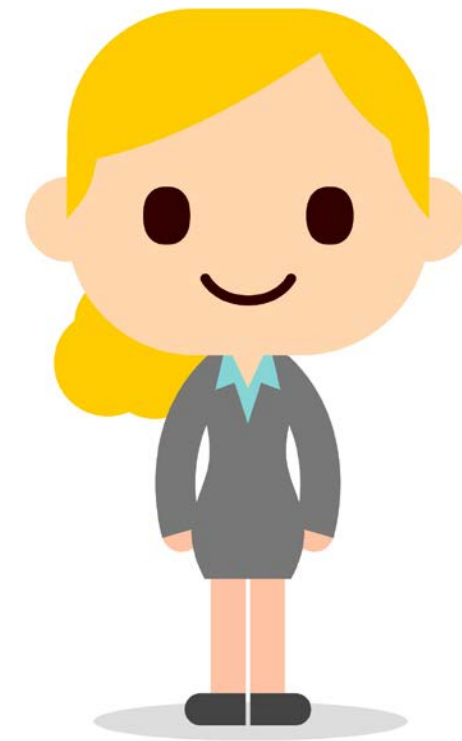


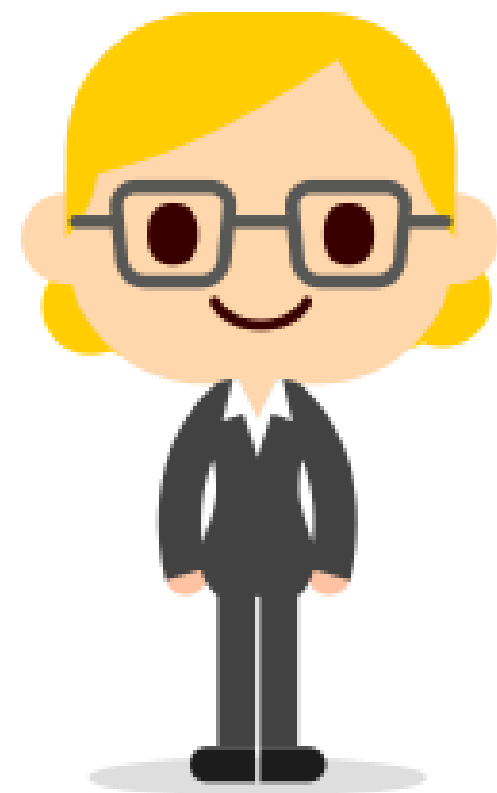


Lothian

Communications

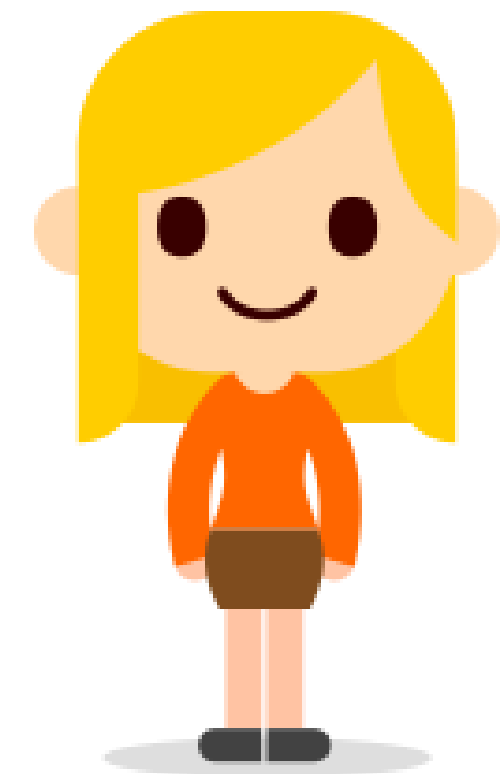


Gaynor Marshall
Communications Director



Clare Bridson
Social Media Manager

Sarah Taylor
Communications Manager



The Lothian Group



Lothiancity **Airlink** **Skylink** **EastCoastbuses** **Lothiancountry**

EDINBURGH BUS TOURS **LOTHIAN MOTORCOACHES**

What do we do?

900 vehicles

Operating from 6 garages
throughout Edinburgh and
the Lothians

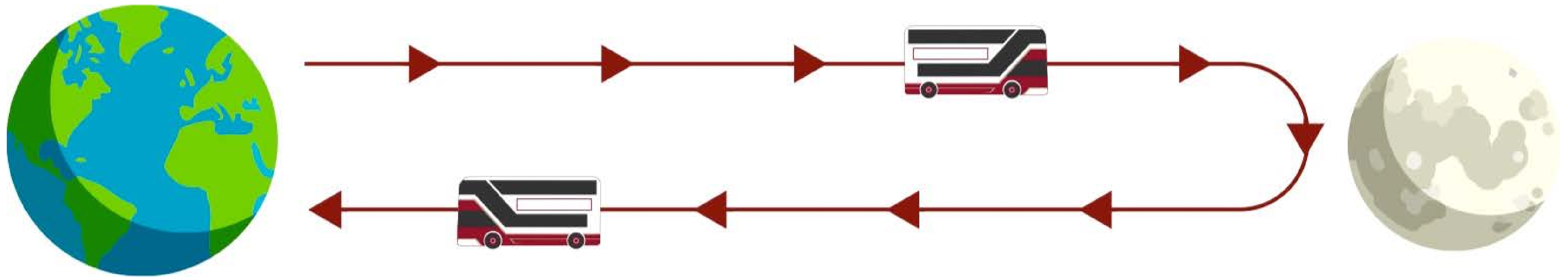
350,000 journeys
in one day

Over 80 Routes



To the moon and back

We travel over half a million miles a week



Enough miles to take you to the moon and back!

What that means

In one week we carry more than the combined populations of:



Edinburgh

+



Glasgow

+



Liverpool

+



Aberdeen

+



Newcastle

Over 2.3 million customers!

Our people



Taking a look back

Sweltering bus drivers told to button up as city basks in sun



TAPS OFF, TIES ON!



EXCLUSIVE

■ ANDY SHIPLEY

BUS drivers have been left furious after being told they must wait for permission before taking off their ties to keep cool.

As the rest of the city discards clothing, the Lothian Buses drivers say they have to stick to a strict uniform policy until receiving a message from control. One said: "We are roasting."

Full story - Page 5

Anger over Christmas jumper 'ban' for Edinburgh bus drivers



Santa driving his LRT bus. Picture: Neil Hanna

getting Lothian back
in the driving seat!

Reactive

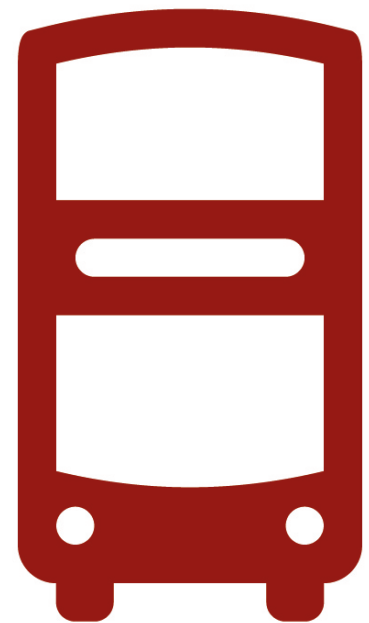


Proactive



4 pillars

Service



Innovation



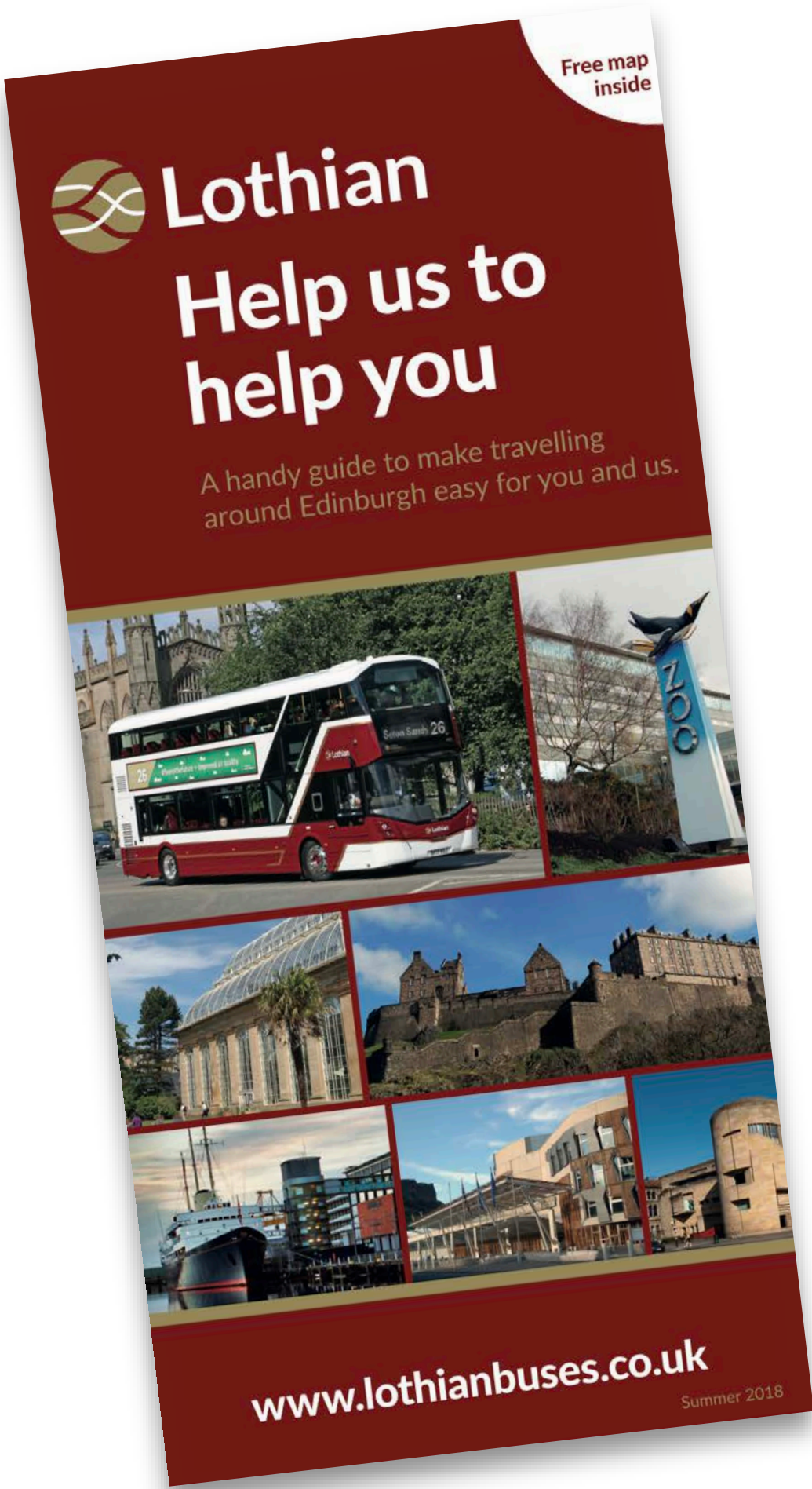
Environment



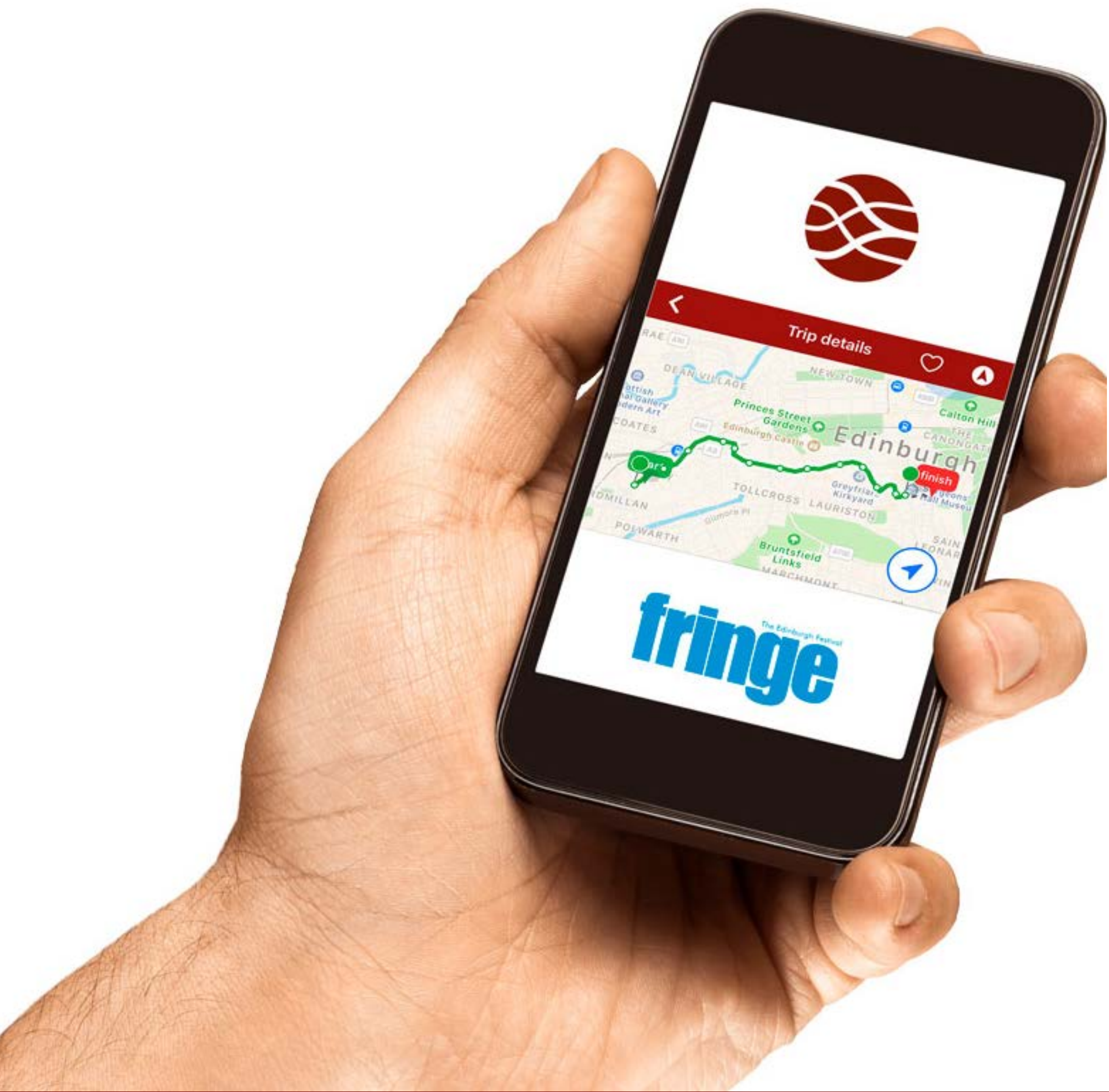
Community



Service



Innovation



**Airlink**
by Lothian

Linking you to the City Centre

24
hours

every
10
minutes


dedicated
baggage area

free WiFi

 Bus journeys to and from Edinburgh Airport 
single **£4.50** open return **£7.50**

Need information or assistance? Find our dedicated travel team at the kiosk based just outside Domestic Arrivals.

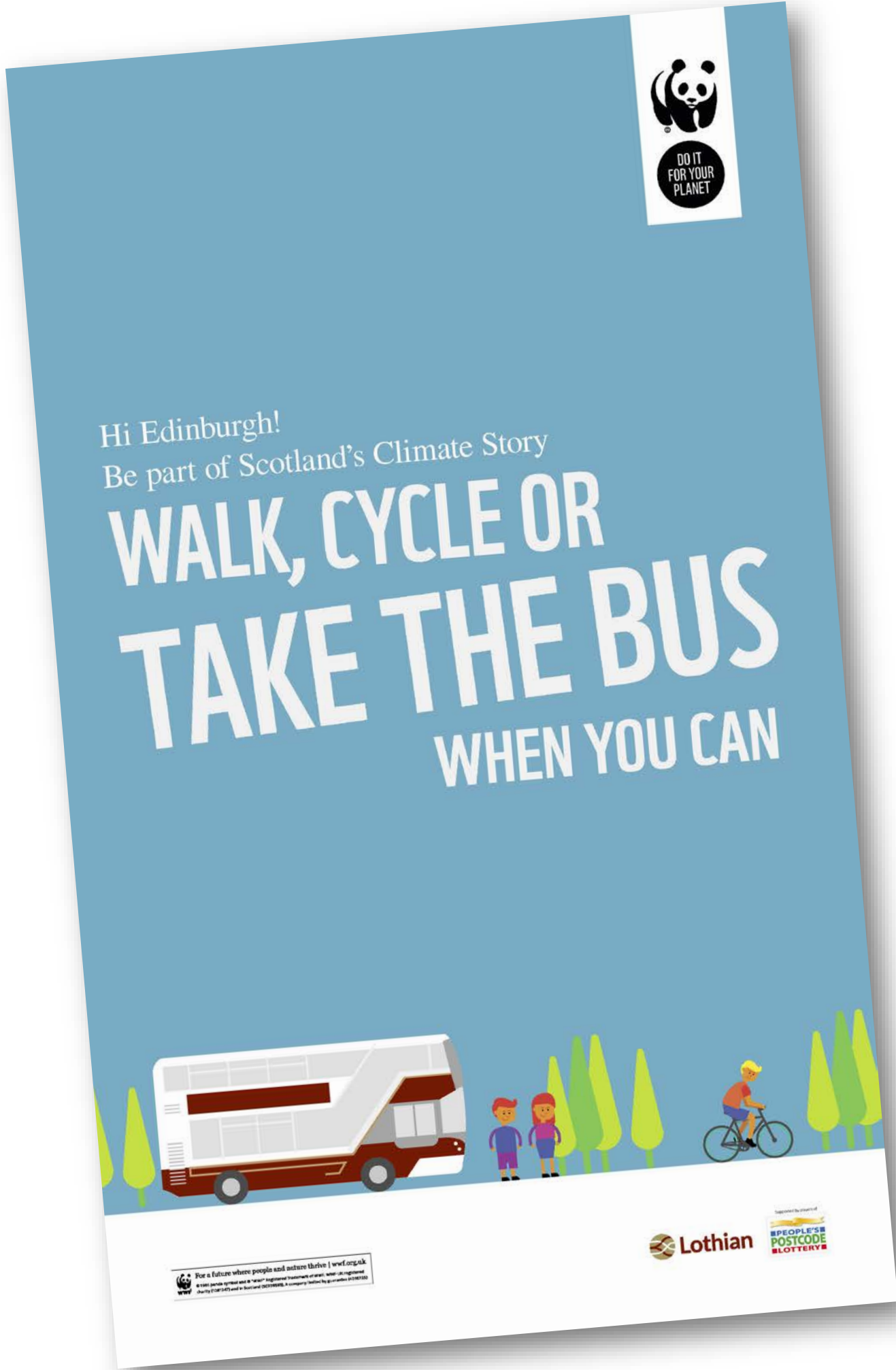
Departs **Stop D** • for more information visit www.lothianbuses.co.uk/airport

**Contactless payments
now accepted on board**



Visa and MasterCard contactless enabled cards and mobile contactless payments (e.g. Apple Pay and Android Pay) are now accepted.

Environment



e

News

Edinburgh News

Lothian Buses

Why Lothian Buses lined up 100 cars on Edinburgh's George Street

A huge fleet of vehicles assembled in New Town



Community



Lothian PART OF EDINBURGH – CITY OF... **SUPERHEROES**

TRAVEL LIKE A SUPERHERO!

Celebrate Edinburgh's place on the big screen

KIDS, DRESS LIKE YOUR FAVOURITE SUPERHERO THIS WEEKEND AND TRAVEL FREE WITH US!

Terms and Conditions: Offer allows up to two children dressed as superheroes aged 5 to 15 years old to travel free when accompanied by a fare-paying adult passenger (16+) responsible for them. Offer runs Saturday 28th & Sunday 29th April 2018. Offer applies to journeys on Lothian day services only and is not valid on East Coast Buses, Airlink, Skylink (journeys to or from Edinburgh Airport), Lothian Country, Edinburgh Bus Tours, or NightBus services.

www.lothianbuses.co.uk Join us on   



Results!

Coup their Lothian Buses win operator of the year at Scottish Transport Awards

A video sho

SHARE 

Enter your



The wedding

Lothian Buses is Scotland's Public Transport Operator of the Year. Picture: Kenny Smith

Share this article

Charmaine Laurie, Picture: Lisa Ferguson Photography

re of

NEWS

How this be Britain Edinburgh



ROAD HOG Edinburgh bus driver becomes social media hero after he RESCUES hedgehog from the middle of busy road

The heart-warming image has gone viral online, with users praising the Lothian Buses worker for his efforts

By Fraser Clarke
19th June 2017, 1:14 pm | Updated: 19th June 2017, 1:16 pm



AN Edinburgh bus driver has become a social media hero after he RESCUED a hedgehog from the middle of a busy road.

The heart-warming image has gone viral online, with users praising the Lothian Buses worker for his efforts.





Beast from East

8,600 questions answered

20,000 extra followers

in a 48 hour period our social media handled:



8,634 customer contacts
254 enquiries an hour

our social media increased:



14% ↑
11,000



32% ↑
9,000

Where we are today



Media reach



Lothian	+25%
EDINBURGH BUS TOURS	+6%
EastCoastbuses	+106%
Lothiancountry	+159%
LOTHIAN MOTORCOACHES launched May	677 followers



Lothian	+58%
EDINBURGH BUS TOURS	+16%
EastCoastbuses	+126%
Lothiancountry	+301%
LOTHIAN MOTORCOACHES launched May	2408 followers



Lothian	+96%
EDINBURGH BUS TOURS	+80%
EastCoastbuses	+196%
Lothiancountry	+74%
LOTHIAN MOTORCOACHES launched May	339 followers

Tell your story in the way
you want it to be heard!

Telling good news stories in innovative ways

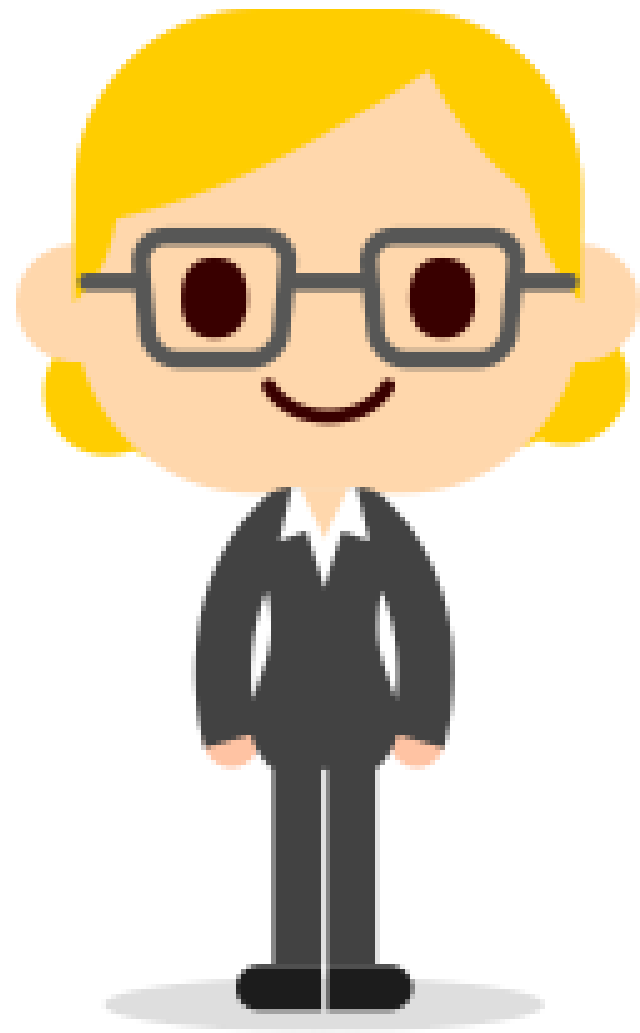
make your message
meaningful

be consistent

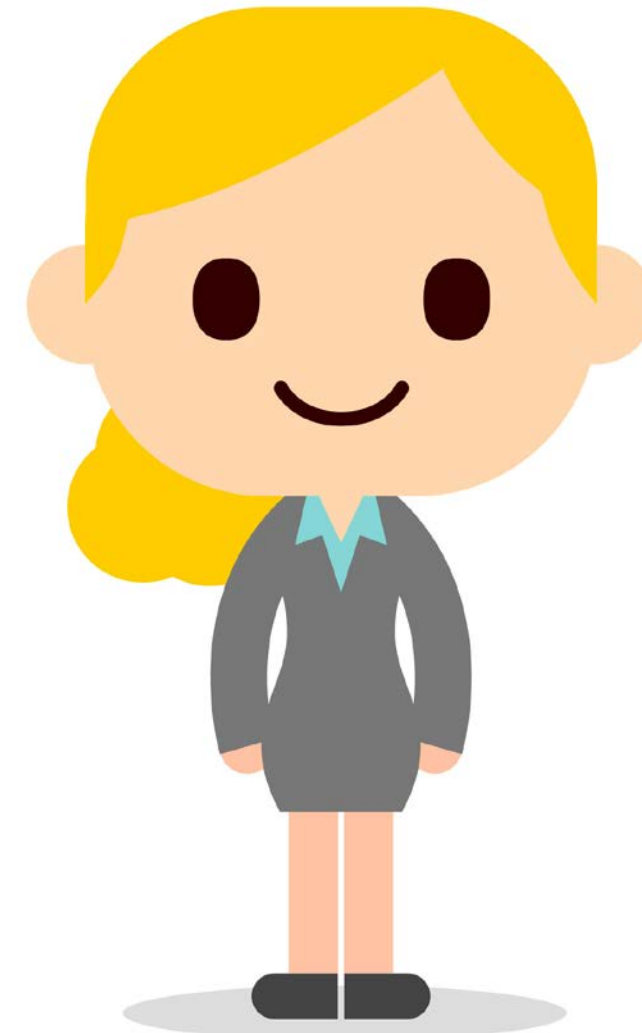
choose your
channels

control your message

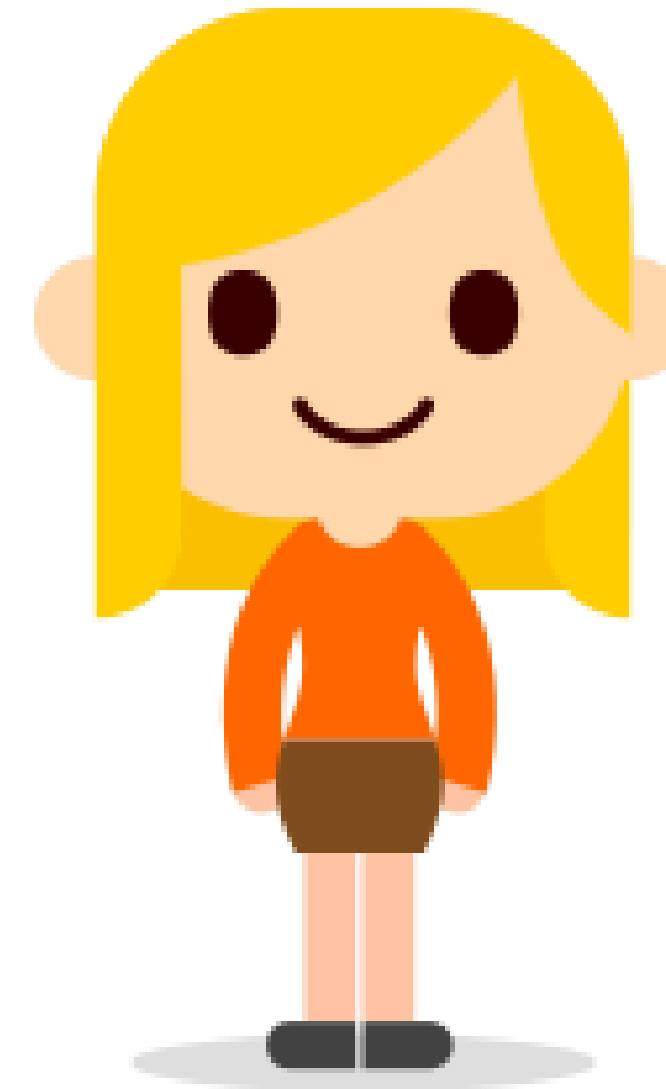
Please ask us



Clare



Gaynor



Sarah



Lothian