



**SAFE, TIMELY, SMART**



**4,500+**  
employees



**90+**  
schools



**3,800+**  
school buses



**400,000+**  
KM per day



**3,000+**  
dedicated school  
bus drivers



**92,000+**  
students use  
our services



**1,200+**  
support staff



**485+**  
areas across  
the GCC



## VISION AND VALUES



### Vision

To become the preferred partner of choice for passenger transport and technical services within the MENA region. STS Group will achieve this by being an engaged, trusted and progressive organisation that creates customised solutions through the passion and excellence of our people.

### Values

**Safe:** We never compromise on the health and safety of our people, stakeholders, and the environments that we operate in.

**Timely:** Through effective communication, teamwork, and commitment we will always strive to deliver on our promises.

**Smart:** We listen and create innovative solutions that add value for our people and stakeholders.

## ABOUT US



STS Group offers a broad spectrum of transport and technical services for the education and corporate business sectors. Our purpose is to shape a better world by being a reliable partner of choice for passenger transport solutions across the GCC through our core values of Safe, Timely, Smart.

STS Group operates two school transport brands across the UAE; School Transport Services (STS) and Bright Bus Transport (BBT). Both companies take pride in being the UAE's leading private school transport operators.

We comply with all legislative requirements and regulatory standards, and our management systems are certified with:

- ✔ ISO 9001:2015 Quality Management Systems.
- ✔ ISO 45001:2018 Occupational Health and Safety Management Systems.
- ✔ ISO 14001:2015 Environment Management Systems.
- ✔ ISO 39001:2012 Road Traffic Safety Management Systems.
- ✔ The Royal Society for the Prevention of Accidents (RoSPA), UK.



## OUR TEAM



We have extensive experience in the recruitment, management, training, and retention of our employees which enables us to provide our stakeholders with confidence in our ability to deliver service excellence.

## Training



All of our employees understand our values of Safety, Timely, Smart. Our training programmes cover soft skills and the expected standards of how to be a model employee by adhering to our code of conduct. In addition to this, our bus drivers and bus guardians undergo rigorous training programmes in student welfare and road safety management. Our operations and service delivery exceed regulatory requirements, with a focus on safety at the heart of everything we do.

## Dedicated Bus Drivers and Bus Guardians



Each bus route has a dedicated bus driver and bus guardian who will become a part of the student bus journey. This familiarity between our employees and students will enable a more personalised service and will build a trusting relationship for the school and the parent and student community.

## STS Group Pledge



In order to ensure student safety throughout the bus journey, all our employees are screened prior to recruitment. After they complete their training, they take on a pledge to always practice safe driving standards, safeguard the health and safety of students and stay up to date with vehicle safety features and technology systems on board the bus.





## OUR FLEET



### Child Check Button

All of our buses have a Child Check Button located at the rear of the bus. This is used to confirm that no student has been left behind on the bus.

### CCTV



All of our buses are installed with internal and external video surveillance systems to monitor employee and student behaviour. CCTV provides visibility of all passengers travelling with us and allows us to report or investigate incidents immediately.



### GPS Tracking

Our fleet is fitted with Global Positioning Systems for real time monitoring of the movement of our buses. This advanced level of vehicle tracking ensures the safety of all students on board and assists our team in developing and optimising routes and journey times.



### RFID Student Tracking

All students are issued with RFID cards that are used to track when they get on and off the bus. The data collected feeds directly back to our Operations Control Centre (OCC) where we track student log reports, which can be made available to our stakeholders on request.



### Motion Sensors

The installation of passive motion sensors in our fleet provides further levels of assurance by alerting the driver of any student is still on the bus.





## STS App

Our STS App provides parents with the ability to monitor their child's bus location. The App is an easy-to-use platform that allows parents to log on and view real time information.



## Route Optimisation

We have introduced a new route management software that will improve student bus routes through optimisation, with the focus to reduce journey times.



## Alert Button

All of our buses have an Alert Button installed on the dashboard in case of an emergency. The alert button sends an immediate alert to our 24-hour OCC, with the bus and driver details.



## Facial Activity Monitoring Camera

The live camera captures driving habits to identify behaviour such as eye blink rate, mobile phone use, and oral intake.



## OUR SERVICE



School transport is a fundamental aspect of the school's daily operation. Maintaining a safe and reliable fleet, providing a highly skilled and professional workforce, and managing the complex administration of transport services is what we do best.



### We have extensive regional experience

We allow our clients to focus on their core business and their people and leave the logistics and management of transport planning to us, as we have been doing it safely, efficiently and cost effectively for more than 10 years.



### We have an Operations Control Centre

We have an Operations Control Centre based in our head office in Dubai that oversees all operations and supports our teams.



### We monitor our standards

We have a dedicated Quality Assurance team that regularly audits our service standards to ensure we are delivering our services as promised.



### We maintain our fleet inhouse

We have inhouse fleet maintenance programmes that cover all preventive and corrective maintenance requirements. This allows us to remain fully accountable for ensuring that all buses are safe and reliable.





### **We aim to exceed regulations and standards**

Our Integrated Management System defines how we operate, and this exceeds the standards set by regulators.



### **We care about the environment**

We are committed to improving the local environment in our community by fostering partnerships with businesses, community groups, and our customers to create cleaner and safe places to live and work. We actively promote environmental initiatives to reuse, reduce, and recycle products and waste, including the use of alternate fuels for our fleet of vehicles.



### **We invest in the latest technology**

As part of our partnership ethos, we seek to understand and create innovative solutions that improve the quality of output and deliver value for money. We regularly review the latest technology and are constantly striving for smarter and more innovative transport solutions to ensure that we remain best in class.



### **We have strong partnerships with the right people**

STS Group has long-standing and supportive partnerships with government entities. We have ongoing engagement with them regarding road safety and regulations for transport providers in the region.





## OUR CSR INITIATIVES



STS Group is committed to integrating corporate social responsibility into our operations. We have been awarded with multiple labels in recognition of our CSR efforts in the Middle East.

### The Smart Safety Bus

The Smart Safety Bus, is an interactive platform to promote road safety in the region. All students are briefed by our safety specialists and shown videos on road safety practices. They engage with the bus's interactive features and safety games, after which they undertake a safety pledge to be safety ambassadors.

### Stuff The Bus

Stuff the Bus is our initiative to help those that are less privileged. Each year we select a specific group, charity or community and design a campaign to meaningfully contribute towards their cause. We then reach out to various suppliers to Stuff the Bus with items for donation. In the past, items donated have varied from hearing aids, wheelchairs, toys, and school stationery supplies.

### Smart Distribution

In celebration of Ramadan, we have created the Smart Distribution initiative that helps us give back to the community. We prepare gift bags containing food and essential items such as personal hygiene products.

### Smart Life

STS Group recently joined hands with SmartLife Foundation, an organisation committed to enhancing the lives of blue-collar workers through educational programmes. The Smart Life initiative focuses on improving the workers' English language skills, to help them grow personally and professionally.

