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# HEY LEP Career Aspirations Group: Transport & Logistics CPD Event

## Career opportunities in the Transport and Logistics Industry

**Wincanton**

**KUEHNE+NAGEL**



**GENERATION  
LOGISTICS™**



**Institute for Apprenticeships  
& Technical Education**

**HEY**

Hull and  
East Yorkshire  
Local Enterprise  
Partnership

Driving growth of the Hull and East Yorkshire economy for the benefit of our communities

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# Housekeeping

**Chris Howell**

**HEY LEP Employment & Skills Manager**



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# Introduction

**Chris Howell**

**HEY LEP Employment & Skills Manager**

# HEY LEP Career Aspirations Group

Active working group with the remit for all age CEIAG and reporting to the HEY LEP Employment & Skills Board.

5 key objectives:

1. To promote CEIAG quality standards, such as QICS and Matrix
2. **To help support & develop local CEIAG practitioners**
3. To develop and promote Labour Market Information (core CAG theme)
4. To review, develop, and promote Employability Skills passports
5. To review the LEP Skills Pledge

# Today's Event

- Perceived gap for **careers and IAG staff** to network and undertake CPD
- Concept = termly short events focused on specific sectors & industries
- Enable networking and sharing best practice / information
- Offer marketplace & access to LMI Information
- Appreciate your feedback / future topics

# Agenda

- 08:30** CILT
- 08:50** Wincanton
- 09:30** COMFORT BREAK
- 09:45** Kuehne & Nagel
- 10:25** IFATE Occupational Map
- 10:50** Q&A
- 11:00** Plenary & Close

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# Chartered Institute for Transport and Logistics



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# Inspiring Generation Logistics

# Welcome!

## Agenda

- Why now?
- What is Generation Logistics?
- Key campaigns and approach
- Successes
- Education
- Get involved
- Questions

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BOUNDARIES  
**LOGISTICS**



# Skills Shortage

## Why now?

- There are currently 1.7 million jobs in the specific logistics sector
- Fitter, mechanic and technician roles are hardest to fill
- The number of HGV drivers claiming Job Seekers Allowance was 110 in January 2021
- 49.7% of managers and directors in warehousing are set to retire by 2025
- The sector fights for talent in transferable skills, such as digital and technology

- Logistics UK Skills Report (2021) and LMI for All (2022)

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# Summary of Benchmarking Research

What do people think of a career in logistics?

1.

The logistics industry is acknowledged to be crucial in keeping the country running

2.

Just over a quarter believe it is important to them and their everyday life (a score which jumps to nearly half among those actively looking for a career change)

3.

A career in logistics is seen to offer high rates of pay and job security, with a considerable proportion seeing it as a skilled and demanding job

4.

However, there is still a general lack of knowledge and understanding around the logistics industry, indicating an educational piece is crucial

5.

When asked directly, few would consider logistics to be an appealing career proposition, especially amongst our young adults sample

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# Generation Logistics

It keeps food and medicine on the shelves and in our homes. It provides schools, factories, hospitals and shops with the supplies they need. It has enabled an unprecedented vaccine response to an unprecedented global health crisis.

Logistics makes all of these things possible. It keeps Britain trading, and the world turning.

But it's more than that too.

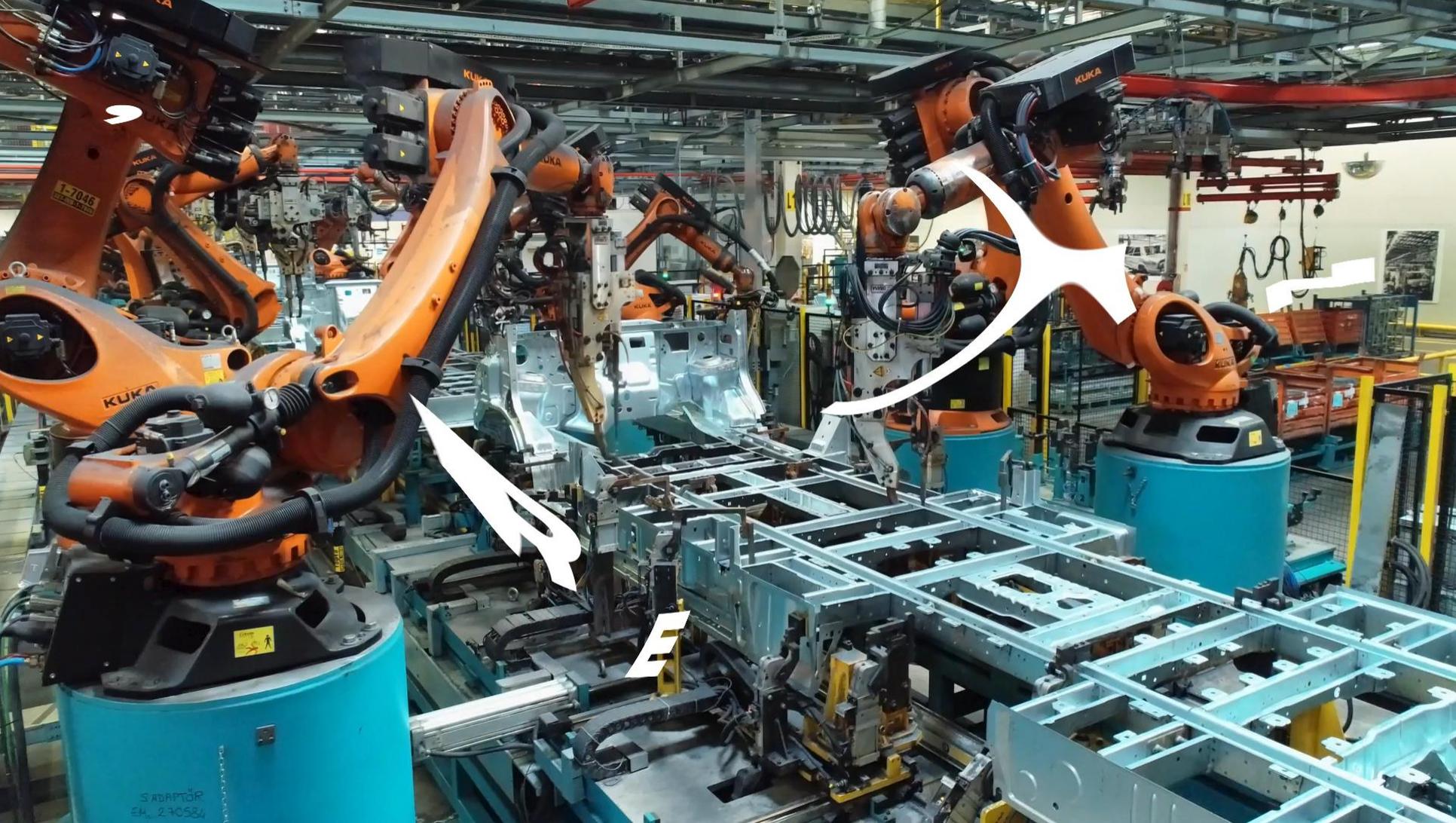
It's a sector at the vanguard of innovation and technology. Yes it's trucks, planes, trains and boats, but it's also artificial intelligence, advanced robotics, autonomous vehicles and the decarbonisation of the supply chain. In other words, logistics is a vision of tomorrow's world. But that vision depends on securing the ingenuity, skill and ambition of *today's* people. Those of *all* backgrounds, from *all* walks and stages of life. Whether just starting out, returning to the workforce, or changing direction.

This is an initiative to find those people. This is a project to attract, identify and develop a new and diverse generation of talent. This is a siren call for the *individual* skill, capability and creativity our sector needs, to *collectively* meet the challenges of the future.

This is **Generation Logistics**.



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KUKA

KUKA

KUKA

KUKA

KUKA

SAFETY

S ADAPTOR  
EM. 290584

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# GENERATION LOGISTICS: SPONSORS

## GOLD

amazon | ASDA | CEVA | Department for Transport | KX | DFDS | GXO | MAERSK | MARSHALL | PROLOGIS | Stobart | ST.MODWEN | TESCO | Wincanton

## SILVER

europa | Hoyer | KUEHNE+NAGEL | national highways | NetworkRail

## BRONZE

abbey | Arla | bis henderson group | InstaDeep | MALCOLM | MKR | ocado | RUSSELL | tandem | Tuffnells

## TRADE ASSOCIATIONS

AICES | BAR | BIFA | BRITISH PORTS ASSOCIATION | Chemical Business Association | COLD CHAIN FEDERATION | HDA | Logistics Skills Network | MARITIME UK | RHA | RFG | Road to Logistics | TIACA | UKMPG | UKWA

# Key Campaigns

## Promoting the profession

- July: 16-24 year olds
- August: Virtual logistics summer school
- September: Constituency engagement
- October: Summer 2023 graduates
- January: Returners to work
- April: Job changers
- July: School leavers
- August: Virtual logistics summer school
  
- Throughout: Diversity of opportunity

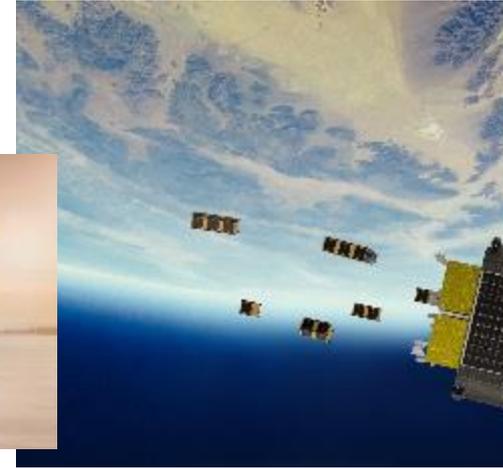
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# Approach

## Reaching the audience

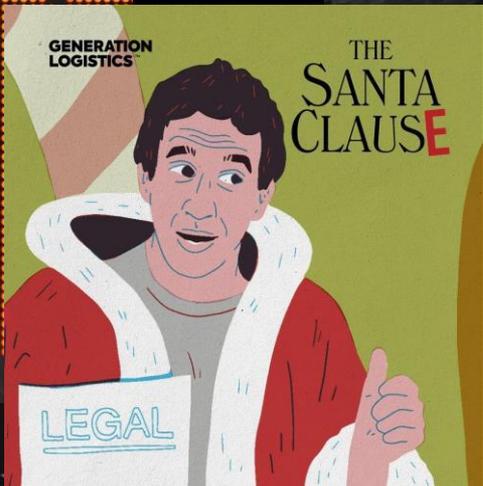
- Generation Logistics 'Hub'
- Find Your Logistics tool
- Jobs board
- Events calendar
- Press office and social media interaction and trendjacking
- Paid and organic social and digital advertising
- Campaign focus groups and reporting
- Research and surveys



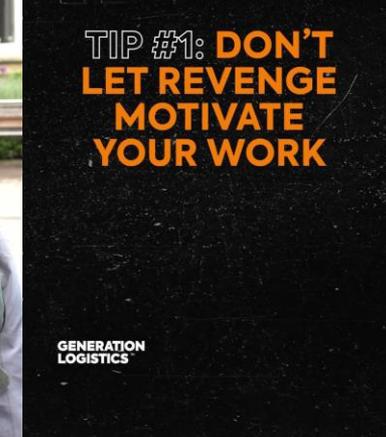
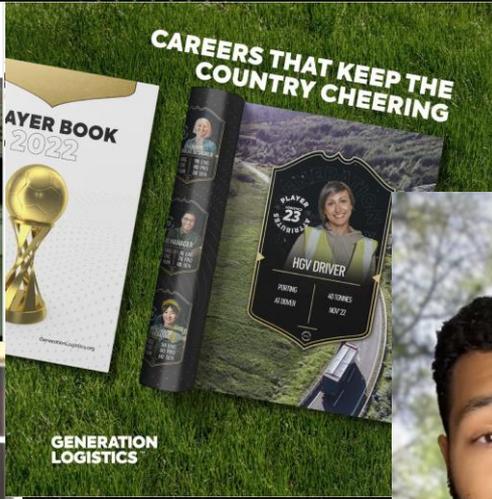
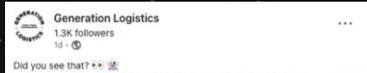
# How we've generated over 520k web visitors...



**GENERATION LOGISTICS**  
generationlogistics.org

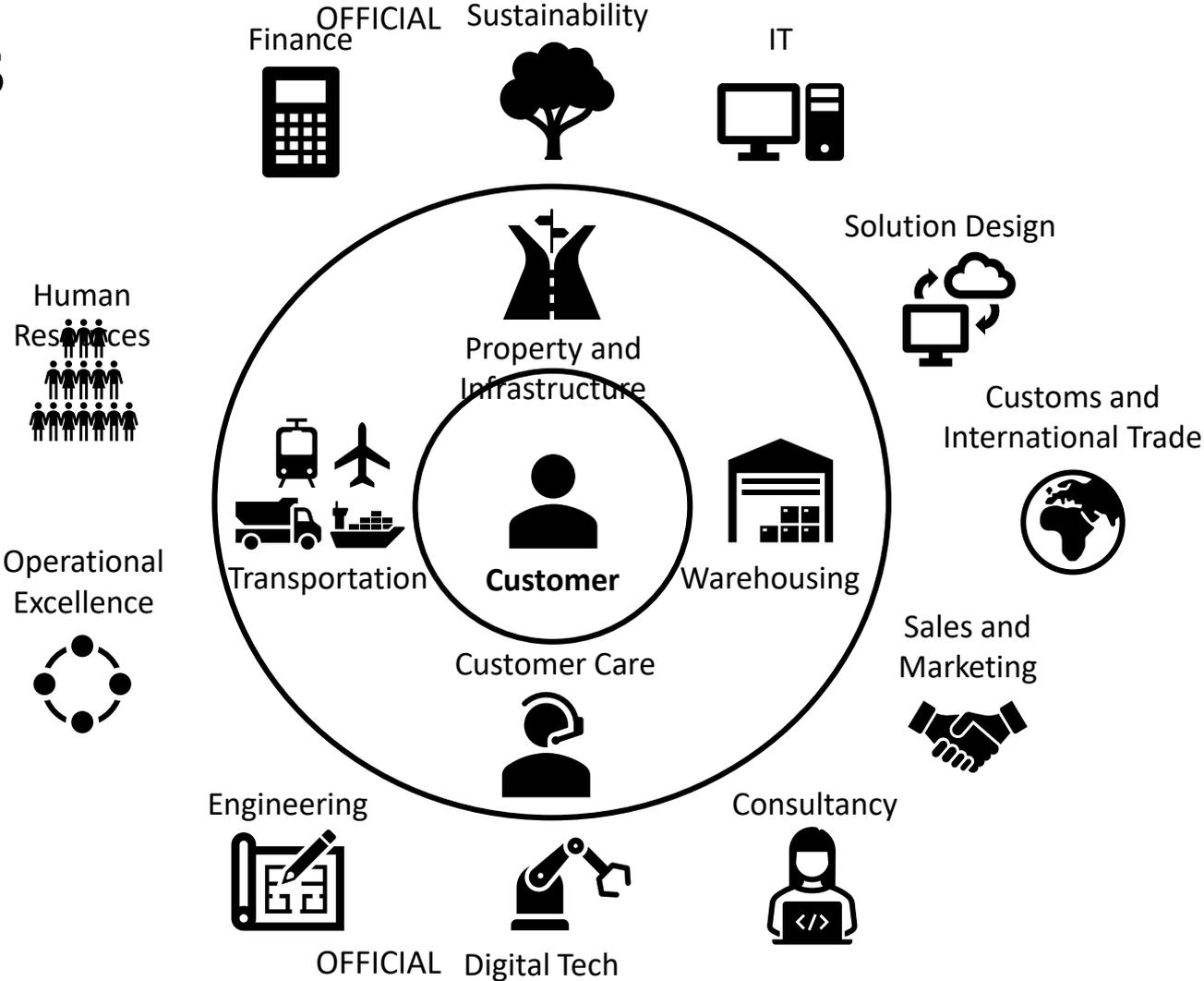


# How we've generated over 520k web visitors...



# Job Families

-   
Apprenticeships
-   
Graduates
-   
Direct Entry



# Successes

Launched on 10.08

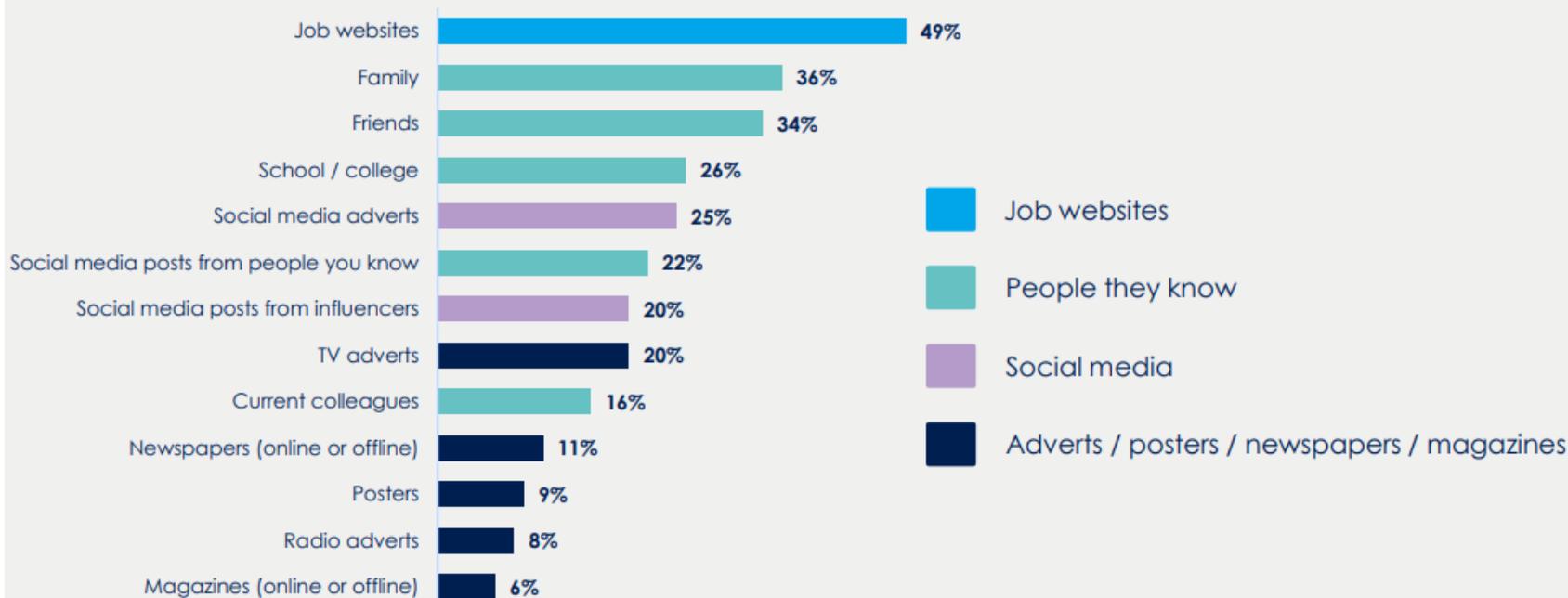
- Created Generation Logistics Hub
- YTD figures (to end May 2023):
  - 315m opportunities to see
  - 521,000 site sessions
  - Just under 2.9m engagements on social media
- Regular engagement with sponsors, trade bodies and Government (DfT, DWP, DfE)
- Ambassador network launched – 280+ as of March 2023
- Education-focused activity started February 2023 and forms a key part of Year 2

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# Nearly half look to job websites for information / inspiration, with personal networks also an important source; social media presents an opportunity

## Inspiration and information for future careers



# Targets

## Year 2: Engagement

### Targets

- Engagement with social campaigns: 3 million
- Site visits: 500,000
- 25% increase in positive sentiment
- 20% increase in awareness

### Audiences

- 13-24 year olds – promoting the profession
- Educators – promoting our resources

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# Targets

## Year 2: Education

### Targets

- Launch of the 2024 careers booklet
- Careers and curriculum material download target: 2,500
- Launch of Generation Logistics week (held in Summer 2024)

### Audience

- Educators working with 13-18 year olds (Year 9 +)
- Business, Geography, Maths and careers education
- Scope for additional subjects
  
- Secondary audience of careers professionals, for example, through DWP



# Education

From September 2023

- UK-wide engagement – regional focus
- Hub expansion to support educator audience:
  - QAed curriculum-mapped resources  
Business, Geography and Maths
  - Careers materials
- Annual careers booklet
- Takeover of careers magazine
- Generation Logistics Week
- Teacher CPD
- Continuing with Ambassador growth in numbers and activity levels

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# Get involved!

Building for longevity

- Be positive about our profession!
- Tell us what you need to promote the profession
- Share your news, stories and events
- Share our social media posts
- Request a Generation Logistics Ambassador
- **Keep in touch – [gemma.aucott@ciltuk.org.uk](mailto:gemma.aucott@ciltuk.org.uk)**

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**Any questions?**

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# Wincanton



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# Our values

## Great people delivering sustainable supply chain value



### Excellence

We are the best at what we do



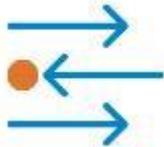
### Integrity

We do the right thing



### Passion

We love what we do



### Proactivity

We are one step ahead



### Togetherness

We are better together



### Trust

We do what we say we will

## The Wincanton Way

*Our commitment to how we work and live our values, connecting and delivering with our colleagues, customers, communities and suppliers*

# Our customers

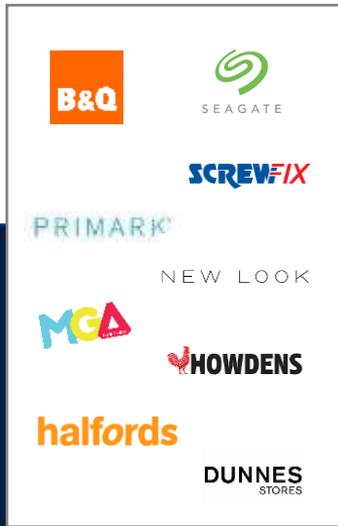
## eFulfilment

## General Merchandise

## Grocery & Consumer

## Public & Industrial

## Transport



IDEAS FACTORY

# Innovation

Discovering the new ways we are shaping the supply chain of the future

***Wincanton***

# Innovation

## Creating a new supply chain reality through next-generation thinking

Supply chain focused innovation enables customers to navigate the challenges of tomorrow, develop new propositions, transform the consumer experience and grow their market share.

W2 is our way of delivering supply chain innovation. Without innovation there is no progress: at Wincanton we created W2 to differentiate how we think and act on innovation, specifically how we create new ideas and harness these to deliver real outcomes. We believe innovation and collaboration are symbiotic, with colleagues, clients, supply partners and academics fulfilling their role.



## Inspiring students about careers in technology



We are proud to share that we were invited to participate in **Teen Tech Festival** at MIRA MTI on the 26 January. The event was aimed at promoting **career paths** in Technology and Science for learners from Y8 and Y9.

It was great to share with the students the early career opportunities we have at Wincanton, see their enthusiasm using one of our VR sets as well as exploring the latest technology inside our truck “Proud Mary”.

*“Having the opportunity for young people to understand where they can see their future in a tangible way, without just watching it on a screen is absolutely invaluable”*

Becky Tabbett (Teacher from Hartshill School)

A photograph of three Wincanton employees standing side-by-side against a dark blue background. They are all wearing dark blue polo shirts with the Wincanton logo on the chest. The employee on the left is a Black man, the middle one is a white man with a beard, and the one on the right is a white woman with blonde hair. They are all smiling and have their hands clasped in front of them.

# Our people

A closer look at our people, including the latest news and achievements, and our Gold Sponsorship of Generation Logistics

***Wincanton***

# People news highlights



## Culture of Care

A day dedicated to all things health and wellbeing!

On Tuesday 1 November, we held our first ever Culture of Care event.

We welcomed over 100 people including customers, support partners and colleagues to share, learn and ask questions about mental, physical and financial wellbeing, plus so much more.



## Disability Confident Employer

We've been awarded Disability Confident employer status following our continued efforts in creating a more diverse and inclusive place to work, with the aim of ensuring that disabled people have the opportunities to fulfil their potential and realise their aspirations.



## It's OK not to be OK

We launched a campaign in January to encourage our colleagues to ask for support when needed. Colleagues shared their personal stories in a series of short films about managing their own mental health and the support they received from Wincanton.

Sites across our network held cinema style screenings with colleagues to start the conversation and remind people that they are not alone and support is available.

# EARLY CAREERS AT WINCANTON

***Wincanton***

# Alistair Lower

Graduate Trainee Manager

# Wincanton

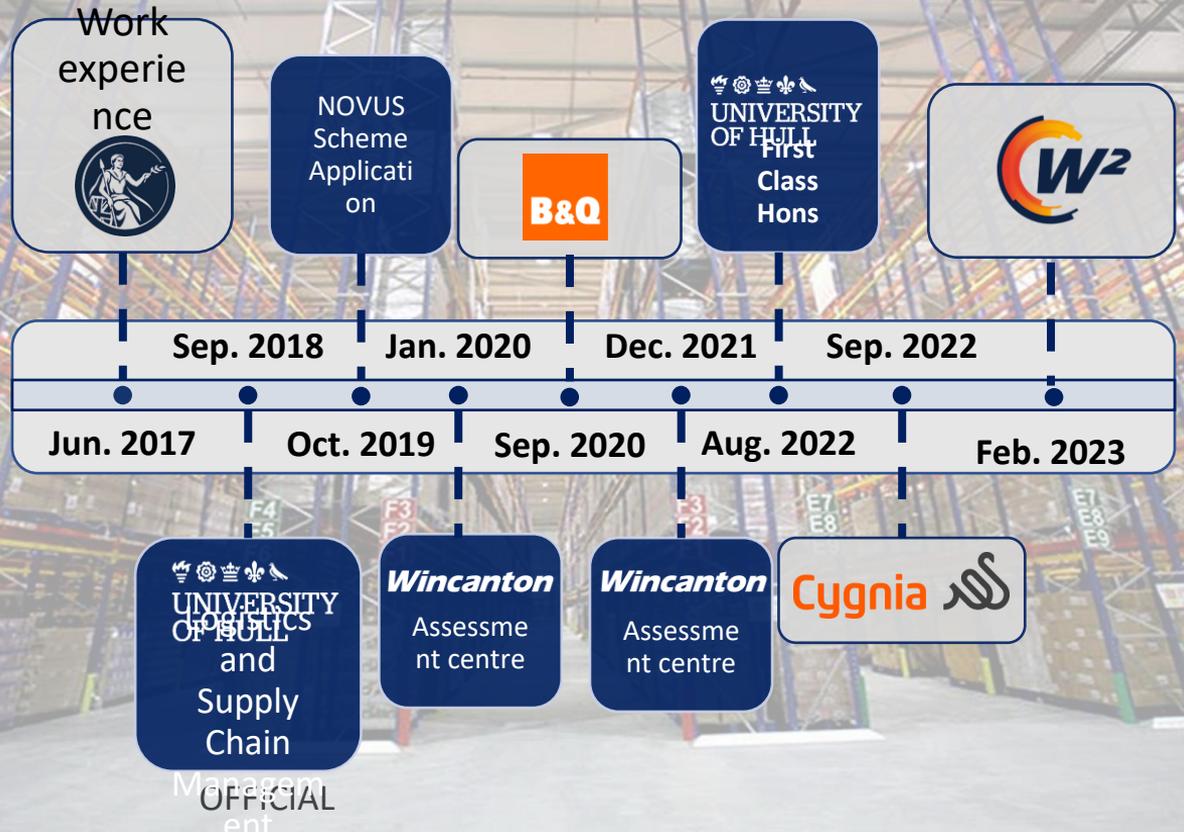
My Career so far...



Alistair Lower

[alistair.lower@wincanton.co.uk](mailto:alistair.lower@wincanton.co.uk)

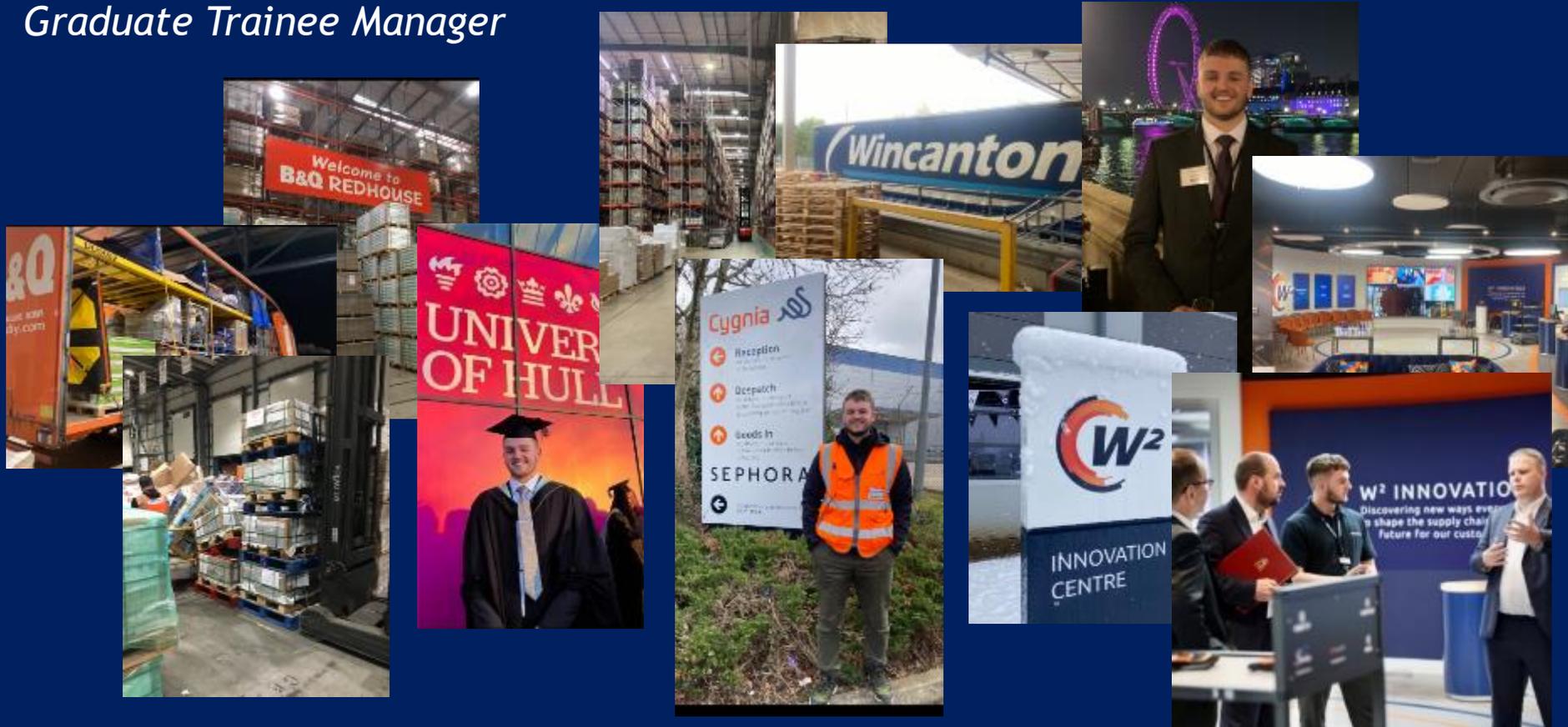
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LOGISTICS™**



# Alistair Lower

Graduate Trainee Manager

# Wincanton



# Generation Logistics: Promoting careers in the industry

## Using our sponsorship of Generation Logistics

- Promoting our own Entry Talent programmes
- Sharing Apprenticeship success stories
- Attending and supporting career events
- Engaging with government



# Generation Logistics Spotlight

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**Darren Kasapi**  
Role: Driver



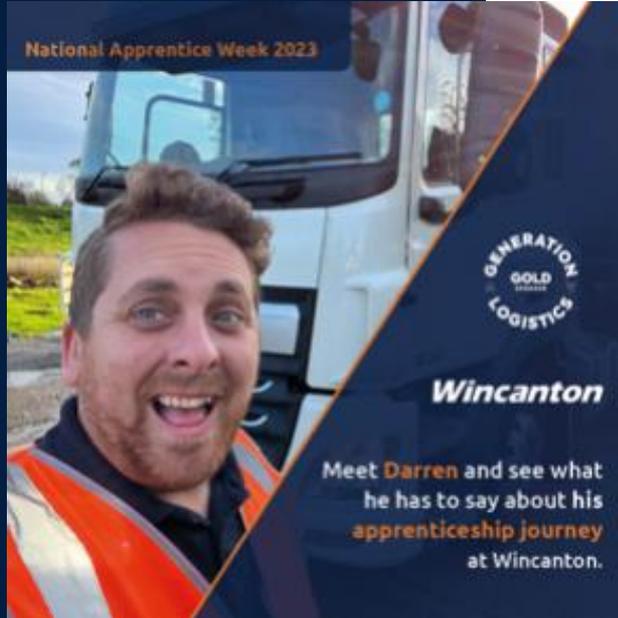
Level 2 LGV Driver Apprentice

Darren first enrolled because he was looking for opportunities to progress. The apprenticeship programme allowed him to learn the skills needed to achieve that.

“Having the opportunity to learn the basics, from the ground up, was really valuable to me. My complete lack of experience was irrelevant, and I was taught everything that I needed to know straight from the start.”

Darren’s advice for people considering a similar path is to not be daunted by the size of the trucks:

“Just take the jump and it will definitely be worth it. The confidence developed through my apprenticeship has helped me now - and having that HGV license is something I can take with me throughout life.”



*Wincanton is a proud sponsor of Generation Logistics, a major awareness and recruitment campaign in partnership with the Department for Transport.*



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# Early Careers programmes

**Wincanton**

## Graduate Programme

Our 2-year graduate programme offers the opportunity to rotate across the business to develop knowledge, skills and experience in supply or Digital & Technology supported by a structured learning and development programme.

Graduates

## Placement Year

This programme offers great experience and structured development to students looking to have an year in industry whilst completing a degree.

2nd Year University

16-18

## Cygnets

Cygnets is our part-time working scheme for students aged 16 plus.

## Apprenticeships

With more than 70 apprenticeships within our portfolio we have supported almost 200 colleagues complete their apprenticeships in the last 12 months. With no age restrictions, anyone can complete an apprenticeship.

18+

## Degree Apprenticeships

The best alternative to the University route our “earn as you learn” programme provides practical “on the job” training whilst completing a degree.

18+



Thank you

***Wincanton***

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# Comfort Break

15 minutes

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# Kuehne & Nagel



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June 2023



# Logistics, Just Warehouses and Lorries....

## Kuehne and Nagel

Generation Logistics

HEYLEP

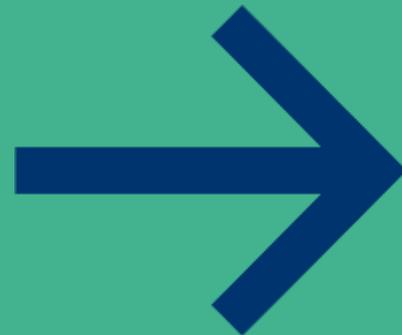
01

**Welcome**



# 02

## What is Logistics



# What is logistics?



## What is logistics?



“The business of transporting and delivering goods”

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KUEHNE+NAGEL 



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## Logistics in the Humber Region

Currently there are 21,000 people employed in logistics in the Humber region! That's around 5% of total employment in the region

The industry is forecasted to double in size by 2030

03

**Who is Kuehne + Nagel**





# KUEHNE+NAGEL



400,000 Customers  
80,000 Employees  
100+ Countries

AL



Air Logistics



Sea Logistics



Road Logistics



Contract Logistics



Integrated Logistics



Functional Units

AL

# Our Customers



Aerospace



Automotive



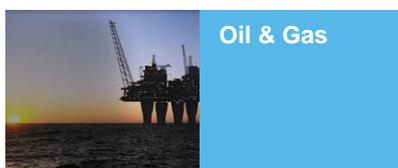
FMCG



Emergency & Relief



Industrials



Oil & Gas



Pharma



Drinks Logistics



Food Services



Retail



High-Tech



Forest Products



Perishables



Hotel Logistics



Marine



Fairs & Exhibitions

# 04

**Making the world a  
better place**





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# Our people lead the change



#BlueForGreen



#Volunteering



#Balance+Belonging

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05

**Working in Logistics**





**We believe that every colleague adds to Kuehne+Nagel and that we together can go above and beyond.**

# Key values + skills needed to work in logistics

<b>Inspire</b>	I demonstrate self-awareness.	I connect through integrity and respect.	I enable my team to achieve success.
<b>Empower</b>	I focus on our customers' goals.	I collaborate, anticipate and act.	I trust and am trusted.
<b>Deliver</b>	I take ownership.	I show courage and conviction.	I promote diverse perspectives.

-  Problem Solving
-  Teamwork
-  Communication Skills
-  Resilience
-  Flexibility & Adaptability

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## Power Skills

- **Active Listening**
- **Self motivated**
- **Conflict management**
- **Performance management**
- **Emotional intelligence**
- **Negotiation**
- **Empathy**

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KUEHNE+NAGEL 

# The best start to take off



Gain work experience and be challenged to handle real problems and develop a variety of skills. This experience will facilitate your ability to adapt when joining the workforce in the future.

## Internships



Earn as you learn, combining practical on-the-job training with study towards a relevant qualification. Our programmes are challenging but rewarding and you'll be supported every step of the way to make sure you're successful.

## Apprenticeships



Our Graduate Programs prepare you for management positions in a challenging and complex business context: getting hands-on experience through activities and projects.

## Graduate Programs

## Other Access Paths

### Direct Access

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Roles in operations provide a way in to Kuehne and Nagel.

Examples of these

- Warehouse operatives
- Drivers
- FAM's
- Customer care
- Operational support

### Industrial Placements

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Working with us in a placement year, provides working knowledge and can allow the individual to put the knowledge learned into practice.

### Redundancy Support

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When we hear of other logistics companies dissolving, We actively reach out to the HR teams.

There can be a stigma of job insecurity – its in fact the opposite!



**EMPLOYER  
RECOGNITION  
SCHEME**

**GOLD AWARD 2022**

## Our commitment to Service Leavers

- 2017 Since 2017, we are a proud Gold Award holder of the Armed Forces Covenant, providing an ongoing commitment to support the Armed Forces community
- 2022 Revalidation of the Gold Award and our continued commitment to the Armed Forces community

### How we support service leavers

- Open the doors of Kuehne+Nagel, hosting service leaver insight / open days
- Showcase employment opportunities at dedicated service leaver careers events (CTP & BFRS)
- Host online webinars for service leavers transitioning to industry
- Conduct mock interviews & provide support with CVs
- Nominate our service leavers for awards - (British Ex-Forces in Business awards)
- Attendance at the Defence Insight Briefings and part of regional and national working groups
- Offer work experience placements
- Confirmed as Top 100 British employers of veterans
- Celebrate Armed forces and reservist days
- Implemented a reservist policy



# 2023 Apprenticeship Opportunities

2 year  
programme

Apprenticeship  
Training

Salary +  
Completion  
Bonus

## Road Logistics

- Operations
- Specialized Areas
- Sales

## Air Logistics

- Operational Care
- Customer Care
- Warehouse / Transport
- Pricing
- Service Excellence

## Sea Logistics

- Operational Care
- Customer Care
- Carrier Management

## Functional Areas

- HR Business Admin

# 2023 Apprenticeship Opportunities

Business  
Admin  
Lvl 3

International  
Freight  
Forwarding  
Lvl 3

Sales  
Lvl 4

Warehouse  
Lvl 2

Customer  
Service  
Lvl 3



**Meet Asif..**

- 2017: Joined as Pricing apprentice
- 2019: Perm role as Pricing analyst
- 2020: Promoted to Pricing specialist
- 2022: Promoted to Pricing manager
- 2023: Moved to KN Jakarta as Commercial Manager



**Meet Kavan..**

- 2016: Joined as Sales apprentice
- 2018: Perm role as Freight Account Manager with company car + sales bonus
- 2022: Promoted to Senior Freight Account Manager

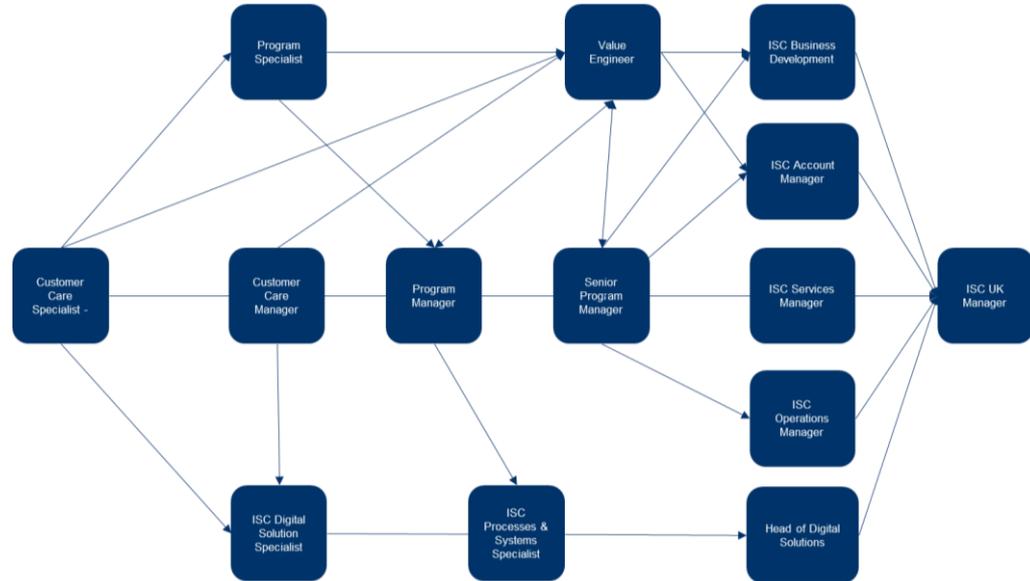
Improvement  
Practitioner  
Lvl 4

# Career Paths – A Journey.....

The amazing thing with Logistics

We move things from A to B

Careers however.....



# Recruitment Challenges

## Attendance

- Not turning up to interviews
- Dropping out during the process
- Lack of communication

## Why is this?

- Is it cost of travel?
- Is it not really wanting to attend “Peer Pressure”
- Professional skills development?

## What we do?

- Support with Interview prep
  - CV feedback
- Clear communication of dates and follow up
- Feedback post interview no matter what the outcome

Inspire. Empower. Deliver.

**KUEHNE+NAGEL**



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# Institute for Apprenticeships & Technical Education (IFATE)



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# Networking and Close



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