

NEWS ACROSS THE GROUP

July 2021

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A message from David Brown

Dear all,

What a month it's been. There have been a lot of highs for the business this month, but I think football fans will remember July 2021 as the month where the England team gave us joy but ultimately lost on penalties in the Euro 2020 final. A shame but some would say predictable!

Although the team didn't quite achieve the prize, I loved how so many of our operators got into the spirit, with branded buses and even a cardboard cut-out of England manager Gareth Southgate (page 3).

Football aside, it was a really exciting month for us, as we launched our Climate Change Strategy (page 2). This means we have science-based targets on what we want to achieve.

We're aiming to be a net zero business by 2045 and have a 75% reduction in emissions by 2035.

The strategy looks at how we can achieve this through five workstreams: adaptation, decarbonisation, air quality, water and waste. Each operating company is now developing its own improvement plans, and I look forward to seeing our ambition turned into delivery to help save our planet. Public transport is already a solution for fighting poor air quality and climate change – but we can do more.

It's also been a great month for apprentices, with GTR, Southeastern and Go-Ahead London all passing their Ofsted new provider monitoring visits. I think we're really starting to show

how we're at the top of our game when it comes to work placements and upskilling our workforce. John Trayner, Managing Director of Go-Ahead London, penned a really interesting article for the Evening Standard on the scheme, it's well worth a read (page 4).

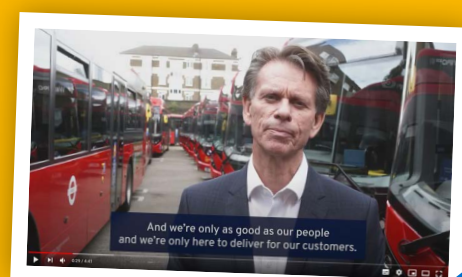
Meanwhile, we're also helping young people through the Government's Kick Start scheme. Read on page 6 how GTR is helping 16-25 year olds enter the rail sector and giving them opportunities to develop in the industry.

Enjoy your summer!

David Brown,
Group Chief Executive

Welcome to Go-Ahead

We have launched a new 'introduction to Go-Ahead' video that will be played at every new starters' induction process, whether you work at Go-Ahead Singapore, Go North East or GTR. This five-minute video gives an insight into Go-Ahead's strategy and includes subtitles in English, Mandarin, Norwegian and German to be accessible to all.



Our Climate Change Strategy

July marked the beginning of Go-Ahead's future. We published our Climate Change Strategy, which is focused on science-based targets. It sets out how we will decarbonise our fleet, reduce the negative impact of air quality from our operations, cut our water use and reduce waste. Our goals include:

- To become a **net zero** business by 2045
- A **75%** emissions reduction by 2035
- All our buses will be **electric or hydrogen** by 2035
- A decarbonised **rail fleet** by 2035

How we're achieving this:

Adaptation

Identifying how climate change impacts our businesses and passenger services

Decarbonisation

Becoming a net zero business by 2045

Air quality

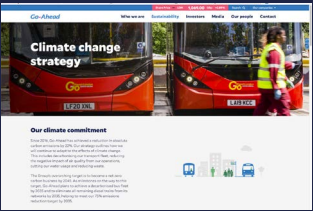
Reducing carbon monoxide by 17%, nitrogen oxides by 63% and hydrocarbons by 49% by 2025

Waste

Increasing recycling rate to 60% by 2025

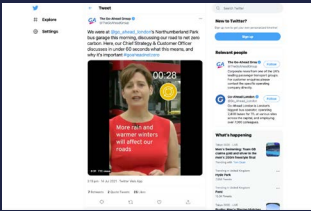
Water

Reducing water use by 25% by 2025



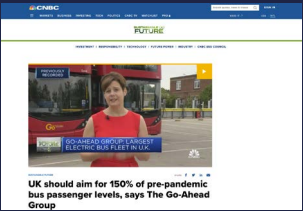
Read the strategy on our website.

[Read here](#)



Don't have time to read the strategy? Here we explain it in under 60 seconds.

[Watch here](#)



Watch our CNBC interview, directly from Northumberland Park Garage.

[Watch here](#)

Football crazy, football mad...

Kicking off our support

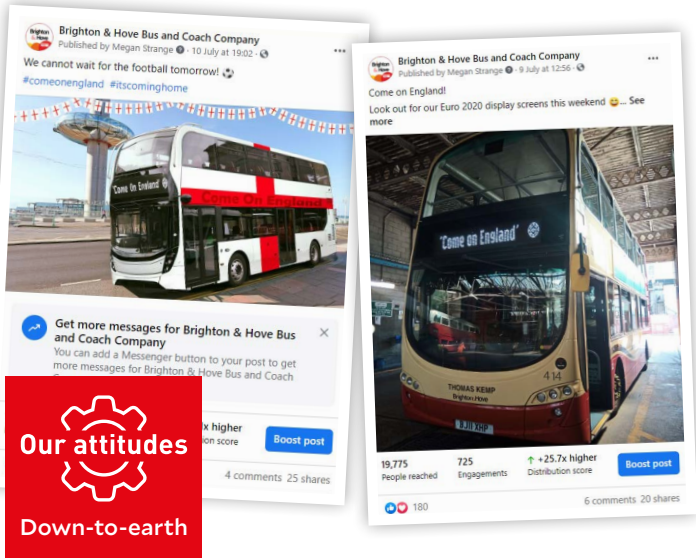
It was football season across England this July, as the team made the finals but unfortunately lost on the penalty stage to Italy. There was a lot of excitement across our operating companies, with some bus companies encouraging drivers to wear football kits – of both England and Italy.

Go North East branded a bus that said 'Come on England'. Martijn Gilbert, Go North East's Managing Director said: "During the pandemic we've been running a number extra buses, so fortunately had some already in a plain white colour scheme that we've been able to add a simple red stripe and wording to in order to show our support and help support the region as it gets into the



national football spirit. Of course this is also a great way to highlight buses as the best way to get around our region, including when heading out to watch the match!"

Meanwhile, Metrobus colleagues got hold of a cardboard cut-out of England Manager, Gareth Southgate, who grew up in Crawley, where Metrobus is based. On Twitter and Facebook their football-focused posts garnered 33,000 views – with an extra 10,000 views boosted from Go-Ahead's Group account.



Let's get moo-ving

Wondering why farmyard animals are on this Go-Ahead Nordic train? The company has partnered up with Dyerparken, a zoo and amusement park in Kristiansand, southern Norway. Dyerparken and Kristiansand are popular destinations for Norwegians during the summer months – and the company is expecting an even larger footfall due to the uncertainties of international travel.

To celebrate the partnership, Go-Ahead Nordic created a specially branded train with 'Kutoppen' characters; a Norwegian animated children's film that tells the tale of a young cow.

Partnerships that link communities

On board the train, colleagues are also handing out activity bags for children, which will soon be Kutoppen themed as well. The hope from the partnership is to generate interest for both Go-Ahead and Dyreparken during the summer season.

[Watch the Facebook video](#)



Our attitudes
Down-to-earth

Apprentice accolades



Our scheme goes from strength to strength

It's another stamp of approval for our apprenticeship schemes. Go-Ahead London, GTR and Southeastern all received a glowing report from Ofsted officials following a New Provider review of their learning provision.

With comments praising the high expectations set by trainers and learning coaches, the motivational and confidence-building aspects of the apprenticeship scheme, and the strong focus on the health, safety and wellbeing of learners, it was a superb vote of confidence in the programme. We are on track to hire 1,100 apprentices this year across bus and rail, including 700 apprentice bus drivers at Go-Ahead London.

Ofsted reported that apprentices at Go-Ahead London enjoy and value the course, are enthusiastic about their prospects and develop extensive knowledge about British values – including respect for passengers with different beliefs. On the rail side, Ofsted inspectors described the curriculum as “thoughtfully structured”, with ambitious standards set for trainees.

Go-Ahead's Group People Director Scott Maynard said: “Our apprentices deserve the best introduction into Go-Ahead – whether this is their first career, or they've switched over from another industry. We're committed to providing an excellent training programme where people can develop and thrive.”

“We're pleased that Ofsted recognises our continued hard work in ensuring that our future bus drivers, train drivers and engineers receive the highest quality of training. Our company is built on apprenticeship programmes, and we always welcome our role of upskilling talent.”



Go-Ahead London's Managing Director John Trayner penned an article about the Go-Ahead London apprenticeship scheme, which appeared in the Evening Standard this month, discussing how apprenticeships have helped to make a more inclusive organisation.



Read here



A true hero

Not all heroes wear capes

Oxford Bus Company's Asim Ali recently won the company's 'Star of the Month' initiative for his quick-thinking, brave actions. While driving on an evening shift this Spring, the hero bus driver saved a couple from a dangerous roadside assault.

“It was clear to me a very serious assault was taking place and I had to stop the bus,” said Mr Ali. “I stopped the bus immediately, jumped out of my seat and asked the couple if they were okay, which they were not. The gentleman was on the phone to the police and I sheltered them in my bus so the attacker couldn't get near them.”

“The attacker was very aggressive and kept questioning who I was while I was stood between him and the two victims. He was trying to push me around to get to them for at least five minutes. The lady was terrified and in a terrible situation. I reassured the passengers that everything would be okay to calm the



situation. Everything happened very quickly but making sure everyone on the bus felt safe was important.”

Asim stayed with the couple until the police arrived to arrest the suspect.

Phil Southall, Managing Director of Oxford Bus Company, said: “Asim was extremely brave, and he thoroughly deserved our Star of the Month award. His actions helped control a dangerous and distressing situation and the police were highly complementary of his support. He acted with great professionalism, and we are all very proud of the care he provided to not only the couple in danger but also our passengers.”

Cycle star

Cycling for Transaid



Donate to Dominic here



Swindon Bus Company's Dominic Winning will cycle 172 miles over two days this September – all for Go-Ahead's corporate charity, Transaid. The charity transforms lives through safe, available, and sustainable transport. Road traffic incidents and deaths are higher in Africa than anywhere else in the world. The charity believes that every driver should be able to leave for a day's work without the fear they may not come home because of a lack of training, or dangerous vehicles and roads.

Dominic has seen road conditions first-hand in South Sudan: “A place where accidents happen every day because conditions are so poor. Where children play, not knowing the dangers they face because there is no separation from the road to the playground.”

He said: ‘This vital charity does amazing work, with partners and governments, to solve transport challenges in economically developing countries across the world, and I'm determined to raise at least £1,000 towards this mission. I've been in training for a while and I know it's going to be tough, but it'll be worth it to know I'm playing even a small part in helping to improve the lives of people in Africa and in other third world countries across the globe.’

What an achievement!

Well done to the women who have won awards this month

Paula Jones, customer assistant for Brighton & Hove and Metrobus received the 'Customer/Passenger Above & Beyond Award' at the 2021 Everywoman in Transport and Logistics Awards. She Paula has consistently fought for women's rights in the workplace, including for enhancements to the company's maternity leave policy after becoming a single parent.. She went straight to directors and told them about her own experiences and pushed for change.

Paula remains committed to equality for women as part of the Diversity & Inclusion Forum and is now leading the charge to having more flexible shift patterns so that colleagues can fit childcare responsibilities around their work and not be forced to leave the bus industry.

Caroline Welch, Apprentice Manager for Go-Ahead London won the 'Industry Champion' award at the Everywoman in Transport and Logistics awards.

She has been at the forefront of a training revolution in the transport industry. A highly respected member of the Go-Ahead London family and senior management, Go-Ahead London held a special ceremony for her win.

Sophia Danielsson-Waters, corporate communications manager at Go-Ahead Group, received the 'mark of excellence' for 'Outstanding Young Communicator' at the CIPR awards. These awards recognise the achievements of professionals under 30 years old who are making a valuable contribution to the organisations and industry they work for.



Youth in motion

Helping to kick start careers

Southern Rail has hired six young people as Customer Experience Ambassadors through the UK Government's Kickstart Scheme. The new starters, based across Southern stations across Sussex, will be responsible for assisting customers and providing reassurance to those returning to rail for the first time since the pandemic.

GTR, Southern's parent company, has also used the Kickstart Scheme to support with rail projects elsewhere on the network. In April this year, more young people

were taken on by the company in customer service roles to support in delivering the huge £1.2billion East Coast Upgrade. These individuals are now owning their own projects and continuing to get under the skin of the rail industry.

Angie Doll, Managing Director for Southern, said: "We want to help our local economies thrive and with the leisure sector opening up for summer, these placements will be vital in boosting tourism in and around Sussex. Government schemes such as Kickstart have helped us to reach talent across our communities and support those who may have otherwise struggled to gain skills and experience in the current economic climate."



Bus of the century

A celebration of old – mixed with the new

June 2021 marked the 100th anniversary of the first motorbus service on the routes that are today's Go North East's 309, 310 and 311 bus routes.

To mark the occasion, the company painted a double decker bus into vintage 'Tynemouth' colours – resembling the original company, which operated as a subsidiary Northern General and is today's Go North East.

Although the bus harks back to another era, the interior is decidedly modern, with WiFi and USB chargers on board, more comfortable seating, smarter journey planning and ticketing options.

Stephen King, commercial director at Go North East, said: "We're proud to have been providing bus services across the region for over 100 years and are delighted to be celebrating this centenary of our services in North Tyneside."



That's the ticket

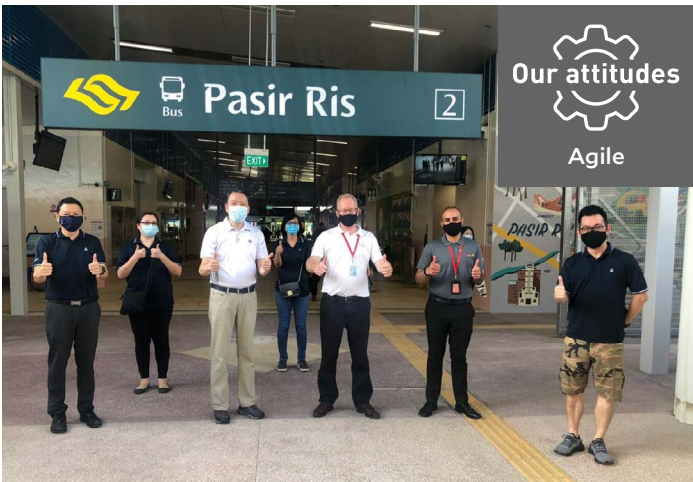
Finding new solutions

Go-Ahead Nordic's commercial team has launched the 'Sørpasset' – an interrail-type ticket for our routes. Buying the ticket helps you to hop on and hop off the train for a week. While you need to purchase a seat reservation for each train, this significantly saves on purchasing a single ticket for each journey and allows us to promote more flexible summer holidays along the route.

Hvor vil du dra?



Bli kjent med Sortoget på Instagram



Quite the opening

Go-Ahead Singapore celebrates the launch of new bus interchange

Go-Ahead Singapore has opened up the reconfigured Pasir Ris bus interchange. The interchange boasts upgraded and new inclusive facilities to enhance the overall commuter experience. From sheltered, barrier-free boarding and alighting berths, priority queue zones with seats to availability of a nursing room, family room and even a commuter care room, commuters can expect a comfortable, worry-free travel experience.

Flock to the farm

Helping out for the farm

Drivers from Go South Coast's Damory have volunteered their time to transport visitors to a popular local attraction – the Fancys Farm Festival in Dorset. Damory drivers who volunteered at the event were Lee Peters (who organised and planned the service), Dave Coles, Neil Boxford-Faulkner, Max West and Paul Knight.

Paul Knight said: "Damory was a proud sponsor of the inaugural Fancys Farm Festival - and it was a fantastic event. Originally there was a plan to run one minibus from the car park to the site - but several of our team volunteered to drive, in a bid to raise money for this good cause. That meant we could also operate a 'round-the-island' pick up service - with donations going to the farm. It was a fantastic event, and I'd like to thank all those involved for making it such a success."



Preparing for mobilisation

One more step to our future

We are due to mobilise in the German state of Bavaria in December. At the beginning of July, a team from Go-Ahead Germany visited Siemens Mobility to inspect our new Desiro HC and Mireo trains. 56 trains have been ordered and are now doing their rounds on the test track. These trains will join the network from Augsburg from December 2022.



Helping out

Just GTR helps GWR



GTR is temporarily sub-leasing six of its Gatwick Express units to Great Western Railway to help provide extra resilience and additional capacity where most needed. In late April, Hitachi 800 Intercity Express Trains were withdrawn from service on GWR and other operators after cracks to the lifting points were found. The loan of trains from GTR will support GWR whilst Hitachi continues its work to maintain the fleet and put in motion a long-term repair programme.

GTR can spare the trains because it has temporarily suspended its Gatwick Express services while passenger numbers at the airport remain very low because of Covid-19.

GTR Chief Operating Officer Steve White said: "We're committed to bringing back our Gatwick Express services when passenger numbers recover but, in the meantime, releasing these trains to help passengers and colleagues at GWR is the right thing to do."

New Kid on the Brooke

Always improving



This month Network Rail's Chairman, Sir Peter Hendy OBE, was on hand to officially open a brand new Southeastern station building, as part of a multi-million pound investment in the local area. The new facility at Kidbrooke - a stone's throw from a development of 5,000 new homes - offers much improved connections for the wider community, with links to local cycle, bus and walking routes to support sustainable travel.

Southeastern Passenger Services Director David Wornham said: "We always look to provide the best possible passenger experience, and I'm really pleased that the people of Kidbrooke have a new station building they can be proud of. It's a fantastic, modern facility that really complements the high specification of Kidbrooke Village - and the feedback from both our colleagues and passengers is very positive indeed."

Hole in One

Putt-ing everything in place

This July, the delayed Open Championship took place in Kent. This gave Southeastern colleagues the opportunity to step up and help passengers - many who would not have travelled in a year and a half. No pressure!

In 2011, the station and town weren't prepared for the huge numbers of golfing fans making the trip. Now, ten years later the event organisers pulled out all the stops to ensure everything went smoothly - including a dedicated 20-minute walking route from the station to the venue, an extended platform and efficient queuing systems.

To get into the spirit, Southeastern ambassadors gave out golf-themed giveaways and wore costumes.



A new read

Get the lowdown of Germany

Go-Ahead Baden-Württemberg's new magazine launched this month, giving an overview of the region, and ideas for excursions. The theme of the July issue was 'Time For Mindfulness'.

In recent months, many people have learned to use nature again as a source for strength and body and mind to cope during these difficult times. The region - home of the Black Forest - has beautiful countrysapes to explore by train in an environmentally friendly way.

Go-Around will be published three times every year, and also feature on our 'News Across our Companies' page on go-ahead.com

Read here





East Yorkshire's Area Director Ben Gilligan in praise of the humble staycation



Is there anything more quintessentially British than a day at the seaside? Our coastal resorts have for years been maligned by many until the COVID-19 pandemic forced us all to consider staycations rather than fly off to Spain for our week in the sun.

Running our Beachcomber open toppers as part of our extensive seasonal operation means that some of my most enjoyable days at work are those where I get to go and chat to the team and our customers and have a ride on the service. Sometimes I have to check that this is actually real work!

Running buses on the Scarborough seafront has a long history and has been an integral part of the East Yorkshire operation for years. Tourists and locals love them due to the great value tickets and the range of views across the coast, from the traditional bright and colourful arcades and sandy beaches of the South Bay through to the more rugged headland of the North Bay and, new for 2021, the Alpamare waterpark and Sea Life Centre and Scalby Mills.

Our drivers also play a major part in the great day out for customers. We are fortunate to have a great team that enjoy doing the Beachcombers (it's definitely not for

everybody, though) and always get some great positive feedback about how they bring it to life, and they are a font of all knowledge about other things to do when visiting the area. They even sometimes get to experience the sight of dolphins swimming in the quieter waters of North Bay.

Scarborough isn't the only place that has a Beachcomber, though. We also run one out of Bridlington across to Flamborough. In 2019 it was voted one of the ten best open top bus routes in the country by The Guardian. A ride on this is a complete contrast to the Scarborough South Bay experience, with chalk cliffs, nesting birds and the majestic Flamborough Lighthouse, all of which you can see from the top deck of the bus.

Our coastal resorts have had their fair share of problems and challenges over recent years, and it is great to be part of the local business community. In my role as a Director of the Yorkshire Coast BID, I'm able to take a view on the wider range of activities and events that our taking place in the area and I genuinely think everyone should take the opportunity to come and visit some of the hidden gems along the coast and in the countryside of East Yorkshire.