

*this is*  **go south coast**

Go South Coast is the organisation behind a number of bus and coach companies that every year carry millions of people over millions of miles all over our region.

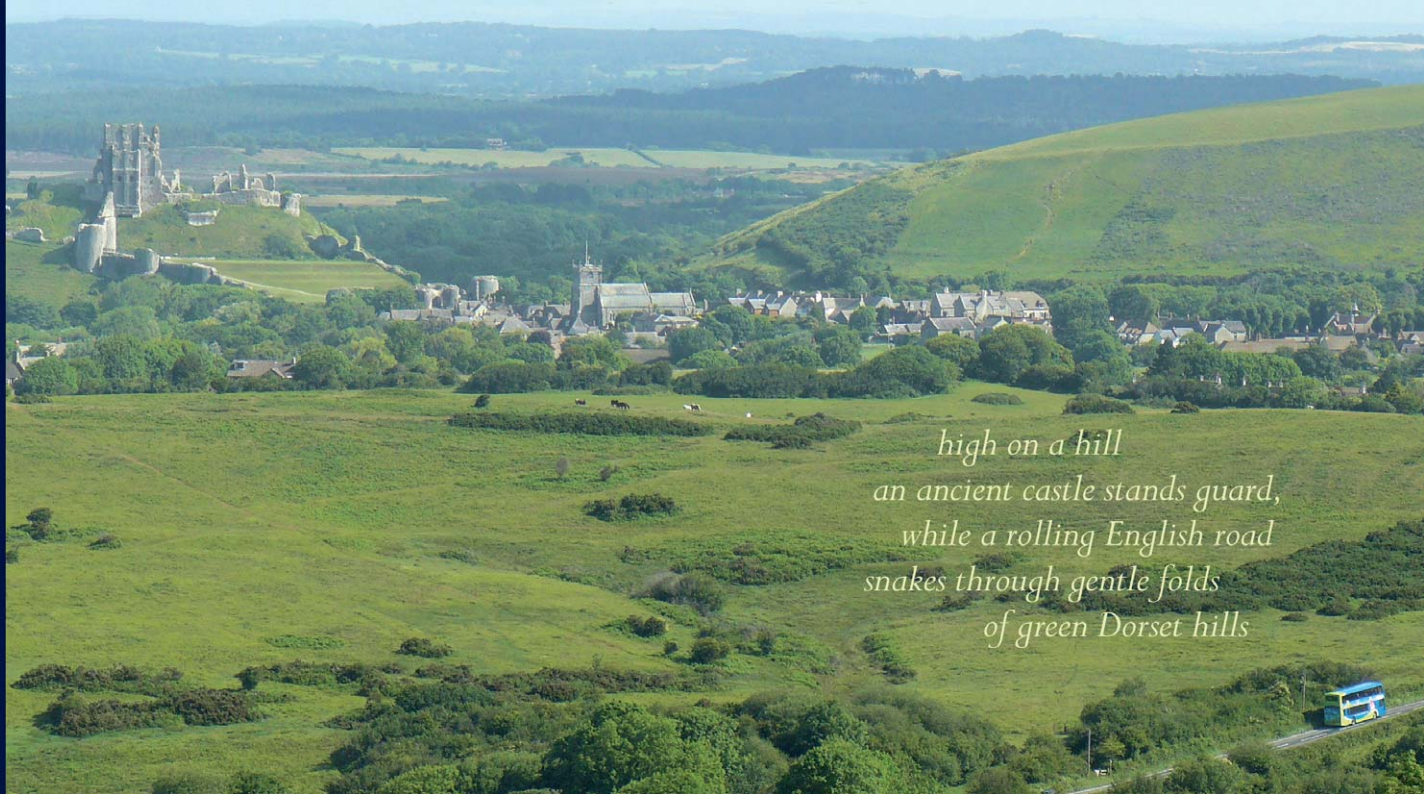
We are a major employer in the area, and the lifeblood of many communities and businesses, helping the economy of the region and benefiting the local environment.



We all know that we should be finding ways to be less dependent on the car when it comes to making journeys where there is a viable alternative.

Increasingly, the bus will have an important role to play in the future, but at Go South Coast we understand only too well the product has to be relevant to people's needs and attractive enough to make modal shift an easier choice.

Tailored travel planning is also an important part of our business, as are bodywork engineering facilities which we market to other transport undertakings through our Hants & Dorset Trim subsidiary.



*high on a hill  
an ancient castle stands guard,  
while a rolling English road  
snakes through gentle folds  
of green Dorset hills*

## bus brands

The map here shows the large tract of territory in which we run our local and inter-urban bus services.

In Southampton, Bluestar's routes radiate out to Winchester, Eastleigh, Hedge End, Hythe and Romsey. Bluestar also runs local routes in the city.

Uni-Link is an urban network in Southampton, primarily aimed at the student market, though available to anyone.

Southern Vectis runs buses on the Isle of Wight, with most routes radiating from the capital town of Newport.

The rest of the area is Wilts & Dorset territory, which also includes our high-frequency More service running up to every 3 minutes between Poole and Bournemouth.

Damory is a Dorset-based, locally-focused, low-cost company able to offer a more economic solution to local authority tendered bus operation without any reduction in quality.

passenger journeys per year	<b>36,320,988</b>
miles travelled per year	<b>18,630,000</b>
fleet size	<b>611</b>
total number of staff	<b>1,681</b>



## local bus operation

Wilts & Dorset has a proud heritage of running buses going back to the early years of the 20th century.

But we're very much a company of the present and, for that matter, the future.

We led the transformation of the public's perception of the bus in Poole and Bournemouth with More. This is a direct link across the conurbation running up to every 3 minutes, and with night buses too - using vehicles of a quality never seen before, boasting car-like features such as air-con and spacious seating.

We are constantly investing in the company's future, with £5 million spent in 2008-9 on new, environmentally-friendly vehicles for our flagship routes, like the increasingly popular inter-urban X3 link between Salisbury and Bournemouth.

We enjoy a close working relationship with the local authorities in our area, and this has enabled us to introduce one of the first Text4Times systems, getting real time bus information to people's mobile phones - giving added confidence to using buses.

Our role in the community is important too - not least our lead sponsorship of the first two Bournemouth Air Festivals. These have been a huge success for the region and its people, and Wilts & Dorset is proud to be a leading light amongst local businesses in raising the profile of the town.





## local bus operation

Bluestar's constantly improving bus services are increasingly being seen to offer a viable alternative to the car for more and more people in an area where high car ownership is the norm.

This demonstrates that it is possible to achieve modal shift from car to bus when you offer a high-quality product that is seen by potential users as acceptable and devoid of any stigma that has been an unfortunately negative perception of bus travel for far too long.

As well as new buses with a designer interior, sophisticated and appropriate marketing methods have helped patronage of the Bluestar 1 route between Winchester and Southampton increase considerably.

Making the customer feel valued is core to the Bluestar ethos. Our website has received critical acclaim for how easy it is to get information and for its appealing look, while the 'in-flight' SO magazine keeps customers entertained while promoting destinations and events easy to get to by bus.



## local bus operation

Southern Vectis provides a network of bus services all over the Isle of Wight, well-used by locals and the many visitors the island attracts.

Route 1, for example, is a round-the-clock link between Newport and Cowes, running up to every 6 minutes during the day and meeting every Redjet high-speed ferry to and from Southampton.

Because we believe we must favourably balance the need to travel with any harm that may do to the environment, we are investing heavily in low-emission 'greener' buses.



Southern Vectis is integral to the identity and function of many aspects of island life, supporting local charities, promoting local events and working in harmony with other businesses . . .

it truly is the island's buses.



## leisure travel

This part of England has some truly spectacular coastlines, and we provide a number of tourist-orientated open-top services tailored to the specific needs of sightseers, walkers and families.

These allow people to enjoy a spur-of-the-moment day out without the environmental nuisance that more and more cars would bring to these magnificent landscapes.

## PURBECK BREEZER

Our Purbeck Breezer is a fabulous way of getting from Bournemouth to Studland and Swanage. The bus actually puts to 'sea', as it crosses over to the Isle of Purbeck on the Sandbanks chain ferry.

Over on the Isle of Wight, the hop-on, hop-off Island Breezers take visitors to some of island's best attractions, with the Needles Tour taking in the breathtaking climb to the Needles Battery on, perhaps, Britain's most spectacular bus ride.



*where skylarks soar  
and the air is like fine wine  
and drunken views  
will intoxicate your soul*

## island breezers



leisure travel

Bluestar has been running the New Forest Tour for several seasons now, a popular and more sustainable way of enjoying one of Britain's newest National Parks, and reducing the number of cars on the park's narrow roads.



*New Forest*  
TOUR



THE **STONEHENGE** TOUR

*mysterious stones  
thousands of years old stand silent . . .  
were they put there to trace an ancient sun  
across ancient skies or  
to talk with long forgotten gods?*

In 2008 Wilts & Dorset took over the Stonehenge tour, a circular tourist bus from Salisbury city centre to the world heritage site.

Understanding the specific needs of a specific market, and being able to promote and sell the tour far and wide, has enabled us to increase ticket sales and grow the market for this service.



## special events



We have built up a reputation for being experts at not just providing, but organising with military precision, transport for special events. The annual Isle of Wight and Glastonbury music festivals are two such events where we get praised every year for our indomitable spirit and the part we play in the success of these events.

Our professional forward-planning skills and our grass-roots, hands-on involvement mean that we go the extra mile (several miles more often than not) to make things go without a hitch and ensure everyone's enjoyment is never compromised.

The same approach applies to any task that involves carrying large numbers of people between two or more points, such as rail-replacement services.





## school & student transport

Every day we carry thousands of schoolchildren and students safely to and from their places of education. This is on either on our regular bus services, or on student transport we provide on behalf of local authorities and educational establishments.



In 2008 we won the contract to run the Uni-link network on behalf of the University of Southampton. These buses are for anyone to use, not just university students.

With the strength of the Go-Ahead Group behind us we were able to invest in a fleet of new vehicles. Because of the close working partnership with the university, we are able to bring our expertise and flair to running and marketing these bus services, an increasingly important part of Southampton's public transport system.



*the memories  
of a day well spent  
will linger long after  
the event*

## group travel

We own a number of locally well-respected coach companies, providing a full range of bespoke products for the tourist, charter and schools and clubs markets, not to mention servicing the lucrative cruise liner business.

The businesses are growing, thanks to an efficient sales staff and a coherent professional image.

Repeat business is high, with customers praising the care and consideration of our drivers and the attention to detail that makes every trip such a success.

*Bell's*

*Damory*

*Kingston*

*Lever's*

*MARCHWOOD*

*TOURIST*

bodyshop engineering



WE'RE SMART ON YOUR FLEET

*not just a stitch in time  
or a dab of paint, but  
a professional, caring approach  
by skilled craftsmen and technicians  
to keep you spick and span  
and on the road for years to come*



Hants & Dorset Trim provides an important and much respected business back up service. Its growing client base is impressive, and it is the preferred choice for many of the UK's leading transport providers.

Clients enjoy a highly individual, personal service where the traditional skills of craftsmanship and attention to detail are allied with professional high-tech solutions as appropriate.

These are just some of the ways we are smart on your fleet.

**interior refurbishment / remodelling**

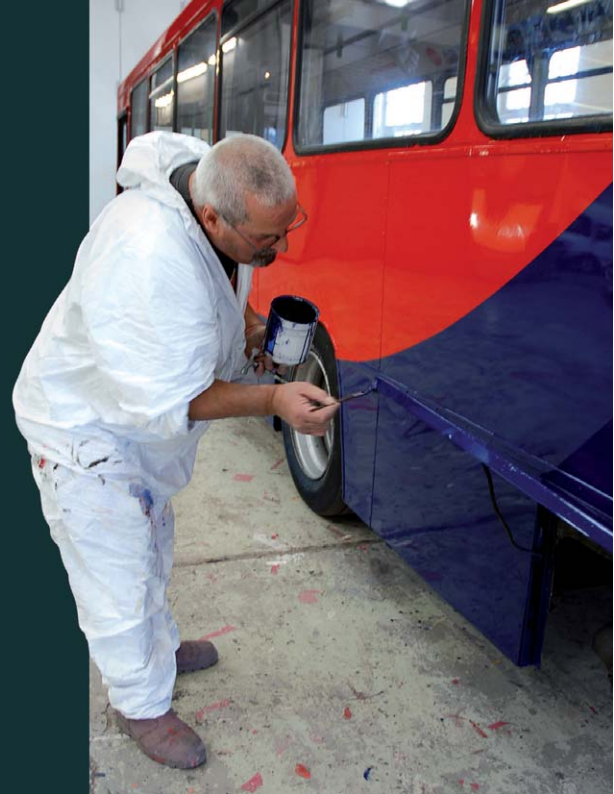
improving the travelling environment

**repainting**

making sure vehicles look the best they can

**accident repair**

nothing less than invisible mending



**information**

01202 680 888

or search our brands online