



ENGAGE

INSPIRE

INFLUENCE

Accelerating diversity in the transport industry

Why diversity is good 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 just one-fifth of UK transport workers are women.

About us

Jo Field is the award-winning Founder & Managing Director of JFG Communications, a boutique consultancy specialising in stakeholder engagement and gender diversity for the transport and infrastructure sectors.

Before setting up her consultancy, Jo was Head of Campaigns, Communications and Stakeholder Engagement at Transport for London (TfL), where she built and led the company's award-winning stakeholder engagement team over a period of 9 years.

Jo transformed TfL's external relationships, especially the organisation's relationship with disabled people's organisations. She built stakeholder support and advocacy for London's transport infrastructure and the funding to deliver it. Jo set the direction on equalities policy as a member of TfL's equalities and inclusion leadership team. She drove forward a number of pioneering equalities initiatives such as TfL's Women in Transport programme, the Please Offer Me a Seat badge, and the award-winning buggy campaign to discuss the conflict over wheelchair priority space on buses. Jo also established TfL's youth panel, making it the first public transport authority in the world to give young people a direct voice in policymaking.



Expertise

Jo is a social scientist and uses social science research methods to underpin stakeholder engagement, research and consultation to develop public policy and set the direction on equalities issues.

Jo is an expert in creating innovative ways to connect people and policymakers. She believes in early engagement to enable better decision making. She helps companies engage their stakeholders, build advocacy about what they do, and inform and influence policy.

Jo has a 16-year track record of success (12 years in the transport sector) in developing and delivering stakeholder engagement strategies and campaigns; equality and inclusion initiatives; policy development; public affairs; PR and reputation management.

Jo is a Women in Transport board member and is passionate about addressing women's under-representation. She worked with parliamentarians to set up the first ever cross-party group for women in transport. In 2016, Jo was named everywoman in Transport & Logistics Industry Champion for her work attracting and retaining women in transport, and mentoring and inspiring young people.

Diversity consultancy services

Jo and her team are available to support all aspects of your diversity and inclusion programme including:

- Women in transport and women in leadership initiatives to help improve workforce gender balance
- Diversity and inclusion strategy, communications strategy, narrative and campaigns
- Toolkits and content containing best-practice advice to help you build more diverse and inclusive teams
- Profiling female role models and targeting diverse communities and networks to help you access a wider talent pool
- Recruitment campaign audit – ensuring job descriptions and adverts appeal to your audience; and advice on how best to target recruitment campaigns
- Research, consultation and employee engagement to inform your strategy and help you better understand gender issues in your organisation
- Strategic advice and set-up of women's staff networking groups
- Mentoring, training and facilitation

Gender equality work

We're experienced in developing toolkits and content to help transport sector customers build more diverse and inclusive teams. We worked with our founding client, Heathrow, to develop a suite of diversity and inclusion communications materials to give senior-leaders the know-how to establish diverse teams.

We are proud to have worked with Deloitte and the Mayor of London on developing the content for the Mayor's Our Time initiative, which supports the development of women into leadership roles. As part of this, the content we created has been made into a free [online toolkit](#) that public, private and third sector organisations can download to support them to tackle gender inequality at senior levels. This enables workplaces across London to run the Our Time programme, giving them a 'ready to implement' sponsorship programme for their future women leaders.

We have advised our transport and infrastructure customers on setting up women's networks and how best to target their recruitment campaigns. We have also carried out research to help our customers better understand gender issues in their organisations. An example is the survey we the CIPR's construction and property special interest group, researching the opinions of [women working in construction PR](#).