



TIMBERBUSH  
TOURS



**CORPORATE**  
**SOCIAL**  
**RESPONSIBILITY**  
**REPORT**  
**2022**



TIMBERBUSH  
TOURS

## CORPORATE RESPONSIBILITY AND TIMBERBUSH TOURS

Timberbush Tours is an award-winning, family owned tour operator based in Edinburgh and has been operating since 1998. This document is intended to provide a sense of the values Timberbush Tours operate to as a responsible business.

Over the last 2 years, despite the impact of the pandemic on Scottish tourism and our business, we have maintained our commitment to the environment and the communities in which we operate by further investing in our facilities and innovative working.

The following are just a few examples of this ongoing commitment.

Prior to the pandemic, we made a significant investment into our own workshop facilities. This investment enabled many environmental benefits such as reduced dead mileage in the fleet whilst they went back and forth to our maintenance provider. This step for our own Edinburgh based fleet represented a reduction of just under 15,000 miles per annum, equivalent to over 16,200kg of CO<sub>2</sub>.

During the pandemic, several other coach and truck operators, including our direct competitors have started using our workshop, further boosting environmental benefits.





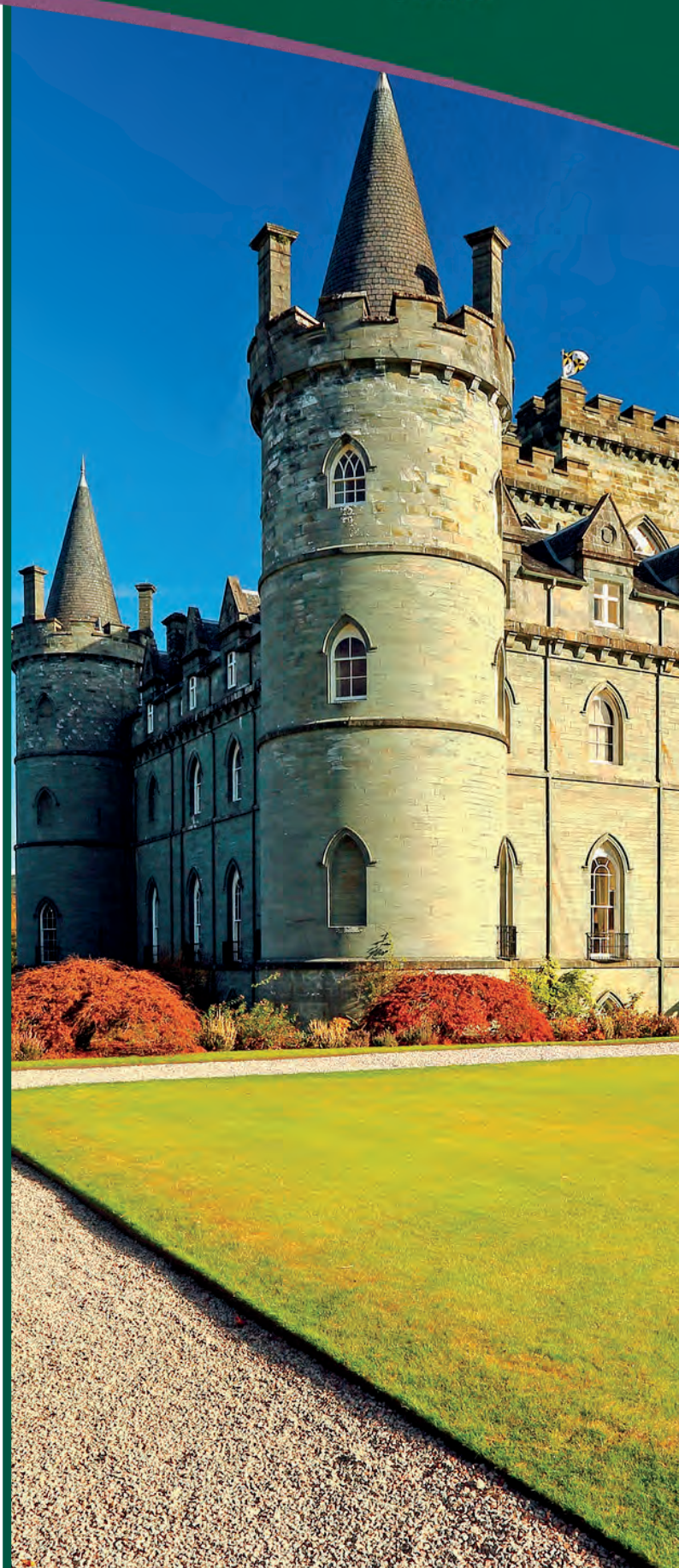
TIMBERBUSH  
TOURS

During the pandemic, several other coach and truck operators, including our direct competitors have started using our workshop, further boosting environmental benefits.

In 2019, we moved to cloud-based solutions for our phones and booking systems to improve our operational resilience in the event of business interruption. This transpired to be extremely helpful given the subsequent need for our staff to work from home during the pandemic. In recent months, we have gone further and moved our file servers to a cloud based system, further reducing the need for physical equipment on-site - saving power whilst also improving business resilience.

Looking ahead, we will continue to be ambitious; challenging ourselves to improve the customer experience, showcasing even more of what Scotland has to offer and creating lasting memories. By doing so, we aim to create secure new jobs and investment in local communities, whilst inspiring our customers to continue their adventures in Scotland.

We are proud to have achieved and retained the Gold Green Tourism Business award; a 5 star rating for the Eco Stars Fleet Recognition Scheme, and made significant contributions to charities including Trees for Life and It's Good to Give.







TIMBERBUSH  
TOURS

## IN 2022/23, WE WILL FOCUS ON THREE KEY AREAS:

### CONSCIOUS INVESTMENT COMMITMENT

Often, if a change reduces its environmental impact, it also saves money. It therefore makes sense that we continue to commit to our spending principle, committing to give due consideration to the most environmentally beneficial options as part of our procurement and approval processes. This principle will extend from the purchasing of operating consumables, through to major capital expenditure on vehicles and premises.

### TRAINING

One of the most obvious concerns of a responsible transport company is managing our vehicle emissions. In 2022, we will continue to utilise the very latest technology to manage our fleet performance and driving efficiency. This will include a challenging target on reduced vehicle idling and improving driving styles.





TIMBERBUSH  
TOURS

## CHARITY

In 2022, we will continue to support our two chosen charities. Trees for Life, who plant trees to revitalise highland forests and It's Good To Give, supporting young cancer patients and their families in Scotland. Additionally, we will work with other businesses and organisations to support and promote their chosen charities and community work.







TIMBERBUSH  
TOURS

## TRAINING AND DEVELOPMENT

### INVESTING IN OUR TEAM

At Timberbush Tours, we value our team and work hard to develop their skills to their utmost potential. Management meet regularly with the team as part of our ongoing commitment to continuous improvement in all areas of the business.

Specifically, we seek to develop skills through a range of training programs.

### INVESTING IN NEW GUIDES

- Training new Driver-Guides without licences to a professional PCV Driver Standard.
- Training new guides on our itineraries and sharing knowledge and experience to equip them in delivering amazing experiences for our customers.
- Driver-Guide ongoing development - expanding knowledge of tour itineraries.
- Facilitate annual Driver-Guide CPC training, eco driving style and behaviour training.







TIMBERBUSH  
TOURS

## TRAINING AND DEVELOPMENT

### TRANSPORT MANAGER TRAINING

- Investment in the Transport Management training and development, including maintenance, Health & Safety and eco fleet management.

### OFFICE TEAM DEVELOPMENT

- Essential computer skills in Microsoft Packages.
- Data protection and GDPR, Customer Service, Health and Safety, HR, Insights, Google Analytics, and tour knowledge.





**TIMBERBUSH**  
TOURS

## ENVIRONMENTAL RESPONSIBILITY

Our modern fleet, replaced every 3-4 years, consists of some of the most fuel efficient vehicles on the market. We take great pride in having been accredited with the Green Tourism Business Scheme Gold Award and EcoStars 5 Star Rating

### GREEN TOURISM BUSINESS SCHEME GOLD AWARD

We are delighted to receive the Gold Award from the Green Tourism Business Scheme for our ongoing environmental efforts. We have adapted and continue to promote environmental awareness within the business and to our customers.

### 5\* ECO STARS FLEET RECOGNITION SCHEME

We are proud to say we have been awarded 5\* in the Eco Stars Fleet Recognition Scheme for our ongoing efforts to provide a fuel efficient, environmentally friendly fleet of modern coaches.





TIMBERBUSH  
TOURS

## LEAVE NO TRACE POLICY

It is company policy to try to leave each destination as we found it; leaving no trace of our visit, so we can keep Scotland beautiful. We take a litter bin along with us, where possible, and encourage our customers to take only photographs, respect other visitors, and preserve the environment by not disturbing their surroundings.

## RECYCLING

Our offices, where possible, recycle all materials such as printer cartridges, paper, plastic, cans, mobile phones and computers. Our printed marketing materials are printed on FSC (Forest Stewardship Council) paper.







TIMBERBUSH  
TOURS

## CHARITY & COMMUNITY INVESTMENT

At Timberbush Tours we aim to support local businesses, charities and communities in Scotland wherever possible. We encourage customers to donate to our chosen charity, Trees For Life, when booking a tour by offering a £1 donation to offset their carbon footprint. We work closely with local charities, offering free tours to raise money for their ongoing projects.

### CHARITY DONATIONS

In 2020/2021, we donated vouchers for free tours to twelve charities to help support their ongoing charitable projects. The value of the free tours totalled over £3100.

We also donated £1751 to It's Good to Give, a local cancer charity.

### TREES FOR LIFE

Our chosen corporate charity is Trees for Life; a Scottish conservation charity dedicated to preserving and restoring the Caledonian Forest.

The impact of the pandemic on our sales during 2020/21 substantially reduced the fundraising potential for the charity, however, we were able to donate £320. We will continue to support this extremely hard working charity in 2022/23.





## 2020/21 ACHIEVEMENTS

### 1 UPDATED PROCUREMENT POLICY

We implemented an updated procurement policy, incorporated an environmental commitment to spending principle, followed by a comprehensive supplier review which adopted the updated procurement policy.

### 2 RAINWATER HARVESTING

In normal operating conditions, our investment in rainwater harvesting to support our fleet cleaning program, saves over 60,000 litres of water per annum.

### 3 REDUCED VEHICLE IDLING

Vehicle idling is influenced by the need for air conditioning in summer and heat in winter, however, an opportunity exists to improve on this. We reduced our idling ratio of operating hours from 11% to 8%.





## 2020/21 ACHIEVEMENTS

### 4 REDUCED LOST MILEAGE

In the past, our vehicles accrued lost mileage to complete mandatory vehicle safety inspections. In a normal year, this would be in excess of 15,000 miles for our Edinburgh vehicles. Due to our investment in maintenance facilities in-house, we saw a saving of 16,200kg of CO<sub>2</sub>.

### 5 IT INVESTMENTS

Further investments in our IT infrastructure have improved our operational resilience but also reduced energy consumptions.

### 6 LIGHTING

Yard lighting changed to LEDs, with both timers and lux level sensors.





## OUR ACTIONS FOR 2022/23

### 1 A GREEN FOCUS FOR 2022

Our marketing will have a greater focus on greener and more responsible practices, introducing further volunteering activities and a move away from plastic products within the Company and more proactive recycling. We are also encouraging and monitoring Digital Brochure downloads, enabling us to print less and save paper.

### 2 FLEET INVESTMENT

Investing in a further 3 vehicles - two Euro 6e coaches and one plug in hybrid vehicle with dedicated vehicle charging point.

### 3 ENERGY CONSUMPTION AUDIT

Taking greater control of the energy we use at the Head Office; nominating a HQ Energy Champion and ensuring energy reduction through split lighting, sensors and desk lighting.







## OUR ACTIONS FOR 2022/23

### 4 FLEET EFFICIENCY

We will continue to maximise our use of fleet management software to drive further improvements in fuel efficiency and target reduction in vehicle idling to 6%.

### 5 FOCUS ON REDUCING WATER USAGE

Target water use reduction with installation of sink flow reduction valves and replace toilets to dual flush.

### 6 LEAVE NO TRACE

We will continue to organise company beach cleans and support local initiatives in our commitment to leave no trace.

---

If you would like to know more about our Corporate Social Responsibility practices, please do get in touch at [tours@timberbushtours.com](mailto:tours@timberbushtours.com).

Kind regards,  
Steve Spalding  
Chief Executive