



ENGAGE  
INSPIRE  
INFLUENCE

## Accelerating Diversity in the Transport Industry

### About Us

JFG Communications is a communications, engagement and public affairs consultancy specialising in transport, infrastructure and workplace gender diversity.

Our expertise lies in coming up with innovative ways to connect people and policymakers. We provide the creative spark to help companies achieve their goals.

#### *Why diversity matters for business*

Research shows diversity is good for business. A recent CBI study shows diversity increases employee engagement, innovation and productivity, helping attract and retain staff. CBI says increasing female employment and productivity to the levels of men is estimated to be worth 35% of GDP. And firms with the highest levels of gender and ethnic diversity are 15% and 35% more likely to outperform their peers.

Increasing the number of women on boards and in the leadership pipeline continues to be an important issue. The Government-backed Davies report recommends women should hold 33% of board seats at FTSE 350 companies by 2020. The recently-published Hampton-Alexander review builds on this. It recommends 33% of Executive Committee roles (and their Direct Reports) be held by women by the end of the decade.

The infrastructure skills gap is also a big issue. Government predicts the shortfall will be 55,000 workers by 2020. The Department for Transport's Infrastructure Skills Strategy sets out how 30,000 apprenticeships will be created in the road and rail sector. Procurement will be used to guarantee the creation of roles. It's clear that increasing the number of women in the transport workforce, particularly in STEM (Science, Technology, Engineering and Maths) roles will help address the skills gap. The Strategy sets an ambition for at least 20% of new engineering and technical apprentices to be women by 2020. It aims to achieve parity with the working population by 2030 at the latest.

Despite the business benefits being clear, women continue to be under-represented in the transport workforce. The latest EU figures show that women occupy just 22% of UK transport jobs.

#### *Knowing where to start*

Many businesses want to achieve a more diverse workforce, but simply don't know where to start.

That's why our Founder, Jo Field, set up JFG Communications, combining her experience as a communications and public affairs professional with her passion for driving diversity in the transport industry. Our goal is to engage, inspire and influence.

Having experienced a lack of diversity at first-hand throughout her career, Jo's experience as a senior leader in the transport sector made her realise that, although there are some fantastic female role models and leaders in the industry, there are not enough of them.

Given our expertise in engagement and diversity in the transport industry, we are ideally placed to create and

advise on initiatives that will help companies achieve their diversity objectives. We will work with you and your staff to come up with innovative solutions, providing the creative spark that will make a difference.

We also work in partnership with everywoman, the UK's leading organisation working to support, advance and retain women in business. everywoman has almost two decades of experience delivering high-quality personal development to women at all levels. The organisation does this through bespoke training programmes and via its digital platform, the everywomanNetwork. We encourage our clients to get involved in the FTA everywoman in Transport & Logistics Awards, which celebrates its 10<sup>th</sup> anniversary this year.

## Our Services

Here are some examples of the consultancy services we provide. It's not an exhaustive list and we're happy to tailor work to your requirements.

- Toolkits to give you the 'know-how' to accelerate diversity in your workforce
- Practical examples of initiatives that will make a difference
- Employee engagement and workforce consultation to help you understand the issues and inform your diversity and inclusion strategy
- Connecting you with organisations that can support women to develop professionally
- Advice on setting up diversity network groups for employees
- Programmes to support parents and parents-to-be
- Initiatives to help drive cultural change in your business
- Training for senior leaders on unconscious bias and how to work more inclusively
- Advice on engaging with diverse communities to target recruitment campaigns more effectively
- Innovative employee communications campaigns to accompany your strategy

## Our Team

### Jo Field

Jo Field is the Founder and Director of JFG Communications. Before this, she was Head of Campaigns, Communications and Engagement at Transport for London (TfL).

Jo is an expert in connecting people and policymakers through innovative engagement. An example is when Jo oversaw the creation of TfL's award-winning buggy summit to discuss the conflict that sometimes occurs between buggy and wheelchair users on London's buses. Another example is when Jo established TfL's youth panel, making it the first public transport authority in the world to give young people a direct voice in its policymaking process. Jo also developed support among parliamentarians to set up the first ever All-Party Parliamentary Group for Women in Transport and provides secretariat support to the group.

A passionate campaigner for diversity, Jo was a driving force behind TfL's women in transport campaign. Jo was a key member of TfL's Equality and Inclusion (E&I) leadership team, responsible for setting the direction on the company's E&I policy. Jo also had lead responsibility for TfL's relations with diversity groups.

Jo was named FTA everywoman in Transport & Logistics Industry Champion in 2016, for her efforts to attract and retain women in transport.

Jo is External Relations Chair of WTS (Women's Transportation Seminar), the professional network for women in transport. Jo is a Member of the Board of Directors of Living Streets, the charity for everyday walking, and an advisor to Sustrans London.

Jo is a Member of the Chartered Institution of Highways and Transportation, a Member of the Chartered Institute of Public Relations and a Member of the Public Relations and Communications Association.



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