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## **Ex-military policeman puts major specialist driver recruitment company on road to success in Leeds**

An ex-military policeman is aiming to put a major specialist driver recruitment company on the road to success in Leeds by heading up a new branch.

Drivers Direct, which specialises in the recruitment and placement of temporary and permanent drivers of all classes, has just opened the branch in Armley to enhance its UK coverage.

It will provide the platform for servicing clients in the area, including a number of national household names. The new branch will also be able to tap into a number of support services at the company's headquarters in Runcorn, including remote transport management and training services.

Former military policeman Ricardo Bird has joined as manager of the branch after discovering the company at a British Forces Resettlement Services (BFRS) event in Catterick, backed by Drivers Direct.

Mr Bird, who served in the Forces for 18 years and has since held senior managerial roles in the private sector, said: *"Drivers Direct has a good reputation and we are looking to extend its high quality service to customers in Leeds and the surrounding area. The Leeds branch will provide the perfect platform to supply our clients in the region."*

*"The BFRS event was very useful for people who have either left the Forces or those thinking of doing so. As it was for ex-Forces personnel, potential employers were able to identify the skill sets of those attending. After speaking with representatives of Drivers Direct, we quickly realised that my background both in the Forces and post-Forces made me an ideal candidate to manage its new operation in Leeds. Yes, it's a challenge but I'm looking forward to developing Drivers Direct's already strong reputation in the region."*

Tom Mutton, Drivers Direct regional manager for the North, added: *"These are challenging times but we've got a cracking location here with plenty of clients and potential clients. I'm confident that the Drivers Direct in Leeds will continue to build on the company's impressive growth to date."*

Drivers Direct was set up in 2002 and specialises in the recruitment and placement of temporary and permanent drivers of all classes. It employs 33 staff and has been listed as a Fast 50 company in the recruitment sector for two years running.

Gethin Roberts, managing director of Drivers Direct, said: *“Drivers Direct has established itself as a major player in the industry and our Leeds branch will play a key role in extending our reach to more clients throughout the UK. I’m confident the branch will play a major role in the ongoing success of Drivers Direct as we move forward this year and beyond.”*

**-Ends-**

**Editor’s Note:**

Drivers Direct was set up in 2002 by four partners. Today, it is owned by three partners and run by Gethin Roberts, managing director and his management team, all of whom have backgrounds in both Recruitment and Distribution.

The company specialises in the recruitment and placement of temporary and permanent drivers of all classes, and its customer base includes some of the most well known brands in road haulage and transport.

Drivers Direct prides itself on the ability to work closely with clients and applicants to ensure that a quality service is provided overall. Drivers Direct employs 33 staff and now has a network of branches and franchises in Runcorn, Nuneaton, Northampton, Leicester, Feltham, Eastleigh, Preston, Sutton, Ashford, Manchester, Romford, Leeds, Crewe and Derby.

The company’s core business is driver recruitment and it has always tried to employ people who know about transport rather than just recruitment. Almost all of its consultants come from a transport, rather than a recruitment background.

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