

Hedingham Omnibuses

Hedingham Depot
(Registered Office)
Wethersfield Road
Sible Hedingham
Halstead
Essex CO9 3LB

18 August 2004

Mr M Davey
Inquiry Coordinator
Competition Commission
Victoria House
Southampton Row
London
WC1B 4AD

Telephone: 01787 460621
Fax: 01787 462852

Dear Mr Davey

The Anticipated Acquisition by Arriva plc of the Hertfordshire Bus Operations of Sovereign Bus & Coach Company Ltd

Thank you for your letter of 12 August 2004 on the above subject.

None of our services operate in Hertfordshire and I am not particularly familiar with the county. It is interesting both companies owe their origin with the formation of London Country (North East) and London Country (North West). Apparently with the object in the mid 1980's to give greater competition.

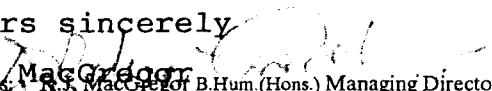
We are very much a family business. We have operated in North Essex for over 40 years alongside two major operators, First Bus and Arriva. Our very presence in the Colchester area, I believe, has led to greater competition, especially in regard to fares. The rate paid per mile in this area by the public is less than other parts of Essex where they enjoy a monopoly.

There is no doubt in my mind the presence of more than one operator in the market leads to a higher level of service. Certain routes in Colchester enjoy a frequency far greater than the traffic warrants.

It is natural for any operator to be the best, the most efficient, the market leader. Without that competitive atmosphere a company quite quickly lacks innovation, standards of service fall, fares increase, all to the detriment of the passengers.

I would thank you for the opportunity of responding to your enquiry. If there is any information you feel I can contribute feel free to contact me at our email address which is services@hedingham.co.uk.

Yours sincerely


Directors: D.R. MacGregor B.Hum.(Hons) Managing Director, D.R. MacGregor MBE B.Sc.(Econ.) MCIT, C.M. MacGregor, S.J. Mose

Dugard House
Peartree Road
Colchester
Essex
CO3 0UL

Sudbury Depot
Meekings Road
Chilton Ind. Est.
Sudbury
Suffolk
CO10 6XE

Clacton Depot
Stephenson Road
Gorse Lane Ind. Est.
Clacton-on-Sea
Essex
CO15 4XA

Tollesbury Depot
62 New Road
Tollesbury
Maldon
Essex
CM9 8RE

Kelvedon Depot
land rear of
215-217 High Street
Kelvedon
Essex
CO5 9JD

Tel: 01206 769778
Fax: 01206 767293

Tel: 01787 313519
Fax: 01787 376067

Tel: 01255 474849
Fax: 01255 425511

Tel: 01621 869214
Fax: 01621 860233

Tel: 01376 571983
Fax: 01376 572599