

FirstGroup



www.firstgroup.com

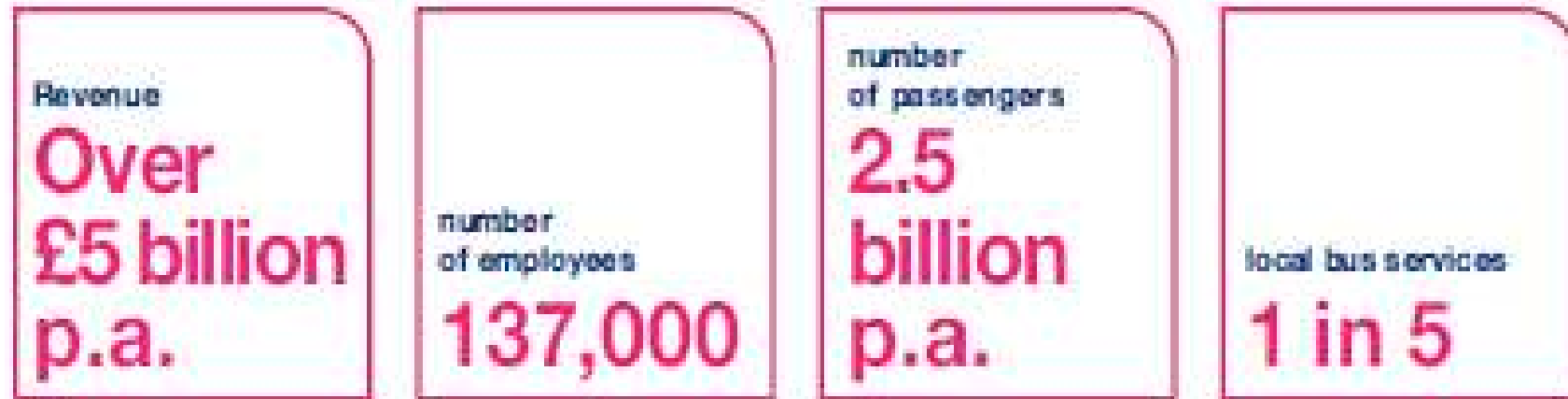


FirstGroup- introduction

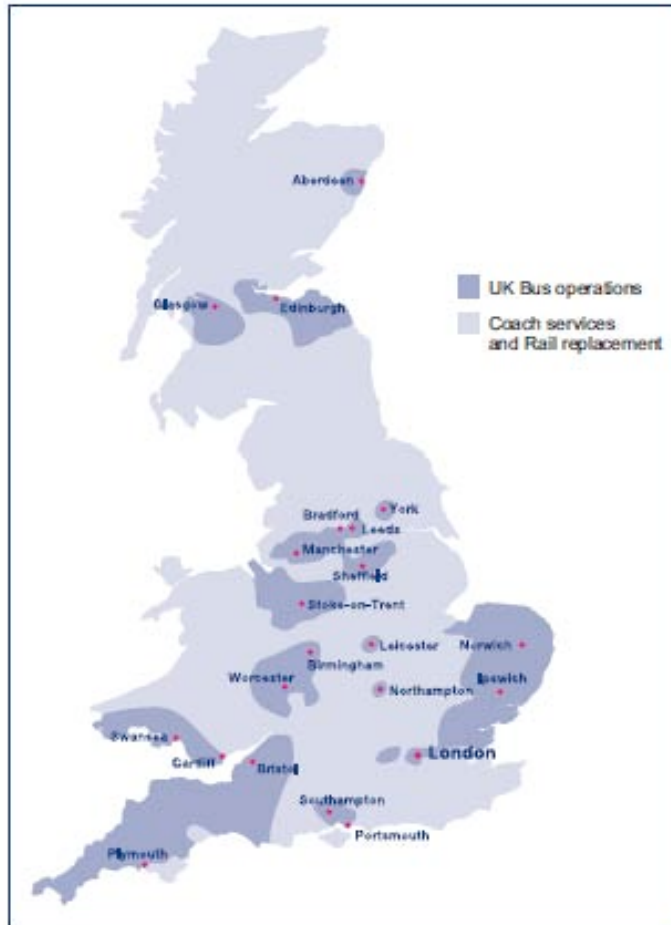
- About FirstGroup
- Our Services
- Salary Sacrifice
- Questions



FirstGroup



FirstGroup- big but local



FirstGroup is Britain's largest bus operator running more than one in five of all local bus services. A fleet of nearly 9,000 buses carries approximately 3 million passengers a day in more than 40 major towns and cities. Around 25% our buses operate out of contract. We deliver transport solutions for airports, park & ride shuttle services, coach links and Transport for London.

Our coach operations provide national transport management services for prestigious events, like Farnborough Air Show and the Commonwealth Games in Manchester, involving the transportation of thousands of people. VIP and local hospitality events for football clubs and Local Authorities often call upon our services.

We are actively involved in large scale pre-planned and emergency transport for all sort of reasons such as rail replacement and business continuity via our 24 hour dedicated customer care centre.



FirstGroup-carrying people further



FirstGroup operates one quarter of the UK passenger rail network, from intercity to commuter and regional services. We carry almost 275 million passengers per annum.

We operate four passenger franchises - First Capital Connect, First Great Western, First ScotRail and First TransPennine Express and one open access operator, First Hull Trains.

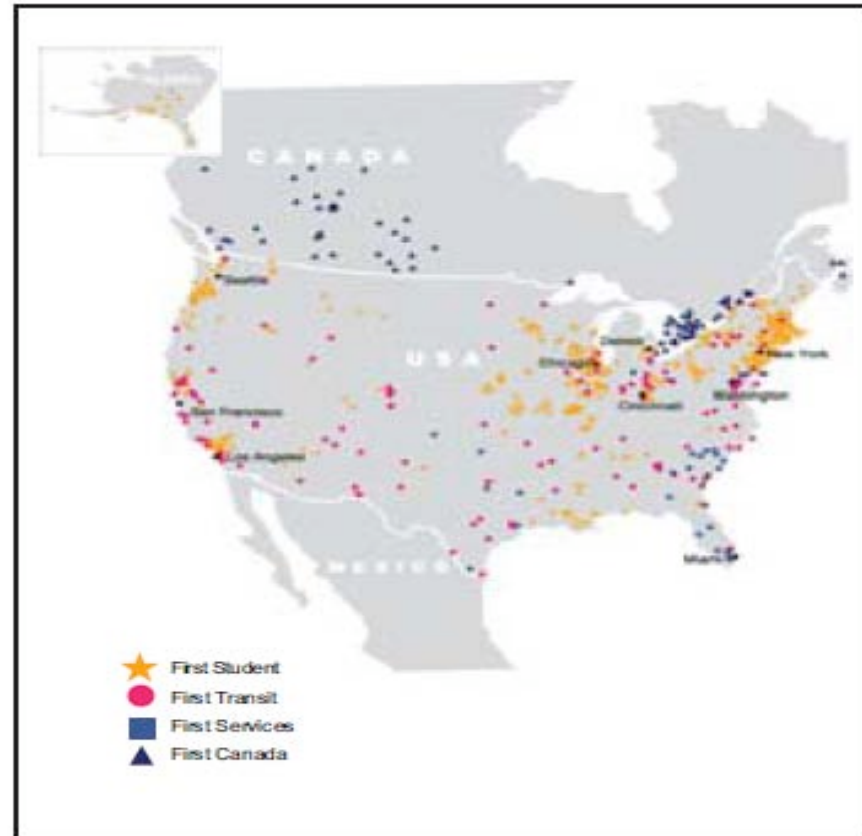
In addition our services include the Croydon Tramlink network operated on behalf of Transport for London which carries over 26 million passengers a year, and rail freight services through First GBRf.



FirstGroup- International

In North America FirstGroup has four operating divisions:

- **First Student;** the largest provider of student transportation with a fleet of approximately 60,000 yellow school buses, carrying nearly 4 million students daily across the US and Canada.
- **First Transit;** one of the largest private sector providers of transit management and contracting, managing public transport systems for city transit authorities, also responsible for airport shuttle bus services and the management of call centres, paratransit operations and other light transit activities.
- **First Services;** the largest private sector provider of vehicle maintenance and ancillary support services. Our public sector customers include Federal Government, fire and police departments, the US Navy and Air Force.
- **Greyhound;** the only national provider of scheduled intercity coach services. Greyhound provides scheduled passenger services to approximately 3,100 destinations throughout the US and Canada carrying approximately 25 million passengers annually.



Working with the community to reduce carbon emissions

Government pledges to cut carbon emissions by 80% by 2050

New climate change secretary Ed Miliband sets new goal to replace former target of 60%

Deborah Summers, Damian Carrington and agencies
guardian.co.uk, Thursday October 16 2008 14:57 BST
[Article history](#)



Local Authorities



Local authorities have a vital role to play in reducing carbon dioxide emissions. Through their roles as community leaders, service providers and the planning authority local authorities can help to tackle climate change across the breadth of their activities.

The Energy Saving Trust's Practical help service offers a range of advice, support and services designed specifically for local authorities to help meet the challenge. To find out more about the range of services available please visit our [Practical help](#) page. If you can't find what you're looking for or need further assistance, call our Practical help enquiry line on **0844 84 888 30** or [email us](#).

To find out key updates and new additions to the Local authorities website please visit our [Whats New](#) page.



FirstGroup- thinking ahead



- Latest technology
- Reduced Carbon emissions
- Over £3 billion invested in new transport
- New Euro 5 engines



FirstGroup- reducing congestion



- Green Travel Plans
- Personalised mapping
- Cashless ticketing



FirstGroup- salary sacrifice



- Working with employers
- Providing a packaged service
- Tax benefits
- Employer savings
- Web based system



FirstGroup- first student



- Leading the way for safe travel for children
- Specialised driver training
- Anti bullying system
- CCTV
- Registered travel
- Allocated seating



FirstGroup-business continuity



- Ability to mobilise staff across the UK
- Bespoke solutions
- 24/7 emergency operation
- Dedicated specialists



FirstGroup- mobilisation



- Web- based planning
- Emergency communications plan
- Project management
- Test mechanism



FirstGroup- working together

- Developing partnerships
- Joint branded promotion
- Integrated web links
- Flexible approach
- Common goals



What is Salary Sacrifice?

An arrangement by which employees agree to give up taxable pay in return for the employer providing tax efficient benefits.

Previous Salary Sacrifice schemes included childcare, healthcare, mobile phones, shopping vouchers, and bicycles.

- Now available for travelling to and from work by bus.
- Employee must sign up for a fixed period (e.g. 12 months)
- HM Revenue & Customs (HMRC) must approve the scheme.



What Does it Apply To?

- The Salary Sacrifice Bus Travel Scheme covers ‘qualifying journeys’ commuting to and from work, or between places of work, by bus.
- Tickets are for the employee’s personal use only, and may be used for occasional private journeys.



The Opportunity

- Employees make huge savings- Tax status
- Employer saves in reduced NIC's
- Employee on **£20,000** per annum sacrifices their salary by **£600:00 to £19400** and in return receives an annual Taxbuster ticket (to the value of £600:00).
- Their pay reduces to **£19,400 p.a.**, they then pay Tax and NIC on this amount. The employee saves **c.£186** (basic rate tax payer) in reduced Tax and NIC.
- This effectively reduces the cost of the ticket to **£414**, less than £35 per month.
- The employer saves **£40.80** in reduced NIC's
- 1000 employees electing on the scheme would result in total Tax and NIC savings for the employees of **£186,000**. (Calculated on basic rate tax payer)
- On the above take up the NIC savings for Employer would be **c.£40,000** per annum.



The Opportunity

- Rewards & Benefits Package-Voluntary benefits
- Improve employee engagement
- Aid staff retention and recruitment
- Promotes employee loyalty
- Travel Plan, Carbon Reduction strategy, CSR Policy
- First's scheme launched with a national employer in May 2007

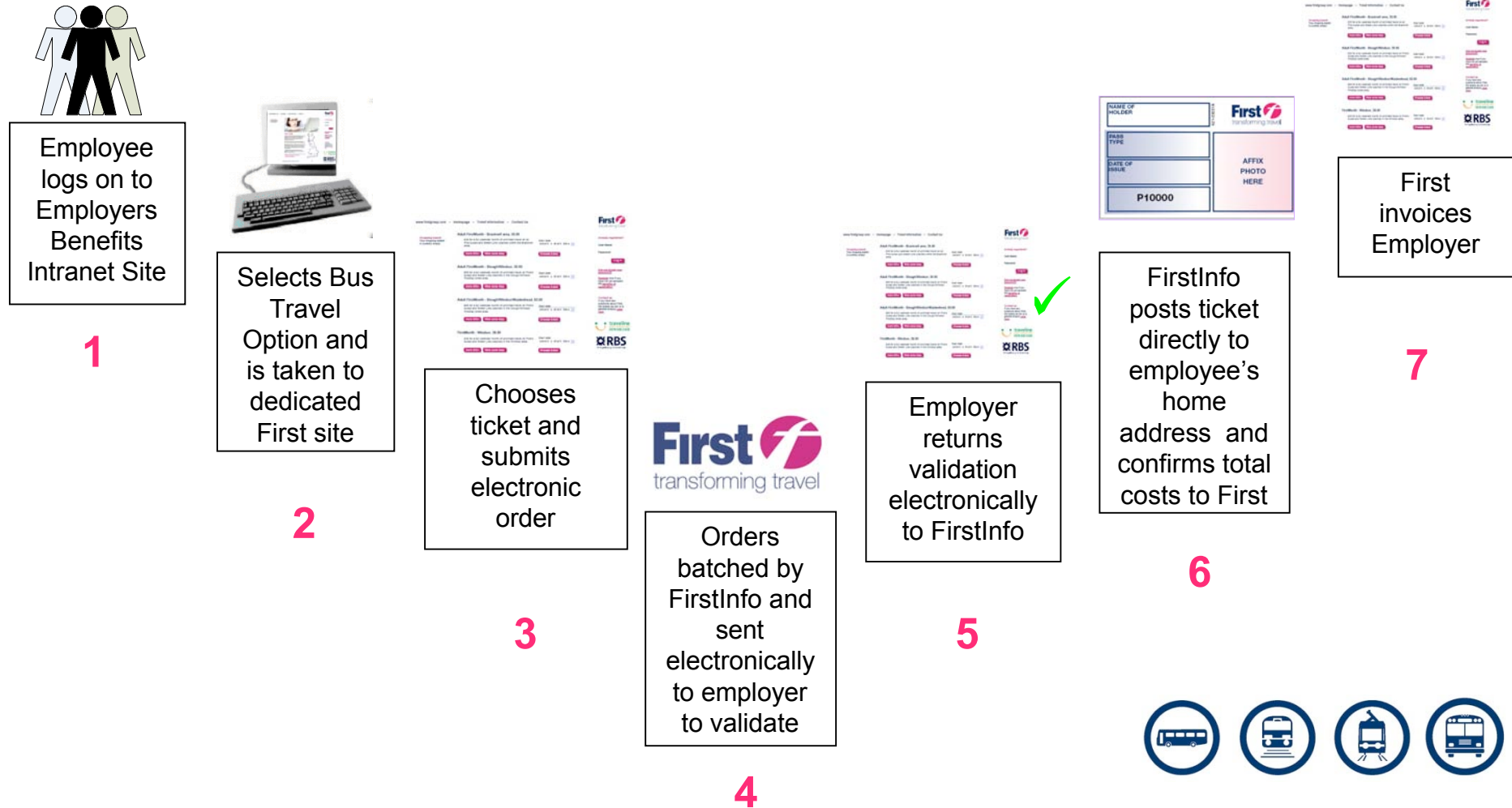


Salford RFT

- Launched the scheme February 2009
 - Liased with Central Team - HR Department
 - Bespoke web base portal
 - Postcode plotting of employees
 - Planned Travel Clinics
 - Provided promotional material
 - Employees due to receive tickets end February for March start
 - Positive early feedback – plotting employees

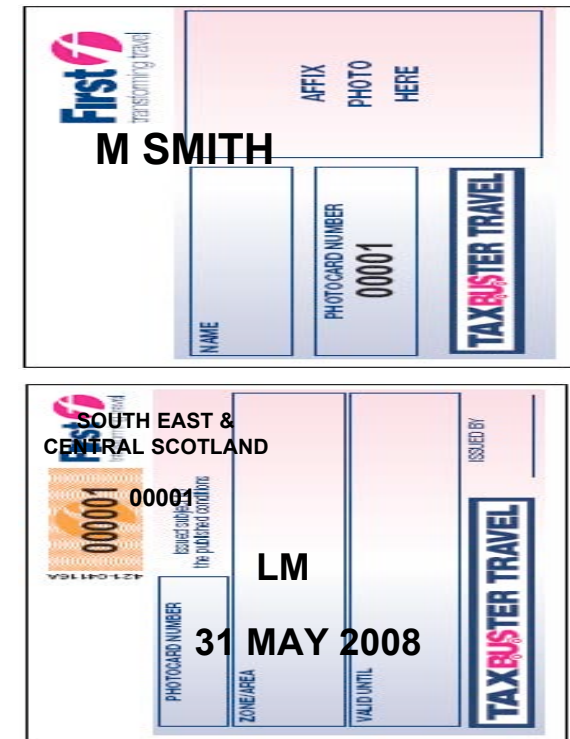


Typical Process Flow



A National Scheme providing Local Bus Tickets

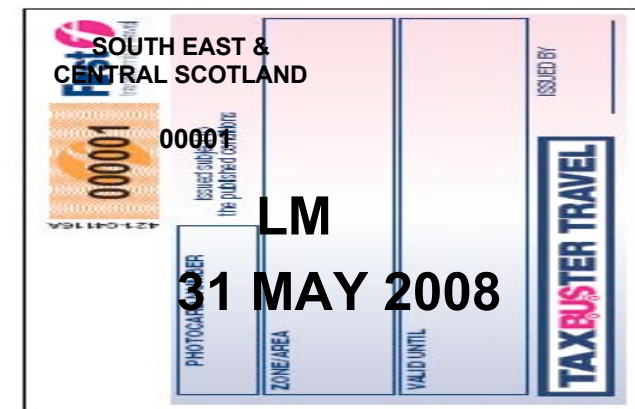
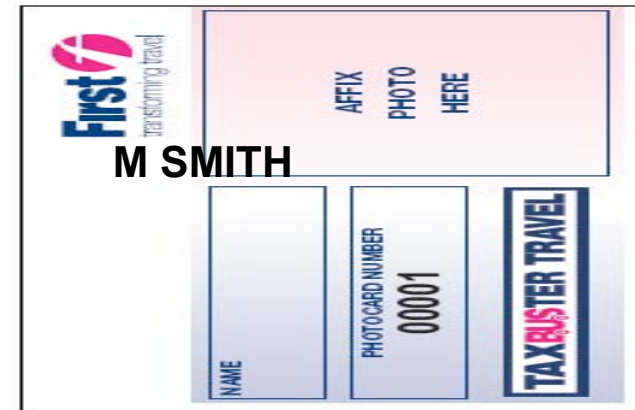
- FirstGroup provides a **seamless ticket fulfilment process**
- Tickets are ‘ordered’ by the employee via the employer’s systems
- The employer approves employee ticket orders
- First sends a ticket to the employee every month
- Two part pass – photographic ID



Scheme Promotion

The First Commercial Team and the First local bus company will work with you and your clients:-

- Develop the website
- Help promote the scheme at their locations



Mapping First UK Bus Operating areas



AEGON Employee Location by First OpCo

Operating Area	Main cities/ towns served	AEGON Workplace in First UK Bus catchment	AEGON approx. total employees resident & employed in catchment
Aberdeen	Aberdeen	N/a	N/a
Edinburgh, Central & the Borders	Falkirk, Stirling, Edinburgh, Livingston, Dalkeith	EH12 9EB (12 employees) Edinburgh EH12 9SA (591 employees) Edinburgh EH12 9SE (2653 employees) Edinburgh EH3 5DQ (15 employees) Edinburgh EH3 8BF (8 employees) Edinburgh	2,643
Greater Glasgow	Glasgow, East Kilbride, Hamilton	G2 2SD (28 employees) Glasgow	12
York	York	N/a	N/a
Bradford	Bradford	N/a	N/a
Leeds	Leeds, Morley	LS1 2EH (24 employees) Leeds LS1 4HZ (1 employee) Leeds	17
Halifax & Huddersfield	Halifax, Huddersfield	N/a	N/a
South Yorkshire	Sheffield, Rotherham, Doncaster	N/a	N/a
Greater Manchester	North Manchester, Oldham, Bury, Salford, Bolton, Rochdale, Wigan	M1 4JB (17 employees) Manchester M2 1SE (39 employees) Manchester	17
Chester & the Wirral	Chester, Runcorn, Wirral, Ellesmere Port, Bebington, Birkenhead, Greasby, Liverpool	? WA4 4HS (104 employees) Daresbury Park – not currently served by First	38
Staffordshire & South Cheshire	Stoke-on-Trent, Newcastle-under-Lyme, Stafford	N/a	N/a
Worcestershire & Herefordshire	Worcester, Bromsgrove, Redditch, Kidderminster, Hereford, Malvern	N/a	N/a
Leicester	Leicester	N/a	N/a
Northampton	Northampton	N/a	N/a
East Anglia	Norwich, Kings Lynn, Ipswich, Bury St Edmunds, Great Yarmouth, Lowestoft, Peterborough	N/a	N/a
Essex	Chelmsford, Basildon, Clacton-on-Sea, Southend-on-Sea, Colchester	CM2 5PF (25 Employees) Chelmsford	20
Berkshire & Thames Valley	Bracknell, Slough, Maidenhead, Staines, High Wycombe	N/a	N/a
South Wales	Swansea, Neath, Port Talbot	N/a	N/a
Bristol, Somerset & Avon	Bristol, Bath, Weston-super-Mare, Taunton	BS1 4AQ (10 employees) Bristol BS1 6NP (36 employees) Bristol	36
Hampshire	Southampton, Portsmouth, Gosport, Fareham, Waterlooville, Eastleigh	SO14 2DU (14 employees) Southampton	10
Dorset	Weymouth	N/a	N/a
Devon & Cornwall	Plymouth, Barnstaple, Exeter	N/a	N/a

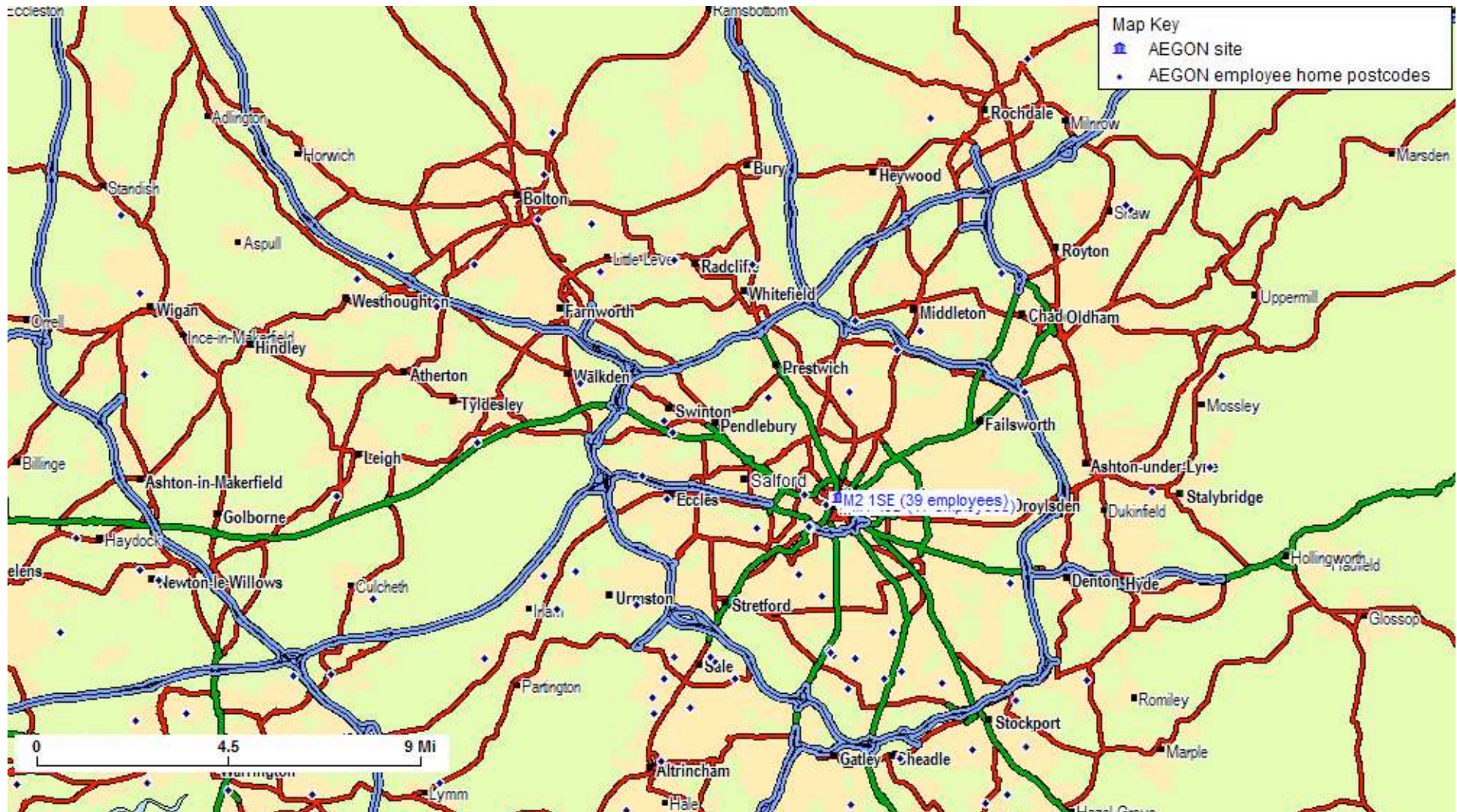
- 2,793 (approx 50%) AEGON Employees live and work in First UK Bus Operating Areas with AEGON sites
- Local maps show actual employee home and workplace locations



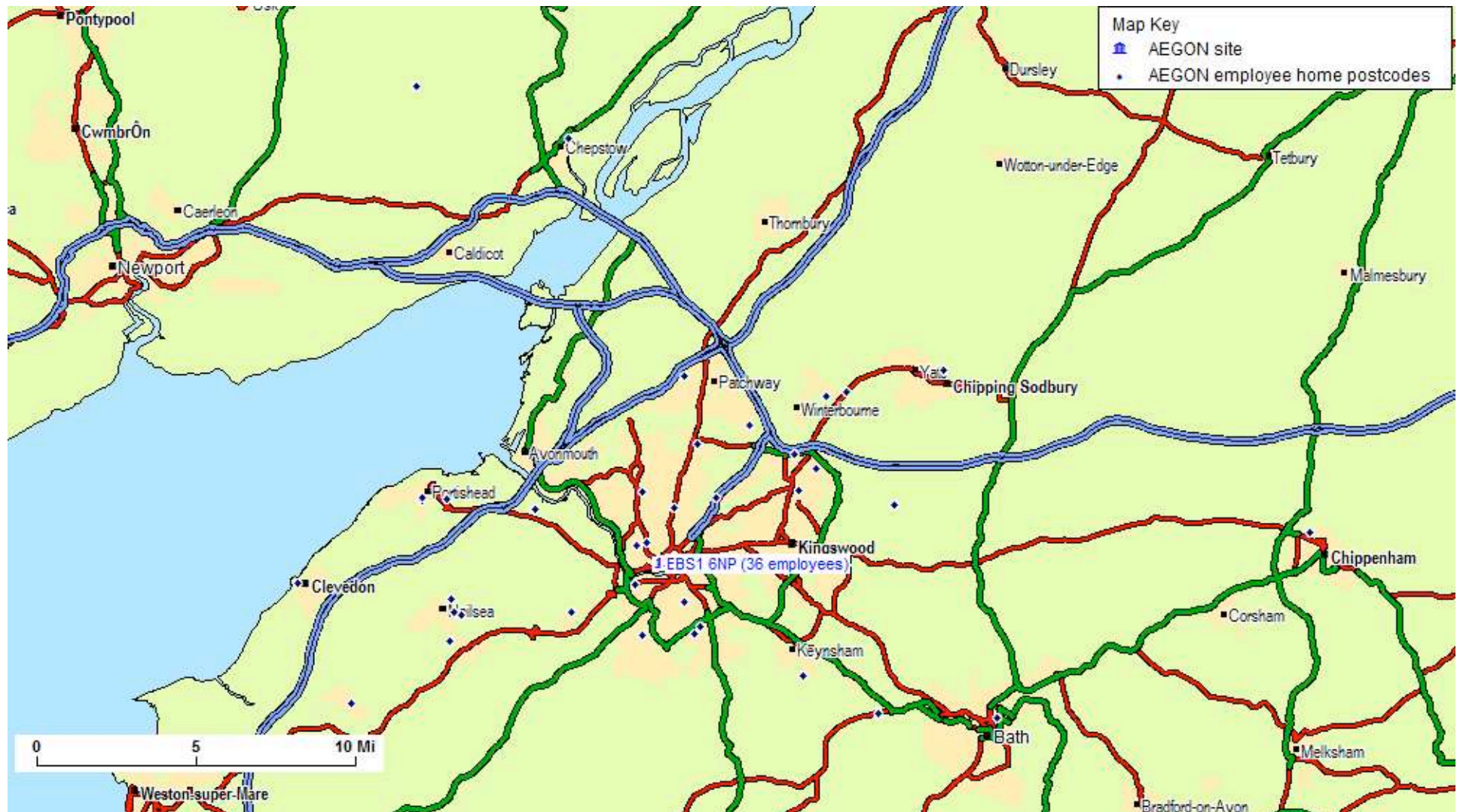
AEGON Employee and Workplace Locations (2,643 employees resident & working in Scotland East operating area)



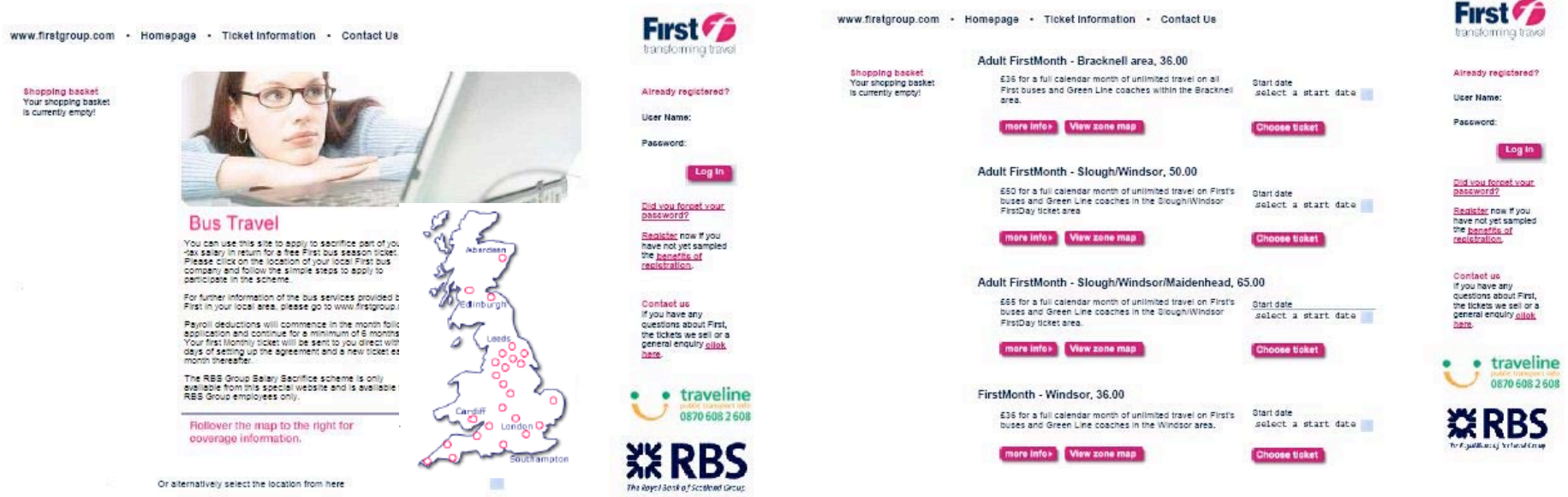
AEGON Employee and Workplace Locations (17 employees resident & working in Manchester operating area)



AEGON Employee and Workplace Locations (36 employees resident & working in Bristol, Somerset & Avon operating area)



Salary Sacrifice e-tickets website



- Secure password-protected website for Employees
- Website is similar to First's public e-tickets website
- Work with GMPTE/Benefit providers



Steps by Employer for Setup:

- Board / Senior Management buy-in – identify Senior Sponsor
- Set up a Project Team with a Project Manager – include Payroll, HR, Internal Communications, I.T., Legal Services, Finance
- Hold project workshops to develop understanding and identify issues



Steps by Employer for Setup:

- Prepare a requirements document
 - Identify objectives, assumptions and constraints
 - What is in and out of scope E.g. which locations and when?
 - Identify what preparation work needs to be done
- Develop project plan, responsibilities and timescales
- Conclude a formal Contract with First
- Arrange internal promotion and local travel clinics for employees, supported by First



First and NHS Working together...

Our Vision for the partnership

NHS “A good company to work for”

First “A good company to travel with”



NHS

“Good companies to partner”



■ Questions

