

Social Value

The Go-Ahead Group plc and its operating companies (collectively, “Go-Ahead”) are committed to conducting its business in a responsible and sustainable way, aiming to create social value for the communities we serve.

Guided by our purpose of “*Moving you and the next generation towards a smarter and healthier planet*”, the way we conduct our business takes into consideration the UK [Public Services \(Social Value\) Act 2012](#) [Social Value Act 2012](#), and the UK [Social Value Model](#), which has five priorities:

- COVID-19 recovery
- Tackling economic inequality
- Fighting climate change
- Equal opportunity
- Wellbeing

We believe that we are able to create the Social Value for the communities which we serve through different areas of our business, as outlined below

Through our core business

We are a public transport provider. The services we offer sit at the heart of the communities we serve and create social value in towns and cities by connecting people to work, family, leisure, and more, in an easy, safe and affordable way. Public transport has supported key workers throughout the whole COVID-19 crisis and is a vital service for the social and economic recovery from the pandemic.

We work consistently to reduce any negative impact caused by our operations and to look for opportunities to maximise benefits offered by public transport and increase the positive impact created by our business.

From the environmental perspective, public transport is part of the solution to tackle the most pressing threats, including climate change. In the UK, buses and rail account for less than 5% of transport carbon emissions – as opposed to 55% emitted by private cars. Notwithstanding, Go-Ahead is working to decarbonise its whole fleet by 2035 and, by then, will reduce its carbon emissions by 75% as stated in our public commitment and validated Science Base Targets.

Through our sustainable procurement

We are signatories to the Prompt Payment Code and operate in a transparent and fair way, following the principles of the public procurement regulations. We have strong processes in place to onboard our suppliers and require them to adhere to strict ethical standards.

We work with our suppliers to embed our social and environmental procurement practices, which include no zero-hour contracts and exclusion of unpaid work, encouraging diversity and inclusion, and incorporating carbon impact and recycling targets.

We focus our procurement spend at a local level, providing economic benefits to the communities we serve. Additionally, Go-Ahead aims to maximise its economic benefits for the communities we serve through our public commitment to increasing our percentage of influenceable spending (meaning the spend that procurement has the ability to change) with small- and medium-sized enterprises as described in our published SME Strategy.

Through our recruitment and training

Go-Ahead is committed to providing equal employment opportunities and to avoiding unlawful discrimination in our employment practices and in our engagement with our customers. We believe a diverse workforce contributes to business success and are committed to creating inclusive working environments across Go-Ahead Group and its operating companies.

Go-Ahead also creates social value, and contributes to tackling economic inequality, through our Ofsted approved apprenticeship programme, which has afforded opportunity and education for life to thousands of people.

Through our community investment

Go-Ahead is committed to making a positive contribution and creating social value for the communities we serve. Our contribution can take place in different ways, including but not limited to cash and/or goods donations, sponsorship, free travel, volunteering, partnerships and community events.

Our social work is guided by a set of principles which includes but are not limited to the below:

Our community investment projects:

- must have a well-defined strategy, clear objectives and guiding principles;
- must be directly and/or indirectly connected to our core business (public transport);
- aim to adopt a multi-stakeholder approach through the establishment of partnerships;
- aim to create sustainable value and long-term impact on the communities we serve; and
- must be measurable regarding qualitative and quantitative social value created.

Our initiatives targeted to create social value focus on topics on which we can have a greater contribution and impact, including but not limited to:

- support public health;
- promote mental health and wellbeing;
- provide assistance and support to vulnerable people;
- enhance accessibility and inclusiveness;
- promote education; and
- improve life in towns and cities.

The outputs and outcomes of our community investment are monitored by a set of indicators reported annually to our stakeholders through our Annual Report and Accounts and website.

Related Go-Ahead Group [Policies](#):

- Accessibility
- Community and charitable investment
- Environment
- Equal opportunities, diversity and inclusion
- Ethical procurement
- Health and safety
- Health and wellbeing
- Human rights
- Political lobbying and donations
- Sustainable suppliers
- Sustainable business

Other relevant documents:

- [SME Strategy](#)
- [Sustainable Procurement Charter](#)