



## Accelerating Diversity in the Transport Industry

### About Us

JFG Communications is a boutique agency specialising in stakeholder engagement, public affairs, innovative communications, campaigns and gender diversity, especially for the transport and infrastructure sectors.

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

We were shortlisted for best new consultancy in the 2017 PRCA Dare awards and finalists in two categories at the Public Affairs awards. Our Founder, Jo Field, was nominated for a Global Equality and Diversity award in 2017. And we're currently a finalist for New Consultancy of the Year in the 2018 PR Moment Awards.

### *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 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 less than one-quarter of UK transport workers are women.

### *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 expertise as a communications and public affairs professional with her passion for driving diversity in the transport industry. Our purpose is

to harness the power of public affairs to improve gender diversity in the transport industry. Our goal is to engage, inspire and influence in everything we do.

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 team to come up with innovative solutions, providing the creative spark that will make a difference.

We 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 celebrated its 10<sup>th</sup> anniversary last year.

## Our Services

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

- Employee engagement and workforce consultation to help you understand the issues and inform your diversity and inclusion (D&I) strategy
- Toolkits to give you the 'know-how' to accelerate diversity in your workforce (including practical examples of initiatives that make a difference)
- Crafting D&I narrative and ensuring it runs as a consistent thread through all internal and external communications (front and centre, rather than as an after-thought)
- D&I external communications strategy – innovative external engagement opportunities, awards, meetings, speaking opportunities, thought leadership, and opportunities to influence public policy
- External engagement audit. Ensure the client is engaging with a wide range of external stakeholders, including those representing all equalities groups and diverse communities. Hearing from all the 'professional stakeholders' that represent your customers and service users means you will be more effective at meeting customer needs
- Profiling diverse role models and inspiring young people
- Engaging with diverse communities to target recruitment campaigns more effectively
- Recruitment campaign audit – ensuring job descriptions and adverts appeal to a diverse talent pool
- Connecting you with organisations that support women to develop professionally
- Programmes to support parents and parents-to-be
- Advice on setting up diversity staff network groups and connecting them to external organisations that are doing similar things (a network of networks)
- Training for senior leaders on unconscious bias and how to work more inclusively
- Innovative employee communications campaigns to accompany your strategy



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