



Who we are

Transdev in Yorkshire and Lancashire is one of the UK's most innovative bus companies, with operating centres in Harrogate, Malton, York, Bradford, Keighley, Huddersfield, Halifax, Burnley, Rochdale and Blackburn. Its subsidiary companies provide many of the region's most successful bus services, with branded services recognised as household names in the communities they serve.

Doing recruitment differently

Recruitment is a challenge like no other as we recover from the impacts of Brexit and COVID.

To ensure Transdev stand out from the crowd, we wanted to present a series of bold and brave campaigns that highlight the personalities and backgrounds of real colleagues. This makes our own team feel proud and makes the campaign as honest and truthful as possible.

Our 'So Can You' series showcases 15 different drivers and previous jobs – demonstrating that no matter what your background, you can learn to drive a bus – whether you used to be a mortgage advisor like Lindsay, a petrol station attendant like Mohammed or you are just 18 and starting your career like Kraish or Henry.

Separately, our F Word campaign reverses bus driver perceptions: that F Words at Transdev actually stand for:

- Fabulous (we are all allowed to express our personality)
- Family-Friendly (we create duties that can work around you)
- Future-thinking (we are here for the long-term and we invest)
- Freedom (the benefits of being your own boss out on the roads).

We have a whole suite of F words that we can call on too, we have managed to create a really innovative way to get across all the benefits of a career in bus.

Flexible – Whether you're an early bird or a night owl, we can be flexible and design your shifts to work around you.

Fabulous – Be a part of our fabulous team of diverse, friendly & amazing people. We celebrate fabulous achievements, individuality and regularly reward our colleagues for doing an amazing job.

Friendly – Join a friendly team of welcoming people in a great workplace. We operate in positive and can-do environments, and our colleagues really look out for each other.

Family – we are family friendly and will do our best to work around your commitments. With up to 23 days of holiday per year and regular long weekends off, there's plenty of opportunity to take time out with the ones that matter to you.

Freedom – you have freedom to work through the day as your own boss. Life on the open road means you are free to work alone and use your own personality to offer the friendly service we are famous for. You won't have a manager or supervisor breathing down your neck all day.



Fantastic – we have a fantastic fleet of buses that are amongst the very best on the roads. Our award winning fleet is subject to a regular investment plan to supplement our spectacular, high-spec new buses with highly refurbished and reworked used buses to ensure we look our best - and drive our best for you too.

Future – we invest in your future with first class training & development. If you have ambition and passion, we want to support you in your learnings in our Academy – and we'll support your ambition through our successful StepUp programme to give you the experience you need to progress up the career ladder.

Forward thinking – we are forward thinking and continually innovate & invest to help us grow. We are always looking for ways to break new ground by harnessing the latest innovations designed to help us & our customers. We know this makes our colleagues proud.

Both of these campaigns have enabled us to attract a new kind of bus driver and address our aims to substantially increase representation from women and girls, young people and ethnic minorities right across our businesses – ensuring we are more reflective of our customer base and the areas we serve.

At a time when the whole transport sector is responding to a national employee shortfall, Transdev are now welcoming and training record numbers of new drivers.