



IRTE Bus & Coach Skills Challenge 2024

The annual competition to find the engineering stars working in the bus and coach sectors.

Get involved



Find out more at Irteskills.org.uk

About Skills Challenge

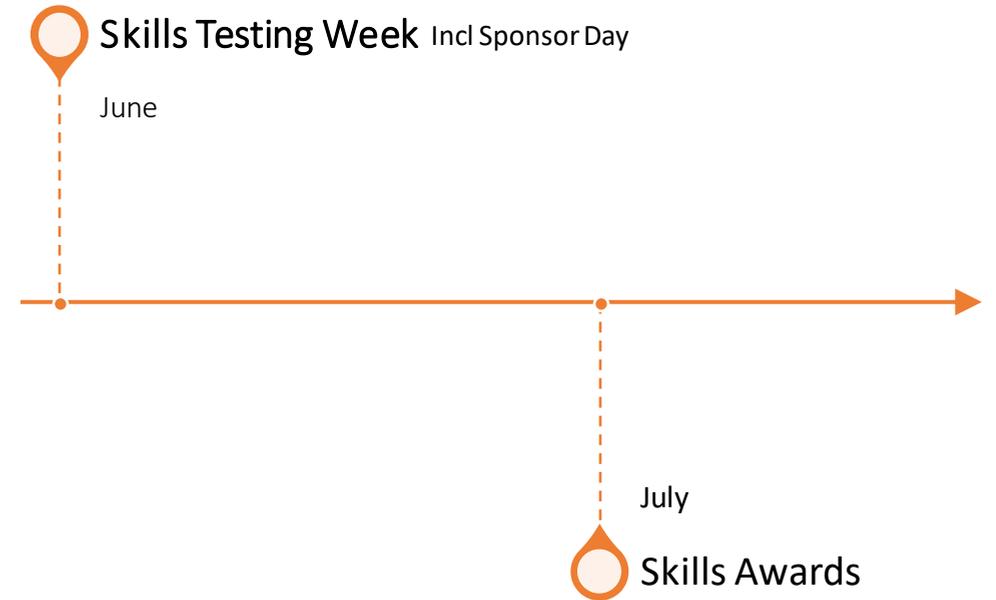
Founded in 2011, IRTE Skills Challenge is an annual competition showcasing the exceptional skills of the engineering stars working in the bus and coach sectors.

Teams of qualified and apprentice PSV engineers compete in a series of electrical, mechanical and bodywork challenges to find the best in bus and coach.

It has two parts:

- 1. Skills Testing Week (June)** – Where competitors from across the country take on the challenge in Bristol.
- 2. Skills Awards (July)** – Competitors, press and sponsors come together to celebrate the winners at the awards ceremony.

In partnership with:



Competitors 2023



Arriva



Excel Resourcing
Technologies



First Bus



Go-Ahead



Lothian Buses



Trentbarton



National Express



Metroline

Our Impact



12th year



8

leading bus and coach operators in 2023



650

*competitors since it's advent



More than **130** people attended the Awards ceremony in 2023



Driver & Vehicle Standards Agency

Supported by



Featured in:
Bus & Coach Buyer
RouteOne
Transport Engineer
Coventry Observer



Won the **Carmen Herbert Crow Award 2017**

**including repeated competitors*

Social & press impact



54,000

Social media impressions (LI only)



~3,000

Clicks on social posts (LI only)



1,300

Likes from social posts (LI only)



3,400

Total page views on RouteOne articles



Press 2023



routeone > Advertising Feature > IRTE Skills Challenge 2023: The best year yet!

ADVERTISING FEATURE

IRTE Skills Challenge 2023: The best year yet!



By Society of Operations Engineers · Published July 17, 2023

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Need to get in touch?

Reaseath College, Nantwich, Cheshire CW5 6DF

Further Education: 01270 613242
Higher Education: 01270 613244
Switchboard: 01270 62053
enquiries@reaseath.ac.uk

Complete our [online enquiry form](#)



The exceptional standard of our [Bus and Coach engineering apprenticeships](#) was highlighted at the Institute of Road Transport Engineers (IRTE) Skills Challenge, when four of our apprentices brought home major awards.



Mature apprentice wins IRTE award

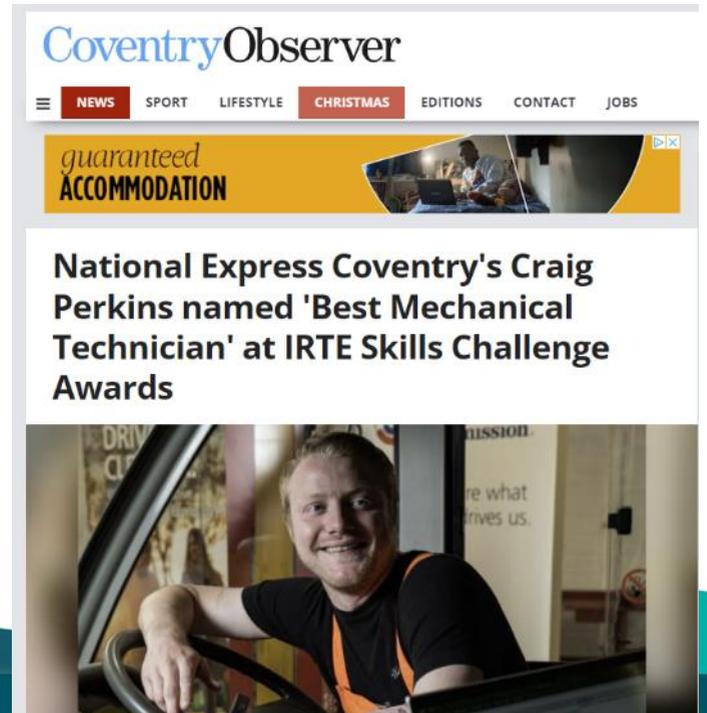
12 October 2023

Acknowledged with a special award in the 2023 IRTE Skills Challenge, mature apprentice Thang Tang at First Bus is on the move to become qualified



At the 7 September ceremony at Jaguar Experience, Castle Bromwich, First Group apprentice Thang Tang was shocked when his name was called as the winner in the 2023 Skills Challenge.

Recalling the moment, the modest Leeds resident says: "Once all of the apprentice categories had gone, I wasn't expecting anything. So I loosened my tie, undid my top button, rolled up my sleeves and got more casual. So when my name was called out, I was shocked; I didn't know what to say or what to do. Had they got it right?"



Social 2023

Christopher Thomas · LCGI, AAE-MIMI, MSOE-MIRTE, Eng-Tech. · 1st
MOT Scheme Vehicle Examiner
1mo · 🌐

Society of Engineers - IRTE Skills Challenge 2023 Awards Ceremony - Lovely to meet my colleagues from DVSA.



4 comments

NORTH LONDON GARAGES GTA · Motor Vehicle Manufacturing
Follow · ⋮

Well done to former NLG apprentice Glenn Kelly who wins body repair 1st prize at the IRTE Skills Challenge.



month ago

1

Craig Perkins · 2nd
Engineering Apprenticeship Manager at National Express Bus
Follow · ⋮

National Express taking part in the IRTE Skills challenge down in Bristol, good luck to everybody taking part! Hopefully we come away with a few trophies.



5 months ago

79 · 3 comments · 2 reposts

C&W Chamber of Commerce · Executive Offices
Follow · ⋮

ENGAGE MEMBER NEWS | **National Express LTD**; National Express West Midlands technician wins at national competition



...see more

Social 2023

Go Ahead London
Truck Transportation

Follow ...

Breaking news.

A fantastic set of results for us at today's Institute of Road Transport Engin ...see more

Congratulations

Apprentice Team

 Diego Duran Cuadros Go-Ahead (Electrical Apprentice)	 Cameron Barton Go-Ahead (Mechanical Apprentice)
 Fabio Janota Go-Ahead (Bodywork Apprentice)	 Tiago Da-Silva Go-Ahead (Mechelec)

Congratulations

Master Technician

Chris Bissett, Go-Ahead

Richard Harrington, Go-Ahead London



Metroline Ltd
7K followers
1mo • 🌐

+ Follow ...

A huge congratulations to our Engineers who took part in the 2023 IRTE Skills Challenge Awards that took place recently at the Jaguar Land Rover Experience Centre in Birmingham. It is with great pride that we announce Metroline walked away with three awards from this year's competition.

Our colleagues Glen Kelly, Joe Davis and Charles Burrows won awards for their expertise and skills. Well done to them all.

#irte #skillschallenge #irtesc2023 #engineering #engineeringjobs #engineeringexcellence #metroline #bus #busengineering #buses #londonbus #londonbuses



Lloyd Mason EngTech FSOE FIRTE and 76 others
4 comments • 1 repost

Lothian Buses
5K followers
1mo • 🌐

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Well done to our engineers who were in Birmingham today for the IRTE Skills Challenge Awards 🏆

...see more



49
1 comment • 1 repost

Stephen Bond • 2nd
Engineering Performance Director at Arriva UK Bus
Reposted from routeone Magazine • 1mo • 🌐

+ Follow ...

This was an unbelievably uplifting experience taking our talented engineers to both S&B and Jaguar. Over the moon that we won x4 awards. so proud of our team.



Arriva and Go-Ahead lead the way at IRTE Skills Challenge
route-one.net • 3 min read

28

2024 Theme:

Challenging the Status Quo



Our vision and goals:

Vision:

To empower and equip the next generation of bus and coach technicians by providing challenging opportunities to test and advance their skills

Goals:



Encourage greater diversity in competitors including increased female participation.



Bring pressing safety and skills topics impacting the bus and coach profession into the spotlight



Provide early new technology access and feedback opportunities for the technicians.

What's new for 2024: Our suggestions

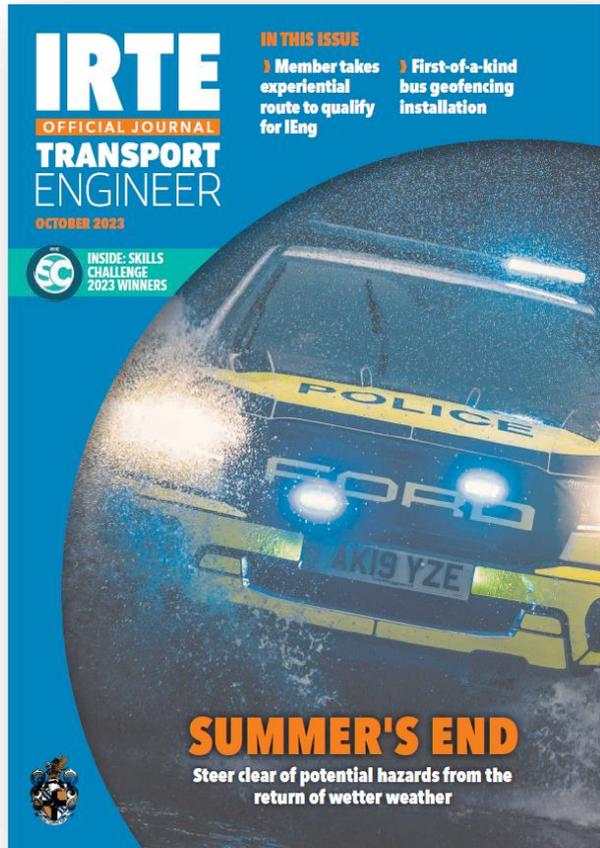
- Led by a theme to support our promotional activity
 - New optional category featuring a new tech
 - Thought leadership opportunities on topics such as:
 - Sustainability in road transport
 - Safety at the workplace
 - Diversity in engineering
 - Sponsor Nurture Programme
 - New sponsor category
 - Engaging with local colleges to raise the profile of the challenge and engineering as a career path
 - More regional press activity around the theme and our goals to increase reach
 - Engaging with new partners in the education and skills space to support the sector
 - Skills Challenge monthly newsletter featuring sponsor content, competitor profiles and sponsor ads sent to competitors, team managers, SOE and IRTE databases
 - Awards lunch in July to keep the momentum going
- 

What it means to sponsor the challenge

- Shape and judge the challenge
- Showcase your sector relevant products
- Produce content around your technology and your role in Skills Challenge
- Advertise in two leading publications and promote your products and services
- Network and forge new relationships with bus companies, regulators, end users and the media
- Branding opportunities
- Marketing support throughout the campaign period



Publications



[Download the Skills Challenge Winners Brochure](#)

Branding opportunities



[Watch the 2023 Sponsors Highlights](#)

Content

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Advertisement - PPG Premium Commercial Transport Coatings

routeone > Bus > Freeway app used at IRTE Skills Challenge

BUS

Freeway app used at IRTE Skills Challenge

By Paul Halford Published June 9, 2023

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routeone > Advertising Feature > Teng Tools helps coach and bus technicians stand out from the crowd at IRTE Skills Challenge 2022

ADVERTISING FEATURE

Teng Tools helps coach and bus technicians stand out from the crowd at IRTE Skills Challenge 2022

By routeone Team Published February 14, 2022



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ADVERTISING FEATURE

Knorr-Bremse backing more success at IRTE Skills Challenge 2023

By The Society of Operations Engineers Published March 13, 2023



Disruptive technology will help attract best talent to bus industry

11 Mar 2020 News

Skills Challenge sponsor BAE Systems at forefront of technology revolution.



Disruptive technology that is changing the face of the vehicle industry will help to attract a more diverse workforce to the bus and coach sector, according to Skills Challenge sponsor BAE

Related resources

23 Feb 2023
Sector gets set for this year's IRTE Skills Challenge
News

17 Nov 2022
Technician and apprentice excellence hailed at IRTE Skills Challenge 2022
News

02 Dec 2021
Skills Challenge winners reflect on their journey to the top of their profession
News

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UK bus fleets switch to Allison xFE transmissions mid-lifecycle

21 May 2021 News

Its new transmissions offer up to 7.13% fuel saving in urban driving



Related resources

13 Nov 2023
Direct Vision Standard update
Webinar

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Transport Engineer November 2023
Publication

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Stagecoach East showcases ground-breaking Intelligent Speed Assistance technology
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03 Oct 2023
UK Faces Shortfall of 1 Million Engineers by 2026
News

Press & social media

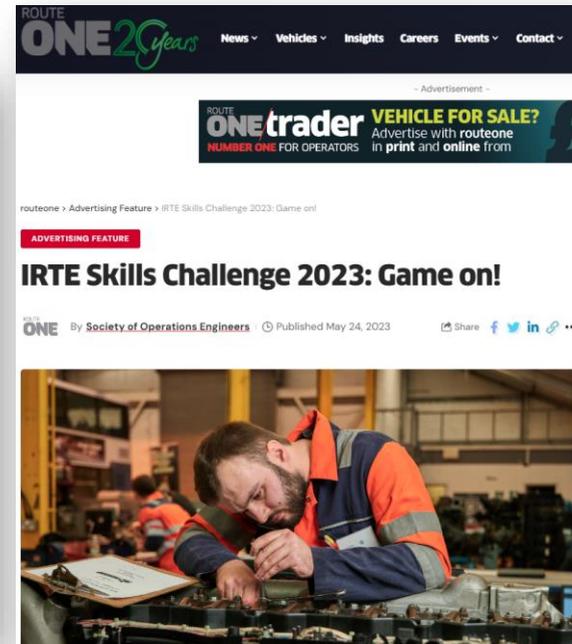


Bus & Coach Buyer

Vehicles for Sale | Fleet Additions | News | Features | Editor's Blog | Latest Issues

Industry celebrates technicians at IRTE Skills Challenge awards

Posted by [chrisspeat](#) on Fri 8th September 2023 - 13:09PM | No Comments



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IRTE Skills Challenge 2023: Game on!

By [Society of Operations Engineers](#) | Published May 24, 2023



CBW Coach & Bus Week Furrer + Frey Global leaders in OPR

Lift-off for IRTE Skills Challenge 2023

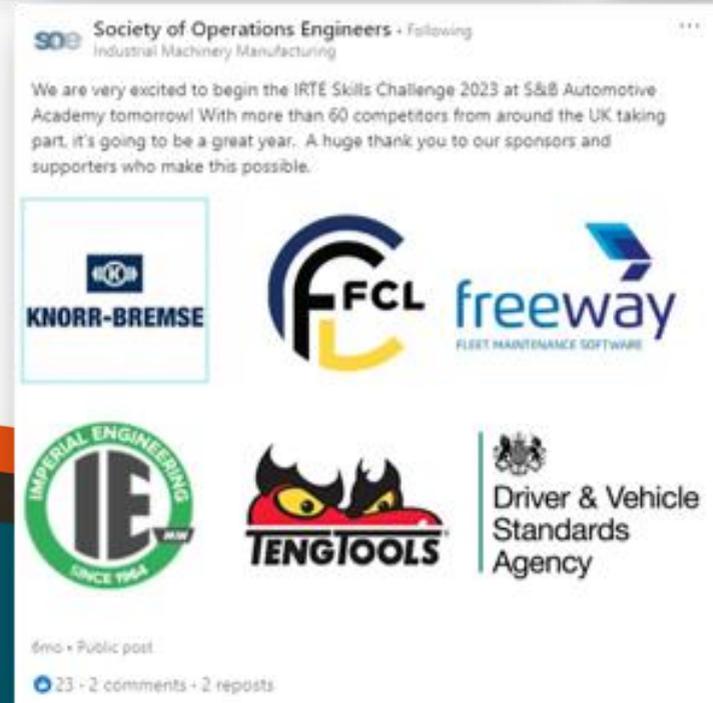
News stories are free to read. [Click here](#) for full access to all the features, articles and archive from only £8.99.



Apprentices and technicians from across the country are gearing up for this year's IRTE Skills Challenge, with the competition hotting up as the best in the coach and bus sector prepare to show the judges just what they are capable of. Event partner S&B Automotive Academy, which specialises in automotive training & assessment services, is backing the event and will be hosting it at its Bristol HQ.

Engineering's stars of today and tomorrow will be competing in a series of electrical, mechanical and bodywork tests which the competitions organisers say points to a bright future for the coach and bus sector. Past winners of the Challenge are already enjoying the boost to their careers that taking part offers, organisers said, encouraging other apprentices to take up the gauntlet.

Kieron Briggs of Lothian Buses, who won the Judges' Choice award at the IRTE Skills Challenge in 2022, said that his win has given him the perfect platform to take his career to the next level. He said: "It was really interesting because I came across - and worked with - a lot of new components during the challenge and I'll be using them on the new buses and coaches of the future. I wasn't

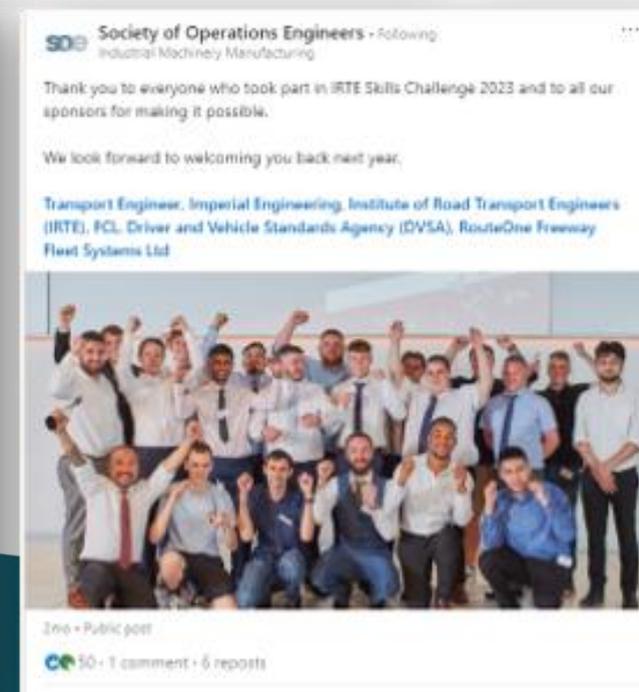


SOE Society of Operations Engineers - Following Industrial Machinery Manufacturing

We are very excited to begin the IRTE Skills Challenge 2023 at S&B Automotive Academy tomorrow! With more than 60 competitors from around the UK taking part, it's going to be a great year. A huge thank you to our sponsors and supporters who make this possible.



6mo • Public post
23 - 2 comments - 2 reposts



SOE Society of Operations Engineers - Following Industrial Machinery Manufacturing

Thank you to everyone who took part in IRTE Skills Challenge 2023 and to all our sponsors for making it possible.

We look forward to welcoming you back next year.

Transport Engineer, Imperial Engineering, Institute of Road Transport Engineers (IRTE), FCL Driver and Vehicle Standards Agency (DVSA), RouteOne Freeway Fleet Systems Ltd



2mo • Public post
50 - 1 comment - 6 reposts

Sponsorship types



Premium



Standard



Prize

Your role as a sponsor

Pre-event

- Once onboard as a sponsor, work with the IRTE/SOE marketing and comms team as well as our media partners to provide editorial, advertising and content to maximise your investment in sponsorship
- Help us spread the word about the Skills Challenge and amplify our voice
- Get equipment and vehicles to S&B Academy for the testing

Testing Week

- Help shape the test
- Act as a judge on the testing days
- Provide speakers on Sponsor Day and get the most out of our press activity

Awards

- Bring guests as per your sponsorship package
- Present awards
- Provide commentary to our comms team and our media partners for post-event editorial.

Awards 2023



[Watch the 2023 Awards highlights](#)

Marketing & communications plan

Dec	Jan	Feb	Mar	Apr	May	June	July
Soft Launch	Official launch			CV Show 2024	Registrations close	Skills Week	Awards
	<p>Press release announcing date and key supporters (via RouteOne and Transport Engineer)</p> <p>Press release announcing this year's core challenge/categories + new category (via RouteOne and Transport Engineer)</p>		<p>World Engineering Day - press on the impact of Skills Challenge in the wider sector/society</p> <p>International Women's Day - press to bring focus on lack of female technicians?</p>	Regional press activity	Regional press activity	Skills testing week in Bristol – regional press activity	<p>Winners announced</p> <p>Winner stories</p>
Email to past competitors and registrants	Announcement email to SOE and IRTE member databases ft sponsor branding	Solus promo emails and reminders promoting the skills challenge ft sponsor branding					Winner announcement email with sponsor branding
	Skills Challenge Monthly Digest Newsletter ft sponsor news + Featured Sponsor						
	Monthly webinars ft sponsor (Marketing & Sponsor to arrange dates)						
	2 articles/month of partners choice on SOE's website						
	Social - Launch announcement by IRTE and key partners	Sponsor Spotlight - socials promoting sponsor's tech that'll be featured at the challenge Campaigns to attract competitors to sign up Promoting thought leadership from sponsors				Videos and photos from skills testing week featuring sponsors and competitors.	Videos and photos from awards featuring sponsors and competitors.

Sponsor nurture programme

Dec	Jan	Feb	Mar	Apr	May	June	July
Soft Launch	Official launch			CV Show 2024	Registrations close	Skills Week	Awards
	Meeting with Richard to shape the challenge	Monthly sponsor update call				Sponsor Day at Skills Week	Sponsor Washup meeting
			Status report featuring number of competitors, marketing update		Status report featuring number of competitors, marketing update		Sponsor Report summarising all the activity delivered
	Meetings with IRTE's press and content team to plan and publish content and webinars						

Q&A



Thank you for
your support

