



Go South Coast  
Sustainability Report 2015

A photograph showing a man and a woman in a vehicle's cab. The man, wearing a white shirt and blue tie, is driving and laughing. The woman, in a blue uniform, is sitting next to him, also smiling. The background shows a residential street with houses and a white car.

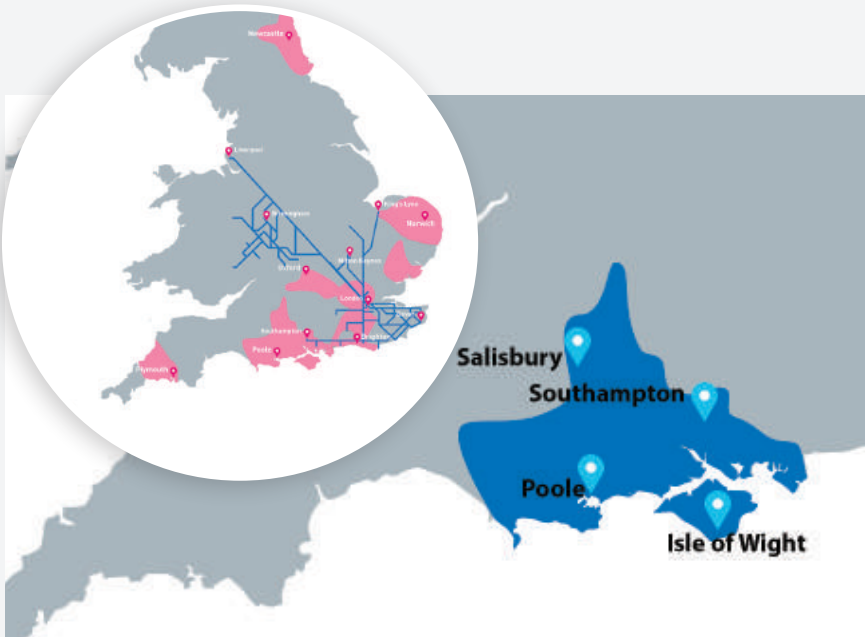
**STRONGER  
TOGETHER**

# OVERVIEW

Go South Coast is focused on investing and developing its people to become the operator of choice in our communities. As a business, we are constantly striving to improve our communication with our employees to create a positive and productive workforce, which gives our customers the service they deserve.

Our aim is to innovate in all aspects of service to leave customers with a positive lasting impression and to encourage them to use our services again and again. It's also highly important to us to maintain our relationships with our stakeholders, local councils, communities and universities.

## WHERE WE OPERATE



# 2015 HIGHLIGHTS

- Faster top up times on our key smartcard, top up time has been reduced to 3 hours from 48
- IRTE workshop accreditation
- Investment in route enhancements
- Launch of the Park & Ride service for Salisbury

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£6.5m

investment in new vehicles

92%

customer satisfaction

2.3%

customer volume growth

£6,000

raised for the Stars Appeal  
Charity at Wilts & Dorset  
Centenary Day



For more information about Go South Coast visit:  
[www.gosouthcoast.co.uk](http://www.gosouthcoast.co.uk)

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@bluestarhq @southernvectis

We're part of the  
**Go-Ahead**  
Group

# MANAGING DIRECTOR'S MESSAGE



Andrew Wickham,  
Managing Director

“Welcome to our 2015 sustainability report. Last year we made great strides in installing innovative technology across our fleet. We introduced USB charging points on board many of our commuter routes across Go South Coast. This year we are continuing to be a step ahead with the operation of our services, employee and community engagement.”

We helped our customers to make 47.7 million journeys last year and we endeavor to be the operator of choice across the South Coast. We hope that by investing in onboard technology such as USB charging points, onboard wifi and smart ticketing as well as providing a high standard of customer service we will continue to be people's preferred mode of transport.

In our efforts to make bus travel as easy as possible we will be launching new websites for three of our brands, which are all fully responsive and have a single and return fare look up feature. This means that customers can board knowing how much their ticket will cost. Along with the up and coming websites we have improved the time it takes for customers' keys to be updated - with new tickets this has gone from 48 hours to just 3 hours these added enhancements go a long way in improving the overall travel experience for customers.

## WINNERS

Routone Awards for 'Medium Shire Operator' — morebus



**47.7 million**  
customer journeys

Go South Coast is committed to helping our dedicated charities and local communities. This year we were extremely pleased to donate £6000 to the Salisbury District Hospital Stars Appeal with contributions from our Wilts & Dorset Centenary Running Day.

We have also signed the RNIB bus charter for Bluestar to show our commitment in training our driving staff to help provide the best possible customer service to those who are blind or visually impaired. Bluestar has also taken on a young person from Southampton based charity The Rainbow Project. The charity helps to provide support to vulnerable and disadvantaged young people. The aim is to prepare young people with the skills they need to progress in work. Bluestar's engineering department have taken on a young person from the charity to build and further his skills for a career in engineering.

Our business revolves around people, customers and employees remain our priority. We are making a conscious effort to engage with our employees and this year's annual employee survey had its highest ever response rate which is very positive. My Ideas has also been launched, which is a platform for all employees to give feedback on topics and areas that we would like to improve on, it is hoped that this will be a well used tool in the forthcoming year.

As a transport company our business inevitably has an impact on the environment, we ensure that every effort is made where possible to decrease our carbon footprint. Our recycling rate has now increased to over 80% of our waste is recycled — that's an improvement of 23% on last year. Our new vehicles continue to be greener with improved fuel efficiency.

## OUR REPORTING STRUCTURE

We are committed to operating our bus services in a safe, environmentally and socially responsible manner



### SOCIETY

To run our companies in a safe, socially and environmentally responsible manner.



### CUSTOMERS

To provide high quality, locally focussed passenger transport services.



### OUR PEOPLE

To be a leading employer in the transport sector.



### FINANCE

To run our business with strong financial discipline to deliver sustainable shareholder value.

Visit [www.go-ahead.com/sustainability](http://www.go-ahead.com/sustainability) to find out more about our approach →

## ADDITIONAL OP CO INFO

Go South Coast is extremely proud of the working relationships we hold with our stakeholders. We operate prestigious contracted services for the University of Southampton (Unilink), and the bus for BU services for Bournemouth University together with contracts for higher education providers such as Brockenhurst and Kingston Maurward Colleges. Our management teams work closely with the Universities to ensure smooth running of the services.

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Go South Coast and its brands work closely with our nominated charities and provide ongoing fundraising and support where we can.

## WILTS & DORSET CENTENARY ANNIVERSARY

Throughout the year we launched various marketing and publicity for the Wilts & Dorset Centenary Celebrations including two vehicles with vintage liveries, and the release of the book 'Century of Service'. The author is a retired Wilts & Dorset employee who used to be in the PR department and has an excellent memory and knowledge of the company. Local residents, former employees and their family members sent in their old photographs, articles and memories to be included in the book, which documents the 100 years since the company has been in operation.

In June we held a bus running day with 70 buses vintage and new in attendance along with family activities and an area for trade stands. Profits from this event were donated to the Salisbury District Hospital Stars appeal. A total of £6000 was raised from visitors to the event. Wilts & Dorset were and still are a large employer in Salisbury and family and friends of existing and past employees have supported the event.

## KEY HIGHLIGHTS

**£6,000**  
 Wilts & Dorset Centenary Day raised £6000 for charity

**RNIB**  
 'Swap me day'

**£2,000**  
 donated to The Royal British Legion

**£3,000**  
 raised for charity, Julia's House

## RNIB SWAP ME DAY

Bluestar have signed up to the Royal National Institute of the Blind bus charter to ensure that services are accessible for customers who are visually impaired.

"Public transport provides a life line to many partially sighted people and improving our customer service to all we ensure that those who need extra assistance when boarding get the support they need in the correct way."

Drivers and management put 'sim specs' on to replicate the feeling that visually impaired customers experience when boarding a bus, buying a ticket and finding a seat. In return some partially sighted people

from the RNIB had the chance to sit in the driver's seat and experience what it's like from a driver's perspective.

Our vehicles are also all fitted with next stop audio and visual announcements to not only ensure that our services really are accessible to all, but help visitors, new students and residents to the area and encourage them to travel sustainably by public transport.

## THE ROYAL BRITISH LEGION

This year Go South Coast have donated £2000 to The Royal British Legion to show our support for Remembrance Sunday and to support the ongoing work that the charity do assist current recruits in the armed forces and veterans.

400 buses will be wearing their poppies with pride, we also have two buses which have poppies on their liveries, and these are based at Southern Vectis and Bluestar depots the vehicles help raise awareness of the charity and its work in our areas of operation.

## JULIA'S HOUSE

At more we continue to work with Julia's House as our dedicated charity of the year. We donate all our lost property to their local shops to be sold on where possible. In addition to this we also hold fundraising bake days and Christmas jumper days for which all proceeds go to the charity.

We also support an employee who lives on a road where all the residents put up a Christmas light extravaganza each year to raise funds for Julia's House. Every house is decorated with hundreds of Christmas lights and visitors from the local area flock to see the spectacular each year. Just over £3000 was raised last Christmas.

## CASE STUDY



Wilts & Dorset Centenary day raised £6000 for our charity of the year

Bluestar's charity of the year is The Rainbow Project who is based in Southampton. The charity was founded in 1981 and provides a range of services to support vulnerable and disadvantaged young people. Part of their work is helping to prepare their young people for working life and to help secure employment. The charity mentors and helps their young people progress in their chosen career; this is all done in partnership with local businesses.

The Engineering team have taken on Craig Joplin who was chosen to spend time working with the team at Eastleigh. Craig will work with the team to gain new skills and develop existing ones. The aim of the placement is to provide Craig with work experience, knowledge in his chosen career and grounding for working life.



# CUSTOMERS

Our aim is to build loyalty with our customers and encourage them to travel with us again, and we do this by building a lasting positive relationship with them. Our relationship is built by holding forums, completing survey work with them at the roadside and in town centres, and by providing a reliable, friendly and clean service. This results in customers feeling valued and by listening to their feedback and improving we will remain their preferred operator.

## KEY HIGHLIGHTS

**INFO**  
expanding customer service team, with extended opening hours

**3HRS**  
to upload tickets to 'the Key'

**15,100**  
mobile app users

**9,831**  
Go South Coast Twitter followers

## INTEGRATED TICKETING

In early 2015 Southern Vectis joined an integrated transport solution in partnership with Hovercraft and National Express to provide a ticket option which means that customers would only need one ticket to travel between the Isle of Wight and the mainland. This encourages visitor to and from the island to use sustainable methods of transport where possible and makes it easy for them to transfer to the next section of their journey.

## SMART TICKETING

We are continually improving our smart ticketing options for customers. This year we have launched ticketing gifting on our mobile apps, which allows customer to purchase tickets for family and friends. This enables parents to pre purchase tickets for their children to travel knowing that they can't lose the ticket or money for travel.

Improvements have also been made to the key smartcard too; customers can purchase their tickets via paypal which eliminates the need to enter card details into the system every time they wish to purchase a ticket.

"Top up times have also improved, tickets can now be uploaded onto the key in just 3 hours instead of 48 which is great news for customers."

## CUSTOMER SERVICE

Here at Go South Coast we aim to provide the best customer service experience possible for those who travel with us. At Bluestar we recently recruited a service delivery supervisor to look after our most frequent route the Bluestar 18. We branded him



passenger Pete and he helps keep the buses running to time as well as giving help and travel advice to our customers, this has greatly improved our presence at the roadside. Pete also assists at our promotional events and provides a familiar and friendly face to help customers feel at ease when enquiring about their travel needs, or reporting any concerns or complaints. Our Go South Coast customer service team has also expanded as we aim to provide extended opening hours so that customers can get hold of us when it is convenient for them, as well as providing support for customers who use our smart ticketing options. We have taken direct handling of complaints away from each depot to provide dedicated customer support.

## CONTINUED INVESTMENT IN NEW ROUTES AND SERVICES

Go South Coast took over all Park & Ride sites in Salisbury in May this year. Through careful planning we have integrated the Park & Ride services with our regular routes to provide frequent links into Salisbury city centre for residents and visitors. Park & Ride sites help to encourage sustainable travel and reduce vehicle emissions and the amount of cars entering the city centre.

In September of 2014 we extended the route of our Unilink U2 service in order to serve a new hall of residence opened ready for the new intake of students. The halls are home to 1100 students so the demand for a bus service from this area to the main university campus was high. We also increased the frequency to every 10 minutes. Customer numbers increased by 61% on the year to date.

We have also been able to invest and improve on our routes in Bournemouth and Poole. In a highly populated area where we have seen substantial growth due to residents using public transport as well as local language schools. The frequency of combined routes 14 and 16 has been increased from every 15 minutes up to every 10 minutes across certain sections of the route. This has proven worthwhile as we continue to see growth on these services.

## CASE STUDY

Our West Dorset operation Damory, runs a number of very rural bus routes, many of which are funded by the local county council. We had some negative feedback about our 216 service between Dorchester, Sherbourne and Yeovil. In November we started to rebrand the route. Our campaign for the renaming of the service was 'Damory's got the X-factor' as the new route number included an X. We improved the buses on the route by replacing older vehicles with newly refurbished ones. Our team also looked at the timetable and areas where we were not punctual, amendments were made to the timetable to improve reliability. This has been received very positively by the local community.



Continually improving our smart ticketing, with key and app enhancements



## OUR PEOPLE

Go South Coast is a people based company which aims to support and inspire. We run a number training programmes to help develop skills and encourage our employees to progress internally.

Salisbury Reds technician Ben Gilmore celebrated success in this year's IRTE Skills challenge and named DVSA vehicle technician of the year. This challenge is a way for us to judge the success of our training scheme and shows our commitment to the ongoing development of our staff.

### INSTITUTE OF ROAD TRANSPORT ENGINEERS (IRTE) ACCREDITATION

We've also had success this year within our other engineering teams. Bluestar Engineering team were accredited as an IRTE workshop, this accreditation enables maintenance providers to demonstrate their competence, best practise and safety in their work to other suppliers and industry bodies whilst the workshop is independently assessed to IRTE standards.

### INTERNAL TRAINING AND PROGRESSION

This year we have launched an internal management training scheme to give drivers and employees in other areas of the business chance to progress within the business whilst being trained at the same time. We also had two graduate management trainees who are now working in the business at our Poole and Isle of Wight Depots. Both graduates undertook extensive training in each area of the business as well as working at one of Go Ahead London's Depot to experience the contrast of inner city regulated services to those that we operate at Go South Coast.

2015 also saw the launch of the Training Academy, this is an online facility that staff can utilise to improve their skills, and there are online courses as well as those you can attend in person. This gives employees a chance to develop and improve upon the skills they already have.

### KEY HIGHLIGHTS



"We value our people highly and want to encourage employees to develop their skills and further develop their career within the company. This year several training programmes have been launched to help employees achieve this."

Our first ever apprentice bus driver qualified in June 2015. The aim of our apprentice bus driver scheme was to put our apprentices through their driving tests

for car and bus, as well as allocating them time in each department in the business, in addition to this they also had academic activities to complete from the Bristol Automotive Academy. The thought process behind the apprenticeship was to build loyalty to the company as well as starting their career off with the knowledge and understanding of the business, routes and tickets. Before Andrew qualified fully as a bus driver he would go out with new drivers and undertake route learning with them, as well as assisting on route safety assessments. Andrew qualified in June this year.

### EMPLOYEE RECOGNITION

Our employee of the month scheme which is in operation for each of our brands helps to recognise those who go that extra mile in their day to day work, and is a chance for colleagues, managers and customers alike to give recognition where it is due.

The Go South Coast annual awards night which is just coming into its third year is proving very successful. At the event we celebrate those employees with long service, and those who have been given an employee of the month award. The climax of the evening is the announcement of the Go South Coast employee of the year; the winner receives a large cash prize and 2 weeks extra holiday allowance. The event greatly improves morale and employees do strive to get an invite.

### AWARDS

#### IRTE AWARDS & ACCREDITATIONS

IRTE workshop accreditation Bluestar  
IRTE DVSA Top Vehicle Technician – Ben Gilmore, Salisbury Reds

#### ROUTE ONE AWARDS

Routeone Top Shire Operator of the Year – Morebus  
Shortlisted for Route one Partnership of the Year – Bluestar/Unilink



Ben Gilmore – IRTE DVSA Technician of the year



# FINANCE

## Go South Coast is part of The Go-Ahead Group plc.

Go-Ahead makes a contribution to the UK economy through the employment of 26,000 people, the taxes the company pays, payments to its suppliers and the contribution its rail franchises make to Government finances.

### SUPPORTING THE UK ECONOMY

Public transport brings benefits to individuals, communities and the nation as a whole. Economically, it connects workers to jobs and enables trade. Socially, it provides access to employment, education, and health care, and unites friends and family. For many, especially older people, people with disabilities and children, public transport is often the only viable option.

During the year, Go-Ahead made a direct contribution to the economy through the £20.3m we paid in UK corporation tax and its net increase in contributions to the DfT in the year was £191.9m, up to £255.9m. Indirectly, we also support economic growth through the employment of 26,000 people; investing £1.08bn in staff; and by providing millions of people with the means to travel to work, shops and other key services and leisure activities every day.

### KEY HIGHLIGHTS



### FAIR TAX MARK

Go-Ahead is the first FTSE 350 company to be awarded the Fair Tax mark for being a good taxpayer, open about its tax affairs and paying the right amount of corporation tax at the right time and in the right place. A fair tax system is to the benefit of everyone and crucial to support a vibrant mixed economy.

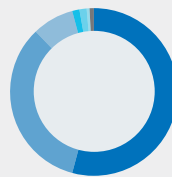
### ETHICAL PROCUREMENT

Go-Ahead's ethical procurement is embedded in its supply chain procurement and management processes. As a buyer of goods and services we have a responsibility for the supply chains from which these goods and services come into the organisation. We will take into account ethical as well as commercial and technical factors, when considering which suppliers to partner with.

The company encourages its suppliers to adhere to similar high standards of corporate responsibility and to have in place appropriate safeguards against bribery, corruption and facilitation payments. In particular, Go-Ahead expects its suppliers to be committed to high standards of health and safety and demonstrate a respect for the environment.

### THE GO-AHEAD GROUP ECONOMIC CONTRIBUTION

# £3,215.2m



■ Payments to suppliers	£1,746.8m
■ Staff costs	£1,079.6m
■ Net rail contribution to DfT	£255.9m
■ Economic value retained by shareholders	£52.2m
■ Capital expenditure	£42.3m
■ Corporation tax payments to Government	£20.3m
■ Finance costs	£18.1m

# KEY DATA

Go South Coast	2014/2015	2013/2014
<b>Society</b>		
Carbon emissions per passenger journey (%)	0.74	0.78
Water used per passenger journey (l)	0.42	0.42
Recycling rate (%)	83.26	64
RIDDOR accidents per 100 employees	1.2	1.1
Accidents per million miles	67.7	4.8
Community spend per employee (£)	15.65	8.06
<b>Customers</b>		
Customer satisfaction (%)	91.3	92
Punctuality (minutes)	80.5	84.8
<b>Our people</b>		
Employee engagement index (%)	46	40
Absenteeism (%)	4.6	5.4
Employee turnover (%)	15.1	15.2
Diversity by gender (%)		
– Women	14.9	13.2
– Men	85.1	86.8
<b>Finance</b>		
Revenue (£m)	85.2	86
Passenger volume growth (%)	2.3	n/a

For information on the full Group data, please visit our corporate website [www.go-ahead.com](http://www.go-ahead.com) →

## MORE INFORMATION

You can find out more about Go South Coast by visiting our website [www.gosouthcoast.co.uk](http://www.gosouthcoast.co.uk) and more information on how Go South Coast manages sustainability can be found by visiting [www.go-ahead.com/sustainability](http://www.go-ahead.com/sustainability)

If you have any comments, views or ideas on how we might improve, or have any thoughts on other issues that we should address in this report, please write to:

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**BUREAU**  
**VERITAS**

### Summary Verification Statement from Bureau Veritas UK Ltd

For the seventh year, Bureau Veritas UK Ltd has worked with The Go-Ahead Group plc to verify selected sustainability key performance indicator (KPI) data contained within the Group's annual report.

The information and data reviewed for this verification process relates to the period from 28 June 2014 to 27 June 2015.

Produced by The Go-Ahead Group and designed by Black Sun plc,