

The background of the cover is a stylized, high-contrast illustration. The top portion shows the side of a train with windows and doors, rendered in dark green and black against a yellow background. Below the train is a thick red horizontal band. The bottom portion of the cover shows a dark green beach scene with waves and a sandy shore, rendered in a similar high-contrast style.

# Brighton & Hove

**Brighton & Hove**  
essential travel for our city

Corporate Responsibility Report 2010  
**A local focus driving growth**

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](http://www.buses.co.uk)

## Contents

About Brighton & Hove Bus and Coach Company	1	Safety	4
Message from the Managing Director	2	Environment	5
		Passengers	6
		Employees	7
		Community	8
		Data table	9



## 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.

- Winning the prestigious Bus Operator of the Year Award 2009
- Highest passenger satisfaction (92%) in England
- 5.8% increase in passenger journeys (that's 53 weeks – 3.9% normalised)
- 18 new double deck buses entered service
- 4 Bendi Buses refurbished and prepared for service

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## WHERE WE OPERATE

A fleet of 278 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 take Corporate Responsibility very seriously and I am delighted to be able to report on the five key areas we are focused on – passengers; the environment; safety; our employees and our links with the communities we serve.*

Roger French,  
Managing Director

### **Our approach to Corporate Responsibility**

We are one of the largest private companies in the city employing over 1,000 people. We touch the lives of everyone who lives, works or visits the city by providing a high-profile, convenient-to-use bus network to help everyone move around efficiently and safely.

This has led us to become active in the communities we serve so we can listen to feedback and comments and ensure we understand people's travel needs and that the community understands the context in which we provide a service.

By working closely with the city council and neighbouring county councils we are able to help them deliver their objectives for transport, the environment and their obligations to meet social needs.

For many years we have taken our environmental responsibilities extremely seriously. We are committed to regular investment in new buses and our older buses are fitted with devices to trap exhaust emissions. We are committed to reducing fuel consumption by using the latest technology and all our drivers have received refresher training in fuel efficient driving techniques.

### **Understanding local needs**

I and my colleagues devote a large part of our time to meeting local people in a whole variety of community and local groups as well as playing an active part in the city and surrounding areas. It is a privilege for me to chair the city's Local Strategic Partnership which brings together the public, private and community and voluntary sectors to determine the vision for the city in the Sustainable Community Strategy. This has given us a huge insight into the priorities for the local area in which we carry out our business.

We also attend many local group and community meetings including the Pensioners Association and resident groups from Woodingdean

to Hangleton and from Peacehaven to Steyning. We are part of the city's Transport Partnership in which there is representation from all sectors of the city.

### **Key initiatives in 2009-10**

With the delivery of more new buses in July 2009 our fleet became 100% low floor accessible with only a couple of step entrance buses held in reserve. This is the culmination of consistent investment over the last decade and goes hand in hand with the City Council's investment in accessible bus stops which makes the deployment of the bus ramp unnecessary.

The delivery of eighteen double deck buses in July 2009 enabled us to complete the upgrading of the busy METRO 5 cross city bus route. It's now exclusively operated by a brand new fleet of double deck buses offering high standards of comfort and improved emissions.

2010 has also seen great strides in the expansion of integrated travel tickets. The PLUSBUS scheme offering combined bus and train tickets has grown significantly following price reductions aimed at commuters. Sales of the Brighton PLUSBUS in the last year saw the highest growth of all stations in the country.

The past year has also seen significant progress made in reductions in energy use in our buildings with over 10% reduced consumption in both electricity and gas following investment in new equipment as well as high awareness of the need to conserve energy. Our high profile commitment to joining the Brighton & Hove 10:10 campaign has helped to inspire everyone working for the Company to be aware of the need to save fuel and energy and we have been able to help promote that campaign to the wider community on the sides of many of our buses.

### **Looking ahead**

We intend to continue our campaign to save energy and have signed up to a new Go-Ahead Group commitment called Driving Energy Further aimed at reducing our carbon emissions by 20% by 2015. This significant commitment comes on top of the savings already achieved in the last two years.

We will continue to invest in new buses and aim to purchase twenty-one for delivery in Spring 2011 which will enable older buses to be withdrawn.

We are working on plans to introduce smartcards in conjunction with colleagues at Southern Railway so that there will be an integrated ticket available on all our local buses as well as trains. This should begin to be rolled out during the early part of 2011.

## *Our 2010 performance*

**263**  
STAKEHOLDER  
MEETINGS HELD

WE EMPLOY OVER  
**1,000**  
PEOPLE

OUR FLEET IS  
**100%**  
LOW FLOOR ACCESSIBLE

GROWTH IN PLUSBUS  
SALES UP BY  
**184%**

RENEWED COMMITMENT  
TO REDUCE CARBON  
EMISSIONS BY 2015 BY  
**20%**

# Simply our top priority

## Safety

706

TRAINING DAYS

5%

REDUCTION IN ACCIDENTS

### Our top priority

Safety is simply our top priority in everything we do. In the 2009/10 year we had fewer accidents, no incidents involving seriously injured passengers and once again no fatalities in the conduct of our business which involves our vehicles travelling over 10.6 million miles in congested city centre streets and on fast moving trunk roads.

### Cyclists

In partnership with the City Council and the Highways Agency we introduced an initiative to raise to raise cyclists' awareness of the dangers of passing a bus on the nearside. The number of accidents involving heavy lorries as a result of this dangerous manoeuvre has been of concern for some time, and we were pleased to become part of prevention arrangements before it became a problem in Brighton & Hove.

We also involved a local cycling group in the training arrangements for the small team of drivers who will be driving our four Bendy Buses at peak times in Lewes Road.

### Training

All our drivers took part in a day's training in Health & Safety and Risk Assessment as part of their Certificate of Professional Competence qualification. The course was a huge success and received extremely positive feedback.

*Cyclists and bus drivers swapped seats for an Action Day in Brighton city centre during summer 2010 to highlight the risks both face.*



# Committed to reducing our environmental impact in the wider community

## Environment

### **Reducing our impact**

We have been an enthusiastic supporter of the Brighton & Hove 10:10 campaign. Not only have we signed up to the pledge to reduce our carbon emissions, but we have promoted this worthy campaign in a high profile way on the outside of our buses. Our commitment also includes the offer of discounted 7-Day SAVER tickets to local people and organisations who also sign up to the campaign.

### **Energy use**

We have continued to reduce the use of energy in our buildings and all our drivers have worked hard to minimise the use of fuel in our vehicles by the most professional fuel efficient driving techniques.

### **Waste and water**

We have increased the amount of recycling of our waste products and we also began a new scheme to conserve water at our garage sites.

### **Moving forward**

Our new target is to achieve a 20% reduction in CO<sub>2</sub> emissions per passenger journey by 2015 using 2007/08 as a baseline. This will see us literally redouble our efforts and commitment to reduce our impact on the environment over the next five years.

# 20%

REDUCTION IN CO<sub>2</sub>  
EMISSIONS BY 2015



*We offered 7-Day SAVER tickets to customers who signed up to the Brighton & Hove 10:10 campaign.*

*Many of our buses are promoting the 10:10 campaign with eye catching posters.*

# Putting our passengers first

## Passengers

92%

PASSENGER SATISFACTION,  
ENGLAND'S HIGHEST

WEEKLY TRAVEL, ON  
MANY OCCASIONS,  
FOR AS LITTLE AS

£10

54%

MORE PEAK HOUR  
JOURNEYS ON THE  
COASTAL ROUTE  
COMPARED TO 2007

*The A259 bus lanes have proved a huge success in encouraging people to switch from cars to buses.*

### **Satisfaction**

We were delighted to be advised by the independent watchdog Passenger Focus that their research results showed passenger satisfaction in Brighton & Hove at 92% was the highest in England.

### **Improving service**

We value the comments and feedback from passengers which helps us to improve timetables and routes when a new edition of our Bus Times book is published each Spring and Autumn. In the last year we have improved the coordination of bus times along New Church Road in the morning peak to give a more even service; we have introduced additional peak hour journeys on the popular limited stop 12X journeys between Brighton, Seaford and Eastbourne as well as improving the frequency and coordination of bus times and trains at Brighton Station on the 14 route from Peacehaven.

### **Reliability and punctuality**

Despite the challenges of traffic congestion, especially on busy days in the city and the frequent disruption caused by the need for roadworks all over the city, we have once again worked hard to provide the most reliable and punctual service we possibly can. As always the real time bus information system is a great help.

### **Value**

The price of tickets and fares was frozen throughout the year and many thousands of passengers took advantage of special discounts offered on-line including those in conjunction with the Argus newspaper. On many occasions passengers were able to purchase a week's travel for as little as £10.



# Encouraging loyalty and commitment

## Employees

### Training

In addition to the Health & Safety and Risk Assessment training referred to on page 4, staff also received training in customer service skills, conflict avoidance and defensive driving as well as a comprehensive induction training scheme for all new staff which includes intensive driver training to obtain a PCV licence where needed.

### Health

The advice of our Occupational Health team from Business Health Resources continued to be given to staff at our on-site medical facilities at our Lewes Road garage.

A Company-sponsored scheme to promote excess-weight loss began with staff joining Slimming World and achieving significant success at losing weight.

### Involvement

Through the recognised union, Unite, staff representatives were involved in regular consultation meetings about all aspects of their duties and work responsibilities.

### Retention

Staff turnover was at a record low during the year.

### Recognition

Staff achieving five-year milestones of service from five years through to 45 years were once again recognised with gifts and appreciative comments and those carrying out acts above and beyond the call of duty were awarded Personality of the Month status. Scores of appreciative comments received from passengers have been passed on to staff and published in the Company's fortnightly staff newsletter.

18 STAFF LOST A TOTAL OF

333lbs

TURNOVER OF STAFF  
WAS JUST

8%

AND, IGNORING  
RETIREMENTS, WAS 6.7%

Over 800 of our employees are drivers.



# Touching the lives of the community

## Community

£10,000

RAISED FOR THE  
MARTLETS HOSPICE  
AND THE ARGUS APPEAL

Company representatives attended over 260 meetings with stakeholders and community groups during the year. These ranged from meetings with residents' associations and community groups to citywide strategic meetings including the Company's Managing Director's role as chair of the city's Local Strategic Partnership which includes all the key public sector bodies, the private sector and the community and voluntary sector.

We play an active part in the city's Business Forum, the Economic Partnership, the Chamber of Commerce, the Hove Business Association, the Hove Business Partnership, the Public Service Board and the Adur Local Strategic Partnership.

Scores of local charities and not-for-profit groups were provided with complimentary tickets as raffle prizes.

A bus and driver were once again provided to the Martlets Hospice and the Argus Appeal between late November and Christmas to raise money for these deserving charities through the popular Santa Bus.

Free eye-catching bus advertising was again given to the Martlets Hospice for its weekly lottery.

The Company's 75th Anniversary was celebrated with a hugely popular bus rally on Madeira Drive on 13 June which was attended by thousands of people from the local community. Over £10,000 was raised for the Martlets Hospice and the Argus Appeal from sales of anniversary gifts and the new book by Managing Director Roger French, *Pride & Joy – my amazing 25 year journey with Brighton & Hove buses*'.

*The 75th Anniversary Rally held on Madeira Drive in June 2010 was a huge success with thousands of people attending.*



# Data table

	2009/2010	2008/2009	2007/2008
<b>Safety</b>			
Bus accidents (per million miles)	14.51	17.09	31.16
Fleet with CCTV (%)	100	100	100
<b>Environment</b>			
Carbon emissions per passenger journey (kg)	0.51	0.53	0.55
Site energy savings			
– Gas consumption (kwh)	2,101	1,982	2,476
– Electricity consumption (kwh)	1,432	1,497	1,742
Fuel efficiency			
– Miles per gallon	5.76	5.99	5.92
<b>Passengers</b>			
Number of passenger journeys (m)	46.3	44.6	43.7
Fleet with low floor (%)	100	97	90
Saver tickets sold off-bus (%)	26.1	24.0	20.7
<b>Employees</b>			
Number of employees	1,048	1,056	1,044
Turnover rate (%)	9	12	12
Absence rate (%)	6	6	6
Number of staff training days	706	2,364	732
Diversity by ethnic group (%)			
– Asian, black or other origin	2	2	2
– White	98	98	98
Diversity by gender (%)			
– Women	8	8	9
– Men	92	92	91
Average length of service (yrs)	8yr 1m	8yr 4m	8yr 1m
<b>Community</b>			
Charitable giving and investment (£)	10,984	11,580	16,675
Number of stakeholder events	263*	n/a	n/a

\* First year of data collection.

For information on the full Group data please visit our corporate website [www.go-ahead.com](http://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](http://www.buses.co.uk) and more information on how Brighton & Hove manages its corporate responsibilities can be found by visiting [www.go-ahead.com/corporateresponsibility](http://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 write to:

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**BUREAU**  
**VERITAS**

## **Verification of Corporate Responsibility data**

For the second 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 2010. The information and data reviewed for this verification process relates to the period of 28th June 2009 to 3rd July 2010. 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://corporateresponsibility.go-ahead.com/>

This report was put together by The Go-Ahead Group and designed and produced by Black Sun plc, London.

Printed by Park Communications using environmental print technology which minimises any negative environmental impacts resulting from the printing of this document. We include the use of vegetable based inks, recycling 85% of dry waste, 85% of cleaning solvents and use 100% renewable energy.

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