Press Release

21 September 2026

Avanti West Coast earns award for creating an inclusive workplace

- *Avanti West Coast awarded bronze accreditation by Inclusive Employers*
- *Recognised for commitment to create a more inclusive workplace*
- *Award highlights progress in developing a diverse approach across its business*

Avanti West Coast has achieved an accreditation in recognition of its commitment to create a more inclusive workplace for its colleagues.

The intercity operator has received Inclusive Employers Standard (IES) bronze award, highlighting the progress it has made in developing an inclusive and diverse approach across its business.

It recognised Avanti West Coast for creating opportunities for colleagues to have their voices heard, as well as embedding inclusive practices across its organisation.

Launched by consultants Inclusive Employers, IES is a globally recognised workplace accreditation and benchmarking tool for inclusion and diversity.

In the accreditation, Avanti West Coast was praised for creating networking platforms aimed at colleagues to support inclusivity; establishing an accessibility panel to ensure lived experiences are heard; and building strong external partnerships with organisations, to share best practices.

Jo MacPhail, People and Transformation Director at Avanti West Coast, said: "We're proud to have achieved the Inclusive Employers Standard Bronze Accreditation, recognising the strong foundations we've built for inclusion across our organisation.

"From our Inclusion Networks and Accessibility Panel to our partnerships with industry organisations, this accreditation reflects our continued commitment to creating a workplace where everyone feels valued, respected."

Emily Pattinson, Senior Inclusive Employers Standard Programme Lead at Inclusive Employers, said: "We're incredibly proud that Avanti West Coast has shown a clear commitment to building and inclusive culture and has achieved a bronze accreditation. In what can feel like an overwhelming time for inclusion and diversity work, organisations like Avanti West Coast are part of driving meaningful change."

ENDS

About Avanti West Coast

Avanti West Coast, operator of intercity rail services on the West Coast Main Line, is a joint venture between FirstGroup and Trenitalia, delivering a cleaner, greener railway that drives the West Coast forward. Avanti West Coast serves key UK cities, including London, Birmingham, Manchester, Liverpool, Glasgow as well as North Wales.

We're on a mission to be the transport of choice – connecting customers and communities along the West Coast. Our award-winning Pendolino refurbishment programme transformed the UK's hardest working fleet with all 56 of the iconic trains providing best-in-class comfort.

Our Evero fleet, which offers more seats, improved comfort, and a substantial cut to carbon emissions, was introduced in June 2024 and is the result of a £350m investment in sustainable travel. Built by Hitachi, the 23-strong fleet, consisting of 10 seven-carriage electric trains and 13 five-carriage bi-modes, serves routes from London to the Midlands, Chester, North Wales and the North West.

We want to make a positive difference to the people and places we serve – helping to drive economic growth, green travel, and break down barriers. Our efforts to contribute to society and enable people to benefit from the opportunities rail offers through purpose-led initiatives including Feel Good Field Trips and award-winning female driver recruitment campaign has seen us create over £1billion in social value impact.

We're tackling climate change wherever we can, from reducing energy and water use to training drivers in eco-driving techniques and sourcing food and drink from local suppliers. Our goal is to be net zero carbon by 2031. We're on track.

For the latest news, visit the Avanti West Coast Media Centre:
https://newsdesk.avantiwestcoast.co.uk/

Press Office: 0845 000 3333

About Inclusive Employers

Established in May 2011, Inclusive Employers is the UK's first and leading membership organisation for employers looking to build inclusive workplaces and make inclusion an everyday reality. Through membership, training and consultancy, Inclusive Employers provides creative and engaging initiatives to build inclusive cultures, expertise in developing sustainable inclusion strategies, and help harness the diverse talent within organisations of all sizes to help them reap the commercial rewards of being an inclusive employer. For more information about Inclusive

Employers please contact us on info@inclusiveemployers.co.uk or visit our website
https://www.inclusiveemployers.co.uk

WEST COAST
PARTNERSHIP

AVANTI
WEST COAST