

What's the
value
of your
fare?

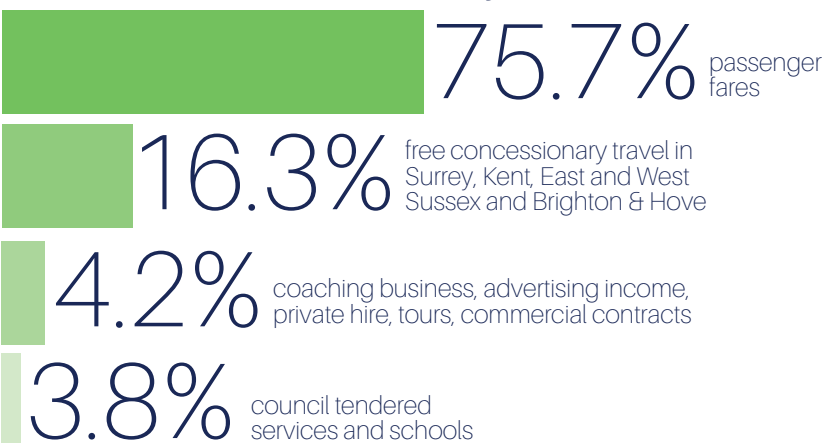
 **Brighton & Hove**

METROBUS

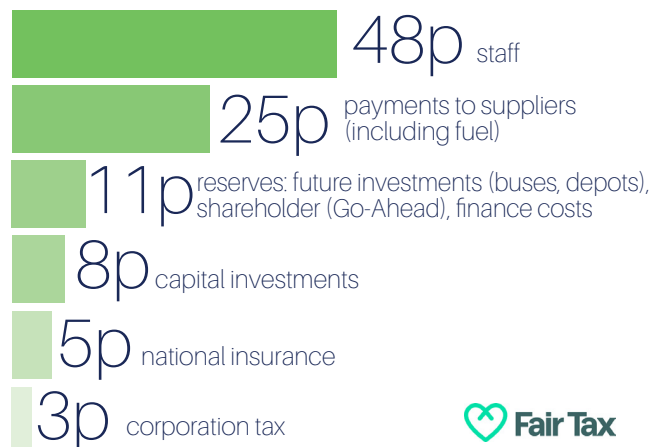


What's the value of your fare?

Where does the money come from?



Where does every £1 go?



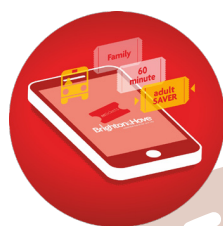
Fair Tax
AUDITED ACCOUNTS 16/17

7 day local customer support

91% customer satisfaction
great deals for kids

85% punctuality

3,000 bus stops served across East & West Sussex Kent Surrey



59% night journeys per week



1,522 number of employees
Years of service 1,000+

£25,000 average driver salary

1,150 drivers



£172m estimated cost for emission-free buses by 2030

80% passengers get on frequent buses



increased use of renewable fuels



travel for homeless people
hardship fund for students



66m

number of passenger journeys using 430 buses



£1m

cost of buying four buses EVERY year to tackle congestion

What's the value of your fare?

This infographic is an open and transparent account of where the money comes from at Brighton & Hove Buses and where it goes so you can better assess the value of the fare you pay for.

The information is a collation of the two bus operations (Brighton & Hove Buses and Metrobus) that make up the company Brighton & Hove Buses.

Brighton & Hove Buses (the bus operation) operates routes across a network connecting the conurbation of Brighton & Hove with Eastbourne, Lewes, Crowborough and Tunbridge Wells and carries more customers per head of population than anywhere outside London. Metrobus operates routes through Sussex, Surrey and Kent.

The figures under the headings Where does the money come from? and Where does every £1 go? are based on our audited accounts for the year 2016/17. The facts and figures in the graphic on the previous page are based on the most up-to-date information available going to press.

Where does the money come from?

The vast bulk of our revenue by far (75.7%) came from passenger fares.

Councils reimbursed us for the free travel we offered to concessionary card holders through a national funding structure. We are repaid at a rate that is considerably lower than fare-paying passengers to reflect the extra trips generated by a free service. The repayment is designed to ensure operators are neither worse nor better off from concessionary journeys.

Revenue from council-tendered services was made up of Breeze up to the Downs buses and a small number of school services.

As a service business, the bulk of our revenue (48%) – almost half – went towards paying our employees.

Our biggest outlay to suppliers (25p) was fuel costs but included all engineering supplies such as spare bus parts.

Reserves (11p) go towards future investments to help meet our aim to be emissions free by 2030. At today's prices the estimated cost is £172 million – that's £14.3 million each year to buy new buses.

Where does every £1 go?

Part of the 11p reserve fund goes to our only shareholder – our parent company Go Ahead – who combine the profits generated by all their subsidiary companies and use it to pay dividends to their shareholders as well as costs from loans and financing.

Capital investments, at 8p in the pound, went towards our depots, bus infrastructure and their maintenance as well as on new lower emissions buses at a cost of 200,000 each.

We also paid out national insurance and corporation tax at 5p and 3p respectively. We are proud and responsible payers of our fair share of tax

£172million estimated cost (based on today's prices) of new buses to meet our aim to be emissions free by 2030.

91% customer satisfaction in the most recent Passenger Focus survey.

85% punctuality based on the industry's standard definition of between a minute early and five minutes late. We aim for at least **95%**.

596 night journeys per week between midnight and **5am**

80% of passengers get on frequent buses that run every **15** minutes or better.

Increased use of renewable fuels at greater cost (under the Renewable Transport Fuel Obligation) making diesel more eco-friendly every year.

£1million cost of buying four new buses every year in Brighton & Hove to tackle congestion just to deliver the same level of service.

66 million passenger journeys across Sussex, Surrey and Kent every year using a fleet of **430** buses.

Free travel to appointments for homeless people via Brighton Housing Trust's drop-in centre and The Clock Tower Sanctuary.

Plus, tens of thousands of pounds worth of free tickets given every year to charities, schools and community groups.

Hardship fund for free travel tickets for students at both Sussex universities available via the students' union.

Helping Hand discreet award-winning assistive card for disabled bus passengers that focuses on the help required and not the condition allowing users to travel with dignity.

1522 employees at the time of going to press, **1150** of whom are drivers on an average annual salary of **£25,000**.

3,000 bus stops served across Sussex, Surrey and Kent.

7-day customer support offering accurate information based on local knowledge, both face-to-face at centrally-located shops and via phone, email and social media.

the graphic