



Operating in the community

The success of our services relies on the support of, and the use of our services by local communities. Our services need to be an integral part of the local community infrastructure and we endeavour to build this relationship while developing our businesses.

To provide quality services we need a dedicated workforce who are committed to providing vital support links in the communities in which they live. As an employer we need to assure our staff and their communities that we are dedicated to their continuing development.

In addition to supporting and developing our own staff, we recognise that we must foster longer-term goodwill in communities where we operate and support initiatives which increase the use of public transport.

Throughout our operations, a range of support is provided through donations of money, equipment, staff time or simple advice using the skills of our staff. We look to support these initiatives while ensuring that the operation of our core business remains unaffected.

During the year, we formed a new Group Community and Charity Committee, chaired by our Chief Executive. The committee, which sat three times during the year and includes representatives from across our UK operations, created a Group policy statement on charitable donations and sponsorship, providing a framework under which applications can be considered. New charitable applications are reviewed quarterly by the Charity Committee.

Our policy states we will support:

- only registered charities – local groups such as football clubs should be encouraged to contact our local operations who have more flexible policies;
- our staff who undertake charitable activities by supporting their chosen charity;
- charities where there is a geographic overlap with our own operations, or where public transport is being promoted;
- national charities with local branches that connect with our local operations;

We will be working with the Wildlife Trusts during this year to develop a biodiversity strategy. In addition we are providing support for the Wildlife Trusts' Basking Shark project where we are lead sponsors.

National Express coaches sponsors the National Bowls competition which attracts considerable national press coverage. The coach division intends to extend its support for this event in the coming year.



The Wildlife Trusts



National Bowls sponsorship

- charities in which administration costs are kept to a minimum; and
- a range of other charities outside the public transport sector including:
 - animals
 - arts
 - children
 - education
 - environment
 - health
 - sport.

Every year three charities across these fields are elected for support.

We are interested in developing long-term partnerships with charities thereby ensuring a range of benefits for both parties materialise through understanding each other's objectives. Typically, we aim to work with organisations for a number of years; TWM's association with the NSPCC is an example of such a relationship.

The charity policy has been communicated to all divisions operating across the Group enabling them to develop their own individual charity programmes.

We will continue to support a range of charities and industry bodies which work to improve the provision of public transport. Our support includes contributions and staff involvement in organisations such as the Association of Train Operating Companies, the Confederation of Passenger Transport and Transport 2000.

During 2002, sponsorship support was provided to attract tourism into the UK following a downturn in visitors after the foot and mouth outbreak and the events of 11 September 2002.

During 2003, we will focus on improved reporting lines for local community initiatives and will promote employee volunteering initiatives in the UK. In addition, we will consolidate partnerships with a small number of charities with whom we can build longer-term relationships. Such organisations include The National Missing Persons' Helpline and The Wildlife Trusts.

During 2003 the Group and coach division formed a partnership to publicise the National Missing Persons helpline. Through financial support and promotional opportunities at coach stations, the National Missing Persons' Helpline will be further promoted.



National Missing Persons' Helpline

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Group charitable donations over five years (£)

