



Bakers Travelines

September 2010



INVESTORS IN PEOPLE

Welcome to the September edition of Bakers Travelines, our company newsletter for employees, business partners and clients. Here is a look back on the highlights since our last newsletter in March. Bakers Coaches service performance has been praised by local and national travel quality organisations. Coach hire operations have been busy with new clients such as the Titanic Brewery Members Club and the Girl Guides association, which chose Bakers to organise travel for its centenary celebrations. We have secured contracts to continue transport services for two national league football clubs Port Vale and Crewe Alexandra. We also obtained some unexpected work as a result of the disruption to air travel caused by the volcano eruptions in Iceland.

Satisfying Customers.

Bakers service quality across the board from holidays to local bus operations were praised in April with the award by ACES of the Service in Public Transport 2009. This award covers headquarters staff, as well as our drivers and the certificate is now taking pride of place in our reception.

Local bus operations also came under scrutiny as part of a Customer Satisfaction survey by Passenger Focus, an independent public body set up by the government to protect the interest of rail, coach and bus passengers outside of London. The survey covered 14 areas across England all of which were then ranked and Stoke on Trent in general achieved 85 per cent – which although at the lower end was still a commendable result and better than most retail standards, according to PF bus director, David Sidebottom.

We can take some satisfaction from that but clearly the ACES award demonstrates that Bakers Coaches is punching above its weight. In fact when we analysed the PF survey results for passengers using Bakers, we scored 97 percent (pro-rata) who were satisfied overall with their bus journeys, putting us up with the top class operators.



Phil Baker Managing Director

Carbon Cutting

All Bakers vehicles have been equipped with GreenRoad technology – a dash mounted warning light array to help drivers maintain a smooth ride for the passengers. In operation it monitors driving style by detecting acceleration, braking and harsh cornering. In addition to improving the customer experience, the pay back is fewer road traffic scrapes so less wear and tear; better fuel economy and thereby a reduction in CO2 emissions.

Reports are based on the average number of demerit events logged against the driver in ten hour periods. So, the lower the better and we have already seen a marked improvement with a 50 percent reduction in events since the system went live in June. A bonus system has been introduced based on this performance – in effect allowing individual drivers to benefit directly from the cost savings we expect to achieve.

The reports will also highlight any cases where drivers may benefit from additional training. In preparation for this monitoring system, all drivers have received SAFED – Safe and Fuel Efficient Driving – tuition as part of their CPC training. This aims to develop best practice and awareness of waste such as unnecessary engine idling.



Integrated Systems

Vehicle tracking is another key element of the company's drive to reduce emissions and improve customer service. This uses GPS technology to monitor and track all routes undertaken by drivers – replacing conventional telecoms, thereby saving on the cost and preventing possible driver distraction.

Benefits will include better customer service in the event of delays and our ability to locate vehicles for rescheduling and response to emergency assignments. For bus routes, we are able to download arrival and departure statistics so we can identify local service compliance within the allowed tolerances for specific bus rosters.



Bus Service Improvements

Come September 6th improvements on many of the bakerbus services will be rolled out, with increased journey's on the *Nines*, X38, 99/99A/99B and the 33/ 33A for full details please visit our website at www.bakerbus.com.



Continuing improvements

Investor in People – ten years up and counting. Bakers Coaches has been presented a certificate marking its tenth anniversary as an Investor in People. This scheme demonstrates an ongoing commitment to staff development and continuous business improvement.

Another noteworthy achievement this summer has been the successful completion of the Coach Marque and Guild of British Coach Operators audit. Commenting on Bakers achievement CM's auditor, Sue Viney said *"Bakers has developed a very good training programme which, whilst addressing legal requirements, looks at who should be trained, what they should be trained in and how that training should be best implemented thus providing a targeted approach that develops driver skills, improves knowledge and influences attitude and behaviour thus helping to play a significant part in the creation of an accident free culture on the roads of today."*



Bakers Online and Twitter



The new look websites have landing pages dedicated to each of the main operating divisions bakerbus, coach hire and holidays. Bakers has also started to use Twitter as a means of quickly sharing information with its customers.

Twitter provides a fast track for instant communications, enabling the company to inform customers about any issues which might affect their journey such as road works, accidents, weather warnings etc. Customers can also access information about our coach holidays and private hire. There is also a link to the national Travelines Timetables, which provides public transport information across the country. Follow us on @bakerbus, @bakerscoaches and @bakersholidays.

Holiday News

It's official, UK holidays are enjoying a renaissance. Bookings are up and we think that some credit is due to recent TV programmes such as 'Coast', 'Great Train Journeys' and 'Countrywise'. "It's clear that these travel documentaries have helped to increase awareness of the amazing diversity we have in the British Isles," says Tours Manager, Stephanie Dean. "Demand is increasing for our Awaydays to local market towns and heritage attractions as well as the usual seaside holiday resorts."

"Into Europe this Autumn we have the Passion Play held 'once every ten years' in Oberammergau, Bavaria, tickets for which have already sold out.

"As part of our Winter menu we are putting together a range of treats including the Thursford Christmas Spectacular – a show which never ceases to delight its audiences year after year and definitely one of Bakers most popular excursions," says Stephanie.

