

different thinking, growing impact

social impact report 2017



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welcome to our social impact report 2017

LibertyBus is a social enterprise – an organisation whose defining mission is to make a positive difference to our community. It is a part of a wider organisation that shares its mission – HCT Group, arguably the world's leading transport social enterprise.

In Jersey, being a social enterprise means providing a public bus service that is run for public benefit, not private profit. As a consequence, we've listened closely to islanders and made as many improvements as possible. Working in close partnership with the States of Jersey, we've:

- brought in a fleet of 43 new vehicles
- increased the frequency of Routes 1, 15, 5, 7 and 19
- extended Route 21
- introduced Routes 22 and X22
- introduced a new smartcard, the AvanchiCard
- close to doubled the number of double-deck buses.

And it's worked. Since we took over the service in 2013, we've seen extraordinary ridership growth of 34% – at a time when bus ridership in most parts of the UK is in decline – and last year we won for Jersey the Improvement to Bus Services Award at the UK National Transport Awards.

These are real achievements, but we have to ask ourselves – what difference did this actually make to people's lives?

The difference that bus services make to people's lives is poorly understood, with only limited research available. We hope our impact report can help to address this gap. We have conducted the largest survey on the social impact of mainstream bus services undertaken anywhere, ever.

Nevertheless, addressing gaps in the research is not really what this report is about. We believe passionately in the difference that bus services can make. We also know that we are accountable to our community in Jersey. This report aims to meet those twin purposes – setting out the difference we have made and sharing how we've done.



Kevin Hart
Director of
Channel Islands



Dai Powell OBE
Chief Executive



what is social impact?

Social enterprises like LibertyBus exist for the sole purpose of having the greatest social impact they can – but what does that actually mean? Social impact is often defined as the intentional effect that an organisation's actions have on the wellbeing of the community or other beneficiary groups. Or, more simply, it's the positive change that you are trying to make.

At LibertyBus, we think that a bus service run purely for public benefit can make a real difference. We believe that we can support our community in seven main ways:

- 1 access to local facilities**
Helping people to get to the shops, doctors' surgeries, community centres or other facilities that are important to them.
- 2 physical and mental health**
Helping people to get out and about, stay active and remain independent.
- 3 family, friends and relationships**
Helping people to stay connected with those that they care about, avoid loneliness or isolation and have a good quality of life.

- 4 citizenship and community**
Helping people to have an active role in their community – getting involved in things or volunteering.

- 5 employment, training and education**
Making sure that people can access jobs or take part in training and education.

- 6 income and financial inclusion**
Helping people to save money – or to make the money they have go further.

- 7 conservation of the natural environment**
Helping people to play their part in protecting the environment – getting them out of their cars, reducing emissions and tackling climate change.

measuring social impact

Like most social enterprises, we don't think that it's good enough just to say that we help in these seven ways. We need to demonstrate that this is true and measure the extent of the difference we've made. This is why social enterprises measure their social impact – if you claim to have done more good, then prove it!

the Jersey impact survey

To measure our social impact, LibertyBus conducted a large scale survey of bus users in Jersey, asking what had changed in their lives as a result of using the bus service. The questions focussed on the seven areas where we try to make a difference.

The response was very high, with 1556 bus users responding. This means we can be highly confident that the results are a good representation of the views of our customers¹ – even when looking at subcategories of bus users.

thinking about impact

For many people in Jersey, a bus is simply a bus. For them, it can be a bit strange to suggest that the bus service has made a big difference in their day-to-day lives. So perhaps it's not surprising that when we asked if their lives had improved as a result of using the bus service, the most common answer to most questions was that it had 'stayed the same'.

We did see some interesting results from the survey as whole:

- almost three quarters (72%) said they saved money as a result of using the bus
- close to three out of ten (28%) bus users said their social lives had improved
- one in five (21%) said that their access to local services had improved.

'Bus users' as a group covers a broad range of people – with different ages, circumstances and aspirations. It's only when we look at different groups of people within the data that the real story emerges and we start to see the social impact of the bus service.

As a consequence, the rest of this report looks at the bus service through the eyes of four different groups of people:

- older people
- disabled people
- younger people
- people who have just switched to using the bus.

We have also presented the full data from the main survey on pages 34–35.

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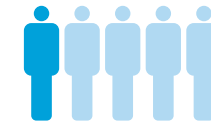
For the statistically minded amongst us, this level of response from bus users gives a margin of error of 2.44% at a confidence interval of 95%. The widest margin for error in any of the subgroups explored in the report was 4.7% – and no data from any subgroup is presented if it falls within its margin for error.

key findings



7 in 10

bus users said they saved money as a result of using the bus



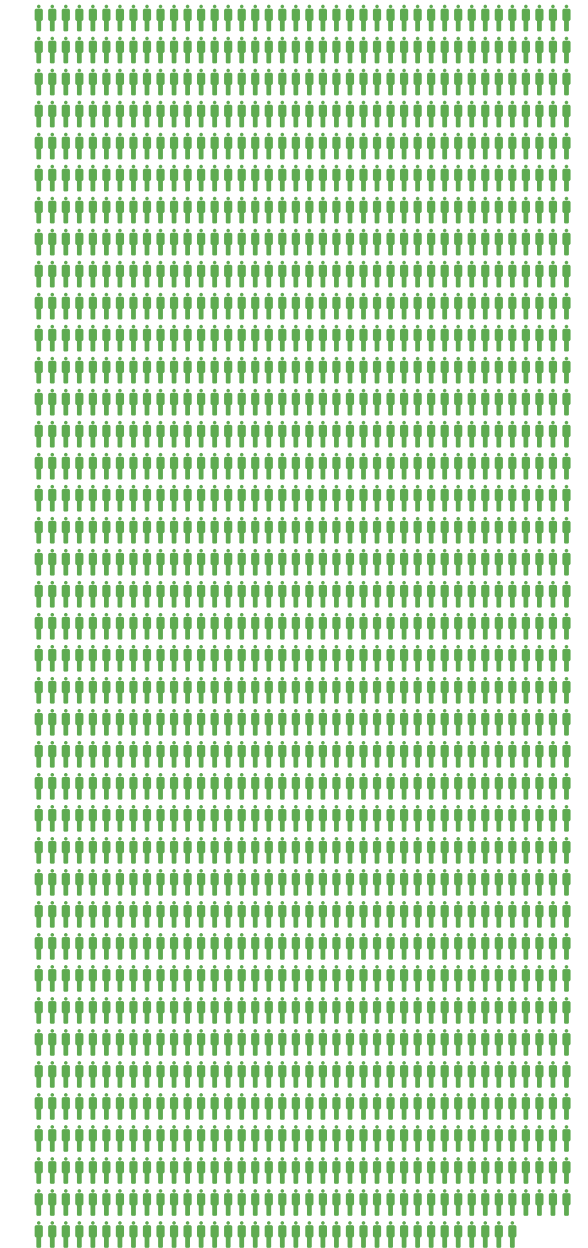
1 in 5

bus users said that their access to essential services had improved as a result of using the bus



3 in 10

bus users said their social lives had improved as a result of using the bus



1556

bus users completed our survey



older people and LibertyBus

Good bus services are considered an essential lifeline by many older people. This is because older people face greater barriers to accessing essential services, face challenges to their independence and are more at risk of loneliness and social isolation. These risks are the main reason why many developed countries – including Jersey – provide concessionary fare schemes.

a serious issue

Social isolation is a serious issue: research on social isolation and loneliness amongst older people shows its impact on life expectancy in study after study – the influence of social isolation on the risk of death is comparable with issues like smoking and drinking, and is more serious than obesity.² Supporting people to get out and about saves lives.

As a consequence, understanding the social impact of our bus services on older people is essential. We wanted to explore whether older people – those aged over 65 – felt that they were getting out and about more, seeing their friends and family and retaining their independence by using LibertyBus.

getting out and about

Our survey asked whether people's access to local facilities – getting to the shops, doctors' surgeries, hospital, church and so on – had improved as a consequence of using the bus service over the last year. These are essential ingredients for living an independent life. Our survey found that well over a third (36%) of older people said that their access to these facilities had improved.

Close to a third (32%) of older people said that getting out and about using the bus service – not just staying at home – had made them feel healthier, with one fifth (19%) saying that their personal mobility had improved.

²
Holt-Lunstad et al (2010)
*Social relationships
and mortality risk:
a meta-analytic review*,
PLOS Medicine

connecting people

Using the bus service has also helped older people to stay connected with friends and family, with nearly four out of ten older respondents (39%) saying that their social interaction had improved since last year as a result of using the bus. More than one in five older people (22%) said that their confidence had improved.

The survey also revealed the power of the concessionary pass scheme on pensioners' budgets, with 95% of older bus users saying that they had saved money as a result of using the bus.

making a difference

Our survey has revealed that significant numbers of older people are better able to get out of the house, access essential services and see their friends and family as a consequence of the bus service. This is helping older people to retain their independence, feel less isolated and stay healthier. In addition, almost all older bus users who completed our survey are feeling the financial benefits of the concessionary pass scheme.

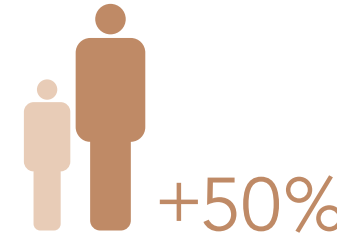
Whilst we recognise there is always more to do to increase the accessibility of our bus service for older people, LibertyBus is helping to make Jersey a better place for a fulfilling, safe and healthy retirement.



LibertyBus is helping to make Jersey a better place for a fulfilling, safe and healthy retirement

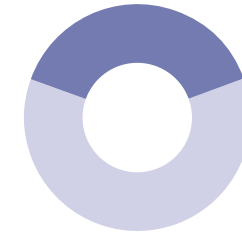


key findings



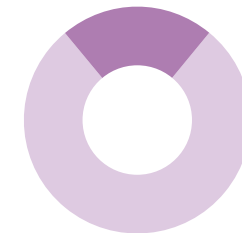
+50%

older people who have regular social contact are 50% more likely to live longer lives



39%

of older people said their social interaction had improved because of the bus service



22%

of older people – over one in five – said their confidence had improved because of the bus service



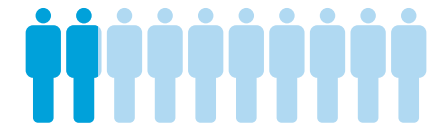
access improved

well over a third (36%) of older people said their access to essential services had improved because of the bus



feel healthier

close to a third (32%) of older people said getting out and about using the bus had made them feel healthier



mobility improved

one fifth (19%) of older people said their personal mobility had improved because of the bus



Pamela's story

Pamela Trenear, 76, is retired and uses the bus to go out with friends, visit family and access clubs

Pamela is able to drive, but chooses to use the bus – sometimes up to four times a day – to socialise, see her family and, in particular, to keep fit and healthy.

Her busy schedule starts each day getting the bus from her home in Beaumont. 'I am very lucky to have a lot of brilliant routes from just near me,' explains Pamela. 'My morning starts with a bus to St Brelade, where I have a swim. Then, each Tuesday I go to Springfield to meet with my badminton club – an unofficial group which we formed off the back of another. The club has no membership, no one in charge – but we have about 16–20 people who come every Tuesday, play badminton then have a coffee together afterwards. Last year, four of us went to Madeira together – I've made some close friends. It is really important for me to be able to get there each week.'

'I use the bus to see my grandchildren and even if I have no plans I will get the bus sometimes just for an adventure! I like to jump on the first bus out – without a plan or destination in mind. We just have such a lovely island, I thoroughly enjoy getting out and about whenever I can, and the bus is a really great way to do that.'

'Bus-people are very accommodating, cheery folk by my standards! I love helping tourists with routes – if it is bad weather but they want a day out, I always advise tourists to get on the number 22. It is stunning to see those views in stormy weather when you can be warm and dry – and Corbière at high tide is at its best!'

// **I've made some close friends. It is really important for me to be able to get to the badminton club each week** //



disabled people and LibertyBus

Disabled people are more likely to face barriers in daily life compared to non-disabled people – accessing services, having careers, participating in their community and enjoying the freedom to get out and about. In the UK, people with mobility difficulties make 42% fewer trips than people with none.³ These barriers can have a corrosive effect on disabled people's life chances, self-confidence and ability to participate fully in society.

taking down barriers

At LibertyBus, we believe in a world where disabled people face no barriers to leading their lives – and that we have a part to play in taking down those barriers. Providing a fully accessible fleet is just the first step. We have launched a range of initiatives to make our services accessible and welcoming for disabled people, including:

Disability Outreach Project

We engaged with Jersey's disability charities to provide disability awareness sessions for our drivers and, wherever possible, these have included service users.

1-2-1 programme

We provide one-to-one training and support for new wheelchair users – and any disabled person – who want to travel independently.

the AccessCard

Many disabled people have 'hidden disabilities' – they may be a stroke survivor, have a hearing impairment or have a learning disability. We have developed a simple card that allows customers to communicate any extra support needed to the driver.

confidence building

We work with Jersey Mencap, who bring their clients to the bus station to build their travel confidence by meeting our staff. We are also supporting Highlands College Life Skills students – vulnerable young adults aged 16–18 with learning difficulties – with training to travel independently on the bus.

spreading the word

We also share what we have learned. We are the only accredited disability-awareness trainer for Jersey taxi drivers and have trained airport taxi staff too. We also trained inmates at HMP La Moye in customer service and disability awareness, preparing them for work on release.

understanding our progress

The barriers faced by disabled people in our society – combined with our clear priority as an organisation to be part of the solution – mean that understanding our social impact in this area is of vital importance. Our social impact survey has given us an opportunity to explore the experience of disabled people using LibertyBus and to better understand the difference we are making.

access and mobility

Our survey showed the role of the bus service in helping disabled people to access local facilities, with 3 in 10 (29%) stating their access had improved as a result of using LibertyBus – compared to 19% of non-disabled people. Three out of ten (29%) disabled people also said their personal mobility had improved – their ability to get out and about. This is three times the number of non-disabled people who said so (10%).

access matters

The survey also revealed the types of impact that an accessible bus service has for disabled people. A significant number of disabled people (30%) said their confidence had improved as a result of using the bus service – well over double the number of non-disabled people who said so (13%).

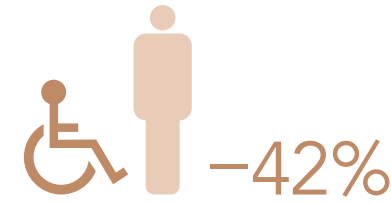
We also asked respondents whether using the bus service had improved their ability to cope with life's ups and downs – a reasonable proxy for asking about people's resilience and mental health. More than twice the number of disabled people (18%) said that it had done so when compared to the non-disabled (7%). Disabled people also saw a boost to their independence – with three out of ten (29%) citing an improvement.

making a difference

We recognise that we are just at the start of our journey to make LibertyBus as accessible as possible – and there is more we can do to improve the transport options for those who find the bus difficult to use.

However, our survey has shown that significant numbers of disabled people have better access as a result of LibertyBus. This has come through both in practical terms – such as access to services – and in the broader implications of better access for disabled people – confidence, independence and resilience.

key findings



in the UK, people with mobility difficulties make 42% fewer trips than people with no mobility difficulties



39

Highlands College Life Skills learners trained to travel independently



access improved

29% of disabled people – nearly one in three – say their access had improved because of the bus compared to 19% of non-disabled people

more independence

29% of disabled people also said they had more independence because of the bus service



mobility improved

30% of disabled people said their personal mobility had improved because of the bus service – three times the 10% of non-disabled people who said so

confidence improved

30% of disabled people also said their confidence had improved – well over double the 13% of non-disabled people who said so



more than twice the number of disabled people (18%) said the bus service helped them cope with life's ups and downs when compared to the non-disabled (7%)



Matt's story

Working with Jersey Mencap and LibertyBus, Matt has gained independence through using the bus

Matt now uses public transport regularly after completing travel training through the STEPS project and has gained confidence in using the bus service with the support of LibertyBus. Having an AvanchiCard has helped to make travelling much easier for Matt compared to counting cash, helping him to travel independently.

Using the public bus has enabled Matt to enjoy group projects such as Taking Part Making Art and The Pond Project with Jersey Mencap without relying on anyone to drive him there. His confidence has improved to the point where he has been involved with teaching support workers and clients at Jersey Mencap how to use the AvanchiCard.

'I don't have to wait for lifts now from my mum,' explains Matt. 'I use my pay-as-you-go AvanchiCard and just top it up myself. I always go to the counter and get them to check what is on the card then top up with £10 so I have enough to travel around. I like the drivers and I've taught loads of people how to use the AvanchiCard too.'

Matt's mother, Sue, has also seen the difference that using the buses has made. 'Matt is involved in Jersey Mencap and is now using the bus from St Helier to Trinity and back on a Tuesday to meet with his art class. My son now regularly uses the bus – it forms a very important part of his independence and makes a positive difference to his life.'

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Matt now regularly uses the bus – it forms a very important part of his independence and makes a positive difference to his life

//



young adults and LibertyBus

Young adults, those between the ages of 16 and 24, face a huge array of challenges – from difficulties getting jobs, to the changes and uncertainties of leaving home, and generally getting to grips with the adult world. It can be a difficult time in people's lives.

a real issue

These are not trivial concerns. Research from the Princes Trust in the UK⁴ this year shows that half of young adults (50%) feel that the pressures of getting a job are greater than a year ago, that 42% feel that traditional goals like owning a house or getting a steady job are unrealistic – and that 28% don't feel in control of their lives.

Running a comprehensive bus network provides an opportunity for young adults to get out and about across the island, see friends and access employment or further study. Our survey sought to explore the effect that this kind of bus service had on young adults as they begin to make their way in the world.

work and play

Our survey asked whether the service allowed people to access work. The results reveal the crucial role of the bus service, with a full third (33%) of young adults saying that they couldn't access employment without it. This compares with just 8% of 55–64 year olds.

In fact, the role of the bus service in enabling people to work decreases in direct line with age – one fifth (21%) of 25–34 year olds also state that they couldn't access work without the bus.

Perhaps unsurprisingly, the bus service also helped young adults to socialise, with 34% saying that their ability to go out and see friends and family had improved as a result of using the bus.

a rite of passage?

Some of the most illuminating findings of the survey were around the impact of the bus service on confidence and independence for young adults. Four out of ten young adults (40%) said that the bus had given them greater independence, no longer relying on people for lifts.

Well over a quarter (28%) of young adults also said that using the bus service had increased their confidence, exploring the island and travelling independently. Of all the age groups surveyed, young adults were the age group most likely to report an increase in confidence, with the next highest proportion being among older people – of whom 22% reported increased confidence.

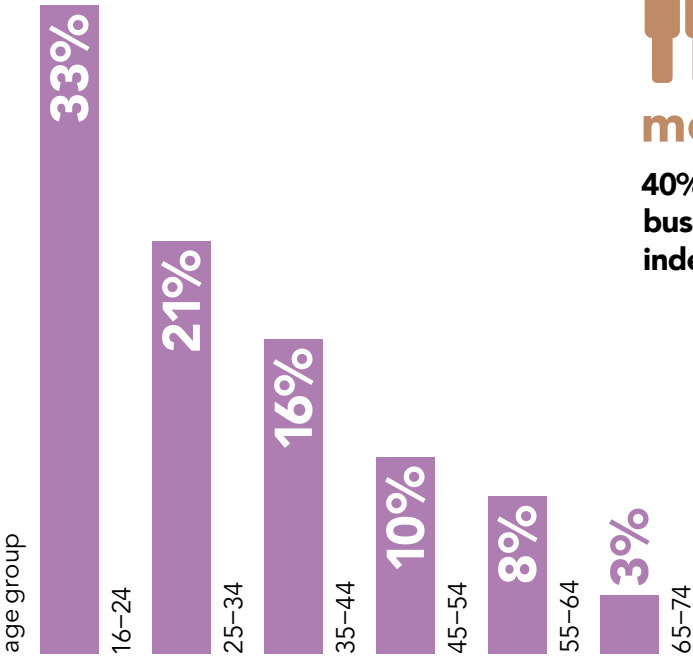
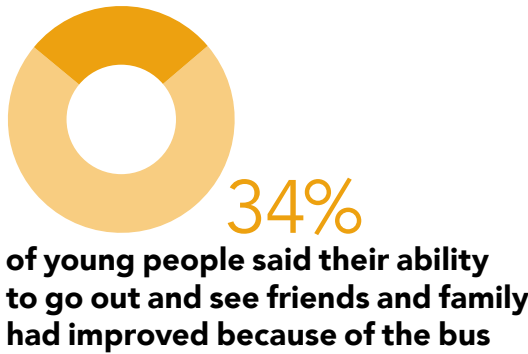
making a difference

Our survey has revealed the importance of the bus service to young adults in Jersey. This is not only in terms of an improved social life – a result which some might have anticipated – but also the ability to get and keep a job. This is a significant social impact.

Most surprising of all was the role of the bus service in creating a sense of independence and the building of confidence in young adults. The idea of an AvanchiCard as a rite of passage might seem far-fetched, but our data does suggest that, for a significant proportion of young adults, the bus service has a genuine impact on their lives.

// creating a sense of independence and the building of confidence in young adults //

key findings



respondents to our social impact survey who agreed that using the bus has allowed them to access employment e.g. they could not get to their place of work without it



more confidence

28% of young adults – well over a quarter – said using the bus service had increased their confidence



more independence

40% of young adults said the bus service had given them more independence



Jordan's story

Jordan Gladwell, 17, is a college student and uses the bus to access employment and socialise with friends

Jordan lives in St Brelade, and uses the bus to get to college, work and to socialise with friends. His parents both work and are very busy looking after his younger siblings. For Jordan, the bus gives him independence and freedom.

'I often get the bus to college with my friends. It's good to not have to rely on anyone to get you around – instead you can just go on the bus and chat with your mates on the way in.'

At weekends and evenings, Jordan likes to socialise with his friends. 'I'll get the bus in to town to the cinema or go for food. If I didn't have the bus, I'd be stuck at home unless my parents could give me a lift. I can travel all around the island, and it is cheap with my AvanchiStudent card. None of my friends drive yet, so we all get the bus everywhere – I know my way around the island now more too.'

Jordan uses the bus to get in to work in St Helier at the weekends. Whilst he can sometimes get a lift with his parents at other times 'getting the bus is easier because I don't have to rely on them all the time.' LibertyBus gives Jordan flexibility to travel when it suits him, but also gives his family a bit more time too.

//
**it's good to not have to
 rely on anyone to get
 you around – instead you
 can just go on the bus and
 chat with your mates**
 //



new bus users and LibertyBus

Getting people out of their cars and onto buses, bikes or their own two feet is one of the policy priorities of our times – it's called 'modal shift'. This is true across the developed world, but even more true in Jersey – an island with more registered cars than people. As any Jersey road user knows, congestion is a significant problem affecting the quality of island life.

part of the solution

Making sure that the bus service provides a credible alternative to the car is an essential component of plans to reduce congestion. Each full double-deck bus can take 75 cars off the road, making our roads better for everyone. This also reduces emissions, helping Jersey to play its part in tackling climate change.

Modal shift is no easy task. LibertyBus has made great progress – we've increased ridership by 34% since taking over the service. As a consequence, it's vital to understand the experiences of people who have switched to using the bus – the benefits they have felt and the changes that have occurred in their lives. With this information, we can better encourage other people to make the switch – for everyone's benefit.

Our survey asked how long people had been using the bus service. This has allowed us to look at the difference the service has made through the eyes of people who started using the bus this year⁵ – new bus users.

5

Interestingly, the profile of these new bus users is not just older people using new concessionary passes and young people just starting out – it's a real cross-section of Jersey's population.

feeling the benefit

New bus users report an improvement in their mobility – their ability to get out and about. One in five (20%) new bus users said their mobility had improved, compared to one in ten (11%) of other bus users. New bus users also reported that they felt healthier as a result – by getting out and being more active, with over a quarter (26%) of new bus users saying this had improved. Close to one third (32%) of new bus users said that their independence had improved, no longer needing to rely on friends for lifts.

// **new bus users feel significantly better off, more independent and healthier** //

in the money

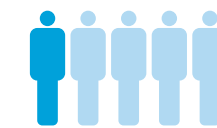
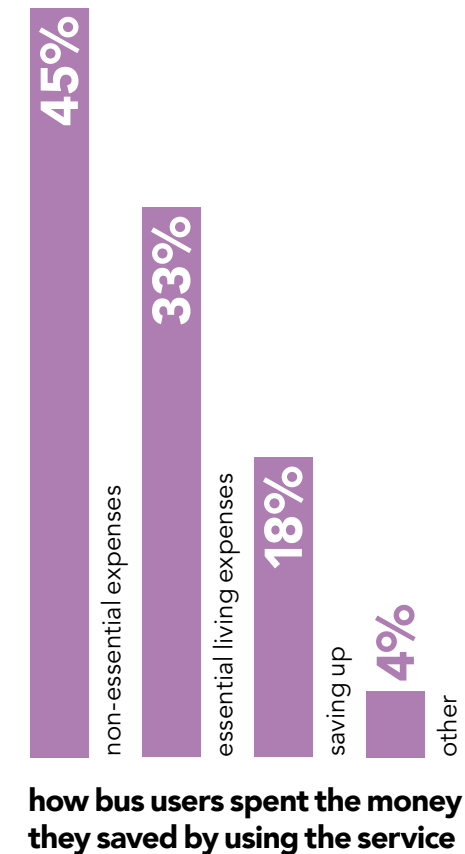
The most decisive response from new bus users was on whether they had saved money by using LibertyBus, with 82% saying they had – better even than the 70% of more longstanding bus users who also said they had saved money.

We then asked people who said they saved money about what they spent it on. One third of bus users (33%) said they spent the money on essentials – food and household bills being the most common. Close to a fifth (18%) said they used the money to boost their savings. However, 45% said they spend the money having fun – socialising, holidaying and going out. It's perhaps unsurprising that 30% of new bus users reported their social life had improved.

making a difference

Our survey has shown significant personal benefits for people who have made the environmentally friendly and responsible choice of switching to the bus. New bus users feel significantly better off, more independent and healthier – even when compared to longstanding bus users. Doing the right thing has never felt better.

key findings



1 in 5

new bus users said their mobility had improved compared to one in ten (11%) of other bus users



82%

of new bus users said they had saved money compared to 70% of more long-standing bus users



feel healthier

26% of new bus users – over a quarter – felt healthier as a result of using the bus



more independence

32% of new bus users said they had more independence because of the bus service



Kerri's story

Kerri Brown, 26, has made the switch from car to bus – commuting to and from her job as a fund administrator every day

Two years ago, Kerri made the switch from car to bus to save money.

Kerri explains that her switch started out as an economy measure. 'I got sick of spending over £30 a week just on parking,' said Kerri. 'With fuel, I was looking at about £55 per week just on getting to and from work. I knew I needed to find a way to save some money, so switching to using the bus made sense.'

At home in Gorey, Kerri's household has two family cars between three people. 'We used to argue about who would have the car, as we have two vehicles between my parents and myself – all of us getting to work,' explains Kerri. 'Now that I know I am saving over £40 per week, I am happy to give up the car!'

'For the last two years, I've got the bus every day to and from work in the week and I can't imagine going back to driving. There is no hassle with getting the bus. I can just plug my headphones in, look out the window and relax until I get to town. There is no stress of finding a parking space, no parking cost and if the traffic is really bad I just get off the bus early and walk the last bit in to work. I have freedom to have a drink or socialise after work if I want to as well.'

Kerri now chooses to use the bus to commute every day, as well as to socialise at weekends. Kerri said 'I think we have a really good bus service in the island, so I can get around easily on the bus. I live in Gorey, where there is a brilliant service so getting home is never a problem either.'

**//
now that I know I am
saving over £40 per week,
I am happy to give up
the car!
//**

impact survey results

As a social enterprise, the defining mission for LibertyBus is to make a positive difference to our community – to have a social impact. We think that a bus service run purely for public benefit can improve people’s lives in a variety of ways:

- by giving better access to local facilities – or to work and education
- by helping people to remain independent or to save money
- even helping the planet by getting people out of their cars.

To measure our social impact, LibertyBus conducted a large scale survey of bus users in Jersey, independently conducted by 4insight. The response was very high, with 1556 bus users responding. The table opposite presents the basic results of the survey, before we looked in detail at the experiences of four particular sub-groups of bus users.

Our impact survey was conducted at the same time as our annual customer satisfaction survey, which also collects data on respondents’ age, employment status, whether they have a disability or mobility difficulty – and a whole host of other data. The surveys together allowed us to identify groups who benefitted most from the using the bus. These groups are profiled in more detail in the body of this report.

//
**a bus service run purely
for public benefit can
improve people’s lives**
//

To what extent has using LibertyBus had an impact on your life over the last year?

Using the bus has...	improved over last year	less than last year	not applicable	stayed the same
enabled access to local facilities e.g. shops, doctors, hospital, church etc	20.6%	1.8%	26.8%	50.8%
allowed me to access employment e.g. I could not get to my place of work without the bus	14.2%	2.5%	41.4%	41.9%
allowed me to access education or training	6.0%	1.5%	65.4%	27.2%
allowed me to be active in my community e.g. volunteering	7.7%	1.9%	59.8%	30.5%
enabled social interaction e.g. meeting with friends, going out for dinner etc	28.4%	3.0%	19.2%	49.4%
helped me to feel less lonely	8.4%	1.9%	66.4%	23.3%
helped my personal mobility e.g. ability to get out and about generally	11.7%	1.7%	57.8%	28.8%
helped me to feel healthier e.g. by getting out and doing some exercise, not just staying at home	13.6%	2.1%	54.5%	29.8%
given me independence e.g. I don’t need to rely on people for lifts	20.1%	1.9%	42.5%	35.5%
given me confidence e.g. to get around the island, or travel independently	15.1%	1.7%	52.8%	30.4%
has given me the ability to cope with life’s ups and downs	8.3%	1.1%	65.4%	25.2%
	yes	no		
Has using LibertyBus saved you money?	72.0%	28.0%		

about LibertyBus

LibertyBus is Jersey's bus service. Our aim is to provide the best possible service for the island – whether people are commuting to work, visiting Jersey, going shopping or just getting out and about. Our network of bus routes provides a high frequency of services to the island's main shopping centres, workplaces, beaches and visitor attractions – and our modern bus fleet offers a very comfortable and passenger-friendly ride. Most of our bus services operate daily and cover almost everywhere on the island.

LibertyBus is delivered under franchise contract to – and in partnership with – the Department for Infrastructure, States of Jersey.

LibertyBus

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about HCT Group

LibertyBus is a part of the HCT Group – a social enterprise in the transport industry, safely providing over 20 million passenger trips on our buses every year. We deliver a range of transport services – from London red buses to social services transport, from school transport to complete transport networks, from community transport to education and training. We reinvest the profits from our commercial work into further transport services or projects in the communities we serve.

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