



GoBus South Coast Company Profile

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Introduction

GoBus South Coast is a dynamic network of local bus operators delivering reliable, sustainable, and community-focused transport services across key areas of southern England. Our group includes The Island's Buses, Southampton City Reds, The Bournemouth Bus Company, Southampton Unilink and Lymington's Locals. Together, we connect thousands of passengers daily, providing seamless travel solutions tailored to each region's unique needs.

With a modern, eco-friendly fleet and a strong commitment to innovation and customer care, GoBus South Coast is at the forefront of transforming public transport across the south coast. By leveraging shared expertise and resources, we ensure high-quality service delivery while nurturing strong local ties in each area we serve.

Our vision is to create a greener, more accessible, and customer-centered transport network that supports vibrant communities and a healthier environment.

As integral members of the GoBus Group, each GoBus South Coast company operates with a blend of local insight and group-wide support. Each bring their distinct regional strengths to the network, providing services that meet the specific travel demands of their communities.

This network approach allows us to share best practices, invest strategically in sustainable technologies, and coordinate innovations that benefit all passengers. While each company maintains operational independence to respond flexibly to local priorities, our united vision ensures a consistent commitment to safety, sustainability, and exceptional customer service across all routes.

By working as one, we maximize operational efficiency and deliver a seamless transport experience throughout southern England's diverse coastal communities.

Our Mission

To provide safe, accessible, and environmentally responsible transport services across the South Coast, ensuring that all communities we serve are connected to where they need to be.

Our Core Values

- **Reliability** – Delivering punctual, dependable services tailored to the unique needs of each local community across our network.
- **Sustainability** – Leading the transition to greener transport solutions that protect the environment for current and future generations.
- **Community** – Building strong relationships with local businesses, residents, and stakeholders to support vibrant, connected neighborhoods.
- **Innovation** – Embracing modern technologies and creative approaches to continually enhance the passenger experience.
- **Customer Focus** – Putting our passengers first by providing services that are safe, accessible, and responsive to their needs.

Company Structure

GoBus South Coast operates as a key division within the GoBus Group, benefiting from the strength, expertise, and resources of a nationwide transport network while maintaining dedicated local operations across the Isle of Wight, Southampton, Bournemouth, and Lymington. Our structure is designed to ensure efficient, streamlined management that meets the diverse needs of our passengers — from daily commuters and students to tourists and occasional travelers.

Each regional company retains operational autonomy to tailor services and respond effectively to local priorities, while shared services across the group support fleet management, technology, training, and sustainability initiatives.

Ownership and Management

GoBus South Coast is privately owned as part of the wider GoBus Group, which manages multiple transport operations across the UK. Our leadership combines

extensive experience in public transport with a commitment to innovation and community engagement.

Each regional company within the GoBus South Coast network is led by a dedicated management team that focuses on local service quality, operational efficiency, and passenger satisfaction, all aligned under the broader strategic vision of the GoBus Group.

Our Executive Team includes:

Shay, Regional Director of GoBus South Coast - Oversees the strategic and operational direction of the entire GoBus South Coast network. Shay ensures all companies within the region deliver services aligned with community needs, sustainability goals, and the core values of the GoBus Group.

Olivia Martin, General Manager of The Island's Buses - Leads day-to-day operations on the Isle of Wight, focusing on route efficiency, fleet performance, and community engagement. Olivia brings over 12 years of transport management experience and a passion for sustainable local travel.

David Patel, General Manager of Southampton City Reds & Southampton Unilink - Responsible for managing Southampton's Reds operations, David specializes in urban transport logistics and customer service innovation. He has a strong track record of improving service reliability and enhancing passenger satisfaction.

Sophie Williams, General Manager of The Bournemouth Bus Company - Sophie oversees Bournemouth operations with an emphasis on integrating green technologies and expanding service coverage. She holds a master's degree in transport planning and has led multiple successful route optimization projects.

James Reed, General Manager of Lymington's Locals - James manages the local and community-focused services in Lymington, working closely with residents and stakeholders to tailor transport solutions. He has extensive experience in rural transit and community outreach.

Organizational Hierarchy

GoBus South Coast is structured to deliver the highest quality service while maintaining operational efficiency.

Our key departments include:

- **Operations:** Handles route planning, scheduling, and fleet management.
- **Customer Service:** Provides support to passengers, handles inquiries, and manages feedback.
- **Maintenance:** Ensures our fleet remains in top condition, minimizing downtime and ensuring safety.
- **Marketing & Communications:** Promotes GoBus South Coast's services, manages customer relations, and communicates with the public through various channels.
- **Human Resources:** Manages recruitment, training, and employee welfare.

Key Departments and Their Roles

- **Operations:** Our operations team is responsible for running the bus services efficiently and ensuring that routes are covered on time, whether for regular commuters or special event transportation.
- **Customer Service:** With a dedicated team, we aim to provide an exceptional passenger experience, including handling feedback, answering queries, and making sure everyone's journey is as smooth as possible.
- **Fleet & Maintenance:** Our fleet is regularly serviced and maintained to ensure safety and reliability. This team works diligently to maintain our buses and support the operational team.
- **Marketing & Engagement:** This team works to promote our services and engage with the local community, ensuring that passengers are aware of routes, schedules, and any special promotions.

Health, Safety, and Sustainability

At GoBus South Coast, the health and safety of our passengers and staff is our top priority. We are committed to providing a safe, secure, and comfortable travel experience on every journey, while also prioritizing sustainability and minimizing our environmental impact.

Health and Safety

Passenger Safety: All our buses are regularly inspected and maintained to ensure that they meet stringent safety standards. Our fleet is equipped with seat belts (where applicable), emergency exits, and real-time tracking systems to enhance passenger safety.

Driver Training: Our drivers undergo rigorous training, including defensive driving techniques and customer service skills. This ensures that they are prepared for any situation and can provide a smooth and safe journey for passengers.

COVID-19 Safety Measures: In response to the COVID-19 pandemic, GoBus South Coast implemented enhanced cleaning protocols, including frequent sanitization of buses and high-touch areas. Eventhough restrictions have ended, We continue to impliment these measures to keep our passengers and team safe.

Accident Prevention: We have a comprehensive risk management system in place to identify potential hazards and take proactive measures to minimize risks. This includes regular safety audits, driver assessments, and maintenance checks on all vehicles.

Sustainability and Environmental Commitment

GoBus South Coast is deeply committed to reducing our environmental impact through a variety of sustainable practices and investments in eco-friendly technologies.

Electric and Hybrid Buses: We are investing heavily in eco-friendly vehicles, with a fleet that includes electric buses such as the Alexander Dennis Enviro200 EV and hybrid buses. These efforts help reduce emissions and contribute to cleaner air on the Isle of Wight.

Future-Proofing Our Fleet: Our ongoing investment in sustainable vehicles will further enhance the electric capabilities of our fleet, supporting GoBus South Coast's long-term sustainability goals.

Reducing Carbon Emissions: By transitioning to electric and hybrid buses, we are significantly reducing our carbon footprint, which is part of our larger goal to contribute to the Isle of Wight's commitment to reducing overall emissions.

Sustainable Practices in Operations: We also implement a range of sustainability measures in our day-to-day operations, including energy-efficient office practices, waste reduction, and sustainable procurement of goods and services.

Community Engagement: GoBus South Coast is committed to community engagement on environmental issues. We regularly collaborate with local organizations, schools, and residents to promote sustainable transport solutions and encourage the adoption of eco-friendly habits across the island.

Passenger Wellbeing

We believe that a great transport experience isn't just about getting from one place to another — it's about ensuring that our passengers feel comfortable and cared for every step of the way. To that end, GoBus South Coast prioritizes wellbeing on our services.

Cleanliness: Our buses are regularly cleaned to high standards, with extra focus on high-touch surfaces, ensuring passengers travel in a hygienic environment.

Accessibility: We operate a fleet that is fully accessible to passengers with disabilities, ensuring that everyone, regardless of mobility challenges, can travel safely and comfortably.

Comfort: We aim to provide a comfortable journey for all passengers with ample seating, air conditioning on some vehicles, and thoughtful features like USB charging points where available.

Customer Service and Community Engagement

At GoBus South Coast, we believe that exceptional customer service is at the heart of a great travel experience. We are dedicated to ensuring that every passenger feels valued, respected, and supported throughout their journey. Our commitment to the local community also plays a vital role in shaping the services we provide, as we actively work to enhance public transport options across the Isle of Wight.

Customer Service Excellence

Passenger Support: Our team is available to assist passengers with any queries, whether it's about routes, tickets, accessibility, or travel updates. We strive to provide clear, helpful, and friendly service at all times.

Real-Time Updates: Through our mobile app and website, passengers can access live bus tracking, timetables, and service announcements to stay informed about their journey.

Feedback and Complaints: We welcome passenger feedback and take all complaints seriously. Our customer service team ensures that concerns are addressed promptly, helping us to continuously improve our services.

Lost and Found: If a passenger leaves an item behind on one of our buses, we have a Lost and Found service to help reunite them with their belongings as quickly as possible.

Accessibility and Inclusivity

GoBus South Coast is committed to making public transport accessible and welcoming to all.

Wheelchair-Accessible Buses: Our fleet is fully equipped with low-floor, wheelchair-accessible vehicles to ensure that passengers with mobility challenges can travel with ease.

Assistance for Elderly and Disabled Passengers: Our drivers receive special training to assist passengers who may need extra help boarding or securing their seats.

Hearing and Vision Impairment Support: Many of our buses feature audio and visual announcements to ensure all passengers receive clear and accessible journey information.

Community Engagement

As a locally focused operator, GoBus South Coast plays an active role in supporting and engaging with the Isle of Wight community.

Supporting Local Events: We provide additional services and special routes to support major events across the Isle of Wight, including festivals, fairs, and sporting events.

School and College Partnerships: We work closely with local schools and the Isle of Wight College to provide reliable transport options for students and staff.

Charity and Social Initiatives: GoBus South Coast proudly supports local charities and community projects, providing discounted or free transport for community initiatives when possible.

Public Consultations: We regularly engage with local residents and stakeholders to gather feedback and improve our routes and services based on the needs of the community.

Digital and Contactless Experience

To enhance the passenger experience, GoBus South Coast has embraced modern technology to make travel easier and more efficient.

Mobile Ticketing: Passengers can purchase tickets via our app, reducing the need for cash transactions and speeding up boarding times.

Contactless Payments: All buses accept contactless card and mobile payments, ensuring quick and hassle-free ticket purchases.

Social Media and Online Presence: We actively engage with customers through our social media channels and website, keeping passengers updated on service changes, special offers, and community news.

Employment and Careers

At GoBus South Coast, we recognize that our employees are the driving force behind our success. We are committed to providing a positive, inclusive, and rewarding work environment for all members of our team. From drivers and customer service representatives to maintenance staff and administrative professionals, every role is essential in delivering safe, reliable, and high-quality bus services across the Isle of Wight.

Working at GoBus South Coast

We take pride in fostering a workplace culture that values teamwork, respect, and professional development. Our employees benefit from:

Competitive Salaries & Benefits – We offer competitive pay rates, pension schemes, and a range of employee benefits, including discounted travel for staff and their families.

Comprehensive Training Programs – All new drivers undergo extensive training, including road safety, customer service, and vehicle operation. We also provide ongoing professional development opportunities to help employees grow in their roles.

Flexible Work Schedules – We understand the importance of work-life balance and offer a variety of shifts to accommodate different schedules, including full-time, part-time, and weekend-only positions.

Career Progression – GoBus South Coast is committed to promoting from within. Employees have the opportunity to advance to supervisory, managerial, or specialist roles within the company.

A Supportive Work Environment – We value our employees' well-being and provide access to mental health support, employee assistance programs, and staff recognition initiatives.

Career Opportunities

We offer a variety of career paths across different areas of our business, including:

Bus Drivers – The backbone of our operations, our drivers ensure safe and efficient transport for our passengers. No prior bus driving experience is necessary, as we

provide full training and assistance in obtaining a Passenger Carrying Vehicle (PCV) license.

Customer Service Representatives – Our customer service team assists passengers with inquiries, ticketing, and travel information, ensuring a smooth and pleasant experience for all.

Mechanics & Maintenance Staff – Our fleet maintenance team plays a crucial role in keeping our buses in excellent condition through regular servicing, safety checks, and repairs.

Operations & Scheduling Team – Responsible for planning and coordinating bus routes, timetables, and driver schedules to maintain efficiency and reliability.

Administrative & Management Roles – Covering finance, HR, marketing, and other essential functions that support the daily running of the business.

How to Apply

We are always on the lookout for talented and motivated individuals to join our team. Interested candidates can:

- Visit our Careers Page on the GoBus South Coast website for current job openings.
- Apply online by submitting a CV and cover letter.
- Attend one of our open recruitment events, where potential employees can meet our team, learn more about available roles, and even take part in on-the-spot interviews.
- Contact our HR department directly for more information about job opportunities and apprenticeships.

Apprenticeships and Training Programs

GoBus South Coast is proud to support apprenticeships and on-the-job training programs, helping individuals gain industry-recognized qualifications while working. Our apprenticeships cover roles such as bus driving, vehicle maintenance, and transport operations.

Future Plans and Expansion

At GoBus South Coast, we are always looking ahead to improve and expand our services, ensuring that we continue to meet the evolving needs of Isle of Wight residents and visitors. Our future plans focus on enhancing our fleet, increasing route coverage, investing in sustainability, and improving customer experience.

Fleet Expansion and Modernization

We are committed to investing in a cleaner, greener fleet to reduce our environmental impact and improve service efficiency. Key developments include:

Phasing out older diesel buses – We plan to gradually retire older models in favor of more fuel-efficient and electric vehicles.

Continued investment in electric infrastructure – We are working to expand our charging infrastructure to support a larger fleet of electric buses.

New and Improved Services

We are constantly assessing demand and working with the local community to enhance our route offerings. Our future service improvements include:

New route proposals – We are exploring additional routes that connect more rural areas to major towns, improving accessibility across the island.

Extended operating hours – Based on passenger demand, we are considering longer service hours, especially for key commuter and evening routes.

More frequent services on busy routes – We aim to reduce waiting times by increasing service frequency during peak hours.

Expansion of seasonal services – The success of the Island Coaster has demonstrated the demand for scenic, tourist-friendly routes, and we are looking into expanding similar services.

Technology and Passenger Experience Upgrades

We are dedicated to improving the overall passenger experience through technological advancements and enhanced customer service initiatives. Future improvements include:

Enhanced mobile app features – Including better real-time tracking, ticket purchasing options, and route planning tools.

Digital bus stop information boards – We aim to install more real-time information displays at key bus stops, helping passengers plan their journeys more efficiently.

Onboard enhancements – Upgrading buses with USB charging ports, free Wi-Fi, and improved seating comfort to make travel more enjoyable.

Improved accessibility features – Including better visual and audio announcements for visually or hearing-impaired passengers.

Sustainability Commitments

Sustainability remains at the core of our future planning. Our long-term environmental goals include:

A fully electric fleet by 2030 – Continuing our transition to an all-electric fleet to support the Isle of Wight's green initiatives.

Collaboration with local councils and environmental groups – Partnering with key stakeholders to promote sustainable transport solutions.

Encouraging greener travel – Introducing incentives for passengers to use public transport instead of private cars, helping to reduce traffic congestion and emissions.

Partnerships and Community Involvement

Working with local businesses – We are exploring potential partnerships with local businesses, tourism operators, and event organizers to create special travel deals and promotions.

Engaging with passengers – Through regular surveys, focus groups, and town hall meetings, we aim to keep improving based on direct passenger feedback.

Corporate Social Responsibility (CSR)

At GoBus South Coast, we believe that public transport is more than just a means of getting from one place to another—it plays a crucial role in supporting communities, protecting the environment, and fostering social inclusion. Our Corporate Social Responsibility (CSR) strategy focuses on three key areas: Community Support, Environmental Sustainability, and Employee Wellbeing.

Community Support Initiatives

We are committed to being an active and positive force in the Isle of Wight community by:

Supporting Local Charities and Non-Profits – We collaborate with local charities and organizations by providing free or discounted travel for fundraising events, volunteering programs, and community initiatives.

Affordable Travel for Key Groups – We offer special fare discounts for students, seniors, job seekers, and people with disabilities, ensuring that public transport remains accessible to those who need it most.

School and Educational Partnerships – GoBus South Coast works with local schools and colleges to provide safe and reliable transport for students, along with educational sessions on road safety and sustainable travel.

Event Transport Sponsorship – We partner with local festivals, sports clubs, and community events to provide dedicated bus services, reducing traffic congestion and promoting eco-friendly travel.

Environmental Responsibility

Our commitment to sustainability goes beyond just upgrading our fleet—we actively implement environmentally friendly policies, such as:

Reducing Carbon Emissions – Our growing fleet of electric buses and future plans for a zero-emissions operation align with the Isle of Wight’s sustainability goals.

Eco-Friendly Depots – Our depots are equipped with energy-efficient lighting, recycling programs, and water-saving measures to minimize our environmental footprint.

Green Driving Practices – Our drivers receive specialized training in eco-friendly driving techniques, such as efficient acceleration and braking, to reduce fuel consumption and emissions.

Encouraging Public Transport Over Cars – By investing in improved services, affordability, and convenience, we aim to reduce reliance on private vehicles, cutting congestion and pollution.

Employee Wellbeing and Ethical Employment

Our employees are the backbone of our success, and we take their wellbeing and professional growth seriously. GoBus South Coast is dedicated to:

Providing a Safe and Fair Workplace – We maintain a zero-tolerance policy on discrimination and harassment, ensuring that all employees feel valued and respected.

Fair Pay and Benefits – We offer competitive wages, pension schemes, and additional perks such as discounted travel for employees and their families.

Mental Health and Wellbeing Support – We provide access to mental health resources, employee assistance programs, and stress management workshops to ensure our workforce remains healthy and motivated.

Career Development and Training – We encourage staff to upskill and advance their careers within the company, offering training programs in leadership, customer service, and technical skills.

Ethical Business Practices

As part of the wider GoBus Group, we adhere to strict ethical policies in all areas of our operations, including:

Diversity and Inclusion – Ensuring that our hiring practices are inclusive and that we provide equal opportunities to all employees..

Data Protection and Passenger Privacy – Complying with GDPR and other data protection regulations to safeguard customer and employee information.

Financial Overview and Business Performance

As part of the GoBus Group, GoBus South Coast operates with a strong financial foundation that allows us to invest in fleet upgrades, service improvements, and sustainable initiatives while maintaining affordable fares for our passengers. Our financial strategy focuses on stability, growth, and reinvestment to ensure long-term success.

Revenue Streams

GoBus South Coast generates revenue through multiple sources, ensuring financial resilience and the ability to expand and enhance our services. Our key revenue streams include:

Passenger Fares – The primary source of income, with tickets purchased via cash, contactless payments, mobile apps, and season passes.

Government Contracts & Subsidies – We work closely with Local Councils and the UK Department for Transport (DfT) to operate certain routes, including rural and community services.

Advertising & Partnerships – Our buses provide mobile advertising space for local businesses, and we partner with event organizers for transport sponsorship deals.

Seasonal & Tourist Services – The Island Coaster and other seasonal routes contribute additional income during peak visitor periods.

Operating Costs

Running a bus company involves significant expenses, which we carefully manage to maintain service quality while remaining financially sustainable. Key operational costs include:

Fleet Maintenance & Fuel – Regular servicing, repairs, and fuel/electric charging costs for our vehicles.

Employee Salaries & Training – Paying and training our workforce, including drivers, mechanics, and administrative staff.

Depot & Infrastructure Costs – Maintaining depots, offices, and charging facilities for our growing electric fleet.

Insurance & Compliance – Meeting industry safety standards and legal requirements.

Financial Performance & Growth

GoBus South Coast has experienced steady growth since its establishment, with a consistent increase in ridership and service expansion. Key financial indicators include:

Year-on-year passenger growth – Increasing demand for public transport on the South Coast.

Investment in new buses – Continued reinvestment in electric vehicles and service improvements.

Positive customer satisfaction scores – Reflecting strong financial management and service quality.

Future Financial Goals

To ensure long-term financial stability, GoBus South Coast has set out key financial goals:

Increase ridership through service enhancements – Expanding routes, improving frequency, and adding more evening/weekend services.

Maximize operational efficiency – Reducing fuel costs and maintenance expenses by investing in a fully electric fleet.

Secure additional government funding & grants – Working with local councils and the UK government to access funding for green transport initiatives.

Expand advertising and sponsorship revenue – Offering more businesses the opportunity to advertise on our buses and digital platforms.