to roles as shift fitter and chargehand at our MoT centre.

"By 2004 I was ready for a fresh challenge and moved into First Bus as workshop manager in Bolton depot. Six months later I became fleet engineer across three Greater Manchester depots, in Bolton, Wigan and Oldham, followed by several years at the large Queen's Road depot in Cheetham Hill.

"I originally joined Transdev as fleet engineer in 2018, but my first term here was cut short by the COVID pandemic and a leg injury – we parted amicably. A short spell at Warrington's Buses followed, before moving over to Diamond North West at Bolton.

"To be honest, by May of this year I felt I was ready to retire, but after 12 weeks at home painting the walls I was ready to go again, and started to consider offers to return to work."

"Once I'd spoken to Darren and Vitto, I knew what they wanted, and most of all I'm happy to be taking on this exciting challenge."

"In my previous roles I've improved performance, statistics and safety, and delivered for the business – and already at Keighley, we're making good strides towards making the depot a stand-out success while raising morale as a team."

Ian is a proud family man, having been married 40 years in May of this year. He has a grown-up son and daughter, and continues to live in Liverpool.

I firmly believe Ian is the man to awaken the sleeping giant that is our Keighley engineering workshops, and also to support our Team Pennine and FLYER teams. Ian's experience in his previous engineering roles makes him a real asset to us at this important time for our business.

story by: **Darren Bell-Walker**
Head of Engineering



I was on the bus from Hebden Bridge to Keighley yesterday. The traffic going out of Hebden was a gridlock - it was impossible to move backwards or forwards.

But your driver handled the situation brilliantly, getting out of his cab on two occasions to help direct traffic and ensure everything could start moving again. Without his efforts, I think we would still be stuck there now!

On top of that, he was a huge help in explaining the diversions around Haworth and advising us where to get off and how to walk into town.

The man was an absolute star.

brilliantly done Hamzal

I only know Karl's name because I felt compelled to ask — that's how much of an impression he made.

After a string of bad experiences, we'd been avoiding using the buses as a family for a while. But Karl completely changed that. We got on at Stockton-on-the-Forest to head into town for a family day out, and from the moment we boarded, he was welcoming, helpful, and kind. We were travelling with three children (a little chaotic, as you can imagine), and he went out of his way to help us get the best ticket for our trip — something we really appreciated.

While I sat downstairs with my daughter in her pushchair (the boys and their dad went upstairs), I watched how patient and considerate Karl was with every passenger. He checked in with a couple of older ladies at one stop to make sure they were getting on the right bus. He waited patiently and even chatted with passengers who needed more time to get on or off. He also made sure everyone was seated before setting off, and thanked every driver who let him out onto the road. It's small gestures like these that really stood out.

On our return journey from town, he recognised us and was just as friendly and understanding — especially with the kids, who he made feel welcome and at ease.

Karl reminded me that great service still exists. I genuinely hope he gets the recognition he deserves.

making a difference Karl!

I caught the bus morning from Preston to Burnley. I have been travelling this route for almost 13 years most weeks. This morning the driver made me want to email you to say how amazing he was.

He was polite had a big smile knew how to interact with every customer I could hear him during journey in fact in all my years travelling buses he was exceptional.

Well done I don't know his name but you need everyone to know how treat customers with the care smile and politeness he did.

Well done Transdev for hiring.
He made me so happy!

fantastic job Azam!

**you did the right thing,
Daniel!**

I'd like to make a compliment for one of your drivers from this morning after he cleverly came up with an excuse to stop the bus due to a domestic violence incident on the bus from Halifax to Keighley. He said he'd run out of adblue and was awaiting a technician, when in fact he'd called the police, who then arrived to arrest the man responsible.

I travelled on a few journeys on the 1 and the 36. Unfortunately I can't remember the exact journeys but ALL your staff were exceptional with customer care and driving standards.

Given the roadworks around Harrogate at the moment your staff are being so patient. They deserve huge credit for putting up with such circumstances day in day out. Unfortunately you can't please everyone and they sadly can't understand why journeys are delayed.

Please pass my compliments onto ALL your staff who are doing a wonderful service to everyone.

excellent work everyone!

I would like to compliment your lovely bus driver Sarah she is a credit to your company. She was kind and friendly to all the passengers and waited till people with mobility issues were settled in their seats before setting off. Thank you for a pleasant and good journey. She is always so helpful and cheerful and engages with all the customers so well.

super to hear, Sarah!

I am hoping you can identify the driver of the 464, Accrington to Rochdale. His caring attitude to elderly and disabled passengers, advising them to remain seated until the bus came to a stop at their destination was gratefully received by them.

**driving with care,
Christopher!**

Last Saturday I travelled on the bus from Cross Keys in York to York railway station. As I swiped my bus pass it fell into the drivers side of the cab. It lodged in a narrow box attached to the cab door.

The driver and I tried to lift it out but couldn't.

Once I got to the station the driver explained what I needed to do regarding the card. I got off the bus headed into the station, I felt a tap on my shoulder and it was the bus driver with my ticket which he had managed to retrieve. I didn't get his name. Can you please thank him once again and praise him.

It saved me a lot of hassle - from a very satisfied happy customer.

very helpful, Andrew!

Whilst on the bus (1C) today the bus got to bond and there was a man stood to close to the drivers cab and the driver had to slam on the breaks due to a car in front the man fell forward and cut his arm quite badly there was an awful lot of blood.

The driver who was already having issues having to swap buses running late ect was absolutely fantastic in dealing with this situation! He was both apologetic and sympathetic to both the man that was injured and the other people riding the bus (the bus had to be put out of service). Some bus drivers would of had a stern word to say to the man about been stood pass the point/to far forward but this man remained calm and made sure the bloke that was hurt received the care he needed whilst being calm at the side of the road.

Huge well done to this driver! I hope your day got a bit better after that!

thank you so much, Keith!

Hi, I want to give some very positive feedback about the driver of the bus from Pateley Bridge to Harrogate.

He helped a blind man on to the bus and to his seat.

He helped a woman in a wheelchair get on the bus.

He also, after being forced into the hedge by a very inconsiderate and aggressive driver handled everything in a kind and professional manner. I don't know his name but he is an asset to your company. I'm a visitor to the area and I just wanted to say this about him.

Thanks.

**wonderful attitude,
Duncan!**

I just wanted to take a moment to share some really positive feedback about one of your drivers on the X41 service.

My wife and I were travelling from Ramsbottom to Manchester earlier today and returned later in the evening after a lovely meal (and a couple of well-earned drinks). Our driver on the return journey was Monu, and we just wanted to say how much we appreciated his professionalism, warmth, and all-round great attitude.

Monu was incredibly friendly, made everyone feel welcome, and created a calm, safe atmosphere on the journey, which frankly, isn't always something you notice until it's done really well.

In a world where people are often quick to complain, I just wanted to take a moment to give some credit where it's due. Monu is a real credit to your team.

Thanks again, and please do pass on our thanks and appreciation to him.

**outstanding service,
Monu!**

 **talk about me**

send us your stories for our next issue
talk@transdevbus.co.uk



Our award winning zero emission 36 bus
travels from Harrogate to Leeds in style