



Tomorrows Travel Group

Community & Social Responsibility Policy

Supporting our people, our communities and responsible local growth

Our Commitment

Tomorrows Travel Group recognises that our responsibilities extend beyond the transport services we provide.

As a locally based and independently operated business, we believe our success should contribute positively to the communities in which we live, work and operate.

We are committed to supporting our local community through responsible business practices, community partnerships and sponsorships, educational travel initiatives, fair employment, development opportunities and constructive relationships throughout our supply chain.

Our approach is based on making a practical and sustainable contribution, ensuring that our community commitments create genuine value while remaining commercially responsible.

Supporting Our Local Community

Tomorrows Travel Group actively seeks opportunities to support organisations, events and initiatives which contribute positively to our local area.

Sponsorship of local sporting, cultural, tourism and community organisations.

Providing transport support or preferential arrangements for appropriate community initiatives.

Developing partnerships with organisations that share our commitment to the region.

Supporting events which promote Dorset, Bournemouth, Poole and the wider areas in which we operate.

Using our platforms and partnerships to promote organisations contributing positively to local communities.

We prioritise partnerships where our involvement can provide meaningful benefit rather than sponsorship being treated solely as a marketing exercise.



Supporting Education

Education transport represents an important part of our business and our contribution to the community. We recognise that the cost of educational travel can affect the opportunities available to schools, colleges and their students.

Where practical and commercially sustainable, Tomorrows Travel will work with schools and educational organisations to identify opportunities to make educational travel more accessible and affordable.

Preferential or discounted rates for appropriate educational travel.

Passing on relevant supply-chain discounts or commercial benefits where these can reduce the overall cost of a trip.

Working with attractions, venues and other partners to identify opportunities for combined savings.

Helping educational customers plan transport efficiently to maximise the value of available budgets.

Supporting educational visits and experiences which provide students with opportunities beyond the classroom.

Any support or preferential pricing will be considered individually and remains subject to operational availability and commercial viability.

Local Partnerships and Sponsorship

We believe strong local businesses have an important role in supporting strong local communities.

Tomorrows Travel Group therefore invests in partnerships and sponsorships across areas including sport, tourism, education, events and community activity.

Where possible, we seek partnerships that create benefits for both organisations and the wider community, developing long-term relationships rather than purely transactional sponsorship arrangements.

Employment, Fair Pay, Skills and Opportunity

Our responsibility to the communities we serve begins with the people we employ.

Tomorrows Travel Group is proud to be an accredited Living Wage Employer, reflecting our commitment to fair and responsible employment and ensuring that our people are rewarded appropriately for the contribution they make to our business.



Alongside fair pay, we aim to provide secure employment and genuine opportunities for people to build and develop careers within the passenger transport industry.

Maintaining our accreditation as a Living Wage Employer.

Providing fair and responsible rates of pay.

Supporting professional driver development and training.

Creating opportunities for individuals entering the passenger transport industry.

Investing in the skills and professional development of our existing team.

Supporting progression and increased responsibility within the business.

Treating our employees fairly, professionally and with respect.

Investing in the next generation of transport professionals through training and development opportunities.

We believe responsible employment strengthens not only our business, but also the communities in which our employees live and work.

Responsible Supply Chain

We recognise that our purchasing decisions can have an economic and social impact beyond our own organisation. Where commercially appropriate, we seek to develop constructive relationships with suppliers and partners that share our standards and values.

Work with local and regional suppliers.

Develop long-term and mutually beneficial supplier relationships.

Use our purchasing power and partnerships to create additional value for customers and community organisations.

Pass relevant supply-chain benefits into educational or community initiatives where appropriate.

Encourage high standards of safety, employment practice, service and responsible business conduct throughout our supply chain.

Accessible and Inclusive Transport

We recognise the importance of accessible transport in enabling people to participate in education, employment, leisure and community life.

Tomorrows Travel Group will continue to consider accessibility and inclusion when investing in vehicles, developing services and planning transport solutions.



Responsible Growth

As Tomorrows Travel Group grows, we intend our contribution to the communities we serve to grow with us.

Commercial success allows us to invest in our people, vehicles, suppliers and community relationships. We therefore believe responsible growth and social responsibility should complement one another rather than operate separately.

Measuring Our Contribution

We will periodically review our community and social responsibility activities and, where appropriate, record the contribution made through:

Community and sporting sponsorships.

Educational travel support and discounts.

Community transport initiatives.

Local partnerships.

Training and employment opportunities.

Supplier-supported community initiatives.

This will allow us to understand the impact of our activities and identify opportunities where Tomorrows Travel Group can make a greater contribution.

Our Principle

To operate a successful, responsible transport business that creates value not only for our customers and employees, but for the communities that support us.

This policy will be reviewed periodically as Tomorrows Travel Group develops and our community partnerships evolve.

