

NEWS RELEASE

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For immediate release**

**LONDON UNITED HOLDS SUCCESSFUL OPEN DAY FOR
WOMEN DRIVERS**

ON Saturday 03 February 2007, London United Bus Company held a recruitment open day especially for women at its Stamford Brook Garage.

The day provided an opportunity for women to see what it could be like to make bus driving their career. There was a chance to meet women drivers and talk to the bus company managers about what bus driving really involves.

Graham Madge, Recruitment Manager at London United, said: 'This special open day has been a great opportunity for women who enjoy driving to come and have an informal chat with staff at the garage, and really find out about the benefits of becoming a bus driver with London United. We also provided an opportunity to have a go at driving a bus on the day.'

"We're keen to recruit women drivers so that we have a good balance of men and women in the business," said Graham Madge. "Research shows that women become good drivers who are very popular with customers and enjoy the customer service aspects of the job. Women can be a little daunted by the prospect of driving a bus, but we find that when they give it a go, they actually enjoy it. That's what this open day is all about. We want to show people that bus industry is a special place to work; it's like being in one big family, with all the ups and downs that entails."

Transport for London and bus operating companies across the city are actively seeking to recruit more women into the industry. Of the 22,000 bus drivers in London, currently 1,300 of them are women.

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Past research cites a number of different issues which influence women's views about the bus industry. These range from the perception that it's not a 'woman's job', to the belief that buses are difficult to drive. Many women bus drivers find it a rewarding and empowering career that can offer flexibility and the opportunity for further development.

Some operators can offer shift work and locally based opportunities, and there may be chances for internal promotion. It's also a myth that buses are difficult to drive (I know, I've driven one). Modern models are easy to manoeuvre and being able to drive them doesn't depend on size or strength.

To become a bus driver, all new recruits must go through a structured training programme for three to six months to attain a BTEC qualification – the equivalent to NVQ level 2.

London United has garages at Chiswick, Hounslow, Hounslow Heath, Shepherd's Bush, Tolworth and Twickenham, as well as Stamford Brook.

For more information on careers at London United, visit www.Londonutd.co.uk. Or call 0800 694 0112.

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