



Arriva London – Diversity in giving

## Who we are

Arriva London provide bus services in London under contract to Transport for London. Operating in North and South London from 15 sites we employ 5000 staff delivering 18% of the bus network operating 1600 vehicles.

## Overview and objectives

Following a review of charity activity, it was decided to make our corporate support as inclusive as possible and this led to the company becoming a Payroll Giving Employer. We would match fund any amount donated by our employees through the payroll system provided the charity concerned was registered with the Charities Foundation. This meant every employee who signed up to the scheme could chose exactly where the matched funding for their donations would go, whether to a large national charity or to a more local or less well known but personally important one, their decision not the company's.

## Approach

We designed a communication programme explaining the benefits of the scheme (including it being tax efficient and the matched funding from the company) which we shared throughout our sites on posters and digital displays and in articles in the company magazine. We also set up a programme of site visits by Payroll Giving team members to promote the initiative and answer any questions or concerns our employees might have.

## Results

The scheme was well received from the time it launched and remains so. In February 2022 there were 695 employee doners supporting **145 different charities**. Arriva London also won in the National Payroll Giving Excellence Awards and were the first bus company to be awarded the Payroll Giving Quality Mark in 2015. Employees feel included as they each get to choose the charities to donate to and that the business supports them by match funding their donations as a partnership. The diversity within the company has led to a diverse range of charities benefitting from the payroll giving scheme.

Here's the link for more information.

[Giving Online](#)