

# GOING FORWARD!

This is the latest in a series of newsletters aimed at keeping all of our stakeholders, and existing and potential investors up to date with the latest news and developments from Go! Co-operative.

Wishing you a happy New Year from all at Go! Co-operative.

**Keith Vingoe - Chief Executive Officer**

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## Go! Co-operative changes its name to **GOCO**

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To strengthen our own unique brand and avoid any potential conflict with similar brands incorporating the single word 'go' and the exclamation mark, the committee made the decision in 2010 to choose a different name and accompanying logo. The name we chose is '**GOCO**' – incorporating both the original name and co-op identity. **GOCO** also lends itself beautifully to our sub-brands: **GOCO TRAIN**, **GOCO BUS** and **GOCO CAR**.

This is especially useful since although the 'train' part of our business absorbs much of our time, energy and resources, we are keen to remind supporters that our underlying mission is to help people leave their cars at home – and as such, car clubs and buses are important elements of the GOCO business. We also wished to minimise any changes to the identity we had established in the first few months of our existence.

Over the coming months you will see these changes implemented on our website and publications, and eventually, as the livery for our trains, cars and buses.





## GOCO CAR programme drives car club development

Over the last six months, we have been developing the business case for a range of sustainable travel initiatives; ones that reflect our core values built on enhancing sustainable travel and rooted in a co-operative ethos. You can read elsewhere in this newsletter about the significant rail developments, both with the open access and on the Mid Hants Railway, that are now taking place.

**GOCO CAR** is the name for the programme to develop new car clubs within proximity to the planned open access rail service. Our focus is on providing integrated travel options, adding to the existing public transport options in these locations.

Swindon has been identified as a priority location by GOCO for a new car club. Car clubs provide the opportunity for residents and employers to hire cars for short periods of time, with cars based on the street close to home and business locations. Already in the UK there are over 100,000 members of car clubs. You can find out more general information on car clubs by visiting [www.carplus.org.uk](http://www.carplus.org.uk)

The next step for **GOCO CAR** is to generate user interest in Swindon. Through the web, local meetings, local media and promotions, we will be growing awareness of the programme. Specifically, we are looking to those local to Swindon to register their interest in being a potential customer and becoming a local champion. If you are interested, please visit [www.goco.coop/car](http://www.goco.coop/car) or call 0116 279 5122.



MEET THE DIRECTORS:

**Robin Pointon,**  
Operations Manager Car Clubs,  
Buses and Coaches



Robin was elected to the Committee at the AGM in June 2010. His focus is to make a positive and visible difference through the work he does, with a desire to see individuals and organisations develop and grow.

Robin’s team has recently completed the business plan for developing the car clubs element of the **GOCO** business and is co-ordinating the rebranding to **GOCO**.

**GOING FORWARD!** asked Robin about his involvement with **GOCO**:

**What is your role?**

My role is to manage the development of a range of sustainable travel initiatives consistent with the mission of **GOCO**, with a particular focus on non-rail based opportunities. The key activity at the moment is the development of Car Clubs (you can read more about this on the previous page). An increasing part of the work is also to head up the branding and communications activity of **GOCO**. With past experience in place marketing and senior management experience in the bus industry, hopefully these ingredients will help to make for a valuable contribution in these areas.

**What attracted you to GOCO?**

**GOCO** shares virtually identical values to those of the business I head up – Go Travel Solutions. When I discovered Go Co-operative in 2009, it was an irresistible opportunity to utilise the expertise and passion for public transport with my personal values around sustainability and the co-operative ethos.

**How do you see the co-operative developing over the next five years?**

The way ahead for **GOCO** will not be easy but it has every opportunity to succeed. The co-operative model provides an opportunity for staff, customers and investors to share and shape its success. It’s a model to which more and more organisations are being attracted. The success of **GOCO** over the next five years will be driven by our ability to ‘walk the talk’ with values in parallel with delivering business excellence. Our transport products and services always need to strive to be the best in class and what our investors and customers are requesting. If we can combine all these, **GOCO** is in for a great future.

**Bond guarantee to Network Rail**

Many thanks to the 20 or so of our members who between them have guaranteed £180,000 of the £200,000 bond that we need to provide to Network Rail. This essential condition of entering into track access negotiations has been more difficult than expected because, although the funds are exposed to a relatively low level of risk, they must be placed in a restricted Co-op Bank account for the duration of the guarantee. We are now very close to meeting this obligation – but we still need to secure an additional £20,000.

If you are a corporate guarantor or an interested individual and think you may be able to support this low-risk opportunity, please contact Alex Lawrie at alex@somerset.coop who will be very happy to explain the risks and rewards involved.

## GOCO MID HANTS LINK trial set for action

The demonstration ultra light rail service from Medstead & Four Marks to Alton in Hampshire is set to operate for four weeks from 24 January 2011. The lightweight railcar will connect with South West Trains' service to London Waterloo, will be wearing GOCO livery and will be our first service to paying passengers. Assuming that the demonstration is successful, we will be aiming to move to a permanent service during 2011.

These lightweight railcars are capable of serving locations that would normally be considered too small for a rail service (though the Parish does have a population of 7,000 including many London commuters looking for a connection to the mainline). The railcar has a flywheel to store energy, allowing the use of a smaller engine and hence minimises emissions. Also, we will be looking into sourcing waste oils that can be recycled into biodiesel, so that we can truly describe the service as 'zero carbon'.

The scheme is possible through the support of Hampshire County Council and Mid Hants Railway. Finance has been provided through a special issue of loan stock from Lightweight Community Transport and Go! Co-operative members.

We are very excited about finally starting to deliver a service to the public - we hope you will join us on a GOCO members open day in January, when you can experience the service, meet the team delivering it, and join with us in celebrating our progress. For further information please go to [www.goco.coop/train](http://www.goco.coop/train)



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## Developments on the mainline projects

Recent work has focused on three areas: timetables, demand forecasting and budget planning, and Safety Management Systems.

The original timetables needed modification in light of some significant changes due for December 2011 when Chiltern Railways will be running their full Evergreen 3 Timetable. The new timetables also offer a much increased frequency and regular pattern over the core Westbury – Oxford Section. This is however at the expense of weekday services to Yeovil where demand was very weak. There are also significant infrastructure restrictions south of Westbury that made achieving a reasonable timetable impossible.

The whole of this timetable/demand modelling process has now we believe, reached a point of diminishing returns and we are confident that the package offers a good investment.

The latest timetable gives departures every two hours and fits well with the services Chiltern is operating on the northern section into Birmingham. We are indebted to Chiltern for their help. We have also started to consult informally with other Train Operating Companies along our route and so far have been received favourably in principle.

The next step is to submit this formally to the Office of Rail Regulation (ORR). In conjunction with our application to ORR and Network Rail for a Track Access Contract, we also have to be able to demonstrate that we can finance the proposed operation for a period of time.

Our Safety Management System is another crucial aspect of gaining our licence and this work consists of preparing a Safety Certificate Parts A&B for industry-wide consultation. For further information please go to [www.goco.coop/train](http://www.goco.coop/train).

Projects headed up by Chris Phillimore,  
Business Development Director  
at GO! Co-operative

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