

East Yorkshire – Apprentices in Action

Who we are

East Yorkshire is a bus company operating local bus services in and around Hull, East Yorkshire, Scarborough and into North Yorkshire and Lincolnshire.

As one of the region's leading public transport providers, East Yorkshire has been helping get people around since 1926, and over 32,000 people use their buses every day. That's nearly 12 million car journeys a year taken off our roads.

Whether travelling to work, school, the shops, on a day or night out, or to visit friends and family, East Yorkshire makes sure people can get to the places they need to be across East Yorkshire, Hull, North Yorkshire and North Lincolnshire. We also offer coach day trips and UK holidays, coach hire, and run National Express coach services.

With a turnover of £30m and a fleet of around 250 vehicles, East Yorkshire employs around 650 people, including over 100 people in the engineering team. The company's main engineering depot and head office is in Hull, with other depots in Withernsea, Elloughton, Pocklington, Bridlington and Scarborough.

Overview and objectives

Diversity in the workforce is important to us, and over the last few years we have worked at increasing the percentage of women employed in our business, both in the driving and engineering sectors. We know that by more women joining we will better reflect the communities we serve, something that is so important for continued success.

Approach

We hope that everyone feels welcome in our team, no matter their age, gender, race or religion.

Recently, we worked with the UK government's Fire It Up campaign to make an episode of Apprentices in Action, featuring Jay and Danielle, two of our award-winning engineering apprentices.

During the video, they spoke about how they'd got into the industry, the benefits that their apprenticeships have brought them, what they do day-to-day, why they love their jobs, and what they think about diversity in the industry.

Results

Through showing women in roles which are traditionally thought of as male – for example, bus driving, or engineering – it's a way to nudge people's attitudes. Through seeing someone who's like you succeeding in a career, that way you are more likely to be able to envisage yourself in that role. We currently have three female apprentices in total, we have a great mentoring programme which we believe is key in helping and supporting them in their career progression and development and learning.