

Corporate Responsibility Report 2009

Getting ahead responsibly



We're part of the
Go-Ahead
Group

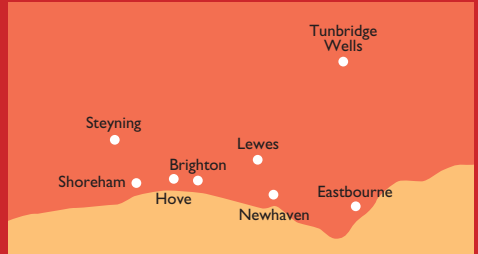
Introduction

The Brighton & Hove Bus and Coach Company serves the city of Brighton and Hove from Steyning and Shoreham to Newhaven.

We also operate longer distance routes to Eastbourne, Ringmer, Lewes and Tunbridge Wells. With over 1,000 employees we are the largest private sector employer exclusively based in the city.

About the Go-Ahead Group

The Brighton & Hove Bus and Coach Company is part of the Go-Ahead Group. Go-Ahead is a major provider of transport services across the UK, employing over 27,100 people. Each year, the Group's companies serve over a billion passengers. The Group's operations span bus, rail and aviation services, and are defined by a belief that local people make the best decisions about running local services. Each of Go-Ahead's subsidiary companies is run as an autonomous business in tune with the local market.



About this report

This report describes the corporate responsibility performance of Brighton & Hove Bus and Coach Company in the 12 months to 27 June 2009.

As part of our annual business planning, we have set targets and goals to improve our corporate responsibility performance for 2009/10.

We have placed more information on our new Group corporate responsibility website which will be available from November 2009. You can find this at www.go-ahead.com/corporateresponsibility

In line with the Go-Ahead Group, the report is structured around the most important issues for a transport provider:

 Safety and security	 Reliability, convenience and punctuality of our services	 Improving our environmental performance	 Accessibility for all, particularly people with disabilities	 As an employer	 Affordability for people on low incomes	 Strong relationships with local communities
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Managing Director's statement

We are proud to be part of this community, providing a 24-hour bus service that meets our customers' needs, and helps to make the city a more pleasant place to live.



One of the challenges we face in Brighton and Hove is geography: the city is tightly packed between the South Downs and the sea, and this makes congestion a serious issue for the transport network.

We continue to work closely with the City Council to find ways of improving public transport and helping the city's residents to get around quickly and easily. Twelve months ago East Sussex County Council, in conjunction with the City Council, introduced new bus lanes on the A259 east of Brighton. This has resulted in reduced journey times during peak periods and has encouraged more people to travel by bus. Working in partnership with the City Council, we have also been able to introduce journeys to partially replace the now-withdrawn bespoke park and ride scheme at Withdean.

As well as improving the speed and efficiency of our services, we invest in technology that ensures our buses are as green as possible. Our entire fleet runs on biodiesel, and our fuel suppliers work continually to improve their biodiesel content in line with our increasingly stringent environmental targets. In the last twelve months we have introduced more new single and double deck buses to our fleet.

Our customers are key to the success of our business, and we continually strive to meet their developing needs. This has been a difficult year for everyone, and we are doing our bit by making bus travel even more affordable wherever we can. We have reduced the price of our three and 12-month PLUSBUS passes

which are valid on both buses and trains, as well as the cost of SAVER tickets when bought online. We have run extensive promotional campaigns to alert people to these offers.

Our 'I'm on the Bus' and 'the Bus in the City' campaigns featuring local people, which has been running since 2004, continue to be a great success. In 2008 a new high profile campaign began promoting the value for money tickets available for young people, students and regular travellers.

I was delighted to receive the Community and Stakeholder Management Award at the 2009 Passenger Transport Management Awards, giving prestigious recognition for our work in the community and with stakeholders.

We have been providing public transport in Brighton and Hove since the 1880s, and we are immensely proud that our buses are at the heart of city life. In the coming year, we will continue to invest in and develop our services to meet the needs of our ever-changing city. As always, we welcome your feedback and comments, and hope that this report provides interesting reading.

Roger French
Managing Director

Safety and security

Our prime concern is to make sure our passengers reach their destination safely.



We want people to feel secure and confident travelling on our buses and coaches, and we always aim to show courtesy towards other road users.

Our approach

We were one of the first bus companies to fit CCTV across our fleet. CCTV not only helps to resolve crimes, it gives passengers greater confidence and deters criminal activity. The buses we add to our fleet include the very latest CCTV technology.

Crime and anti-social behaviour are not issues that we can tackle alone. We always seek to work in partnership with other organisations to take an integrated approach. We are a corporate supporter of Sussex Crimestoppers and we continue to work with the Brighton and Hove Business Crime Reduction Partnership. Two of our bus drivers play an active part in Sussex Police's Employer Supported Special Constable Scheme.

Throughout the year, two members of staff have continued a programme of visits to local schools, speaking to children about the importance of safe travel. We have also arranged for school bus monitors to visit one of our garages to increase awareness further. This programme has led to improvements in the behaviour of students on school buses.

Where we can, we support council initiatives to improve the social environment of Brighton and Hove. We were one of the city council's key partners in an initiative that earned it the prestigious Beacon Status for Managing the Night Time Economy. We make a major contribution to this through the operation of night bus services seven nights a week.

Other partnerships this year have included working with Sussex Police on Safety in Action Day, and with local authorities to protect older people as part of Falls Awareness Day.

Our plans for the future

We will continue our partnership with local schools to seek further improvements in young people's behaviour on our buses.

We expanded our night buses to include Lewes and Uckfield.



Credit: David Grimstone

Gary Foster has been a Brighton & Hove bus driver for over five years and for two days a week works for Sussex Police under their Employer Supported Special Constable Scheme ensuring collaborative working.



CCTV on bus fleet (%)



Reliability, convenience and punctuality

Our buses and coaches enable around 45 million passenger journeys a year, and we have increased our passenger numbers by 15 million in the last decade.



Our continued growth and success depend on providing these passengers with a reliable and punctual service. We do all we can to keep our services running smoothly but we also depend on others to maintain the infrastructure that our buses and coaches need.

Our approach

We work closely with the city council to introduce bus lanes and minimise the impact of road works on our services.

When unavoidable delays do occur, our real-time information systems help to keep customers informed of progress. We have a long-established satellite tracking system and have continued to invest in information systems during the year with the installation of ten new real-time displays.

Working in partnership with the city council, we have also introduced a new real-time text service. Customers text the unique code of their bus stop (displayed at stops and on our website) to a dedicated number; a return text then tells them when the next bus is due.

We integrate our services with those of others to ensure passengers can travel further, more easily using public transport. Our services now stop at the back entrance of Brighton station to help people move quickly and easily between the bus and the train. We also work closely with our sister company, rail operator Southern, to integrate timetables and ticketing. We provide real-time information about our bus services inside Brighton station.

During 2008/09 we purchased 21 new buses, and a further 18 went into service from 1 July 2009.

Our plans for the future

In the coming year, we plan to invest in a second radio channel for the vehicle location system, which will help our buses to return to schedule more quickly after disruptions. We will continue to work with the council on the installation of more real-time information displays, and on minimising the disruption caused by road works.

45m

Passenger journeys (to the nearest 1m) **44m** 07/08

99.65%

Scheduled kms operated (%) **99.4%** 07/08

17.10m

Total vehicles kms travelled **20.66m** 07/08

94.0%

VOSA PSV vehicle pass rate, national average 86.5% **97.5%** 07/08

Size of bus fleet



Improving our environmental performance

Environmental concerns are high on the agenda in Brighton and Hove.



The area is an increasingly popular one with residents and visitors alike, and the geography of the city, sandwiched between the downs and the sea, means that there is little room for expansion. The result is congestion, which leads to increased emissions and reduced air quality. We recognise our responsibility to do all we can to reduce these emissions; we do so by investing in the latest technology for our buses, training our drivers to drive responsibly, and working with partners to improve infrastructure.

The best way that we can contribute to improving the local environment and tackling climate change is by increasing the number of people who use our buses. In Brighton and Hove, our buses serve the commuter, shopper, student, holiday-maker and day-tripper with services tailored around their needs. This approach has contributed to an increase in bus use of around 5% year-on-year since 1993, and a 3% reduction in city centre traffic in the last three years. In this way, we have made a significant contribution to reducing congestion and emissions.

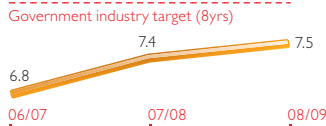
Our approach: climate change

Our strategy for reducing the emissions of our bus fleet involves buying new vehicles fitted with the most environmentally friendly engines available whilst using Continuously Regenerating Trap (CRT) or equivalent technology to limit the emissions of our existing fleet. Our continued investment programme means that 96% of our buses now have engines rated Euro 2 or above (up from 90% last year). The percentage of our fleet fitted with the latest Euro 4 engines has increased from 7% to 12%.

Developing our environmental performance also involves training drivers in environmentally responsible techniques. We have introduced a system of telematics to monitor driving efficiency and display the results on vehicle dashboards, using red lights to warn drivers when they exceed the efficiency parameters for their vehicles. The introduction of this system has been supported by a special training course (RIBAS), which explains economical driving techniques. We are working towards a 5% fuel saving across the fleet. Besides saving fuel, eco-friendly driving gives customers a more comfortable ride, with a reduced chance of accidents.

Although our buses, like the majority of road vehicles, do emit greenhouse gases, it has been demonstrated that travelling by bus is more environmentally efficient than travelling by private car. In transporting passengers on around 45 million journeys a year, we are helping to improve the environment in Brighton and Hove by reducing emissions and congestion. We must therefore continue to do all we can to provide an efficient, reliable and safe service to passengers, in order to retain customers and attract new ones.

Average age of fleet (yrs)



100%

VOSA emissions pass rate **100%** 07/08

Our approach: reducing energy use and waste

Our main carbon emissions come from our buses, but we also use energy and produce waste in the rest of our operations.

This year we have continued with our campaign to raise employee awareness of heating and lighting costs. Last year we set a target to reduce our energy consumption by 10%. Thanks to the hard work and commitment of our staff, we doubled our reduction target, cutting energy use by 21% (taking seasonal variations into account).

We also launched a paper recycling scheme, and have extended this to include other materials. We will continue to raise awareness of waste and energy-use issues amongst our employees, and we are also committed to reducing water consumption. Our major area of water use is washing our buses and we are investigating options for doing this more efficiently.

Our approach: measuring our performance



Go-Ahead became the first UK transport operator to be awarded the Carbon Trust Standard in recognition of our work to reduce carbon emissions.



Go-Ahead is also a member of Greener Journeys, a campaign to raise awareness of the role buses and coaches can play to help the Government deliver its carbon reduction targets by giving people a real alternative to private car use.



For the third year in a row Go-Ahead achieved a gold rating in Business in the Community's (BITC)

Responsibility Index – the highest rating amongst comparable participating public transport operators.

Our plans for the future

We will continue to invest in technology to improve the environmental performance of the fleet, and will focus on reducing fuel consumption by 2.5%. We will also increase recycling rates and work towards reducing our energy consumption by a further 10%.

Air pollution



NOx (g) per passenger journey



PM (g) per passenger journey



CO₂ (kg) per passenger journey



CO (g) per passenger journey



HC (g) per passenger journey



Bus engine environmental standards (%)



Fleet with Euro 2 engines or above



Fleet of Pre-Euro to Euro 3 engines with CRT



Fleet with Euro 4 and Euro 5 engines*



* Euro 4 – latest European diesel emissions standard. Euro 5 – European diesel emissions standard became mandatory in September 2009.

Accessibility for all

We want everyone to be able to use our buses, and in July this year our fleet became 100% low-floor.



Older bus designs made it very difficult for people with mobility problems, or those with small children, to use public transport.

Fortunately, modern bus design has included significant investment in features to make vehicles more accessible to all. We are committed to reflecting this progress throughout our fleet.

Our approach

Our continued investment in this area has paid off, and deliveries of more new buses in July 2009 saw us achieving a 100% low-floor, step-free bus fleet, with only a very small number of single-decker buses unable to take wheelchairs and all vehicles able to take baby buggies.

So that people can feel reassured using our services and can plan their journeys in advance, we produce a guide to using our buses for those with disabilities, which explains the types of wheelchairs and motor scooters that can be accommodated. We work closely with the city council on the council's programme to improve accessibility at bus stops, and to make it easier for wheelchair users to board and alight from buses.

We also invest significantly in training our drivers, raising awareness of the needs of those with mobility impairments and of the types of wheelchairs and mobility scooters that can be accommodated on our buses.

Our plans for the future

We will continue our investment to ensure that our entire fleet becomes wheelchair accessible.

We are committed to making our entire fleet wheelchair accessible.



Low-floor buses (%)



As an employer

We employ over 1,000 people, making us one of the largest private sector employers in Brighton and Hove.



We aim to provide our employees with a positive, stimulating working environment, which encourages loyalty and commitment, and promotes excellent customer service.

Our approach

The majority of our employees are drivers, and therefore safety training is a priority for us. This year we have been working on the development of a Certificate of Professional Competence approved health and safety course for drivers. The wellbeing of our employees is important to us, so we have organised a number of wellbeing days to promote healthier lifestyles, as well as a back pain clinic.

Bus driving is a rewarding occupation, but also a challenging one. Recruiting and retaining good people is an issue for the whole industry. Every year we strive to reduce our staff turnover rate, and we recognise and reward long service. We run an apprentice scheme to encourage more young talent into the industry. We are pleased that this year we have reduced our turnover rate from just over 12% to 11.6%, and have maintained our absence rate at around 5.9%. We are committed to reducing these rates further over the coming year.

We believe that we offer attractive pay and conditions. We will work hard to keep staff motivated and ensure that their contributions continue to be acknowledged.

Our plans for the future

Having developed our health and safety course, we will use this to embed health and safety culture further into our business. We will seek to maintain our turnover rate at less than 12%, and our sickness and absence rate at less than 6%.

Number of employees



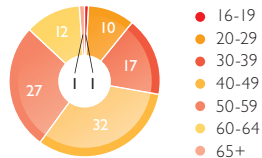
£62,012

Training spend

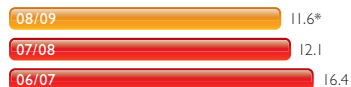
Women employed (%)



Diversity by age* (%)



Employee turnover rate (%)



* These figures are based on the total employee numbers reported in the Annual Report which are different from those in the CR reports.

Affordability

The changing economic climate has led all people to think more carefully about spending money.



It is important for the future of our business that we continue to demonstrate the affordability of bus travel. The price of fuel is an ongoing challenge, but we do all we can to minimise the impact of this on our customers.

Our approach

We offer a range of discount fares and saver tickets, and additional savings for tickets bought in advance or on our website. Our BusID scheme provides reduced fares for children aged between 5 and 18: when accompanied by an adult and travelling with a BusID card, children can travel on any one-way journey, on any day and at any time, for just 20 pence. We also participate in the PLUSBUS scheme that adds local bus travel throughout Brighton and Hove to train tickets.

Our plans for the future

We will continue to promote our SAVER tickets at discounted prices, and do not plan to introduce any price increases in the coming year.

Community

Our main contribution to the community is through providing an efficient, affordable and accessible transport system.



Encouraging travellers to use buses reduces congestion and makes towns and cities more pleasant places to live. We also seek to go beyond these responsibilities by supporting local charities and initiatives where we can.

We see ourselves very much as part of the fabric of Brighton and Hove. Our long-running 'I'm on the Bus' campaign features local bus users who take pride in the services provided by the city's main bus company. The campaign has been running since 2004 and last year was expanded to show how buses fit into city life under the tagline 'The Bus and The City'.

Our approach

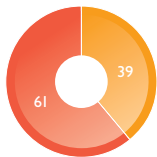
This year we donated over £20,000 to charitable causes. We have continued to support the Argus Appeal, providing administrative and management support for the Appeal's Gingerbread Bus, which is hired out to local charities. We have also raised money for the Martlets Hospice. Where we cannot offer support, we have referred charities to the community investment programme of the Go-Ahead Group.

Our Managing Director is very active in the local community, involved in all of the city's key community and business groups, and chair of Brighton and Hove's local strategic partnership: the 2020 Community Partnership. Other community groups in which our Managing Director is involved are: the City Business Forum, the Economic Partnership, the Hove Business Partnership, the Economic Partnership, the Chamber of Commerce, the Hove Business Association and the Adur in Partnership.

Our plans for the future

We will once again support the Santa Bus this Christmas, raising money for both The Martlets Hospice and the Argus Appeal. We will continue to take an active role in local forums and community groups.

Community spend (%)



£20,178

7.5% of total Group spend (£269,720)

Summary independent assurance statement



Go-Ahead

Corporate Responsibility Report

Brighton & Hove Bus and Coach Company is part of The Go-Ahead Group plc. Members of the Group run bus services (in the South of England, London and the North East of England), commuter train networks, aviation ground handling and parking services.

Summary Independent Verification Statement from Bureau Veritas UK Ltd

Bureau Veritas has been engaged by Go-Ahead Group plc to provide an independent opinion on the corporate responsibility ('CR') key performance indicator ('KPI') data contained within the Go-Ahead Group plc's 2009 Corporate Responsibility Reports ('the Reports').

Scope & Methodology

The information and data reviewed for this verification process relates to the period from 29 June 2008 to 27 June 2009.

We have verified the CR KPI data that is contained on page 5 of the Go-Ahead Group plc Report, some of which also appears in this Operating Company Report.

The verification process involved a series of interviews with CR data owners at Group level and at a sample of four operating companies (Go-Ahead London, Oxford Bus Company, Southern Railway and London Midland) to understand the process for managing, collating and reporting data.

At Group level, we conducted a review of Enablon, the Group software for collecting, reporting and managing CR data and the central Group contracts for energy supplies and waste management. At operating company level, Bureau Veritas also conducted a review of documents; inspection of internal and external records; interrogation of databases and associated management and reporting systems, in order to challenge and substantiate the CR KPI data presented in the Report. The integrity and accuracy of aggregated data was tested by tracking sample data back to its source. The methodology for data collection, estimation and aggregation was examined and tested for accuracy and robustness.

Opinion of the verifier

Based on our verification activities it is our opinion that:

- The reported CR key performance indicators provide a fair and accurate representation of Go-Ahead's CR performance for the defined period;
- No significant omissions were identified which could affect stakeholders' ability to make informed judgements on Go-Ahead's CR performance for the defined period.

A full verification statement including further details on our scope and methodology, basis for our opinion, recommendations, limitations and a statement of Bureau Veritas independence can be found on the Go-Ahead Group plc's website (www.go-ahead.com/corporateresponsibility).

Statement of independence, impartiality and competence

Bureau Veritas is an independent professional services company that specialises in quality, health, safety, social and environmental management advice and compliance with over 180 years history in providing independent assurance services. Bureau Veritas has implemented a code of ethics across its business which ensures that all our staff maintain high standards in their day to day business activities. Our verification assignment did not raise any conflicts of interest.



September 2009
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Go-Ahead Operating Company Corporate Responsibility Reports



- Aviation Services (Aviance UK, Plane Handling and Reed Aviation)
- Bluestar
- Brighton & Hove Bus Company
- Go-Ahead London
- Go North East
- London Midland
- Meteor
- Metrobus
- Oxford Bus Company
- Southeastern
- Southern
- Southern Vectis
- Wilts & Dorset

Find out about The Brighton & Hove Bus and Coach Company on our website www.buses.co.uk and for more information on how we manage our corporate responsibilities visit www.go-ahead.com/corporateresponsibility

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 use the enclosed form or write to:

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This report was put together by The Go-Ahead Group with help from Corporate Citizenship and CR Consulting (Newcastle) Limited, and designed and produced by Rare Corporate Design, London.



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Printed on Revive 100 Uncoated which contains 100% post consumer waste and is FSC certified.