

The route ahead

We have a clear and simple strategy: to protect and grow our core business; win new bus and rail contracts; and develop for future transport needs. The Go-Ahead strategy feeds into our vision and is underpinned by our beliefs and attitudes and helps us understand where we are going, why we are going there and what we have to do to get there.

Through this strategy, we aim to deliver an excellent service for our customers, returns for our shareholders and value for all Go-Ahead stakeholders.

Our evolving strategy

Over the last year, we have made progress in evolving our strategy, to reflect some of the wider areas that we focus on as a business.

The key change themes from last year's strategy, Lean processes, Technology, Customer experience, Culture change and Leadership, have been embedded into the Group and now form part of our everyday activities. As these themes naturally evolved throughout the year, we identified additional key areas for which Go-Ahead has a responsibility for and have sharpened our strategy to focus our direction going forward.

By proactively engaging with our stakeholders, their feedback enabled us to formulate our updated strategy and therefore improve our operations, products and services going forward.

Through the areas of Better teams, Happier customers, Stronger communities, Smarter technology and a Cleaner environment, we aim to deliver change, shape our culture and prepare for the future challenges and opportunities facing us and our wider industry.

By working collaboratively and in partnership with all of our stakeholders and ensuring we operate in an open and sustainable way, we are able to deliver our vision: a world where every journey is taken care of.

← To assess the effectiveness of the different pillars of our strategy, we measure a broad range of financial and non-financial key performance indicators.

[Read more on page 28.](#)

There is a clear link from our strategy to the remuneration structure of senior management.

[Read how remuneration is influenced by strategy on page 82.](#)

[Read how risks may impact strategy on page 44.](#)



A world where every journey is taken care of

We generate value for our investors, by building a sustainable business which meets the needs of our customers and communities

Our vision will be delivered by our three strategic objectives



Protect and grow the core

Safeguarding and developing our core bus and rail businesses through our three operating divisions



Win new bus and rail contracts

Securing contracts in the UK and using our core experience to expand into international markets



Develop for the future of transport

Using our skills, knowledge and assets to explore new growth opportunities for the future of our business

With responsibility as a business for safer and

Better teams

We are committed to attracting, developing and retaining the best talent and driving high levels of motivated and engaged colleagues.

Happier customers

Our customers are at the heart of what we do. We aim to provide high levels of customer service across all our operations.

Stronger communities

We enable communities to flourish by providing access to education, retail and employment, allowing people to stay connected.

Smarter technology

We invest in technological solutions and utilise our market leading retail capabilities to drive growth and innovation.

Cleaner environment

We promote the benefit that public transport has over private in improving air quality and strive to reduce any negative impact we may have on the environment.

Our approach is underpinned by our core beliefs and attitudes



Our beliefs

- We believe in
- Trusting people
 - Being can do people
 - Building relationships
 - Being one step ahead



Our attitudes

- We are
- Accountable
 - Down to earth
 - Collaborative
 - Agile