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The Chartered  
Institute of Logistics  
and Transport



# Covering Key Topics



- Current Trends in Driver Recruitment
- Innovative Strategies for Talent Acquisition
- Addressing Challenges in Recruitment



T R U S T E D & R E S P O N S I V E

WINNER – TRANSPORT & LOGISTICS AGENCY OF THE YEAR 2023 – UK  
WINNER – FASTEST GROWING RECRUITMENT AGENCY OF THE YEAR 2023 – LPSA

# Current Trends in Driver Recruitment

I believe we have all found driver recruitment to be even more difficult over the past two years. Here at C9 Recruitment 4 key areas we have noticed:

- **Flexible Work Arrangements:**

In response to changing work preferences and the evolving nature of employment, driver recruitment may increasingly offer flexible work arrangements. This could include part-time opportunities or adaptable scheduling to attract a wider range of candidates. We have found that more drivers are finding it hard adapting to a work life balance and have tried to implement flexi scheduling to be both beneficial for operator and driver.

- **Training and Development Programs:**

Operators should invest in training and development programs to upskill new hires (such as Go-Ahead London's apprentice program) – Here at C9 we have introduced generation logistics which partners us with many universities and colleges across the UK in the development of introducing the younger generation to the sector of transport and logistics, We are also, looking to introduce a strategy which promotes employment for Ex Military and Servicemen & Women. Aligned with Wincanton's Shine Programme, which is the inclusive recruitment program for Wincanton and supports those from the armed forces community

# Current Trends in Driver Recruitment

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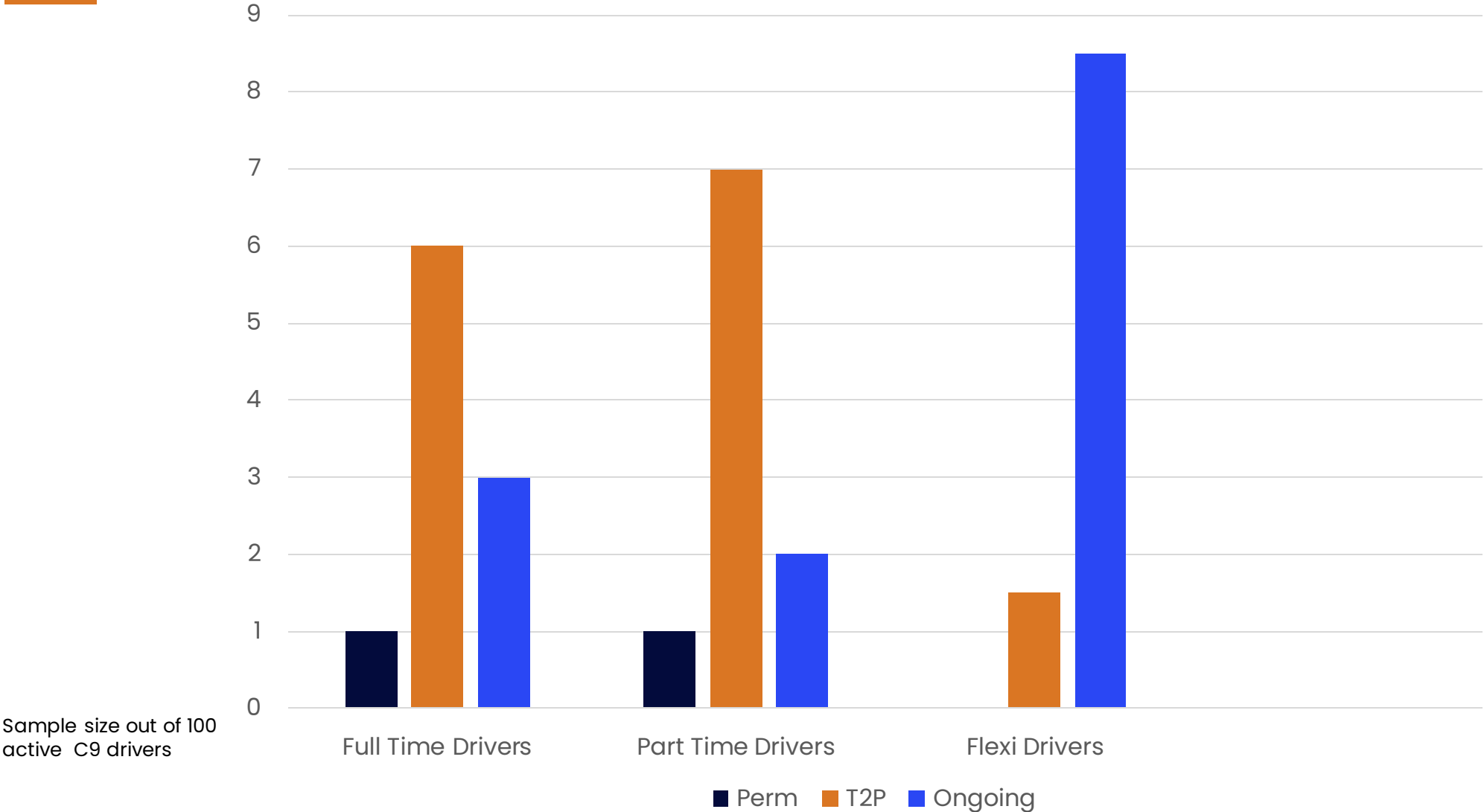
- **Driver Shortages and Retention Strategies:**

There has been an ongoing challenge of driver shortages in the transport industry, including bus and coach services. Recruitment efforts are likely to focus not only on attracting new drivers but also on implementing strategies to retain existing drivers. This should include competitive salary and packages, benefits and initiatives to improve driver well-being, such as explained in the conference by Professor Stacy Clemes at Loughborough University , involving SHIFT.

- **Focus on Diversity and Inclusion:**

The industry has seen an increase emphasis on diversity and inclusion, with operators actively working to attract a more diverse pool of drivers. We have seen a targeted outreach for example for Women entering the bus and coach world which has been traditionally male- dominated, inclusive hiring practices and support programs for underrepresented groups, such as Women in bus and coach to affirm a more modern recruitment practice across the UK.

# Current Trends in Driver Recruitment at C9

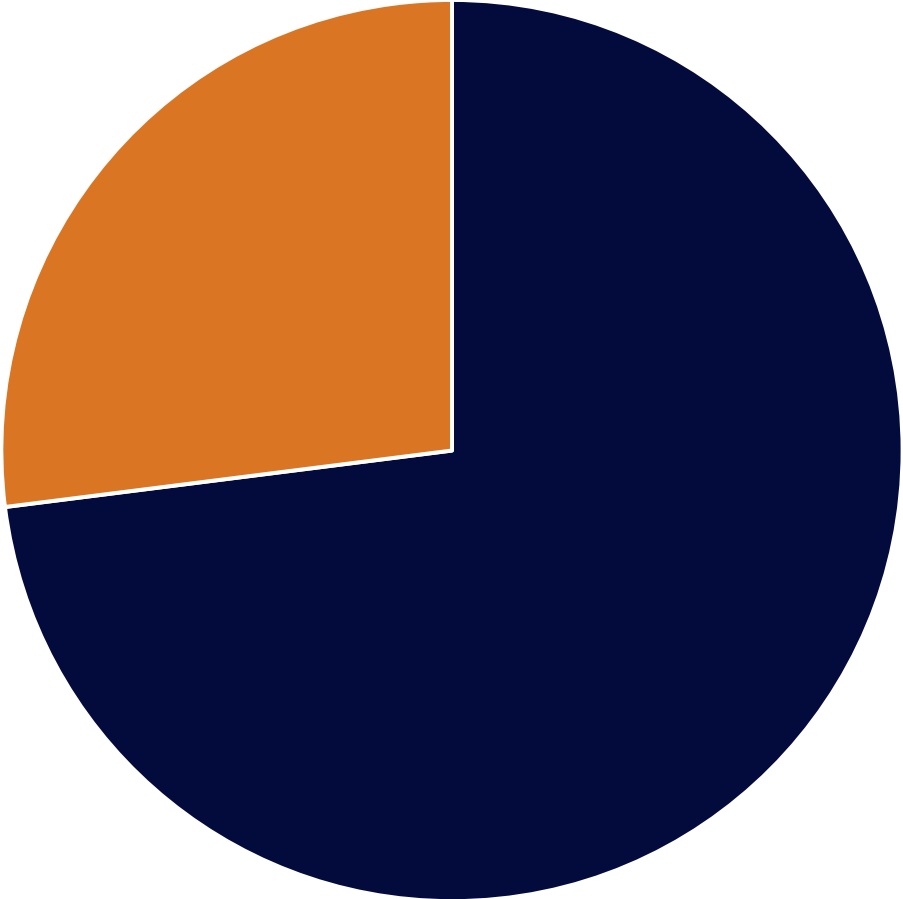


Sample size out of 100 active C9 drivers

# Current Transfers at C9



Transfers



Sample size out of 100 active C9 drivers

■ Transitioning ■ Ongoing ■ ■

# Addressing Challenges in Recruitment

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- **Competitive packages & Benefits:**

In addressing the retention of skilled drivers, ways to keep drivers loyal should come from, a competitive benefits package and not just a great hourly rate. We have seen drivers jumping ship for the next higher rate; add additional perks such as private healthcare, retirement plans, performance bonuses, gym memberships, shopping coupons and stand out from competitors, this is something we are introducing to our drivers here at C9.

- **Technology Adoption for Recruitment:**

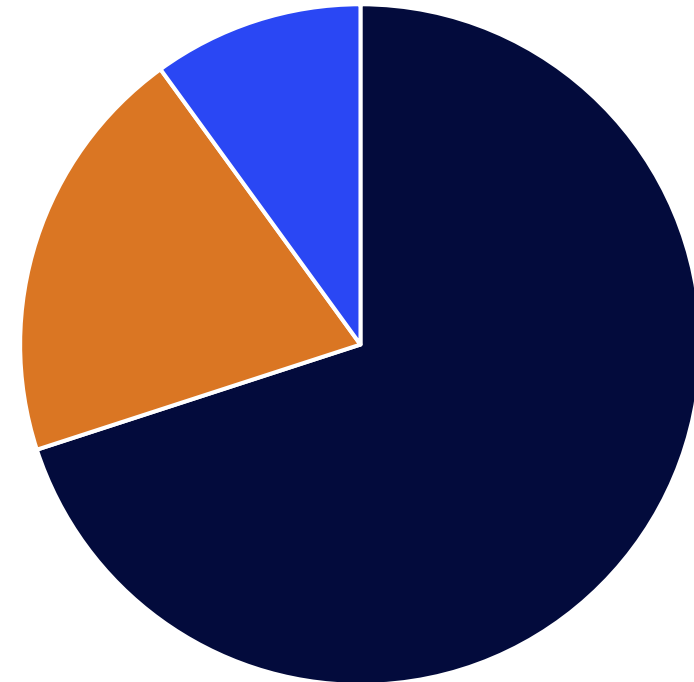
Embrace technology as this is the modern world we live now, gone are days of being able to hire drivers who just walk in the door. Technology is streamlining a modern hiring journey across the nation. Online Platforms, Mobile Applications and digital driving assessments, as we have seen at Wincanton's home training base in Bittersby House. Track the success of recruitment strategies and continuously improve the efficiency of the hiring process through each key stage. At C9 we use AI driven technologies to assist in delivering the right drivers to the right job.

# Innovative Strategies For Talent Acquisition



- Generation Logistics – a CILT incitive to bring the younger generation into an aging industry
- Successful approaches to attracting and retaining skilled drivers
- At C9 we offer our drivers and partners a benefit packages to not just offer great base rates but to provide wellness & mental health checks – gym incentives, Flex booking and part time opportunities, better facilities and open-door policies.
- Trusting and compliant agencies working with operators to ensure that long term driver shortages are addressed. At C9 we actively use a temp to perm model to ensure the focus is on driver security and allows the operator to plan long term.

Benefits Package



Sample size out of 100 active C9 drivers

■ YES ■ NO ■ UNSURE ■



# Our Mission, Vision and Values

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## Mission

To meaningfully transform the transport and logistics industry, filling not just vacancies but fostering career fulfilment and industry innovation.

## Values

### **Integrity in Action:**

Unwavering dedication to honesty and ethical practices defines our every action, ensuring trust and reliability in all our interactions.

### **Collaborative Spirit:**

We champion teamwork, leveraging collective expertise and diverse perspectives to drive innovation and progress in the industry.

### **Empowerment through Knowledge:**

Committed to the empowerment of our clients and candidates, we offer vital insights and understanding, essential for their success and advancement.

### **Commitment to Excellence:**

Our pursuit of excellence is relentless, striving to surpass expectations and achieve superior results in every endeavour.

### **Adaptive Agility:**

In an ever-changing landscape, our adaptability and responsiveness ensure we remain at the forefront of industry evolution, ready to embrace new challenges.

### **Community and Client Care:**

At the core of our operations is a profound commitment to our community and clients, fostering strong relationships based on care, understanding, and exceptional service.

## Vision

Our goal is to seamlessly connect businesses with a reliable talent pool, overcoming industry shortages and becoming the partner of choice for lasting recruitment solutions. We envision a future where the transport and logistics sector is characterised by thriving careers, operational excellence, sustainable solutions and robust business growth.

# Thank You

## Contact Us



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