

Helping Recruit The Next Generation A BIFA Members' Guide To Interacting With Schools And Community Groups



BIFA is committed to helping attract the next generation to the freight forwarding and logistics sectors.

We know our Members have expressed their concern about skills shortages at a time when the sector has been undergoing a period of significant change.



Reaching Out To Schools And Community Groups

We want to help our Members build strong partnerships with schools and community groups so our sector has the skills and knowledge for the EU Exit and post Covid-19 challenges.

Whether you are an SME or a global provider, we are here to help our Members engage with young people, teachers, community groups and parents to develop a talent pipeline.

It is vital to build capacity and start equipping a new generation with the knowledge and skills to face the challenges ahead in the post EU Exit and post Covid-19 world.

Now, more than ever, we need to promote the industry and give young people employment opportunities.

Carl Hobbis, Executive Director of BIFA responsible for BIFA's training and development services



Interacting With Schools And Community Groups

International Freight Forwarding Specialist Apprenticeship

1494
BIFA Members
VS
511
apprenticeship starts*

*May 2018 - January 2021
Institute for Apprenticeships & Technical Education

44%
female starts*

*2017 - 2019 Institute for Apprenticeships & Technical Education

We want to motivate and encourage businesses to approach schools and communities.



BIFA's training and development team is working hard to bring businesses, education and community groups together.

In collaboration with employers, we developed the International Freight Forwarding Specialist Apprenticeship which went live in 2018.

In the first three years, there have been just over 500 apprenticeship starts. While it has been good to see 40-50 per cent female apprentices in a traditionally male dominated industry, we would like to encourage our Members to

recruit more apprentices across the board.

During the global pandemic, uptake of apprenticeships across all industries slowed, including our sector in spite of the new demands created by the UK exit from the EU and financial incentives from the Government.

Engaging with schools and community groups is a great way to support the talent pipeline and help recruit more young people to the International Freight Forwarding Specialist Apprenticeship.

Why It's Good Business To Support The Talent Pipeline



Future Proofing Your Business

The UK's exit from the EU has created a need for customs expertise. By building a talent pipeline, businesses will be less exposed to skills shortages and disruption.



Promoting Our Industry

In an increasingly globalised world, our industry will always be needed. As consumer habits change, our industry changes with it. It's an exciting career path for young people with many great opportunities.



The Diversity Factor

Anecdotal evidence shows that a diverse team creates happier, more productive workplaces. Attracting people from across communities can bring new energy and life to your business.



Creating Social Value

Delivering social value is vital for industries across many sectors. Demonstrating that your business is supporting local communities and livelihoods, working towards sustainable goals and investing in the future adds a vital dimension to your business.



Team Work

Promote involvement as an exciting new staff development opportunity and a way of aiding retention and increasing motivation.



Sharing Your Success

Your success is our success - tell us what you are doing and we will actively share on BIFA's channels which will enhance your business reputation and encourage more of our Members to do the same.

Step By Step Guide How To Build A Relationship With Your Local School



1

Make someone responsible for school engagement within your business

This does not have to be a full-time job, instead a development opportunity for existing staff and someone who is happy to build good relationships and has good communication skills.

2

Research local schools

It might be useful to draw on staff connections and experiences, perhaps the secondary school that you or your staff attended, or where your children attend now.

3

Visit the school website and email the careers leader or headteacher

All schools must list their Careers Leader on their website so a specific contact is easy to find. Be aware that teaching staff might be only able to respond to emails in between teaching timetables or at the end of the school day.

4

Ask the school for the existing careers programme

See where your expertise will count most and whether it takes into account the labour trends in our sector.

5

Consider what kind of experience and engagement you can offer?

There are a number of different ways to engage with schools - it doesn't have to be too time consuming (see panel).

Activities To Engage With Schools

- work experience
- workplace visit, talk or presentation
- mock interviews
- career fairs
- business games or an enterprise competition
- speed networking event
- CV workshop
- mentoring
- alumni activity
- consultancy on careers programme

Making It Happen

School and community engagement isn't just about work experience and giving talks. There are lots of ways to get involved and activities that can fit in and around your business. Your input can form a useful part of schools' careers guidance and education.

Secondary schools and academies are encouraged to follow the Gatsby Charitable Foundation's Benchmarks to develop and improve their careers provision.

A stable careers programme to prepare young people for the opportunities, responsibilities and experiences of later life is a core statutory responsibility for schools.

Gatsby Benchmark Toolkit for schools



Step By Step Guide How To Build A Relationship With Local Community Groups

Engaging with local community groups might be an easier, less formal way of reaching out to young people.

- 1** Approach the club chairman, secretary or main organiser to engage with young people from secondary school age and above
- 2** Consider whether the club has the facilities to host a talk or presentation
- 3** Choose organisations that have a thriving young membership



Tips For Giving A Top Talk



Passion, enthusiasm - the wow factor

Enthusiasm is infectious - bring it with you to generate conversations with parents and pupils



Go interactive - you will enjoy it and so will they

If possible, get interactive. Make logistics relevant to young people by asking questions such as 'what are you wearing and how did it get here?' Or, set them a challenge to work out how to move a product, such as a phone, from China to the UK.



Provide easy to understand information

Use plenty of images and don't make anything too word heavy and avoid jargon.



Take a young member of the team

Young people will respond to other young people - valuing their opinion and insight. If you have a younger member of the team, bring them with you.



Invite them over

If practical, invite interested students into your business to take a look around.



Share your success stories

Provide case studies of former apprentices that have progressed within the sector and highlight the various career opportunities that could be available to them.



Wax lyrical

Refer to our booklet 'Careers in Freight Forwarding' (download at apprentices.bifa.org/employers/career-day-kit) to promote all of the positive reasons for considering a career in logistics.

We Need You To Get Involved

We want to help our Members build strong partnerships with schools and community groups so our sector has the skills and knowledge for the EU Exit and post Covid-19 challenges.

If each BIFA Member recruited just one apprentice or started to engage with their community to promote careers, it would make a significant difference to the future of the industry.

Please help us recruit the next generation to the freight forwarding and logistics sector. By getting involved with schools and community groups it will make a difference no matter how small.

For more information about how BIFA can provide further support contact Carl Hobbis, c.hobbis@bifa.org



Further Reading



www.novus.uk.com



www.gatsby.org.uk/education/focus-areas/good-career-guidance



www.gov.uk/government/publications/careers-strategy-making-the-most-of-everyones-skills-and-talents



nationalcareers.service.gov.uk



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