



Corporate Responsibility Report 2010-2011

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Translink provides essential transport services, which benefit local communities, facilitate economic development, and enhance the quality of life of everyone. We touch upon the lives of many people in Northern Ireland, whether we are bringing them to work, college, shopping or other destinations every day. We are a major employer with around 4000 people. We are also a major land owner, with a unique 'green pathway' the length of the country (the rail network). Our business impacts on wider society which in turn impacts on our business. We provide sustainable transport solutions but are also a significant user of energy resources and water.

Our objective

The Group Corporate Responsibility (CR) Strategy details the approach to and objective of continuous performance improvement through considering the needs and preferences of users while recognising that many of the areas included in this strategy require a long term approach.

People

Translink places the health and safety of its people and people who may be affected by our business activities as a key corporate value. In addition, changes in lifestyle and associated amendments to pension and employment practices may result in many of our people having longer working careers. There is, therefore, a need to promote the well-being of employees which will support the delivery of safe public transport.

Good practice

Translink aims to deliver the Group Corporate Responsibility Strategy by ensuring continuous improvement across all aspects of our businesses by sharing of information and good practice. The focus is on delivering the improved performance on the ground with common standards across the businesses.

The framework for improvement will be grouped into four identified themes, for each of the supporting business / divisional action plans: Go Safe, Go Healthy, Go Eco and Go Together.

"Go Safe"

We continue to build on a positive safety culture, it remains a top priority. We regularly communicate important safety messages and encourage responsible behaviour on and around public transport.

Installation of new barrier bases at Bells Row Level Crossing

Translink NIRailways carried out safety improvement work to Bells Row level crossing on the Antrim Road in Lurgan, which has made the crossing safer for pedestrians, passengers and vehicles using the area.



The works include new footpaths on each side of the crossing and better access for cars. New barriers were also fitted with additional safety features to deter pedestrians from using the crossing as a short cut when the barriers are up.

Safe use of User Worked Crossings

We ran a campaign to urge the farming community to ensure safety is a top priority when using railway crossings, particularly when using Private Crossings / User Worked Crossings / Accommodation Crossings; which users operate themselves.

This important communication with the rural community is part of an ongoing strategy to effectively engage with this sector where not following the correct safety procedures is unacceptable. Users are putting themselves, railway employees and passengers at risk. Translink adopts a zero tolerance approach to crossing misuse, prosecuting where possible. We are also actively seeking to reduce the number of these user worked crossings where possible through closures.

New Rail Professional Policies

Translink NIRailways has developed and introduced three new professional policy handbooks for its operational staff; including drivers, signallers and controllers. The new policies are designed to provide operational staff with the knowledge and skills required to apply the highest standards of professionalism to their roles. A key part of the overall Translink NIRailways Operational Risk Strategy 2010/11 - 2012/13

is to improve safety performance; the policies outline core rules and competence standards, which form part of the employees training, monitoring and assessment processes.

Translink NIRailways major incident event

Many people take chances at railway crossings both as motorists and as pedestrians, placing themselves and others at risk. To raise awareness, Translink staged a major incident involving the collision of a car and a train.

We are also working with the wider community to reinforce the key safety issues in order to ensure everyone stays safe and doesn't take risks or trespasses on or near the railway lines.



This is all part of a wider campaign in which Translink have worked with the PSNI, schools, community groups, the agricultural community and the wider public in order to drive home this important safety message.

Rail Safety Competition

Translink ran a rail safety competition in conjunction with Wheelworks, a youth arts organisation that supports the artistic, social and cultural development of young people. With safety our top priority, it was a highly successful way to get young people to think about rail safety, as part of our ongoing campaign to promote responsible behaviour on and around public transport. Making a short safety movie gave the young people a useful platform to communicate important safety messages to their friends.

“Go Healthy”

Well-being at work is impacted by organisational culture as well as attitudes, values, beliefs and daily practices that affect the mental and physical well-being of employees. Translink has supported health and well-being of its staff through smoking cessation schemes across the network and actively promoting participation in the Belfast City Marathon, of which Translink is a sponsor. This year we also adopted Diabetes NI as the Translink Charity Partner to help promote awareness about this disease that affects many people in Northern Ireland.

“Go Eco”

Translink recognises, and assesses the impact (positive and negative) the organisation can have on the environment. Translink believes in offering sustainable travel choices to the travelling public thereby reducing energy consumption and carbon emissions through mass transit. As a business being sustainable also means that we need to continue to improve how we do business by attracting more passengers and finding more efficient ways of working.

Eco-driving programme

Translink Ulsterbus drivers have taken part in an eco-driving programme to cut local CO2 emissions. The pilot project encouraged drivers to adopt more economical driving styles by using a compact onboard software system fitted to buses to monitor braking and acceleration patterns with the aim of improving overall vehicle fuel efficiency and reducing CO2 production.

The data is analysed by Translink and used to inform drivers, track their progress and determine any savings that are being made.

The 2009/10 Translink carbon report shows an overall 3% decrease in carbon emissions across Translink premises and vehicles compared to the previous year.

Other Translink carbon reduction measures include: using a 5% bio-diesel blend for vehicles; implementing a 'Switch to Efficiency' employee awareness campaign; a partnership with the international Eco-Schools awards scheme; using 100% green renewable electricity and recycling more than 80% of general waste.

Translink bus and rail services have reduced Northern Ireland's carbon footprint by 30,000 tonnes in the last year alone through people opting for public transport instead of private car use.





In 2010, Translink received a series of high profile recognitions and awards for excellent energy management practice:

- **Carbon Trust Standard**
The prestigious recognition for excellence in energy management is independent confirmation of efforts across the organisation to cut carbon.
- **Business in the Community Awards 2010 - Climate Change Award**
For the innovative and sustainable action we have taken towards reducing our own carbon footprint.
- **Arena Network Environmental Benchmarking Awards 2010 – Platinum Award**
The award recognises Translink’s achievements in environmental management and performance and is testament to the great work we do in this area.
- **Action Renewables Association**
Delivering Sustainability in Business 2010
- **Belfast Business Awards**
Best Green Business (Highly Commended)
- **Sustainable Ireland Awards**
Energy Manager of the Year (Mal McGreevy)

Biodiversity Project

Translink’s Biodiversity Project received a Silver Award at the Green Apple Environmental Awards 2010. The Green Apple Awards are presented annually in recognition of companies, councils and communities carrying out projects that enhance the environment. The awards are run by The Green Organisation, an independent, non-political, non-profit organisation that recognises, rewards and promotes environmental best practice around the world.

“Go Together”

Translink has a significant impact on the communities in which it operates and is in turn impacted upon by those communities. Community involvement refers to the activities in which Translink might engage or the expertise and resources it might provide, to support the social and physical well-being of those communities (directly and indirectly). An example of an indirect impact might be staff health, which is affected by the physical and social environment of the broader community.

Translink Charity Partner

Our new Charity Partner is Diabetes UK Northern Ireland. The charity was appointed following a process



of employee engagement where staff representatives helped shortlist down to 5 charities from a companywide appeal for nominations.

Diabetes UK Northern Ireland offer a range of ways we can work together to make a difference within the communities we serve and can also help us to encourage health and well-being in our workplace; all fundraising efforts will go towards helping local Northern Ireland people.

We are setting up a new Staff Charity Partner committee which will work closely with our current internal charity committees. We will be working with the charity to develop an innovative and exciting programme of activity, which we hope will appeal to employees and help raise vital funds. It is planned to rotate our Charity Partner over time.