

## Women at the Wheel: First Bus Design Competition

In commemoration of the 80<sup>th</sup> anniversary of our first female bus drivers in Bristol, we are launching a competition to create a new design to cover a whole double decker bus.

Although we have come a long way since the first female drivers started driving Bristol buses in 1944, still to this day only 10% (source: [Women in Bus and Coach](#)) of the people who work in the bus industry are women.

For that reason, and many others, it is still incredibly important to mark International Women's Day so that we can continue to build a more inclusive environment. Our aim at First Bus is to have a 20% female workforce by 2028.

To reach this goal, we need to break down outdated stereotypes of our industry and change the narrative around what it means to be a bus driver, an engineer or supervisory/ managerial staff along with the many other roles required to keep our business running.

With that goal in mind, we're giving you the chance to have an entire double decker bus covered with your design or artwork. The vehicle will be part of our Bristol fleet so it's a chance to see your design driving around the city! This is a great opportunity to see your work in the real world.

### **International Women's Day**

International Women's Day is celebrated annually on 8<sup>th</sup> March and so this year coincides with the anniversary of the first female bus drivers in Bristol.

It is a time to celebrate the achievements of women and take action to drive gender equality. It gives an opportunity to raise awareness about gender bias and gender discrimination whilst creating an environment where difference is celebrated.

The theme for the 2024 International Women's Day is Inspire Inclusion. The theme varies from year to year but generally focuses on promoting gender equality, women's empowerment, and the advancement of women's rights. It serves as a reminder of the progress made in women's rights and the work that still needs to be done to achieve full gender equality.

### **The Competition**

We're giving you the chance to design artwork for one of our double decker buses, capturing the significance the changes that were made in our business 80 years ago when women began driving buses in Bristol for the first time and how we can continue to inspire change in the transport industry.

You will need to consider:

- How can I inspire inclusion?
- How will my design challenge stereotypes, discrimination, and biases?
- How will it celebrate women's achievements?
- How can I create positive visibility, as opposed to focussing on the negatives.

Sources for information:

[Women in Bus and Coach](#)

[Women in Transport](#)

### The Prize

The winning artist will be able to see their artwork on one of our double decker buses for at least a year! They will also receive a First West of England Year ticket worth £1050!

### The Template

Your design will cover all four sides of the bus, so you need to consider how the design will convey your message. Think about how people will see the bus; for example, car drivers will mainly see only the back when they are travelling behind the bus, whilst pedestrians will mostly just see the driver's side as the bus passes them. See the example of the template below, which is also available as a PDF for you to create your design.



The space for your design may look limited, but there is a lot you can achieve in a small area! For inspiration take a look below at a bus which was designed last year in honour of the 60<sup>th</sup> anniversary of the Bristol Bus Boycott. Notice how bright and eye catching it is, whilst also telling the moving story of the Boycott, and honouring those who were involved.



**How to enter:**

Fill out the entry form and send this and your filled in template by email to [bristolmarketing@firstbus.co.uk](mailto:bristolmarketing@firstbus.co.uk) or by post to a/o Marketing Team, Enterprise House, Easton Road, Bristol, BS5 0DZ by midnight on Monday 4<sup>th</sup> March 2024.