

**Wednesday 13 November ~ NEC Birmingham
(Masterclass Theatre - Euro Bus Expo 2024 - Halls 17-19)**

13:30-14:15 All Aboard – A workforce for a new era

A hot topic for the last couple of years, has recruitment now gone off the boil as an issue? Is industry still getting to grips with a changing labour market? Has the driver shortage gone away? Or have operators adopted new approaches? The panel will explore all of these questions through evidence, experience and taking a look at how the market is and should be changing.

MARTIN DEAN, MANAGING DIRECTOR, UK REGIONAL BUS, GO AHEAD (CHAIR)

Martin is responsible for overseeing the performance Go-Ahead's UK bus companies outside London, stretching from Devon and Cornwall to the north-east of England. With more than three decades' experience in transport, he is also chairman of the bus trade body, the Confederation of Passenger Transport.

He was previously head of business development for Go-Ahead, where he was successful in identifying new business opportunities, both domestically and internationally which included leading the Group's expansion into Manchester in the UK, Singapore, and the Republic of Ireland overseas.



KEITH MCNALLY, OPERATIONS DIRECTOR, CPT

In his role as CPT Operations Director, Keith has responsibility for engaging with a range of Government and industry stakeholders and for representing CPT on a wide variety of strategic operational matters, as well as leading the Operations Team in providing operational & technical support to CPT members.

Prior to joining CPT, Keith worked for two multinational travel and transport organisations in a variety of roles that included managing bus operations, strategic planning and managing major projects. His experience covers European and Australian, as well as UK transport operations. Keith is an Economics & Geography graduate of Trinity College Dublin.

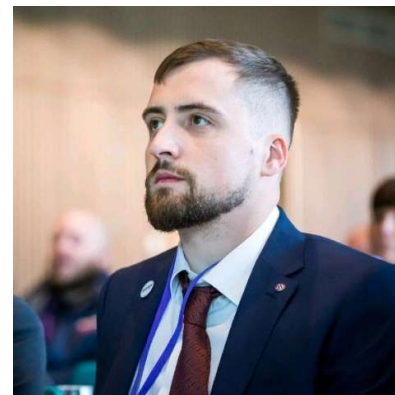


LOUISE CHEESEMAN, FOUNDER AND CHAIR, WOMEN IN BUS & COACH

Louise, born and educated in Hull, entered the transport industry in the early 2000s as one of the few female frontline staff in rail. Her experience spans tram, light rail, heavy rail, bus, and coach sectors. A strong advocate for public transport, she believes it plays a vital role in addressing environmental challenges like climate change and air quality. As the former Managing Director of Hull Trains, Louise launched the Hitachi Paragon Fleet and led the business through the pandemic. She also served as Director of Bus at TfL and founded Women in Bus and Coach, championing diversity and inclusion.

SAM WHARFE, CEO, C9 RECRUITMENT

Sam Wharfe, a forward-thinking entrepreneur, is the CEO and Founder of C9 Recruitment, one of the UK's most recognised and fastest growing recruitment agencies specialising in the bus and coach sectors. Born in North London, Sam's expertise spans recruitment, payroll solutions, and workforce technology. Under his leadership, C9 Recruitment has grown extremely quickly, becoming a trusted partner in addressing the industry's driver shortage, and now offering engineers too, providing tailored recruitment and compliance solutions to key players nationwide. A dedicated advocate for innovation in workforce management, Sam also developed Attendly, a SaaS platform designed to simplify compliance and payroll for temporary workforces, positioning C9 Recruitment as a leader in modern recruitment solutions for the transport industry.



KAIRON FLOWERS, OPERATIONS DIRECTOR TRANSPORT, REALISE

In her role as Operations Director Transport for Realise, Kairon leads the team in delivering high-quality apprenticeship training to new recruits across four large operators. Additionally, she has worked closely with local authorities to address the national driver shortage by developing and implementing the 'Route to Success' program. This initiative not only promotes the industry but also provides essential training for individuals to obtain their PCV licence free of charge, before choosing to join either a small or large operator.

