

The Company Secretary
C/-

London

9th July 2010

Customer No: 8388

Dear Sir / Madam

**Season Ticketing / Rail Ticketing Agreement made between
Limited and London & South Eastern Railway Limited**

We have recently conducted a business review of the NBTS operation. From this review a minimum spend for accounts has been reassessed and we wish to advise that your account no longer meets the new threshold.

With reference to schedule 3 clause 2 of this Agreement we, as Travel Ticket Provider through NBTS, hereby notify you that we are to terminate the Agreement on 11th August 2010.

A final statement of account will be produced on 13th August 2010 and the account will be required to be settlement within 28 days

We would like to thank you for your custom and if you have any questions or outstanding issues, please contact your Account Manager on 020 7904 0500

Yours faithfully



Wilma Allan
Finance and Contracts Director
London & South Eastern Railways Limited

Cc Christine Hodgkins

Keith Ludeman
Group Chief Executive
The Go-Ahead Group PLC
3rd Floor
41-51 Grey Street
Newcastle-upon-Tyne
NE1 6EE

20 July 2010

Dear Mr Ludeman

I received the enclosed letter from a subsidiary company of The Go-Ahead Group PLC, Southeastern, dated 9th July. I notice from The Go-Ahead Group website that your main statement is "Delivering Quality", "Our Companies Serving Communities" – judging by this letter and your recent actions this renders it an oxymoron of heroic proportions.

1. I have been a customer of NBTS (Network Business Travel Services) for over 20 years.
2. The penultimate paragraph of the enclosed letter is sloppy: it says "the account will be required to be settlement within 28 days".
3. I have been personally booking tickets for over 20 years and you cannot even put my name as the salutation. I have been reduced to Sir/Madam. Am I a Sir or a Madam, or as your ghastly communication implies, a hermaphrodite?
4. You then CC to Christine Hodgkins. You have clearly resolved your problems with my gender and have managed to give me a sex change. Have you informed my wife?
5. The ultimate paragraph has all the finesse of the Stasi: "we would like to thank you for your custom and if you have questions or outstanding issues please contact your Account Manager [Go-Ahead clearly has a problem with names as the Account Manager has no name] on 020 7904 0500". I rang the number and the response gratifyingly brought to mind Alan Clarke's memorable phrase of British troops in the First World War of "lions led by donkeys". I was informed that the business had been savagely reduced as 80% of its business came from 20% of its customers and the customer threshold for business was now £140,000. I am well aware of the 80/20 rule and the crushing logic is that once you have got rid of 80% of your customers, you will find that you have to eventually rid yourself of another 80% of your customers, the er ... 80/20 rule. Instead of focusing on your customers with all hands, your lazy, slipshod, bone-headed approach will not allow you to run a business that builds loyalty, customers and repeat business. It's the quick fix, the bottom line that is good this year, not so good next year and back where you started from the following year.

So after 20 years of service you treat your customers with contempt and sack your staff, who have been as equally loyal. I know because I talk to them – you should try it some time.

I notice from your website that more prominence is given to the price of Go-Ahead shares than services, which indicates that the company is more interested in its stocks than it is in its customer services. It should be noted that without public subsidy of rail services, your company would hit the buffers – no pun intended.

Perhaps you should reconsider your actions and for once think about your customers. I appreciate this will come as seismic cultural shock. However if you insist on keeping your snout in the transient trough of short term profits you will soon be in the knackers yard due to managerial myopia. I expect you will bump into a lot of friends.

If you really want to get rid of this business then sell it to me for a £1 and I will make sure it continues, the staff will become stakeholders with shares but I expect you will find this idea too novel, modern and humane.

I apologise if my letter seems a little sharp – some may even say brutal – but this will hopefully give you a glimmer of the vexation I have suffered at the hands of The Go-Ahead Group. And who knows it may even concentrate your mind so that you do not destroy a business and the people with it.

Yours faithfully

Chris Hodgkins

CC Sir Patrick Brown. Chairman Go-Ahead Group PLC
The Fourth Estate at large

Mr Chris Hodgkins

London :

29 July 2010

Dear Mr Hodgkins,

Thank you for your letter of 20 July which was forwarded to me from our Newcastle offices.

In order to ensure that this matter is dealt with as quickly and efficiently as possible, I have forwarded a copy of your letter to Charles Horton, Managing Director of Southeastern, asking him to look into the situation.

Mr Horton will ensure you receive a reply and that I see a copy of this response.

Yours sincerely,



KEITH LUDEMAN
Group Chief Executive

cc. Charles Horton, Managing Director of Southeastern
Friars Bridge Court, 41-45 Blackfriars Road, London SE1 8PG

My Ref: Letters/Chris/KL200810.doc

Keith Ludeman
Group Chief Executive
The Go-Ahead Group plc
6th Floor
1 Warwick Row
London
SW1E 5ER

20th August 2010

Dear Mr Ludeman

Thank you for your letter of the 29th July 2010. Unfortunately I have yet to receive a letter from Charles Horton, Managing Director of Southeastern. His reply may however have been mislaid in the post.

Yours sincerely

Chris Hodgkins

Chris Hodgkins

London

31 August 2010

Dear Mr Hodgkins

Firstly, please accept my apologies for my delayed reply to your letter of 29 July, forwarded to Southeastern from Keith Ludeman, Chief Executive of the Go-Ahead Group. I wanted to answer your letter personally as I am the Director responsible for Finance and Contracts.

I must also apologise that the original letter sent to you contained grammatical errors and also incorrectly spelt your name. I appreciate this lack of attention to detail adds insult to injury.

I am pleased to hear that you have always found the team at NBTS to be helpful and that you have valued the service they provided. I am sorry that we will not be able to continue this in the future.

Like all businesses, Southeastern have to continually review the services we offer and the costs we incur in providing these services. As I am sure you can appreciate, the current economic environment has made this an even greater priority. Unfortunately, as a result of a recent review we have had to reduce the scale of the NBTS operation. This change meant we had to reduce the number of staff employed in this area, however, we always endeavour to find alternative employment within the company when possible. We have had to refocus the much reduced team towards our larger accounts. We realised this change would inconvenience customers like yourself, but unfortunately this consequence is inevitable.

We have to continually look for ways to improve our efficiency and effectiveness in meeting our obligations to the DFT as well as our shareholders and as we receive a subsidy from Government, it is also important that we demonstrate responsible use of taxpayers' money.

I realise this may not be the news you hoped to hear but I hope this letter explains the background to our decisions.

Yours sincerely



Wilma Allan
Finance & Contracts Director

c.c. Keith Ludeman, Group Chief Executive

My Ref: Letters/Chris/WA010910.doc

Wilma Allan
Finance and Contracts Director
South Eastern
Friars Bridge Court
41-45 Blackfriars Road
London
SE1 8PG

15 September 2010

Dear Wilma

Thank you for your letter of the 31st August with your "delayed" reply. Unfortunately your letter does not address the points I make in my letter of the 29th July 2010.

Keith Ludeman asked Charles Horton to look into the situation. It is a pity he did not have the courtesy to reply himself. He is the Managing Director and therefore responsible for business policy.

Instead of "refocusing" your business on "large accounts", why do you not focus your business on your customers? I would appreciate a reply that fully addresses the points in my letter and no doubt your shareholders will as well; as you turn away business "in the current economic environment". Southeastern must be the only business in the known world that tells its customers to go away.

Yours sincerely

Chris Hodgkins

cc Keith Ludeman, Chief Executive

My Ref: Letters/Chris/KL150910.doc

Keith Ludeman
Group Chief Executive
The Go-Ahead Group plc
6th Floor
1 Warwick Row
London
SW1E 5ER

15th September 2010

Dear Mr Ludeman

I received a reply to my letter of the 25th July, which I attach.

The reply is not from Charles Horton, who I assume is responsible for the policy; it is just another excuse, not an explanation.

I would have thought that in the current climate you would have been focusing on all your customers, not fobbing them off with a letter that is as unhelpful as it is contradictory. A responsible use of tax payer's money would be to ensure that the customer gets his tickets.

I would appreciate a reply that addresses my points by the person responsible for a policy that in this present economic climate makes no business sense at all.

Yours sincerely

Chris Hodgkins

My Ref: Letters/Chris/WA151010.doc

Wilma Allan
Finance and Contracts Director
South Eastern
Friars Bridge Court
41-45 Blackfriars Road
London
SE1 8PG

15 October 2010

Dear Wilma

I wrote to you on the 15th September 2010 and I am awaiting a reply.

Yours sincerely

Chris Hodgkins

cc Keith Ludeman, Chief Executive

My Ref: Letters/Chris/KL151010.doc

Keith Ludeman
Group Chief Executive
The Go-Ahead Group plc
6th Floor
1 Warwick Row
London
SW1E 5ER

15 October 2010

Dear Mr Ludeman

I wrote to you on the 15th September 2010 and I am still awaiting a satisfactory reply from Charles Horton.

Yours sincerely

Chris Hodgkins

Chris Hodgkins

London

21 October 2010

Dear Mr Hodgkins

I acknowledge receipt of your letter of the 15 September and note its contents. However, I believe my previous response explained the position fully and I do not believe there is any merit in furthering the correspondence. I have discussed this with Charles Horton who supports this view.

Yours sincerely



Wilma Allan
Finance Director

c.c. Keith Ludeman, Group Chief Executive

My Ref: Letters/Chris/WA151110.doc

Wilma Allan
Finance Director
South Eastern
Friars Bridge Court
41-45 Blackfriars Road
London
SE1 8PG

15 November 2010

Dear Ms Allan

Your letter of the 21st October is extraordinary. Your previous response did not fully explain the position fully so there is every merit in providing an explanation. Especially as your original letter (I use this term in its loosest possible sense) asked me to contact you if I have any questions or outstanding issues, which I do.

I shall copy the letter to Keith Ludeman and perhaps you should revisit the entire matter with Charles Horton.

Yours sincerely

Chris Hodgkins

cc Keith Ludeman, Group Chief Executive