



Case Study: Southern Vectis

Sustainable Business Awards Winner:
Large Business and Overall Winner 2010
Business Sector: Public Transport Provider

Company Background

Southern Vectis is the Isle of Wight's sole bus company. Providing all the island's public bus transport 365 days a year. The company runs 103 buses and employs 303 island based staff, around two thirds of whom are drivers, from their three sites: the Newport depot, the Newport Bus station and the Ryde depot.



Summary of Key Achievements

Southern Vectis recognise that, as a bus company, they have a significant impact on the environment, and are, therefore, taking the issues of sustainability very seriously, with ultimate responsibility for sustainable issues resting with the Managing Director. A Carbon Management Committee has been set up to regularly report to the board, resulting in an overall carbon emissions reduction of over 10% in the last 12 months.

The Isle of Wight Chamber of Commerce voted the company the island's 'Green Business of the Year' in 2008 as part of their Business Excellence awards.

Social Achievements

From a charitable point of view, Southern Vectis are enthusiastic supporters of the Earl Mountbatten Hospice, a local charity and regularly donate money to this worthy cause. The company also provide free travel for pupils at St Catherine's School, which is a local establishment for special needs students. Several local school sports kits have been sponsored by Southern Vectis.

Southern Vectis staff and their families are given free unlimited travel on all buses as soon as they join the company. Staff are also offered use of pool bikes, at no charge, in order to commute back and forth to work, which also has the effect of cutting amounts of vehicles on the road, and therefore carbon emissions.

All Southern Vectis buses are hand painted by a local craftsmen, thereby ensuring the continuation of local skills. This also minimises the use of harmful spray paints, and chemicals for cleaning purposes. All buses are also 100% accessible for all abilities.

'Really Green Car scrappage scheme'	
Run 60% more buses and carry over 50% more passengers than 4 years ago	
Provide free travel for pupils at St Catherine's School	
A 95% bio-diesel fuel blend is used in all buses	
Active participants in the Chale Green project	
KEY	
Economic Achievements	Social Achievements
Environmental Achievements	

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Environmental Achievements

Southern Vectis' environmental ethos is most publically advertised through their 'Island Thinkers' campaign. This involves painting 'green' tips and advice in large letters on the back of all the buses across the island, prompting other road users and pedestrians to 'Think Green'

The company have recently introduced the 'Really Green Car scrappage scheme', offering a year's bus pass in return for a vehicle being removed from the island's roads.



A 95% bio-diesel fuel blend is used in all buses, resulting in as few emissions possible. All vehicles have Euro 3 standard engines or above. The latest 28 buses in the fleet are all Euro 4 or 5, Euro 5 being the cleanest and most efficient bus engine on the market at present.

All publicity material, including timetables, is printed on 100% re-cycled paper, and customers are encouraged to re-cycle them after use.

All electricity used in the workshops and offices is produced from green sources and is Climate Change levy exempt. Natural light is exploited in all offices and workshops where possible. All lights in the Nelson Road depot offices have PIR sensors, ensuring lights turn off when staff are not present. Site energy use has been cut by 17% in the last 12 months.

Economic Achievements

Such has been the success of Southern Vectis on the island, that, not only does the company run 60% more buses and carry over 50% more passengers than it did 4 years ago, but 58 extra island jobs have been created by the company in 5 years.



Island jobseekers are offered half price fares and freedom tickets on all Southern Vectis buses, encouraging them to use public transport to help them look for work. The price of Southern Vectis Freedom 7 day pass has also been reduced from £35 to £20, along with freezing the price of all other freedom pass tickets for 4 years. This has had the direct effect of significantly increasing the customer base and turnover.

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