



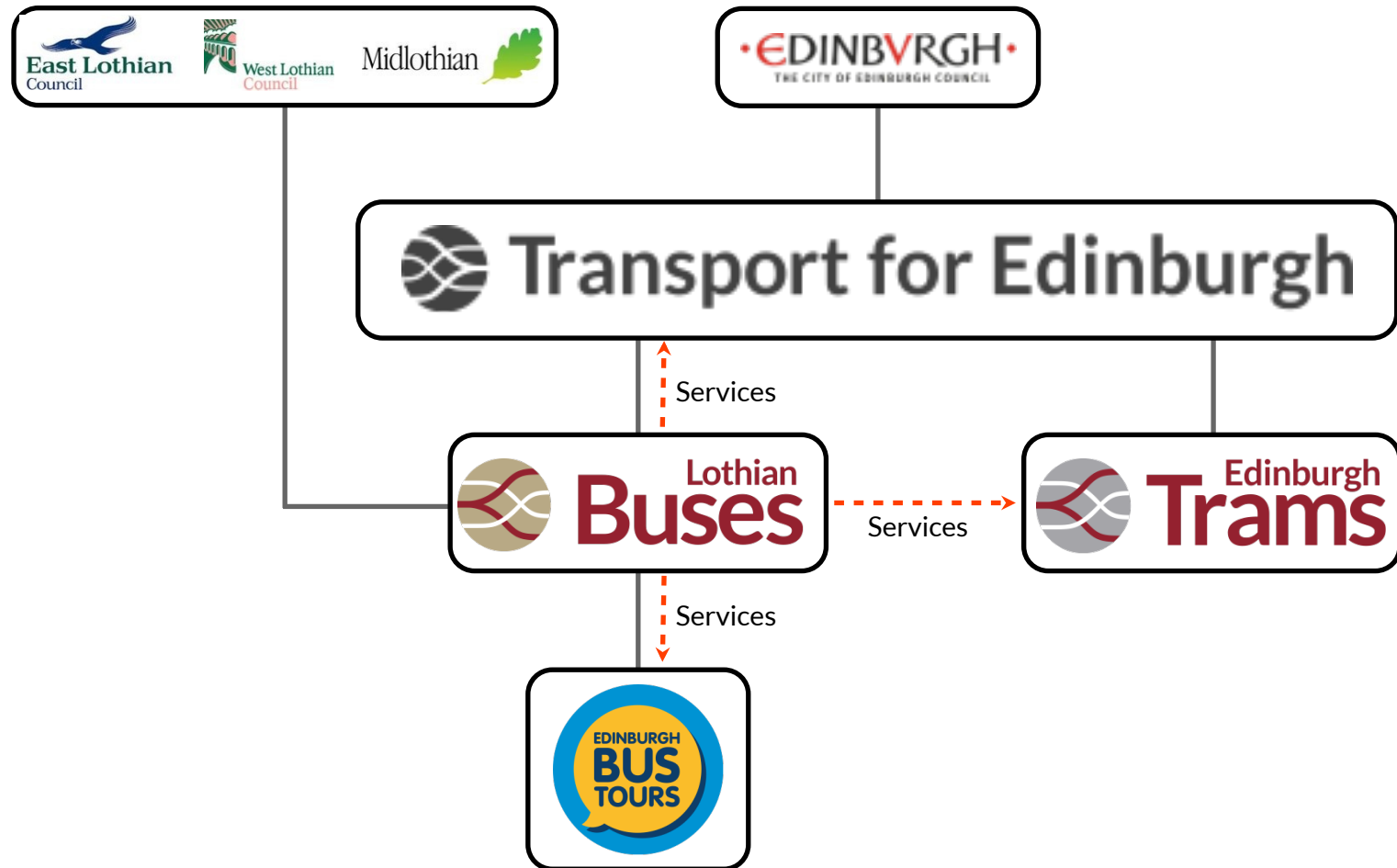
Transport for Edinburgh

Ian Craig,

Chief Executive

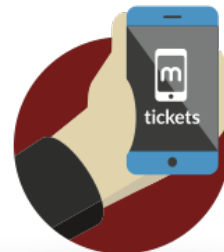
Our Vision is to be an integral part of the future success of Edinburgh and the Lothians by providing world-class, environmentally-friendly and socially-inclusive transport.

Corporate structure



Integrated for the customer

Transport for Edinburgh





Jim McFarlane

General Manager/Chair, Lothian Buses

Service & Performance

- Lothian Buses operates 70 services in Edinburgh and the surrounding areas of Midlothian and East Lothian with 350,000 passenger journeys per day.
- The company employs over 2,000 people, 1,500 of whom are drivers.
- Record-breaking 3 million extra passenger journeys, taking annual total to over 118 million.

	2012	2013	2014
Turnover £'000	122,675	132,263	135,260

- Dividend to the City of Edinburgh Council - **£5million**. Increase of £2million over the previous year.

Edinburgh Bus Tours – a true Edinburgh success story



Top 10 paid for attractions in Scotland

No.	Attractions	2014
1	Edinburgh Castle	1,480,676
2	Edinburgh Zoo	671,941
3	Edinburgh Bus Tours	528,887
4	Stirling Castle	440,819
5	Glasgow Science Centre	352,886
6	Urquhart Castle	330,489
7	Scotch Whisky Heritage Centre	307,879
8	Robert Burns Birthplace Museum	302,715
9	Royal Yacht Britannia	300,399
10	Scottish Seabird Centre	273,507

- Five-star visitor experience as rated by Visit Scotland.
- Plays a key role in the city's tourism industry by linking other popular attractions such as the Royal Yacht Britannia and the Palace of Holyroodhouse..
- Welcoming almost 530,000 passengers - mostly visitors to the city - across the year.

Passenger Satisfaction



Against all measures Lothian Buses achieved among the highest ratings in the UK

Overall customer satisfaction	94%
Value for money	83%
Condition of vehicles	89%
Punctuality	89%

Investment & priorities



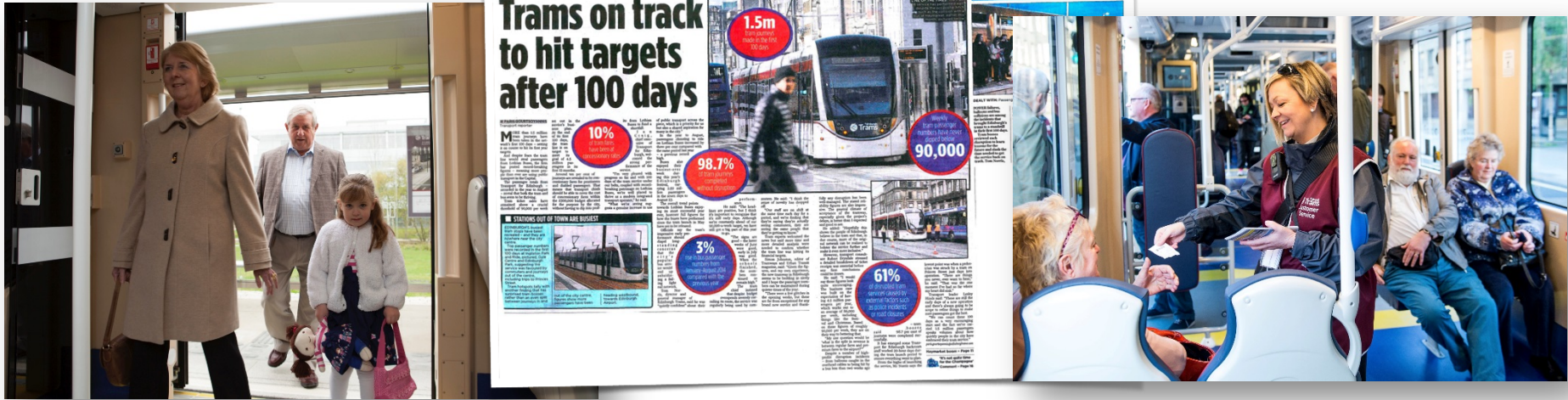
- New electric bus technologies
- Continued investment in Hybrid fleet
- High street presence – Travelshops
- Ticketing, payment and information
- Replacement of on-bus ticketing hardware
- Commitment to improving the city environment
- Staff training and development.



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2014 Performance



- Revenue of £6.4 million in its first seven months of operation, around 3% higher than projected.
- During the full first year of service 4.92 million travelled on the trams, around 370,000 ahead of the target set before launch.
- Current performance compared with one year ago (end June 2015 compared to June 2014) shows an increase in patronage of 4.5%.
- Concessionary card holders account for 10.9% of passengers - well within the Council's budget.

Passenger satisfaction success



- 95% overall satisfaction rating in first Passenger Focus survey
- 70% of those surveyed said they were 'very satisfied' with the service - the joint highest percentage of tram operators surveyed.

Other key measures:

- Punctuality – 94% overall satisfaction
- Journey time – 86% overall satisfaction



Looking forward

- Passenger numbers and revenues healthy early in year two of operations
- Focus remains on delivering the highest levels of customer service and service reliability.
- Growth of the business sits at the centre of this approach with new targets to achieve for the second year.
- A recent trial of bicycle carriage ran well and carriage is now a permanent part of the service.



Questions ?