



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.

FLYING THE FLAG FOR TALENT

We have introduced into our fleet specially designed double-deckers decorated with the national flags of our 1,400-strong team in Yorkshire, Lancashire and Greater Manchester.

We are keen that we don't just live the colleague culture of our business internally, but we are proud to shout about it externally too. The areas of the north of England that we serve are full of people from a huge variety of backgrounds. This is reflected in our customer base and we are keen to do more to ensure our teams represent it too.

Our 'All the flags of Transdev' bus livery helps to illustrate our colleagues many nationalities – with 1,400 people representing 40 countries. This helps to demonstrate our unequivocal approach that "everybody is welcome" and that we aren't afraid to shout about it. There are a number of buses in this livery, deliberately arranged in a 'generic' scheme so they can appear across all of our individual local networks across our 10 operating centres in the north of England.

It reflects the business' pride in our diverse, multi-national team and aims to encourage more and more people to consider buses as their next career choice.

The bus features flags from every continent on Earth, including countries as far afield as Nigeria, China, Ecuador and Slovakia, each one highlighting the diverse nature of our team.

The bus is also a key pillar of our recruitment campaign to recruit more new drivers, engineers and support staff from all backgrounds to get on board with our expansion plans in 2022. See *Transdev's Doing Recruitment Differently case study*.

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.

We also offer, and push across our marketing campaigns, an industry-leading benefits package to newcomers joining the team, including a £1,000 welcome bonus for qualified drivers, free travel on all their buses and most others across the North, generous health and welfare discounts and rewards for our best performers.

We also encourage our people and develop them through the road to career success through our 'Step Up' talent development programme. We make sure we sell all these benefits to potential colleagues.

We are so proud of all our people, they come from a wide variety of backgrounds, and they all have one thing in common – they all care passionately about giving amazing customer service. By celebrating diversity in such a visible way with our flag bus, we are helping spread the word that we are a welcoming and inclusive place to work.