



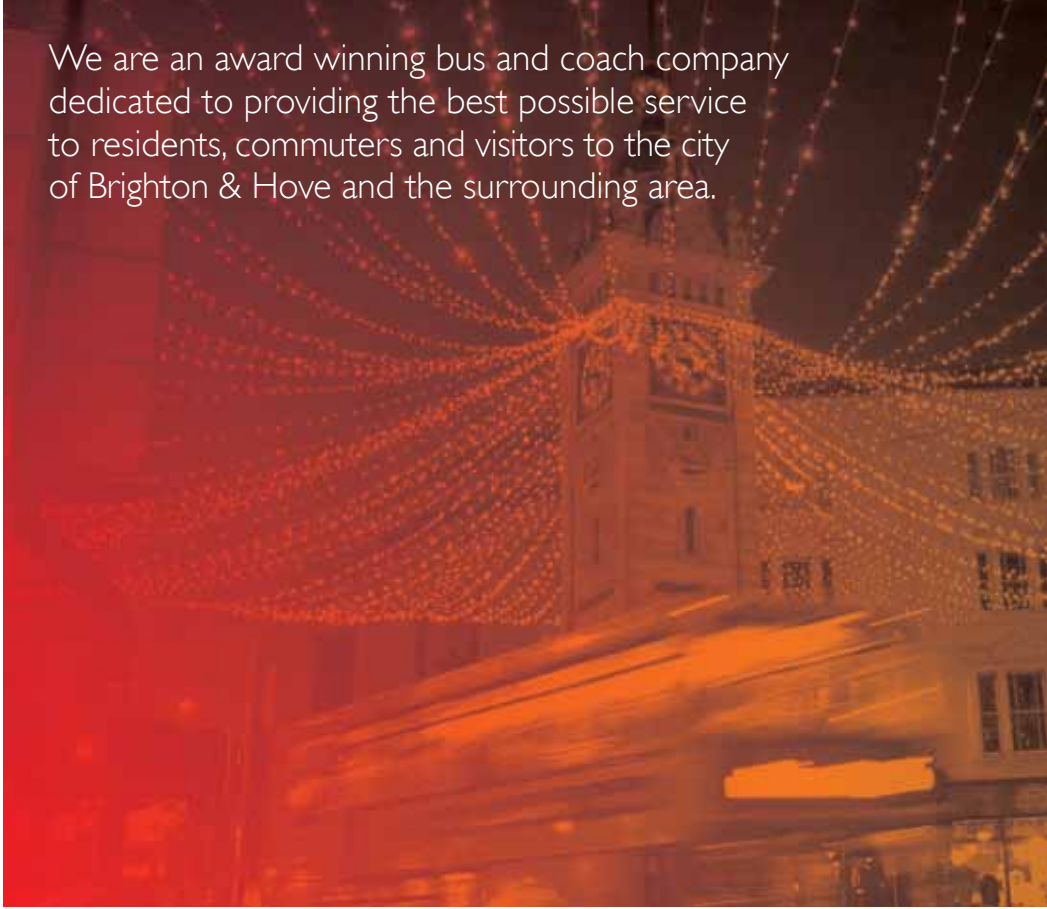
Brighton & Hove

essential travel for our city

Moving with our people...

Corporate Responsibility Report 2011

Brighton & Hove
essential travel for our city



We are an award winning bus and coach company dedicated to providing the best possible service to residents, commuters and visitors to the city of Brighton & Hove and the surrounding area.

We're a part of the
Go-Ahead
Group

www.buses.co.uk

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ABOUT BRIGHTON & HOVE BUS AND COACH COMPANY

We work in close partnership with Brighton & Hove City Council as well as having close links with East and West Sussex County Councils. This has seen us increase the number of journeys made by bus consistently every year since 1993 and helped minimise congestion.

2010/11 HIGHLIGHTS

- Won the prestigious City Bus Operator of the Year Award 2010
- Achieved passenger satisfaction of 90%
- Increased passenger journeys by 3%
- Introduced 21 new double deck buses with Euro V engines
- Introduced four refurbished Bendy Buses
- Increased the frequencies of the most popular bus routes
- Introduced more late evening and night journeys

WHERE WE OPERATE

A fleet of 280 buses operate frequent city services and beyond Shoreham to Steyning as well as along the coast to Eastbourne and across the Weald to Tunbridge Wells. Seven luxury coaches provide corporate and private hire clients with travel throughout the UK and continental Europe.



MESSAGE FROM
ROGER FRENCH,
MANAGING
DIRECTOR



We work hard to understand our customers' travel needs and make things simple and easy for them. We act responsibly and safely and play an active role in the local community.

The city of Brighton & Hove has unique characteristics being located between the sea and the Downs and experienced no road building that many towns of comparable size embraced in the 1960s. Consequently transport is a key issue for residents and those that come to the city for employment or to enjoy the leisure amenities. We are pleased to be able to make a significant contribution to the life of the city and, as this report shows, continue to invest millions of pounds in the latest technology to ensure we reduce our environmental impact and help our customers and passengers to do so too, as they choose us for their travel needs.

The new Green minority administration of the City Council elected in May 2011 has pledged to make Brighton & Hove "the Greenest city" and we are delighted to play a major part in delivering that commitment.

We are part of the successful and respected Go-Ahead Group plc and along with all companies within the Group are committed to achieve a reduction of 20% in CO₂ per passenger journey by 2015.

This is a tough target but we are determined to meet this and have made good progress on our action plans.

We are one of the top four private sector employers in the city of Brighton & Hove with over 1,100 local people working for us. We have long standing recognition arrangements with Unite the Union and pay above average wages for our sector in this region.

We touch the lives of thousands of residents as well as visitors to the area each day, 364 days of the year; as well as through the night, seven days a week by making over 45 million passenger journeys in a year.

In the last 12 months between July 2010 and June 2011 we have again increased the number of passengers travelling on our buses. Over a million extra journeys have been made making this the 18th year of such growth and we have now more than doubled the number of people using buses during this time.

This has been achieved through our continued partnership work with the City Council and neighbouring County Councils to make buses an attractive choice for people wanting to travel.

For our part we have increased frequencies; introduced new ticket deals; continued our investment in environmentally friendly buses; and improved the way we communicate information. We have continued our extensive training programmes for our staff including safety, environmentally friendly driving and customer service. We are investing in better diagnostic equipment for our vehicles and are ensuring we recycle all our waste.

We know that congestion has an impact on our ability to provide a reliable bus service and are pleased that the local authorities have an objective to manage traffic in the most efficient way. The enforcement of bus lanes so that they are only used by designated vehicles has been a key part of this as well as proper management of parking and its enforcement, and we welcome the work that our colleagues at the City Council and neighbouring authorities have undertaken on these important matters.

We recognise that we will only be able to continue delivering high levels of passenger satisfaction (90% in a recent independent survey) if we keep in close touch with our customers and ensure we deliver a service that meets expectations. To this end we continue our extensive programme of consultation and listen to the feedback we always welcome. Many of the improvements we have introduced to bus routes and timetables over the past year have arisen from such feedback.

We have also continued to play a leading role in business forums and community groups throughout the city as well as providing active support to leading charities.

Roger French OBE DL

Managing Director

OUR 2011 PERFORMANCE

46.7

million passenger
journeys

281

buses and coaches

100%

low floor buses

20%

reduction in carbon
emissions by 2015

SAFETY

Our top priority

28%

reduction in accidents
per million miles

As always safety is our highest priority. We fully investigate each and every incident that occurs so that we can establish the cause and ensure it is not repeated if we are at fault in any way. There were no incidents of seriously injured passengers and once again there were no fatalities in the conduct of our business.

Monitoring

We again arranged for incognito monitoring of our drivers by Driving Standards Agency staff who assess the driving they observe travelling as a passenger to exacting test standards. The results continue to be impressive and drivers welcome the positive feedback this brings.

The in-cab monitoring displays of braking and acceleration 'live' as it happens continues to have a beneficial effect on driving standards and this has led to more comfortable journeys and a safer environment.

Training

We have continued our programme of training for each driver as part of their Certificate of Professional Competence and this has included emphasis on safety and driving techniques that take account of each passenger's needs, especially those with special needs and disabilities.

We have liaised with cycling groups in the city particularly over the introduction of Bendy Buses along Lewes Road in Autumn 2011 and which was a great success with no conflicts on the road being reported. This reflects the excellent training provided and the professionalism of our drivers on this route.

Two high profile Cycle Activity Days were held in the city centre in conjunction with Sussex Police and the City Council. These highlighted the sight-lines of following cyclists which bus drivers have from their cabs in a graphic way on the road surface as well as using CCTV images to show examples of good and bad practice on the road.



ENVIRONMENT

We care

20%

reduction in CO₂ emissions per passenger journey by 2015

We are pleased to be working towards a target reduction of 20% in CO₂ emissions per passenger journey by 2015. We have drawn up action plans across the whole company's operations under the theme Driving Energy Further to ensure we reduce the impact of all our activities.

A booklet was produced and distributed to all staff to raise the awareness of energy saving. This covered all aspects of how each member of staff can contribute, including saving energy in offices with heating and lighting; in garages with the use of equipment; and on the road with driving techniques. The booklet also explained how staff can use energy saving techniques at home.

We invested around £4 million in 21 new Volvo double deck buses which were delivered and entered service in April 2011. These are the first buses in our fleet to the exacting Euro 5 standard for emissions and we are already seeing the benefit they bring to reducing CO₂ as well as improving the efficiency of fuel consumption.

We have continued our active support for the Brighton & Hove 10:10 campaign including promotion of this worthy crusade on many of our buses.

As part of our Driving Energy Further targets plans are in hand to introduce more technology advances to improve fuelling equipment and data recording incorporating spill-free apparatus at all our garages. A site review is also in hand to establish the potential energy savings in the use of our buildings.

New arrangements have been introduced to increase still further the amount of waste that is recycled including new segregated containers.



21 new Volvo double deck buses entered service in April 2011.

PASSENGERS

Service excellence

1.4
million additional
journeys made

29%
SAVER ticket sales
purchased off bus



Great value fare offers were introduced in a number of areas.

Satisfaction

We commissioned the independent watchdog Passenger Focus to carry out further research into passenger satisfaction with our services and once again their results gave an impressive 90% result.

Increasing numbers

Every year since 1993 we have grown the number of passenger journeys undertaken on the city's buses and during this time we have more than doubled the number of journeys from around 22 million to over 46 million each year. In 2010/11 a further 1.4 million journeys were made on our buses compared to 2009/10.

Improving service

We are delighted to receive feedback from our customers and have used these valued comments to introduce more improvements to our timetables. In Autumn 2010 we introduced new Bendy Bus operated journeys on the busy Lewes Road route 25 serving both Brighton and Sussex Universities. These have proved very popular and encouraged more passengers to travel. We also made further improvements along the coast road east of Brighton with more journeys, particularly at peak hours.

The frequency of service between Lewes and Brighton was increased by 50% in April 2011 with buses now running every 10 minutes. Other improvements included new limited stop journeys for commuters from Crowborough, Uckfield and Lewes on route 29X and an improved timetable on Sundays.

Additional journeys were introduced in the evenings and particularly late evenings with later journeys from the city centre back to many residential areas as well as improved train connections at Brighton Station for commuters. A new night bus was introduced along the coast road to Eastbourne.

More journeys were also added to the timetable of the busy cross city route 1 in the peak hours.

Value

Great value fare offers were introduced for passengers travelling along Lewes Road in addition to special ticket offers for residents of Woodingdean and Bevendean. A significant initiative in April saw a new £2 priced day ticket introduced for all passengers boarding buses outside Brighton Station, which together with extensive promotional activity and the introduction of staff to act as welcome ambassadors was designed to encourage visitors arriving by train to continue their journeys in the city by bus. Cheaper fares were also introduced for passengers travelling from the city centre to the Royal Sussex County Hospital.

EMPLOYEES

Our greatest asset

1,084
employees

Training courses continued covering the areas of customer service skills, conflict avoidance and defensive driving. In addition, all drivers are in the process of accumulating their 35 hours of refresher training for their CPC (Certificate of Professional Competence). Individual courses run for seven hours, and are all produced and delivered in house, having met stringent criteria prior to approval and registration. The next course to be registered will be based on Diversity and Disability Awareness. The feedback that we have received on the courses so far, from individual participants as well as external auditors from the approvals board, has been excellent.

Many drivers are also proud to have achieved their NVQ Level 2 in Bus Driving. Over 100 have already completed the qualification, with a further 30 signing up at the year end.

A number of initiatives have been introduced to encourage employees to cycle to work including the provision of new cycle storage facilities and a 'cycle to work' financial scheme to buy a new bike with tax efficient deductions from pay. Over 40 staff signed up and there has been a noticeable increase in staff cycling to work.

The company has a long standing recognition agreement with Unite the Union and regular consultation and negotiation meetings are held to discuss all aspects of the work content for jobs involving driving, cleaning and skilled maintenance.

We continued our commitment to apprenticeship training in engineering skills with four staff currently being trained and two more being recruited.



All drivers received training during the year with the latest course on Diversity and Disability Awareness.

COMMUNITY

We're part of it

£34,000

raised for the Martlets Hospice and the Argus Appeal

312

meetings and stakeholder events attended

Company representatives attended over 300 meetings with stakeholders and community groups during the year. These included meetings with our partners at the City Council and neighbouring local authorities, Sussex Police, the Universities and education providers as well as the health sector. We also met a large range of community and resident groups including those representing people with disabilities. Maintaining close links with these groups provides valuable feedback from the community and helps influence decisions on how services can be improved and better value tickets introduced for our customers.

Roger French, the company's Managing Director, continued to fulfil his role as chair of the city's Local Strategic Partnership which brings together the major players in Brighton & Hove including the public sector, the private sector and the community and voluntary sector.

The company also participates in the Economic Partnership and the Transport Partnership and Roger French chairs the City's Business Forum and the Executive Committee of the Chamber of Commerce and the Hove Business Partnership as well as being a long standing member of the management executive of the Hove Business Association. These relationships ensure buses form part of the fabric of city life and maintain their high profile as a contributor to the local economy.

The company continued its support for many local charities and not for profit organisations providing in-kind help, support and raffle prizes. In particular £34,000 was donated to the Martlets Hospice and the Argus Appeal in November 2010 as the culmination of celebrations to mark the company's 75th Anniversary. The money had been raised from sales of promotional items as well as all the income from sales of the book published by Roger French – 'Pride & Joy – my amazing 25 year journey with Brighton & Hove buses'.

Free bus advertising was given to the Martlets Hospice so they could promote their weekly lottery and a bus and driver was made available to both the Martlets Hospice and the Argus Appeal throughout December for the popular fund-raising Santa Bus.

The company's City Sightseeing buses were used to provide special help for the Grace Eyre Foundation and those attending city events to mark Armed Forces Day.



Top: Roger French (2nd left) presents a £17,000 cheque to staff at the Martlets Hospice.

Bottom: Keith Ludeman (3rd left) presents a similar cheque to the Argus Appeal trustees.

	2010/2011	2009/2010	2008/2009
Safety			
Bus accidents (per million miles)	10.51	14.51	17.09
Fleet with CCTV (%)	100	100	100
Environment			
Carbon emissions per passenger journey (kg)	0.51	0.51	0.53
Site energy			
– Gas consumption (kwh)	2,190	2,101	1,982
– Electricity consumption (kwh)	1,485	1,432	1,497
Fuel efficiency			
– Miles per gallon	5.70	5.76	5.99
Passengers			
Number of passenger journeys (m)	46.7	46.3	44.6
Fleet with low floor (%)	100	100	97
Saver tickets sold off-bus (%)	28.6	26.1	24.0
Employees			
Number of employees	1,084	1,048	1,056
Turnover rate (%)	9.5	9	12
Absence rate (%)	5.5	6	6
Diversity by ethnic group (%)			
– Asian, black or other origin	2.2	2	2
– White	97.8	98	98
Diversity by gender (%)			
– Women	8.5	8	8
– Men	91.5	92	92
Average length of service (yrs)	9yr 6m	8yr 1m	8yr 4m
Community			
Charitable giving and investment (£)	42,202	10,984	11,580
Number of stakeholder events	312	263*	n/a

* First year of data collection.

For information on the full Group data please visit our corporate website www.go-ahead.com

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

You can find out more about Brighton & Hove by visiting our website www.buses.co.uk and more information about how Brighton & Hove manages its corporate responsibilities can be found by visiting www.go-ahead.com/responsibility

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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Verification of Corporate Responsibility data

For the third year Bureau Veritas UK Ltd has worked with the Go-Ahead Group plc (Go-Ahead) to verify and to provide an independent opinion on selected corporate responsibility (CR) key performance indicators (KPI) data contained within the Go-Ahead Group's Corporate Responsibility Report 2011. The information and data reviewed for this verification process relates to the reporting period 1st of July 2010 to the 2nd of July 2011. The verification incorporated site visits, interviews, document review and checking of Group and Operating Company data.

The full Bureau Veritas verification statement is available in Go-Ahead's Corporate Responsibility Report and at <http://www.go-ahead.com/responsibility.aspx>

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