



ENGAGE
INSPIRE
INFLUENCE

Connecting People and Policymakers on Transport and Infrastructure

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 and providing the creative spark to help companies achieve their goals.

Public Affairs – a Force for Good in Society

We believe public affairs can be a force for good in society because it connects people and policymakers. We help decision makers to hear the voices of the people their decisions will directly affect. Ultimately, this adds up to better, more informed policy decisions being made and can make a real difference to people's lives.

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

An example of this is when Jo oversaw the creation of an award-winning buggy summit. This brought together buggy manufacturers, retailers, parents groups, wheelchair users and industry experts to discuss the conflict that sometimes happens between buggy and wheelchair users over the priority spaces for wheelchairs on London's buses. By giving each group a seat at the table, all sides were able to discuss their personal experience and feed back to the policymakers who make the decisions affecting their everyday lives.

We are experts in leading campaigns, building stakeholder support, partnerships and advocacy and managing reputations for companies large and small. We are experienced in working with large numbers of stakeholders, with often competing views, across multiple sectors including: business, industry, consumer groups, disabled people's organisations, charities, campaign groups, and local and national government.

We create and advise on initiatives that will help companies achieve their goals. We work with you and your stakeholders to come up with innovative solutions and provide the creative spark that will make a difference.

Our Services

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

- Stakeholder and community engagement
- Political engagement and campaigns
- Stakeholder support, partnerships and advocacy
- Innovative engagement - workshops, seminars, focus groups, summits, panels and roundtables to consult stakeholders and inform your strategy
- Advice on setting up in-house public affairs and stakeholder engagement functions
- Stakeholder engagement training (*'Best practice & industry trends'* for engagement professionals and *'introduction to stakeholder engagement'* for engineers and project staff)
- Setting up and running All-Party Parliamentary Groups, including secretariat support
- Research and policy development
- Intelligence gathering - political and media monitoring, horizon scanning, stakeholder mapping
- Integrated PR and public affairs campaigns
- Media, PR and social media campaigns
- Reputation Management and crisis communications

Our Team

Jo Field

Jo Field is the Founder and Director of JFG Communications.

Before this, Jo was Head of Campaigns, Communications and Engagement at Transport for London (TfL), where she built the company's award-winning stakeholder engagement team. Jo was responsible for transforming TfL's external relationships and building stakeholder support and advocacy for London's transport infrastructure and the funding to deliver it. Jo successfully built support and advocacy for high profile national infrastructure projects including Crossrail 1 and 2, the Tube upgrade and the 2012 Games.

Jo is an expert in connecting people and policymakers through innovative engagement. An example of this is when Jo oversaw the creation of TfL's award-winning buggy summit to discuss the conflict over wheelchair priority space on buses. Another example is when Jo worked with the engineering industry to highlight to Government the value, to communities across the UK, of public investment in London's transport infrastructure. 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 and Logistics Industry Champion in 2016. This was in recognition of her work attracting and retaining women in transport, and inspiring young people to choose transport careers.

Jo is a Board Member 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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