



2024

Partnership opportunities



WOMEN
IN TRANSPORT

Version 2: 23 January 2024

About Us

Women in Transport empowers women by creating opportunities for networking and professional development in the transport sector across all modes and disciplines.

We are an independent UK non-profit. Our revenue supports our mission of advancing women working in transport. Our small operational team work closely with a brilliant network of volunteers nationally to deliver on this mission.

We have four Presidential Pillars informed by our membership; inspire the next generation, women's safety, challenging cultural and gender barriers to progression and influencing industry to decarbonise.





Advancing women in transport

Our mission is advancing women working in transport in the UK.

Membership is open to everyone. We believe that by working together we can promote a diverse and strong transport workforce that supports UK growth.

We offer our members access to a comprehensive events programme, networking opportunities, annual mentoring, a leadership development programme and the All Party Parliamentary Group for women in transport.

We use our platforms to raise the visibility of all women working in transport and our influence to drive forward equity across transport.

We operate nationally with over 60 events annually, virtual and in person. These events provide an opportunity for members to volunteer and gain experience in public speaking.

Our regional hubs are led by volunteer Regional Leads in:

- Scotland
- Wales
- West Midlands
- Yorkshire
- North West England
- North East England
- South West England

We partner with industry events to offer additional speaking opportunities that raise the profile of our members.



Events

Partner with us for a virtual or in person event including joint promotion across our channels. Get in touch at events@womenintransport.com



I was appointed as a Trustee to the Bus Users UK Board in January 2023. This has all been made possible by Women in Transport. I joined the Diversity and Inclusion Bus Group as an individual member in 2019. I was a mentee on the Advance mentoring programme in 2019 and was matched with a mentor who helped me apply for new roles and build my confidence. I watched a Women in Boards session (organised by Women in Transport) and learned about utilising my potential. I met Dawn Badminton-Capps from Bus Users UK through the Women in Transport, who informed me of the Trustee role and recommended I apply. I owe the organisation so much, and am so proud to be a member of such a wonderful and supportive group of people.



Charlie Barnes (she / they)
Innovation Project Lead -
Consumer Vulnerability at UKPN
Trustee, Bus User UK



Our Lead programme is empowering women in transport to take on leadership roles and helping break down barriers to progression.

The programme offers workshops, mentoring, coaching, and networking opportunities to equip participants with the skills and knowledge needed to progress their careers. Designed to be achievable alongside undertaking a full time role, there are eight modules to complete over eight months. The programme runs three times a year with up to 18 women in each cohort.

The programme has received support from leading companies in the transport sector, who recognise the importance of embracing equity and promoting diversity and inclusion.

Programme fee per participant: £4,495 plus VAT plus £60 for membership.



Find out more at: www.womenintransport.com/lead




49%

of participants
have been
promoted since
joining Lead



90%

of participants have
been retained by their
organisation



“I would recommend anyone seeking professional development take part in the LEAD programme because alongside a great circle of like-minded women, great coaches and a wealth of information, you will find the tools you need to achieve your goals.”



Sue Bennett
Group Assurance Manager at Transport for Wales





Intersectionality

Women in Transport is using its network to delve deeper into understanding the different experiences faced by women in our sector.

Through a range of engagement, thought leadership, education and influencing interventions we are uncovering how power and privilege interface and as a consequence results in different experiences for different people based on class, race, faith, gender, sexuality, disability and more.

We believe that representation is vital to the success of the transport sector and through your support we can be stronger to meet the needs of the communities within which we operate and the customers we serve.

There is still much to do to improve workforce representation and to support marginalised communities in the transport sector.

We are doing this by:

- Diving into thought provoking topics through the [Women in Transport Podcast](#).
- Exploring enlightening texts through the Women in Transport Book Club.
- Uncovering cultural stories and experiences through taste and smell.
- Launching specialist networks with industry support.
- Influencing policy and releasing data through surveys, research papers, round table events and the Women in Transport APPG.
- Propelling your learning and development within the transport sector through our intersectionality-focused education activity including [#IamRemarkable](#) sessions.
- Supporting organisations with their own intersectionality conversations through our consultancy services. Improving employee engagement, understanding routes to progression, creating a space for the right conversations and empowering your organisation to take the right steps forward.



I AM Remarkable

Sponsor the Women in Transport Podcast



£2,500 plus VAT

Supporting the Women in Transport Podcast champions the culture of growth and development that we are cultivating by opening conversations on a range of topics from race to motherhood, child loss, sexuality, inclusive recruitment, menopause and more. The podcast gives you reach into diverse communities as well as showcasing your commitment to inclusion.

Our podcast package for one episode provides:

- 2 x 30 second adverts.
- An opportunity to include a guest.
- An acknowledgement at the end of the episode.
- Text within the episode show notes.
- Mentions within social media associated with the episode.
- Mentions in any subsequent soundbites using content from your episode.





Partner with us

Our tiered packages offer a flexible and accessible way to support Women in Transport and your organisation's equality, diversity and inclusion objectives.

All partners will have access to exclusive roundtables to share best practice and collaborate across transport.

Supporter	Ambassador	Champion	Advocate	Leader
£990	£1,980	£4,450	£9,350	£16,500

Benefits

Use of Women in Transport logo for marketing and business development purposes	✓	✓	✓	✓	✓
Individual memberships included + certificate	10	15	30	50	80
Discounted membership rate for your employees	✓	✓	✓	✓	✓
Logo + URL on Partner page	✓	✓	✓	✓	✓
Lead discount	✓	✓	✓	✓	✓
Newsletter mention		✓	✓	✓	✓
+ Social sharing		✓	✓	✓	✓
+ Newsletter feature				1	2
+ Blog with social sharing					1
Visible sponsorship profile of our events programme that supports all women in transport		✓	✓	✓	✓
Logo featured on homepage				✓	✓
Podcast sponsorship				1	
Lead delegate place				1	2
Social media posts to our channels					2
Women in Transport guest speaker					✓

These packages are tailored to corporate organisations. If you are a charity, non-profit or freelancer that would like to partner with Women in Transport, please get in touch to discuss partnership opportunities.

The small print

All packages are on an annual basis and will commence on the 1st of the month following issue of an invoice. Costs exclude VAT which will be applied at the prevailing rate except memberships which are not subject to VAT.

Benefits

Access to partner roundtables	You will be invited to exclusive partner roundtables. These are an opportunity to share best practice and learn from each other in safe and inclusive space. Roundtables may be in person or virtual.
Use of Women in Transport logo for marketing and business development purposes	You will be provided with the Women in Transport logo to display on your website and marketing/business development collateral to showcase your support of our mission.
Individual memberships included + certificate	Individual membership for your employees and a certificate of corporate membership to display/use to showcase your commitment to Women in Transport. Memberships can be gifted to non-employees.
Discounted membership rate for your employees	Discounted rate of £50 per member, you can choose to add additional membership to your package for the same membership period or your employees can access the concessionary rate directly via womenintransport.com .
Logo + URL on Partner page	Your company logo and URL on womenintransport.com/partners .
Lead discount	A discounted rate of £3,995 plus VAT per participant for the Lead programme.
Newsletter mention	Our monthly newsletter is sent via mailchimp to all members. Our partnership will be announced in the relevant monthly newsletter.
+ Social sharing	Our social channels reach up to a million people each year. We have strong following and engagement particularly on LinkedIn and Twitter. If you tag us in social posts, we will reshare these to our network. This additional benefit is for a specific post that will celebrate our partnership.
+ Newsletter feature	Our monthly newsletter is sent via mailchimp to all members. A feature can be up to 200 words and can include a graphic/video, external links. It can be a job advert, event or special feature. We will supply a scheduled date.
+ Blog with social sharing	One blog published to womenintransport.com/blog with social media sharing to our LinkedIn and Twitter channels. Blogs can be member profiles, sector specific or technical topics, showcasing equality, diversity and inclusion initiatives or recruitment related (if linked to women's stories). Blogs can include images, video, PDFs and links. Content must be supplied by you. Please allow at least 5 working days' notice. We will agree a scheduled date with you.
Visible sponsorship profile of our events programme that supports all women in transport	We operate a varied programme of over 60 events nationally aligned to our mission and Presidential Pillars. Our volunteer Events Lead will agree with you with event/s you will be sponsoring. Many of our in person events operate on goodwill where a sponsor or partner will provide a venue, catering and some marketing support. Women in Transport usually leads on event logistics, pre-event registration and promotion. The sponsor would be acknowledged on all communications including online event listing, email invitations, social media posts and post event blog and will also have reserved places for employees. Our Events Lead will work in collaboration with you on the specific details.
Logo featured on homepage	Your company logo on womenintransport.com homepage linked to a URL.
Podcast sponsorship	Our podcast package for one episode includes 2 x 30 second adverts, an opportunity to include a guest, an acknowledgement at the end of the episode, text within the episode show notes, mentions within social media associated with the episode and mentions in any subsequent soundbites using content from your episode. Our podcast host will discuss specific topics and dates with you.
Lead delegate place	A delegate place for one of your mid-level women employees. Lead requires a half day per week commitment over 8 months and support from the individual's manager to ensure that the participant can fully engage and benefit from the programme. Our Programme Directors will support the onboarding process.
Social media posts to our channels	This additional benefit is for specific posts with content provided by you (text, URL and graphic/video). 1 post = 1 post to LinkedIn or Twitter. This benefit can be used to promote job vacancies. We will agree a scheduled date with you. Please allow a minimum 5 working days' notice for posting.
Women in Transport guest speaker	A guest speaker from Women in Transport to speak at one of your events e.g. staff network group, panel, conference. This is for up one hour speaking slot either virtually or in person. If in person then travel is not included in the package cost and travel will be agreed and may be charged for by Women in Transport dependent on the location.



The Advance mentoring programme is a really brilliant initiative and I feel so fortunate to have been involved in it. 2020 and 2021 have been tough years and yet this support has allowed me to flourish. A supportive, friendly and focussed environment enabled a two way relationship to develop with my mentor who has been amazing. I genuinely believe you get out of it what you put in. I would encourage others take the opportunity to get involved, and in Women In Transport generally!



Tanvi Vyas
Freelance Disability Consultant and Trainer

Advance: Mentoring

Our annual mentoring programme matches women members with mentors external to their organisation that can support their professional objectives. The commitment is six, one hour sessions between January and September.

We provide matching, training, a toolkit, peer-to-peer networking and support.

Applications open in October followed by training and matching in November. Pairs are introduced in December. Peer engagement sessions are in December, April and September.



Sponsorship opportunity for Advance 2025 £22,750 plus VAT

The sponsorship can be split between different sponsors. Sponsorship benefits for a contribution of £3,250 plus VAT:

- Company logo on Women in Transport homepage.
- Company logo on Women in Transport partner page (featured Advance sponsors).
- Company logo and profile on Advance mentoring webpage.
- Acknowledgement in all communications including training, events and blogs.
- Regular blog content during the programme year with sponsor mentions.
- Company tagged/mentioned as sponsor on social media.
- 20 memberships (valid for 12 months from 1st October 2024 to gift to your network).
- 1 featured blog with social media sharing to our channels.
- 1 x feature in a member newsletter.



“

TXM Group is incredibly proud to support the Advance mentoring programme for the seventh consecutive year. It's been a real privilege to support this rewarding programme from both a company and personal perspective. Mentoring is a gift, the key that unlocks potential. To give someone your time to grow, develop and to overcome a challenge, simply by passing on the parcel of knowledge is a true privilege.

”

**Gary Lincoln, Group Director
TXM Group**



Promoting careers in transport

Women in Transport actively promote the diverse career opportunities in the transport sector, raising the visibility of women working in the sector and collaborating with organisations that share our mission and values.

This includes promoting exciting career opportunities to our members and our community through our website, social media and membership email campaigns.

- Twitter: £200 plus VAT
- LinkedIn: £200 plus VAT
- Email: £500 plus VAT

Costs are for one post, per channel on Women in Transport's company LinkedIn and Twitter accounts including a graphic and a URL.

An email is one email campaign, full HTML, sent via Mailchimp to Women in Transport members. Emails can include links, images and video supplied by you.

Content must be provided by you. Character limit for Twitter is 280 characters including link and hashtags and 1300 for LinkedIn.

Become an Endorsed Employer with WORK180

If you are ready to take a holistic approach to sustainable gender diversity growth then we recommend talking to our friends at WORK180 about becoming an Endorsed Employer.

Find out more about their holistic and data driven approach [here](#).



Diversity & Inclusion Bus Group



2024 Mission Statement

To come together to make bus a more diverse and inclusive space.

Our Diversity & Inclusion Bus Group launched in 2019. The group is made up of likeminded peers from across a wide range of different functions, levels and businesses. The group meets four times a year and works on various workstreams and shares learnings, knowledge and expertise.

In 2024, the group will be focused on the following deliverables:

- Inclusive Cab Design
- Thought Leadership
- Recruitment and Retention
- Supporting the Equity Index
- Women's Safety on Bus
- The Inclusive Employment Journey



The Inclusive Employment Journey was born from an aspiration we both had to raise the profile of diversity and inclusion (D&I) in all areas of decision making and operation within the bus and coach industry.



Caroline Ward and Chloe Leach O'Connell
Women in Transport D&I Bus Group

Find our more at: www.womenintransport.com/bus

Inclusive Employment Journey: www.the-iej.org.uk

Welcome onboard

One of the most important parts of our journey is making sure we're playing a key role in the communities we serve.

Once you're part of it

Happy, content, engaged colleagues outperform less engaged peers every time.

The next step

As careers come to an end there are still so many opportunities out there, from social networks,



D&I Bus Group 2024

£550 plus VAT



1 January to 31 December 2024

Sponsorship benefits:

- Listing on D&I Bus Group webpage
- Access to email distribution for up to 2 people
- Attendance and contribution to meetings for up to 2 people
- Input into the shaping and development of industry tools and resources to help accelerate diversity
- Speaking and media opportunities
- Discounted membership for your employees

MAKING BUS A MORE DIVERSE AND INCLUSIVE SPACE

THE D&I BUS GROUP: WHAT WE'VE DELIVERED SO FAR IN 2023

WOMEN IN TRANSPORT

SENIOR ROLES IN TRANSPORT
KAREN CAMILLERI
MANAGING DIRECTOR, CAMILLERI APPOINTMENTS
Discussed the barriers that women face in senior roles and ways to overcome them.

SECRETS FROM THE FRONT OF EDI
CAT WILDMAN
FOUNDER OF POWERED BY DIVERSITY
Discussed the importance of data in the EDI arena and how gathering key data can lead to real change within businesses.

OUR MEETING: WOMEN'S SAFETY ON BUS
SPEAKERS INCLUDED...
PAULA SHORTLAND
WEST MIDLANDS POLICE EDUCATION OFFICER, SAFER TRAVEL PARTNERSHIP
KATIE POTTER
SAFETY MANAGER, NATIONAL EXPRESS BUS
DALJIT KALIRAI
SALES & PARTNERSHIPS DIRECTOR, NATIONAL EXPRESS BUS
DR TAHNIA AHMED
HEAD OF WOMEN'S SAFETY ON TRANSPORT, DEPARTMENT FOR TRANSPORT
JILLIAN KOWALCHUK
FOUNDER OF SAFE AND THE CITY

WOMEN'S SAFETY ON BUS
ACTION PLAN
Bus Users UK joined forces with Women in Transport to launch an action plan which includes advice on how to spot signs of harassment, what action to take and what operators can do to understand and improve the passenger experience.

SAFETY RESEARCH
We supported research into safety, working with Lucy Baker at Aberystwyth University and Passenger. And helped shape a dissertation with TfL looking into the inclusivity of public transport towards women.

MAKING PUBLIC TRANSPORT EVEN SAFER
Ticketer led the release of their ground-breaking video content bringing operators together as one to look at increasing safety on bus and encouraging female ridership.

SHARING KNOWLEDGE
EMMA FREIVOGEL
FOUNDER OF RADICAL RECRUIT & RADICAL
Delivered a session on how we can support those furthest from the labour market.

WOMEN IN TRANSPORT

UK BUS AWARDS
Working in partnership to highlight the need for improved representation by women in our industry.
Representatives from D&I Bus Group on judging panels
D&I Bus Group to put forward mystery travellers
Offering ongoing advice and expertise
Sponsorship

ALBUS, AN ADVOCATE SPONSOR
Partnership was announced at ALBUM's conference
Forms part of its work to support the group's mission to assist with the professional development of women in the transport sector

LOTHIAN BUSES BECAME AN ADVOCATE PARTNER

PARTNERSHIP WITH PASSENGER TRANSPORT MAGAZINE
Features that focus on organisations, programmes and projects led by women
A D&I special edition published for IWD 2023. Columns from Sonya Byers, Chloe Leach-O'Connell and Lorna Murphy

BUS DESIGN INCLUSIVE CABS FOR ALL
Lewis Nagle, Commercial and Publicity Officer, Oxford Bus Company and Gareth Hind, Head of Equality, Diversity and Inclusion at First Group and his team at First Bus are leading this innovative project. TfL has also offered to support. The project will undertake research into cab design and produce an industry wide set of recommendations.

THOUGHT LEADERSHIP INFLUENCING AND ADVOCATING CHANGE

INCLUSIVE EMPLOYMENT JOURNEY
The Inclusive Employment Journey, led by Caroline Ward, is a major project backed by the Confederation of Passenger Transport. It's a central resource for the whole of the bus industry to use and benefit from. The 'journey' covers D&I best practice initiatives and schemes from every step of employment, from community engagement and recruitment, through to support with 'life after buses'.

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TRANSPORT

2021

GENDER PERCEPTIONS &

EXPERIENCES WORKING IN TRANSPORT

JO FIELD | DR HEBBA HADDAD



All-Party Parliamentary Group for Women in Transport

A cross-party group of MPs and Peers, launched in 2016. The Group provides a forum to discuss and overcome the under-representation of women in transport by promoting best practice examples of employers leading the way in gender diversifying their workforce.

Women in Transport acts as the Secretariat for the APPG and supports parliamentarians to deliver its activities.



Cross-sectional Transport Equity Index in partnership with WORK180

We launched the first worldwide Women in Transport Equity Index in 2023 - a ground-breaking piece of work.

Our aim is to create an evidence based benchmark for diversity, equity and inclusion bringing together as many parts of the sector as possible e.g. Aerospace and Air, Bicycle, Coach and Bus, Maritime, Road, Rail and Ports, to measure, improve and reward best practices over time. At the same time, we will provide access to practical solutions that accelerate inclusion across Transport.

75% of women agreed that it is easier for men than women to progress in their transport careers



APPG Summer Reception 2022

APPG for Women in Transport £12,000 plus VAT



Sponsorship of topics that fit with APPG officers' priorities.

Sponsorship benefits include:

- Acknowledgement in all event communications and press releases
- Sponsor speaker slot

Please note that the APPG runs in line with the Parliamentary calendar.

The APPG Annual General Meeting is held in May.

West Coast Partnership are current sponsors of the APPG for Women in Transport.

The Secretariat is supported by JFG Communications on a pro-bono basis.

[Find out more at: www.womenintransport.com/appg](http://www.womenintransport.com/appg)





info@womenintransport.com

www.womenintransport.com



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