



**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

RECRUITING TALENT FROM EVERY WALK OF LIFE

How we overhauled TfL's entry-level talent brand and attraction activity

TfL values the importance of social mobility. Being representative of London is something their success is measured on, and the same standards apply to their apprenticeship and graduate schemes.

TfL's entry-level talent activities had proven successful in the volume of applications received but weren't reaching talent from all sectors of society – TfL needed a diverse workforce from every social background that truly represented modern London. It was time to rethink their entire student attraction activity.

SOLUTION HIGHLIGHTS

- **REDESIGNED RECRUITMENT AND ASSESSMENT PROCESSES TO HELP CANDIDATES FROM A WIDE VARIETY OF BACKGROUNDS EXCEL**
- **DEvised NEW OUTREACH PROGRAMMES TO CONNECT WITH YOUNG PEOPLE IN AREAS OF HIGH DEPRIVATION, THEREBY APPEALING TO A WIDER DEMOGRAPHIC**
- **CREATED A NEW SOCIAL MOBILITY-CENTRED EMPLOYMENT BRAND**



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SCOPE AND SCALE

London's growing population of 16-18-year olds is set against a backdrop of rising youth unemployment and some of the most deprived areas in the country. Naturally TfL play a major role in contributing to London's growth, and so opening doors for people from disadvantaged areas was absolutely vital.

SITUATION

Our primary objective was to make TfL more relevant and accessible for our target audience. This meant removing barriers to recruitment, challenging stereotypes, and overcoming negative perceptions. We needed to change TfL's attraction process so that people from every pocket of society would be interested in the unique opportunities available.

And we needed to re-position their entry-level employer brand as a progressive organisation in which everyone – regardless of background or financial situation – could excel.

SOLUTION

A NEW AND VIBRANT YOUNG TALENT BRAND

We started by transforming the way TfL recruited, ensuring talented people from all walks of life got a chance to apply. This resulted in a dynamic, unexpected youth brand – 'The Next Move' – which was designed to look different from other TfL communications, using vibrant, colourful graphics.

A CONFIDENCE-BOOSTING PRE-EMPLOYMENT COURSE

We then created a programme called 'Route-into-Work', a pre-employment course helping 16-25 year-old NEETs fill gaps in their knowledge and get the tools, insight, and confidence to be successful at assessment centres.

A NEW SCHOOL'S OUTREACH PROGRAMME STRATEGY

For their Apprenticeships, we designed a new strategy for our schools' outreach programme, 'Moving Forward'. We identified 251 of the poorest secondary state schools and ran over 50 events, with additional events in three of the most deprived boroughs in London: Newham, Tower Hamlets and Haringey.

RESULTS

We achieved amazing results in the recruitment campaign, comfortably meeting the social mobility criteria we had set out to achieve.

As a result of our targeted activities, we filled 32 graduate roles, five placements and 109 apprenticeships.