



2023

# Partnership opportunities



WOMEN  
IN TRANSPORT

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# 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. We have a small operational team working closely with a brilliant network of volunteers nationally.






# Advancing women in transport

Our mission is advancing the professional development of 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 varied events programme, networking opportunities, annual mentoring, a leadership development programme and the All Party Parliamentary Group for women in transport.



We operate nationally with over 50 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 (launching 2023)

We also partner with industry events to offer additional speaking opportunities to 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](mailto: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





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.



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

The programme offers a range of 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.

Participants describe it as a valuable and transformative experience and have reported that the programme has helped them to develop their leadership skills, build confidence, and connect with other women in the industry. We have seen women being promoted and taking on new responsibilities following completion of the Lead programme.

Find out more at:

[www.womenintransport.com/lead](http://www.womenintransport.com/lead)



The LEAD course is amazing! I've never learned so much on a single training course, nor had so much of that training be instantly applicable in my work. The course inspires you to achieve, whilst giving you the confidence and the tools to make that a reality.



**Becky Lloyd**  
Associate Director of Transport Planning, Jacobs

## Diversity & Inclusion Bus Group

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.



The group's key objectives are:

- to lead change and make a real difference
- to promote the benefits of diversity and inclusion and improve perceptions of the bus industry
- to attract a diverse workforce which represents our customer base
- to become employers of choice attracting the skills and talent we need

We launched the Inclusive Employment Journey in 2022, a major project backed by the Confederation of Passenger Transport. This is now a central resource for the whole of the bus and coach industry to use and benefit from to drive greater diversity and inclusion.



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**

Inclusive Employment Journey: [www.the-iej.org.uk](http://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,



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## 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 evidenced base 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





## 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:

- Exploring enlightening texts through the Women in Transport Book Club.
- Uncovering cultural stories and experiences through taste and smell.
- Diving into thought proving topics through the Women in Transport Podcast.
- 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

# Promoting careers in transport

One of our key initiatives is actively promoting 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.
- Partnership with Voyse offering a dedicated co-branded webpage showcasing your commitment to diversity and inclusion in the transport sector. You can include video and imagery featuring your role models, campaigns and events.
- Partnership with WORK180 sharing best practice and knowledge to help accelerate diversity and inclusion and support women in the workplace.

## Endorsed Employer with WORK180

WORK180 - not just a job board. Their unique and holistic approach will support your organisation to build and amplify your employer brand through the power of storytelling and campaigns to reach an audience of talented women, who will be encouraged to apply for your available roles.

We encourage transport employers to become WORK180 Endorsed Employers.



# Employer showcase powered by Voyse

Our partnership with Voyse allows you to bring your employer value proposition to life through visual storytelling using employer landing pages. These pages are designed to be particularly mobile friendly and engaging.

- Visualise and effectively communicate your company culture
- Promote your commitment to equity, diversity and inclusion
- Proactively showcase how you support, develop and empower your team



Kier Highways is leading the way in their collaborative approach to working in partnership with Women in Transport and are the first company to launch a Voyse page with us: [kier.voyse.io](https://kier.voyse.io)



## Connecting People



Life brings exciting, emotional, and challenging experiences. At Kier, we believe that it's important to give our people the time and support they need when they need it, from welcoming new family members, grieving after a pregnancy loss, or managing menopause symptoms.



I'M PROUD to be part of an organisation that puts people, 'our greatest asset', first!

Shelley McMathon  
Strategy & Business Improvement Director  
Kier Highways

“I feel VOYSE provides a solution for organisations wanting to face their D&I challenges effectively. As a platform it allows companies to visualise their company cultures, visualise their D&I hopes & dreams and then track the effectiveness of these targeted recruitment campaigns through the analytics system. So if your serious about your D&I issues, I believe VOYSE is one of the key recruitment tools you can utilise to reach the goals you set yourself.”

Dr. Marcia Goddard,  
Neuroscientist, D&I Culture Consultant



# 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.

	Supporter	Ambassador	Advocate	Leader
Benefits	£900	£1,800	£8,500	£15,000
Logo featured on homepage	✓	✓	✓	✓
Logo, profile and URL on Partner page	✓	✓	✓	✓
Individual memberships included + certificate	10	15	20	50
Discounted membership rate for your employees	✓	✓	✓	✓
Blog published to womenintransport.com x 1		✓	✓	✓
Feature in monthly newsletter		1	2	4
Social media posts to our channels x 8			✓	✓
Voyse built page x 1			✓	
Voyse enhanced page x 1				✓
Lead delegate place x 1			✓	✓
Lead delegate place 20% discount x 1				✓
Co-branded event (virtual) x 1		✓		
Co-branded event (in person site visit or workshop) x 1			✓	
Co-branded networking reception (in person) x 1				✓
Women in Transport CEO speaking at your event x 2				✓
Nominated point of contact			✓	✓



## 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.

### Benefit

<b>Logo featured on homepage</b>	Your company logo on <a href="https://womenintransport.com">womenintransport.com</a> homepage linked to a URL. 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 network.
<b>Logo, profile and URL on Partner page</b>	Partner profile including company logo, short profile (c.50 words) and URL on <a href="https://womenintransport.com/partners">womenintransport.com/partners</a> .
<b>Individual memberships included + certificate</b>	Individual membership for your employees and a certificate of corporate membership to display/use to showcase your commitment to Women in Transport.
<b>Discounted membership rate for your employees</b>	Discounted rate of £50 per member, you can choose to add additional membership to your package or your employees can access the concessionary rate directly via <a href="https://womenintransport.com">womenintransport.com</a> .
<b>Blog published to womenintransport.com x 1</b>	One blog published to <a href="https://womenintransport.com/blog">womenintransport.com/blog</a> 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.
<b>Feature in monthly newsletter</b>	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. We will supply a scheduled date.
<b>Social media posts to our channels x 8</b>	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 specific posts with content provided by you (text, URL and graphic/video) and is for a maximum of 8 posts (1 post = 1 post to LinkedIn or Twitter). This benefit can be used to promote job vacancies. Please allow at least 5 working days' notice.
<b>Voyse built page x 1</b>	A single landing page. The page is self build, but with full Voyse platform training and ongoing user support for 1 user. We will connect you with Voyse. They will provide a demo of the platform, access to a template to self-build your branded landing page. This page will sit under the womenintransport Voyse domain. Landing pages provided in this way are an exclusive partner offer via the Women in Transport and Voyse partnership. You can add digital job descriptions at an additional cost.
<b>Voyse enhanced page x 1</b>	As above plus 1 ½ days combined discovery and creative support, from Voyse's Chief Creative Officer, Nathan Bendell. Voyse platform training and ongoing user support for up to 3 users. Additional creative time must be agreed directly and paid for separately.
<b>Lead delegate place x 1</b>	One 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. We will introduce you to the leadership coaches who run the programme to discuss a suitable candidate and onboarding for the next available cohort. The Leader package has 1 full price delegate place included and the option of a 20% discount on a second place.
<b>Co-branded event (virtual) x 1</b>	This will be sponsorship of a planned programme of events that fit with Women in Transport's mission. For virtual events, the sponsor would be acknowledged on all communications including online event listing, email invitations, social media posts and post event blog and the sponsoring organisation can invite non member employees to join the event.
<b>Co-branded event (in person site visit or workshop) x 1</b>	Costs for in person events cover admin, promotion and event day presence. Costs exclude venue, catering, printing and travel. Every in person event is unique. Many of our 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 Event Lead will liaise with you on event co-ordination.
<b>Co-branded networking reception (in person) x 1</b>	
<b>Women in Transport CEO speaking at your event x 2</b>	Our CEO's time to speak at one of your events e.g. staff network group, panel, conference. This is for up to two x one hour speaking slots either virtually or in person. If in person then travel is not included in the package cost and travel outside of London will be agreed and charged for by Women in Transport.
<b>Nominated point of contact</b>	Women in Transport will assign you a dedicated person of contact from our Board to support our partnership.



## Advance 2024 Mentoring Programme £16,500 plus VAT

Sponsorship benefits:

- Company logo and profile on Advance mentoring webpage
- Acknowledgement in all communications including training, events and press releases
- Regular blog content during the programme year with sponsor mentions and opportunity to provide guest blogs
- Company tagged/mentioned as sponsor on social media including Twitter, LinkedIn and Instagram

Sponsorship opportunity is usually split between different sponsors.



## D&I Bus Group 2023 £500 plus VAT\*

1 January to 31 December 2023

*\*price will increase to £550 for 2024*

Sponsorship benefits:

- Listing on D&I Bus Group webpage
- Access to resources shared via email distribution list
- 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



## APPG for Women in Transport £12,000 plus VAT

Sponsorship of topics that fit with APPG officers' priorities, 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.

### Women in Transport Equity Index

This ground-breaking initiative will accelerate diversity and inclusion through data.

Sponsorship from £1,000 plus VAT., please contact [sue.terpilowski@womenintransport.com](mailto:sue.terpilowski@womenintransport.com)



## Promote a job via Women in Transport channels

An exclusive opportunity for partners to promote jobs via our network:

- 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.

# 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, one at the beginning and another in the middle of the episode.
- 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.





**info@womenintransport.com**

**www.womenintransport.com**



**Women in Transport**



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