

# News Across THE GROUP

January 2019

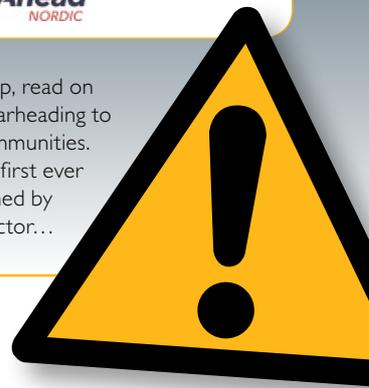
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## SAFETY SPECIAL



At Go-Ahead, we're committed to providing a world where every journey is taken care of, and part of that is ensuring the safety of our services, our colleagues and our customers.

In this special edition of News Across the Group, read on to find out about the great initiatives we're spearheading to promote safety for commuters, cyclists and communities. We're kicking things off with a round-up of the first ever Go-Ahead Safety Leadership Conference, penned by Dave Golding, Group Corporate Services Director...



## LEADING THE WAY TO A SAFER CULTURE

Last month, Go-Ahead held its first Safety Leadership Conference in London. Over 60 senior leaders attended the day, including MDs and colleagues from Singapore and Germany. Opening the conference, David Brown emphasised that the health, safety and wellbeing of our colleagues, passengers, contractors and visitors was a key function of leadership.

The event gave delegates the chance to hear from a number of key speakers about their experiences surrounding safety – most notably, Dominic Wigley, the Group Health, Safety and Security Director for Merlin Entertainments Group.

Dominic talked the conference through events leading up to, and following, the dreadful accident on the Smiler rollercoaster ride at Alton Towers amusement park in June 2015, which resulted in life-changing injuries for a number of passengers. The thought-provoking and honest review of events sparked a good deal of debate amongst the delegates. Importantly, Dominic shared what Merlin Entertainments Group had done since the accident, with their 'Protecting the Magic' campaign and their Six Safety Spells. If you'd like to read more about Merlin's safety culture, you can visit their website <http://protectingthemagic.com>.

Three of our own MDs then showcased safety-related projects and initiatives within their own businesses. Firstly, David Statham outlined Southeastern Railway's Safety Week. David showed the delegates his launch video, where he introduced Southeastern's Alert Bert campaign, which you can read more about further on.

Richard Stevens, MD of Plymouth Citybus, gave a highly relevant talk about effective contractor management. Plymouth had a number of old tram sheds and hangars that needed to be demolished, and Richard outlined how the complex and lengthy project was planned and managed to a successful conclusion without disrupting business as usual in a busy bus depot.

John Trayner, the MD of Go-Ahead London, the Capital's biggest bus operator, presented about the company's annual risk and safety competition, which is now in its 16th year.

Each London bus garage enters a team every year, supported with some funding and management help, who then create equipment, ideas or schemes to promote safety, health and well-being. Over the years, many of the best ideas have been adopted by the company and rolled out to every garage, and some, like a blind-spot wing mirror, have been adopted by TfL. This year, the winning team made a video that showed the story of a driver coming to work very unprepared for his duty. In a down-to-earth and believable storyline, the video ends in tragedy, underlining that ownership of your attitude and preparedness is essential to achieve a zero-accident culture.

In the final session of the day, the leadership group worked in teams to come up with the 'Five Golden Rules' of great safety leadership. With all 10 team lists on the wall, each delegate was asked to vote for their top five. After the conference, we worked to group the most voted for into themes and developed the Go-Ahead Leadership Safety Pledge:

**As a senior leader I will always  
Set the example  
Make the time for safety, and  
Recognise great behaviours**

**I will never  
Walk past a problem, or  
Duck the difficult question**

We'd be interested to know what you think of the pledge, and if you have any suggestions to support a great safety culture, please email the Comms team.

[communications@go-ahead.com](mailto:communications@go-ahead.com)



## METROBUS CAMPAIGN SHEDS LIGHT ON VISIBILITY PROBLEMS

Drivers negotiating winding, unlit roads in the pitch black in the middle of the countryside at this time of year can struggle to notice customers at a stop. To combat this, Metrobus is campaigning to make passengers easier to spot at night by giving away reflective slap wristbands, which customers can wave around to catch the driver's attention. Bus headlights reflect off the wristband making it stand out in the dark.

Metrobus Marketing Manager Charlotte Bruce said: "It's a particular problem when the clocks go back as there are people now travelling in rush hour in darkness. We get a spike in passenger complaints that we've driven past them at bus stops at this time of year.

**"On our rural routes the roads have no street lights, they're bendy and bus stops are not lit as they're a great distance away from any power so it's a particular problem."**

Customers are also being advised they can use their lit-up phone screen to attract a driver's attention.

## GTR NEW POLICY PROMISES ZERO HARM



GTR launched its transformational safety culture change programme – Zero Harm – in dramatic style at the company's management forum earlier this month.

Actors staged a scene as delegates arrived for the event which saw them deliberately use poor safety practices, in the hope that colleagues would intervene to remedy the situation.

This event kicked off a three-year behaviour change campaign, which has been designed to halve all accidents and incidents by 2021 and bring safety to the fore.

In addition to standard health and safety procedures, Zero Harm includes a new strategy and measures to reduce suicide on the GTR network, which is personally being overseen by CEO Patrick Verwer.

## BRIGHTON & HOVE SEES CYCLISTS WITH NEW EYES

Next month, Brighton & Hove Buses' Insurance and Claims Manager, Ed Knight, will work with police liaison officers and Brighton & Hove City Council's Road Safety Officer to advise cyclists around the dangers of riding without adequate lights at night – something which has been raised as a key safety concern by bus drivers.

Cyclists will also be given high vis vests, high vis backpack covers and bike lights.

This follows on from B&H's Exchanging Places campaign, where cyclists were invited to sit in the drivers cabs and shown potential blind spots, particularly where cyclists were concerned.

Ed Knight said: "Dozens of people had the chance to sit in the driver's seat while Darren Eaton from the fire service cycled towards the bus: first cutting in behind it and then moving towards the front of the bus on the offside.



CYCLE SAFETY DAY

"Those in the driver's cab kept saying 'is that all you can see?'. I think it was a real revelation to them. We repeated the exercise with the cyclist wearing a high vis which they said improved visibility."

## ALERT BERT KEEPS SOUTHEASTERN'S TROUBLE BUGS AT BAY



Passenger and colleague safety is Southeastern's top priority – and to reaffirm this commitment, the company recently launched a brand new set of safety behaviours, designed to support a pro-active safety culture. Launched in conjunction with Southeastern Safety Week, the colourful campaign was fronted by safety mascot – Alert Bert – who fends off a range of 'trouble bugs' to ensure safety is always at the forefront of everyone's minds.



Bert himself even went on a tour of the network, to showcase the campaign – and ran a competition for colleagues to share their personal safety pledges, to be in with a chance of winning a share of £300 in shopping vouchers!



To share this exciting new safety story, Southeastern created an all-new colleague website, jam-packed with safety tips, resources and interactive videos. [www.mysesafety.com](http://www.mysesafety.com)

The behaviours – avoid taking risks, look out for each other, expect the unexpected, report anything that's unsafe, and take responsibility for safety – come together to spell ALERT, and were created in partnership with colleagues across the business, who got together to identify the aspects of safety that matter most to them.

