

# Transport

Qualifications created  
for your business

Passenger transport is one of the largest service industries in the UK. It's a demanding industry. Low margins, high regulation and increasing government and public scrutiny mean that both public and private passenger transport services need to demonstrate quality customer service to stay in business.



## Why do I need to train my staff?

Experienced drivers and managers are your most valuable resource. They are the public face of your organisation and their skills are the key to your success or failure. Whether you're a regional firm or a national operator with thousands of drivers, you need to be sure your staff are all working towards the same goal – a high quality customer-focussed service based on your company ethos.

In such a demanding sector, you cannot rely on ad hoc training. To succeed and grow, you need qualified, dedicated staff, committed to your company. Relevant, vocational training is the only way to ensure your drivers are up to date and doing the job with care and confidence.

## Driving up the Standards

The new EU Driver Training Directive (EU Directive 2003/59/EC) comes into force from September 2008. This Directive will make it compulsory for drivers of lorries, buses, coaches and minibuses to hold not only a driving licence but also the National Driver Certificate of Professional Competence (National Driver CPC). This Certificate will be obtained by completing theory and practical tests or through periodic training.

The Level 2 BTEC Certificate in Transporting Passengers by Bus and Coach and the Level 2 NVQ in Passenger Carrying Vehicle Driving (Bus & Coach) match the requirements for the National Driver CPC and is an ideal way to prepare drivers for the new regulations.

In addition, Edexcel has a range of courses to increase basic skills including Adult Literacy And Numeracy (ALAN) and English for Speakers of Other Languages (ESOL). With Edexcel your staff can continue learning throughout their career.

"It was relevant. It was totally relevant to what we're doing."

*Brendan Daley, Manager, First Oldham*

"The BTEC qualification raises the standards and professionalism of all our staff and ensures that we are providing the best possible service for our customers."

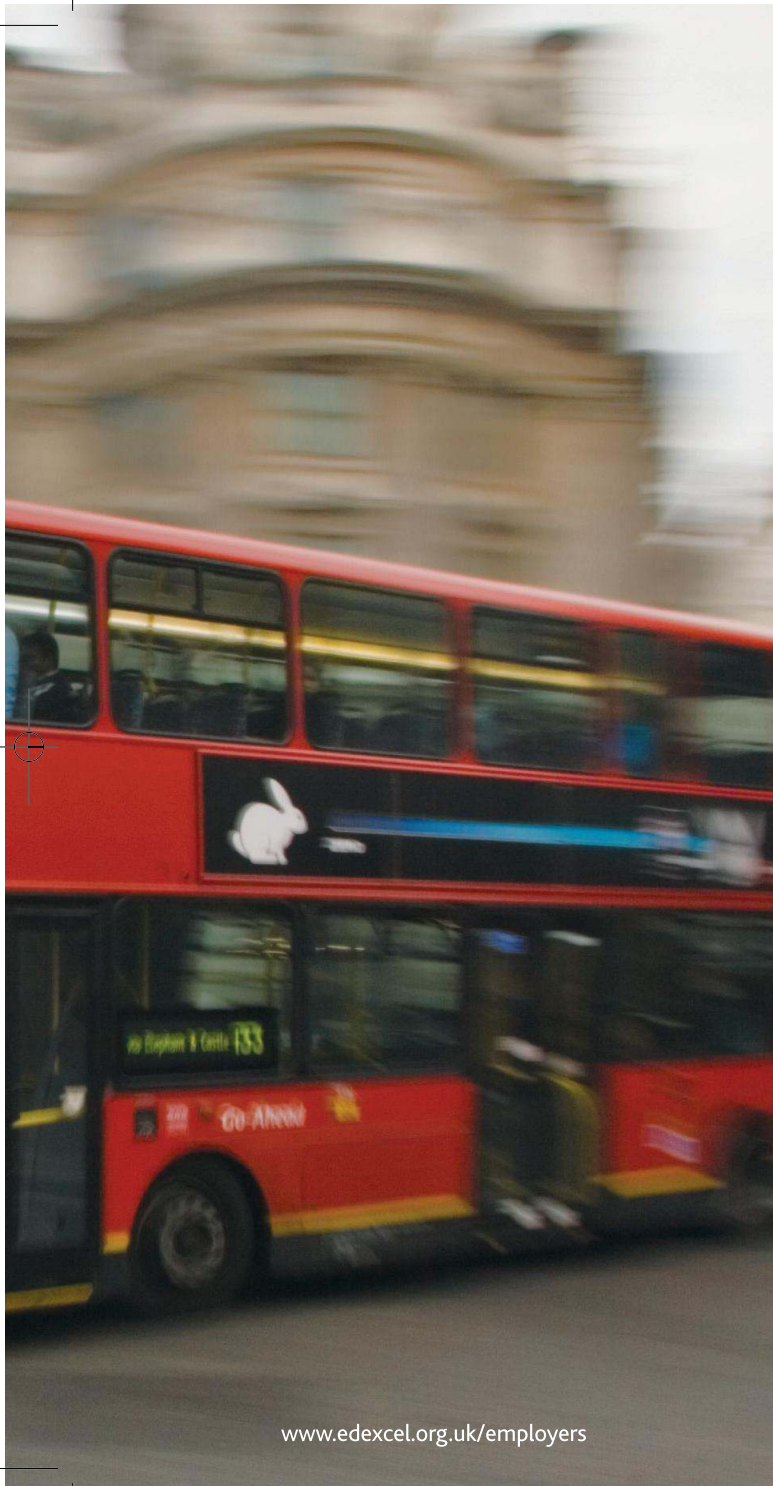
*John Trayner, Managing Director, Go-Ahead Group (London)*

"BTEC provides a solid foundation for the implementation of the National Driver CPC due in 2008. This enables London to be at the forefront of driver training initiatives"

*David Brown, Managing Director-Surface Transport, Transport for London*



Employer Solutions for Employer Success



## Transport for London

London's bus network is one of the largest and most comprehensive urban transport systems in the world. Every weekday more than 6,800 scheduled buses carry around six million passengers on more than 700 different routes.

### Business Challenges

- \* Transport for London identified a need to make training standards consistent across all London bus companies
- \* On going career development and recognition for staff was important.

### Edexcel Solution

- \* Working closely together, Edexcel and Transport for London designed a vocational BTEC qualification for bus drivers
- \* The customised BTEC consists of five units of training. Different subject areas covered include general bus operations, defensive driving skills, health, safety and security, and skills to improve interaction with customers and work colleagues.

### Business Outcomes

- \* Transport for London was so impressed by the improvements that the BTEC course is now compulsory
- \* Since the introduction of the training, driver turnover is down more than 20 per cent
- \* The customised qualifications have been extended to include bus controllers and garage managers.



## Who are these qualifications for?

All staff in the transport sector, drivers, controllers, administrators and managers can benefit from these industry specific qualifications and from our portfolio of BTECs and NVQs, which range from entry level through to the equivalent of degree level.

Level 2 is an entry-point qualification, for bus, coach, taxi and private hire drivers or those new into the industry. Levels 3 and 4 are for anyone in a supervisory or management role in the Road Passenger Transport sector.

Because Edexcel is committed to the requirements of employers, their workforce and the industry as a whole, you can be sure we are delivering real, measurable results for your staff and company, increasing confidence and growing profits.

## What do the qualifications cover?

The BTECs include core subjects such as customer service, health and safety, disability awareness and equal opportunities.

The NVQs include core units such as managing a budget, developing and implementing operational plans, and regulatory compliance. Optional units cover areas such as dealing with difficult customers, processing fares, emergencies and incidents during a journey, and agree tour itineraries with clients.

Edexcel qualifications for the transport sector include:

- \* Level 2 BTEC Award in Transporting Passengers by Taxi and Private Hire
- \* Level 2 BTEC Certificate in Transporting Passengers by Bus and Coach
- \* Level 2 NVQ in Passenger Carrying Vehicle Driving (Bus & Coach)
- \* Level 2 NVQ in Port Passenger Operations
- \* Level 2 NVQ in Road Passenger Transport
- \* Level 3 NVQ for Managing in Road Passenger Transport
- \* Level 4 NVQ for Managing in Road Passenger Transport.
- \* Levels 1-4 NVQs in Customer Service

"Not only does this qualification demonstrate our commitment to quality, but making staff feel valued is arguably the biggest contributor to staff retention."

*Richard Grey, proprietor, Greys of Ely*

"It's our mission to develop the skills and status of passenger transport and we fully endorse Edexcel's qualifications – they make an important contribution to our sector as they are designed to meet the requirements of a modern passenger transport industry"

*Vicki Ball, Director of Workforce Development, Go Skills, the Sector Skills Council (SSC) for Passenger Transport*

"This is the way forward. We need to train internally. We can't recruit externally people with the sorts of skills that our staff have now they've been through these courses."

*Nicola Shaw, Managing Director, First Bus Group UK*

## Bournemouth & Poole Borough Councils

Bournemouth & Poole Borough Councils have more than 1,000 licensed taxis and private hire vehicles operating in the region.

### Business Challenges

- \* The Councils wanted to increase customer care and improve passenger safety
- \* Because the area attracts thousands of tourists and visitors each year, the Councils wanted to ensure high quality service.

### Edexcel Solution

- \* The Councils worked with Edexcel and Bournemouth and Poole College to implement the job-specific BTEC Award in Transporting Passengers by Taxi and Private Hire qualification
- \* The BTEC includes units covering Disability Awareness, Customer Service, Health & Safety, Equal Opportunities, Carriage of Luggage as well as Taxi and Private Hire Regulations.

### Business Outcomes

- \* The nationally recognised qualification verifies taxi drivers' competence in dealing with the legal and other requirements of their job and demonstrates that the travelling public are safe and well protected
- \* The qualification has been so successful that the councils have now made it a compulsory requirement for all new and existing licensed taxi and private hire drivers.

Employer Solutions for Employer Success









## Why use Edexcel?

We offer the largest and most comprehensive portfolio of Road Passenger Transport qualifications in the UK. With our experience in providing qualifications – you will receive the training solution you need for your organisation. Our NVQs and BTECs are eligible for funding and are endorsed by Go Skills, the Sector Skills Council for Passenger Transport.

It's your choice - our qualifications can be delivered on or off-site by your own in-house team or by our nationally recognised training providers. If you're a larger organisation, we can help you develop your own customised training programme and we can quality assure and accredit existing programmes as a BTEC. Only Edexcel offers you this service.

## How do I arrange qualifications for my staff?

Contact Edexcel Employer Solutions and we can take you through your options face-to-face. Companies already benefiting from a range of industry recognised qualifications include First Bus Group, Go Ahead, Stagecoach and Transport for London.

*We can help you ensure your workforce is ready for the future.*

For further information or advice on Edexcel qualifications, email [employersolutions@edexcel.org.uk](mailto:employersolutions@edexcel.org.uk) or visit [www.edexcel.org.uk/employers](http://www.edexcel.org.uk/employers)

"Our contracts are moving from Best Price to Best Quality. The whole industry is being pushed this way."

*Terry Mead, General Manager,  
Cavalier Contracts – operator of over 100  
buses and coaches in Cambridgeshire*

"First time visitors to the UK arrive at Manchester daily and the first part of British culture that they experience is often a journey in a taxi. This course is a brilliant idea to help drivers based at the airport to perfect their customer service skills."

*Bob Longworth, Ground Transport Manager,  
Manchester Airport*

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## About Edexcel

Edexcel, a Pearson company, is the UK's largest awarding body offering academic and vocational qualifications and testing to more than 25,000 schools, colleges, employers and other places of learning here and in over 100 countries worldwide.

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