

BUSES

THE LOWDOWN ON DIVERSITY & INCLUSION

WHY BOTHER?

Diversity isn't just a nice to have, or the right thing to do, it's an essential ingredient in improving business performance.

AN INCLUSIVE CULTURE IS A WINNING ONE.

DIVERSITY = BETTER BUSINESS PERFORMANCE

Companies in the top quartile for diversity financially outperform those in the bottom quartile.

GENDER-DIVERSE COMPANIES

21%

LIKELY TO OUTPERFORM



Gender-diverse companies 21% more likely to outperform

ETHNICALLY-DIVERSE COMPANIES

33%

LIKELY TO OUTPERFORM



Ethnically diverse companies 33% more like likely to outperform

Source: Delivering through diversity, 2018, McKinsey & Company

Research shows the likelihood of financial performance above the national industry median. Analysis is based on composite data for all countries in the dataset. Results vary by individual country.

HEALTHY BALANCE

Businesses with a healthy balance of men and women in executive positions are **21% more likely** to outperform their competitors, while those with executives from a good mix of ethnic backgrounds are **33% more likely**.

INCLUSIVE CULTURES

Companies with **inclusive cultures**, where people feel they can be themselves, outperform in the markets they operate in. **Diverse and engaged** teams are far more motivated to deliver.

BUSINESSES WITH HIGH INCLUSIVE ENGAGEMENT

27%

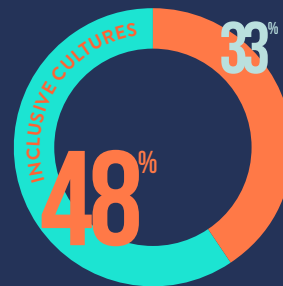


Businesses with high inclusive engagement have an operating profit almost three times higher (**27%**) than those that don't.

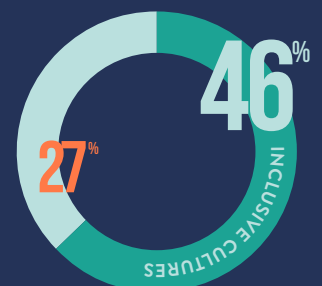
Source: Towers Watson, 2012, Global workforce study

GREATER MARKET SHARE

IMPROVED MARKET SHARE



CAPTURED A NEW MARKET



Source: The Centre of Talent Innovation, 2015. A study of 75 corporations, across 192 countries, covering 6 million employees

HIGHER LEVELS OF...

DISCRETIONARY EFFORT

112%

INTENT TO STAY

120%

Source: The Corporate Executive Board, Global Market Survey, 2012 of 18,500 employees

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FOOD FOR THOUGHT

SENIOR LEADERSHIP FAIL TO REFLECT THE UK DEMOGRAPHIC

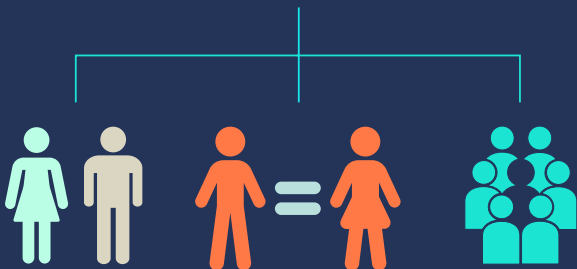


78%

78% of UK companies have senior leadership teams that fail to reflect the demographic composition of the country's population.

Source: McKinsey & Company, Diversity Matters, 2015

86%



86% of female millennials consider prospective employer's policies on **diversity, equality and inclusion**.

Source: PwC, 2015

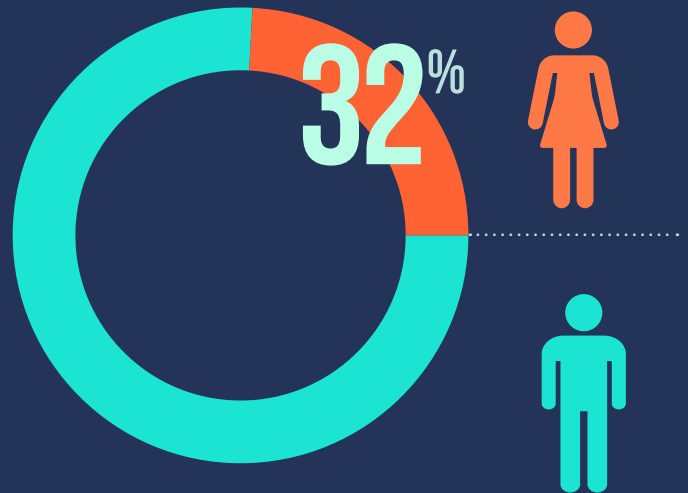


"The business case for diversity is simple. If we want to deliver value for clients, we need diverse talent, views and thinking that reflects the society in which we work."

LAURA HINTON,
Head of People at PwC UK



A quarter of women have actively avoided careers because they are perceived as **'men only'** - including **construction, bus driving and politics**.



32% of women feel they have been passed over for promotion because of gender.

Source: First Group, Onepoll 2019



1/3 MORE



1/3 MORE

Travel by public transport is highly gendered. In 2017 across England, a third more women than men travelled by bus and a third more men than women travelled by rail.

Source: Department for Transport, 2018

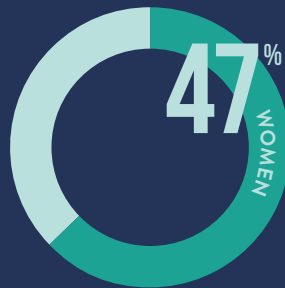
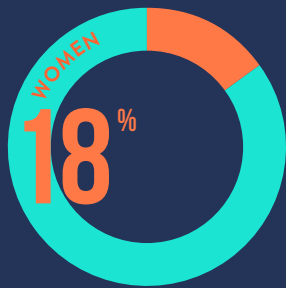
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WORKFORCE

TRANSPORT

NATIONAL



Gender diversity in transport is low across the entire UK workforce. Gender diversity varies across mode, from 10% in transport construction to 35% for aviation. At a granular level there are pockets of low female representation within modes.

Sadly, in the bus industry we struggle to attract a workforce that represents our customer base, something that's deemed essential in truly understanding our passengers.



In 2017 organisations with over 250 employees or more were requested to publish their gender pay gap results. The gender pay gap is calculated as the difference between average hourly earnings (excluding overtime) of men and women as a proportion of men's earnings throughout a company and across all roles.

FILLING THE GAP

2018 SNAPSHOT: GENDER PAY GAP

NATIONAL AVERAGE



BUS & COACH DRIVERS



7%

Women hold 7% of these jobs

12.1%

Women are paid 12.1% less than men

MANAGERS & DIRECTORS IN TRANSPORT & LOGISTICS



20%

Women hold 20% of these jobs

14.4%

Women are paid 14.4% less than men

Source: Figure 5, Gender pay gap in the UK: 2018, ONS

GENDER PAY GAP: UK BUS

Across the UK bus companies the mean gender pay gap varies but is generally below the national average of 17.9%.

First Group 3.1%**

Go-ahead UK Bus 5.9%

Arriva UK Bus 6%

Stagecoach UK Bus 8.11%

**group figure includes rail