



One of Go North East's award shortlists is for its Big Days Out Campaign

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## Recruitment and tourism award shortlists for Go North East

The region's biggest bus company, [Go North East](#), has been shortlisted for three prestigious awards, acknowledging its commitment to excellence within the areas of transport, tourism, training and recruitment.

In partnership with Gateshead College and JobCentre Plus, the award-winning operator has been named a finalist in the UK's largest event for the recruitment community, the 2018 Recruiter Awards. It has been shortlisted in the Best Candidate Experience and In-house Innovation in Recruitment categories for its Bus Driver Routeway employment programme, which is

tackling a skills shortage and local unemployment in the North East.

Go North East will go head-to-head with industry leaders from across the UK, including Virgin Active, BT and the AA, at an awards ceremony on Thursday 3<sup>rd</sup> May at the Grosvenor House Hotel, Park Lane in London.

This latest success comes a year after the company won the Best Apprentice/School Leaver Recruitment Strategy accolade at the 2017 Recruiter Awards for its apprenticeship scheme, again in partnership with Gateshead College.

The industry-leading company has also earned recognition for its [Big Days Out campaign](#), with a nomination in the Innovation in Tourism Award category at the VisitEngland Awards. Go North East joins strong representation from the region with Seaham Hall and The Sage also shortlisted across other categories.

Targeting families who aren't typical bus users, the campaign, which launched during the 2017 summer school holidays, focused on making it easier and cheaper for families to use the bus. Thanks to a reduced family day ticket price, down to just £10 and, money-off days out to popular local attractions, Go North East saw a 69% year on year increase in family day ticket sales.

Kevin Carr, Managing Director at Go North East said: "After an impressive number of regional and national award wins last year, we pleased to see our efforts haven't been dampened in 2018 with recognition at two national awards. Shortlists in all three categories are testament to the hard-work and dedication of our team and really highlight how we are innovating in the industry and the region."

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[Go North East website](#)