



T I M B E R B U S H  
T O U R S

FEBRUARY 2019

**CORPORATE  
SOCIAL  
RESPONSIBILITY  
REPORT**

# CORPORATE RESPONSIBILITY AND TIMBERBUSH TOURS

Timberbush Tours is an award-winning, family owned tour operator based in Edinburgh.

This document is intended to provide a sense of the values Timberbush Tours operate to as a business, a business partner and contributor to the local communities where we operate.

In 2018 we continued to expand our fleet capacity and develop our range of scheduled and private tours departing from Edinburgh and Glasgow.

Looking ahead to 2019, our strategy continues to be a challenging one, aiming to showcase even more of what Scotland has to offer. By doing so, we aim to create new jobs, investment in local communities and bring benefits to the local economy.

Our commitment to minimise our environmental impact remains resolute. Timberbush are proud to have achieved the Green Tourism Business Gold 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.

In 2019 we will focus on three key areas:

**Conscious Investment Commitment** - It is often the case that if a change reduces its environmental impact, it will also save money. It therefore makes sense that we commit to a spending principle, we give due consideration to the most environmentally beneficial options as part of our spending approval process. This principle will extend from the procurement 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 vehicle emissions. We will continue to utilise the latest vehicle tracking technology to manage our fleet performance and improve our driving behaviours.

# CORPORATE RESPONSIBILITY AND TIMBERBUSH TOURS

**Charity** - We will continue to support our current charities in 2019 and work with other businesses and organisations to support and promote their chosen charities and community work.

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

# TRAINING AND DEVELOPMENT

## Investing in our Team

At Timberbush Tours we value our Team and work hard to develop their skillset to its 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.

1

### **Investing in new guides**

Training new Driver-Guides without licences to a professional PCV Driver Standard.

2

### **Transport Manager Training**

Investing in our current Team by putting new Transport Managers through the Certificate of Professional Competence with further training planned

3

### **Driver-Guide Ongoing Development**

Facilitating annual Driver-Guide CPC training, driver style and behaviour training and developing guide knowledge for new tour itineraries.

4

### **Office Team Skills Development**

Essential computer skills in Microsoft Packages. Data protection and GDPR, Customer Service, Health and Safety, HR, Team Insights, Business Analysis, Finance, Negotiation, Google Analytics and tour knowledge

5

### **SVQ Training**

Members of the Team have been put through Scottish Vocational Qualifications in Social Media and Management

# ENVIRONMENTAL RESPONSIBILITY

Our fleet, all under 3 years old, consists of some of the most fuel efficient and environmentally 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 providing a fuel efficient, environmentally friendly fleet of modern coaches

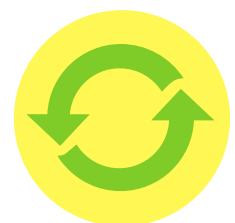


## Leave No Trace Policy

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 telephones and computers. Our printed marketing materials are printed on FSC paper.



# 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 2018 we donated vouchers for free tours to ten charities to help support their ongoing charitable projects. The value of the free tours totalled over £2000.*

*Staff members also take part in a bi-annual charity quiz for St Columba's Hospice,, where all the proceeds are given to the charity.*

*We also donated £1861 to It's Good to Give, a local cancer charity, and £383 to Dream Makers, a childrens charity.*



## TREES FOR LIFE

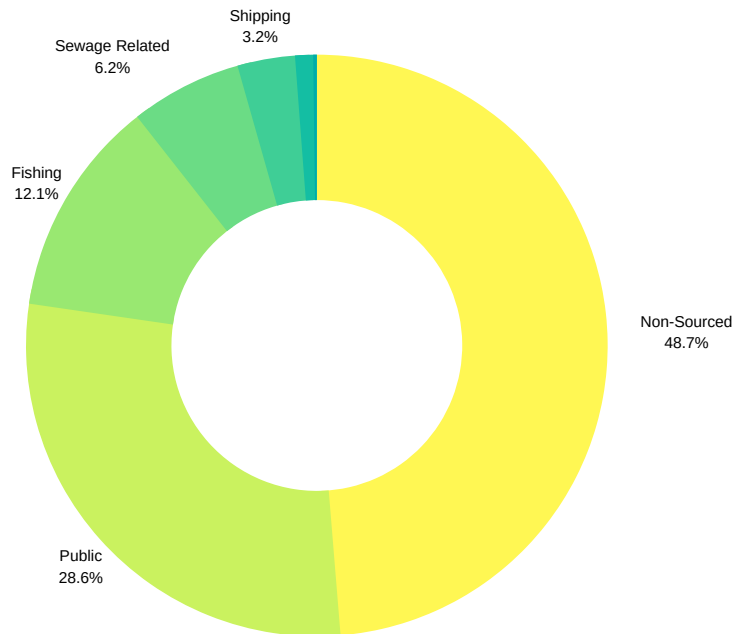
*Our chosen corporate charity is Trees for Life; a Scottish conservation charity dedicated to preserving and restoring the Caledonian Forest. In 2018 alone, we raised £1861 from our passengers to donate to the Scottish charity.*

# CHARITY & COMMUNITY INVESTMENT

Each year Timberbush Tours organise a company environmental volunteering day to champion our Leave No Trace policy.

In 2018, Timberbush volunteers took part in the Big Beach Clean Up, and organised a company beach clean. The findings were reported by the Big British Beach Clean organisers, and found there was a 14% increase in litter found on Scottish beaches.

For this reason, as a company we have now become organisers of our own charity-led beach clean in order to offset the waste left on our beaches.



## Local Community Investment

Throughout our tours, we ensure we promote local businesses and support accommodation providers where possible. In 2018, we have calculated through our extended tours we have given back £78000 to local economies in Inverness, £136000 to Fort William and £972716 to Portree, Skye.

# OUR GOALS FOR 2019

## Updated Procurement Policy

1

Implement an updated procurement policy, incorporating environmental commitment to spending principle, followed by a comprehensive supplier review which adopts the updated procurement policy

## Driver Behaviour Training

2

Focusing on smooth acceleration and braking to further improve comfort and fuel efficiency. In 2018, our GPS tracked score across the fleet averaged 96%, this year we are targeting 97.5%.

## Reduce Vehicle Idling

3

Vehicle idling is influenced by the need for air conditioning in Summer and heat in Winter, however an opportunity exists to improve on this. Currently we are at 16% idling ratio of operating hours, targeting a reduction to 12% in 2019

## Reduce lost mileage from Fleet Maintenance

4

Currently vehicles accrue lost mileage to complete mandatory vehicle safety inspections. In 2018 this was 7774 miles over 23 vehicles. Our investment in maintenance facilities and change in operating practices will see a reduction in 2019. Our target for this is 6000 miles over 34 vehicles, making a 50% reduction.