



Go North East and Gateshead College collect their trophy at the Recruiter Awards 2018

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## Go North East wins two accolades for innovative bus driver training programme at Recruiter Awards 2018

The [region's largest bus company, Go North East](#), has been honoured for its ground-breaking Bus Driver Routeway programme at this year's Recruiter Awards, scooping two accolades at the national ceremony including the top prize in the In-House Innovation in Recruitment category.

Held at the Grosvenor House Hotel, in London, on Thursday 3 May, Go North East beat off stiff competition from household brands including the AA and

BT in the UK's largest recruitment awards, which recognise outstanding achievements by in-house recruitment teams and agencies.

Being named overall winner in the In-House Innovation in Recruitment category, Go North East was also highly commended for Best Candidate Experience, for its Bus Driver Routeway programme, run in partnership with Jobcentre Plus and [Gateshead College](#).

Launched last year, the initiative gives a helping hand to unemployed people in the region who are looking to get back into work. With unemployment in the North East higher than anywhere else in the UK and a national skills shortage in the bus and coach industry, the scheme offers applicants the opportunity to secure one of 250 new annual bus driver positions.

Kevin Carr, managing director of Go North East said: "This is an outstanding achievement for Go North East and just shows how seriously we take our training and recruitment. Winning the award is testament to the hard-work and dedication of our team and really highlights how we are truly innovating in the industry and the region."

Ivan Jepson, director of business development at Gateshead College, said: "It's great to be recognised on the national stage for our hugely successful Bus Driver Routeway employment programme that we deliver with Go North East and Jobcentre Plus. As well as helping dozens of people into employment, the programme is playing a key role in tackling a long-term skills shortage and helping to make Go North East even more productive and competitive.

"At Gateshead College we work with employers to really understand their skills needs and create training programmes that are tailored specifically to their business goals. This ensures they have access to a work-ready pipeline of talent who can make a positive difference to their business from day one."

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[Go North East website](#)