routes into rail

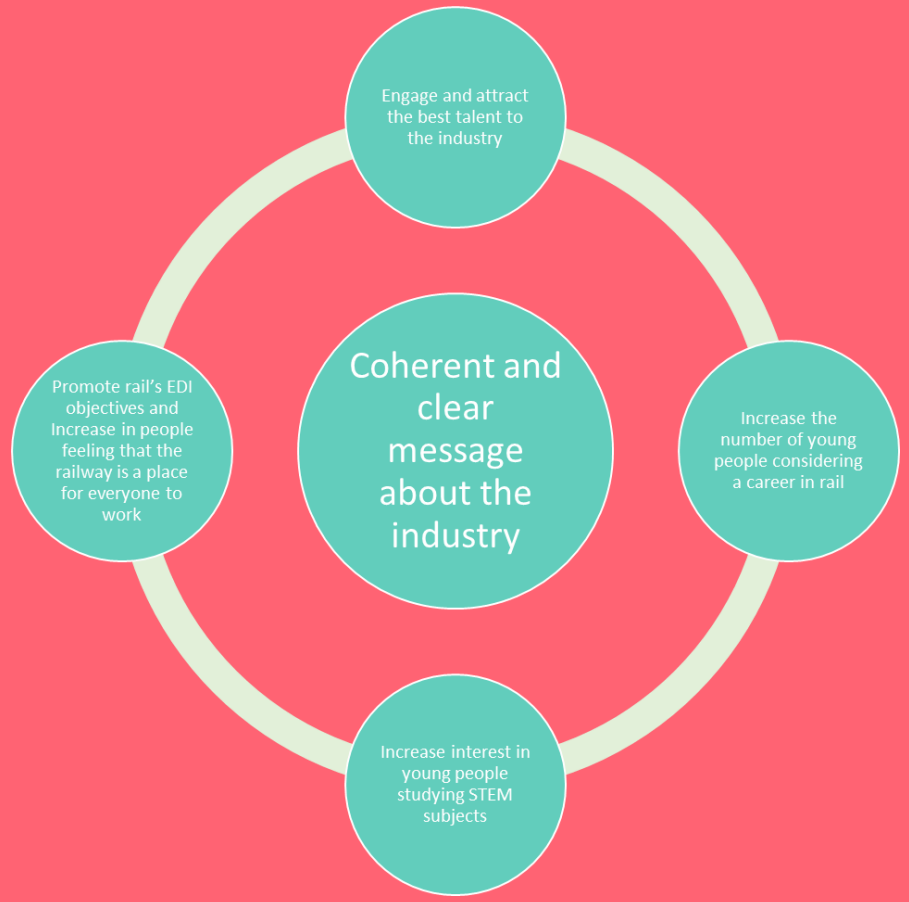
Rail Forum

05/07/2023

What is Routes into Rail?



It is an industry initiative to raise awareness of and promote careers in rail

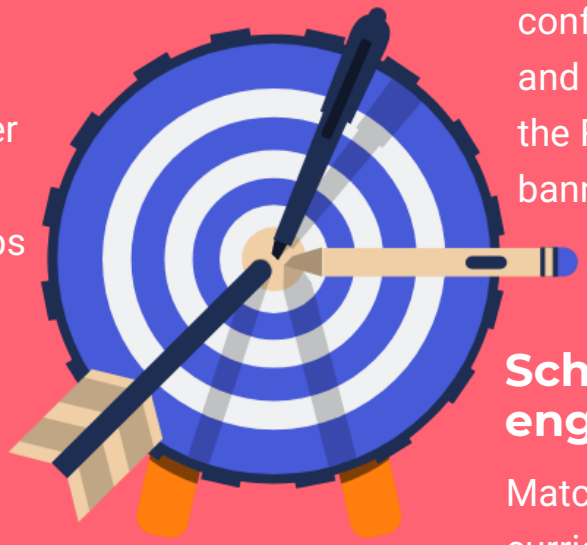


Website

A one-stop-shop for people considering the rail sector. Contains information on career paths, videos, news, and a vacancy portal with 1,000+ jobs across the sector. https://routesintorail.org

Campaigns

Marketing content and campaigns on behalf of the sector to raise awareness of career opportunities and address outdated perceptions in rail.



Events

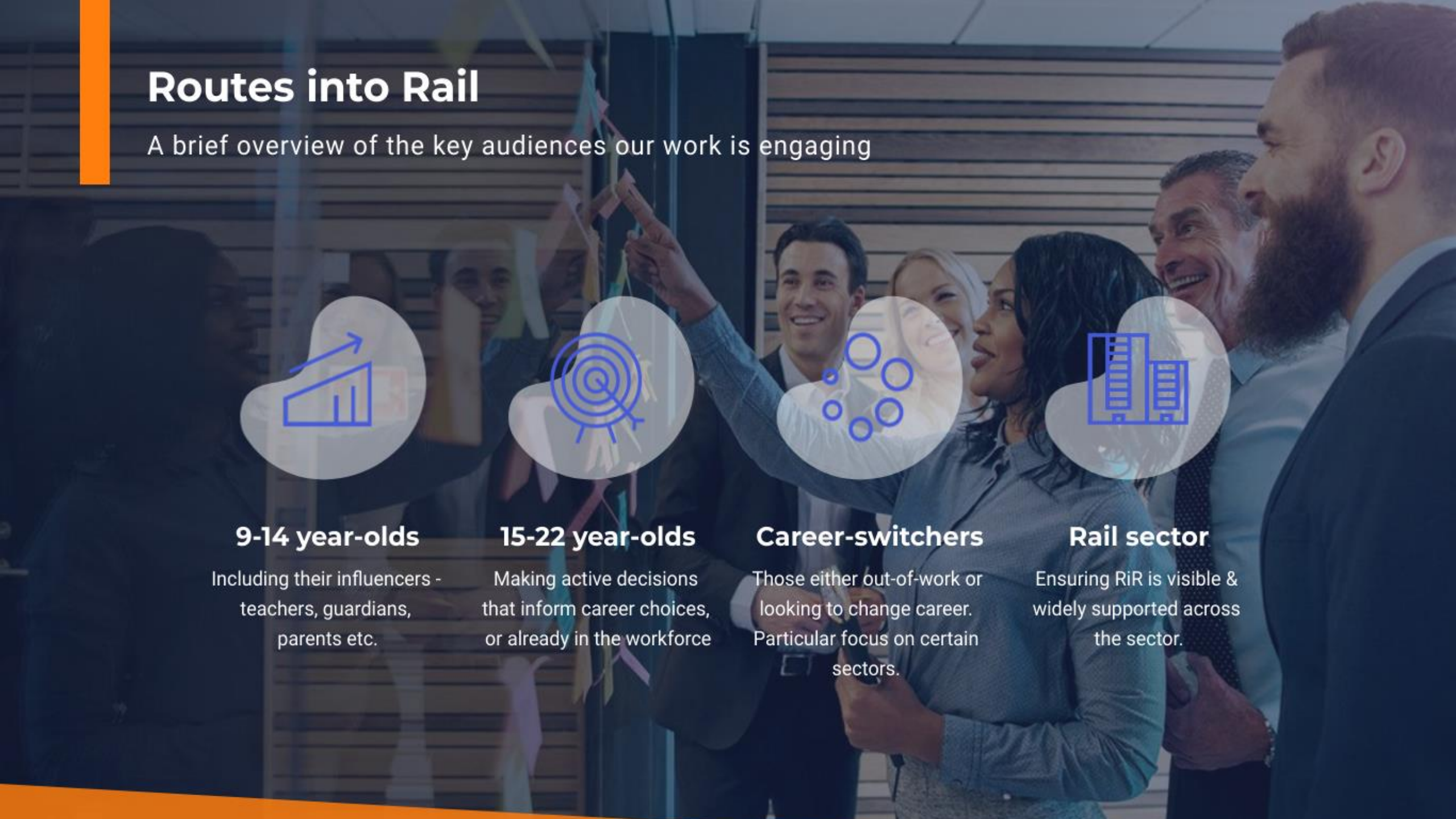
conferences, webinars, and other events under the Routes into Rail banner.

Schools engagement

Matching the school curriculum to rail-related subjects to produce engaging lesson plans that are used across thousands of schools.

Routes into Rail

A brief overview of the key audiences our work is engaging



9-14 year-olds

Including their influencers - teachers, guardians, parents etc.

15-22 year-olds

Making active decisions that inform career choices, or already in the workforce

Career-switchers

Those either out-of-work or looking to change career. Particular focus on certain sectors.

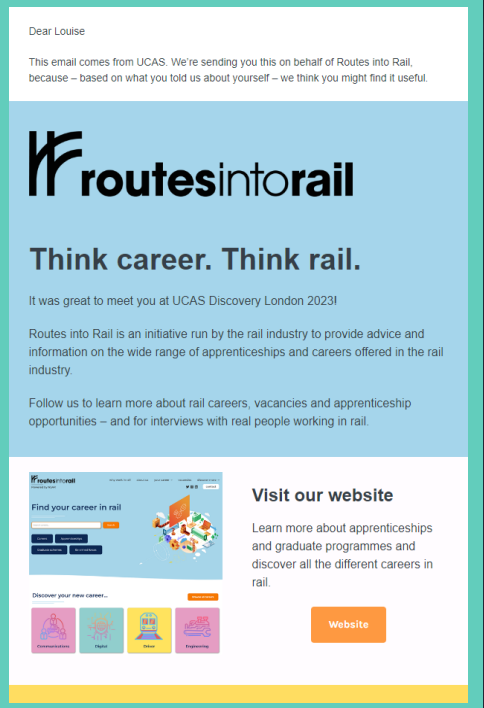
Rail sector

Ensuring RiR is visible & widely supported across the sector.

UCAS

- Paid partnership & campaign
- London and Birmingham conference stands including emails to 10,000+ delegates
- Employer hub page with paid banner promotion and content promotion
- Apprenticeship focus / Graduates (biggest reach)




Dear Louise

This email comes from UCAS. We're sending you this on behalf of Routes into Rail, because – based on what you told us about yourself – we think you might find it useful.

routesintorail

Think career. Think rail.

It was great to meet you at UCAS Discovery London 2023!

Routes into Rail is an initiative run by the rail industry to provide advice and information on the wide range of apprenticeships and careers offered in the rail industry.

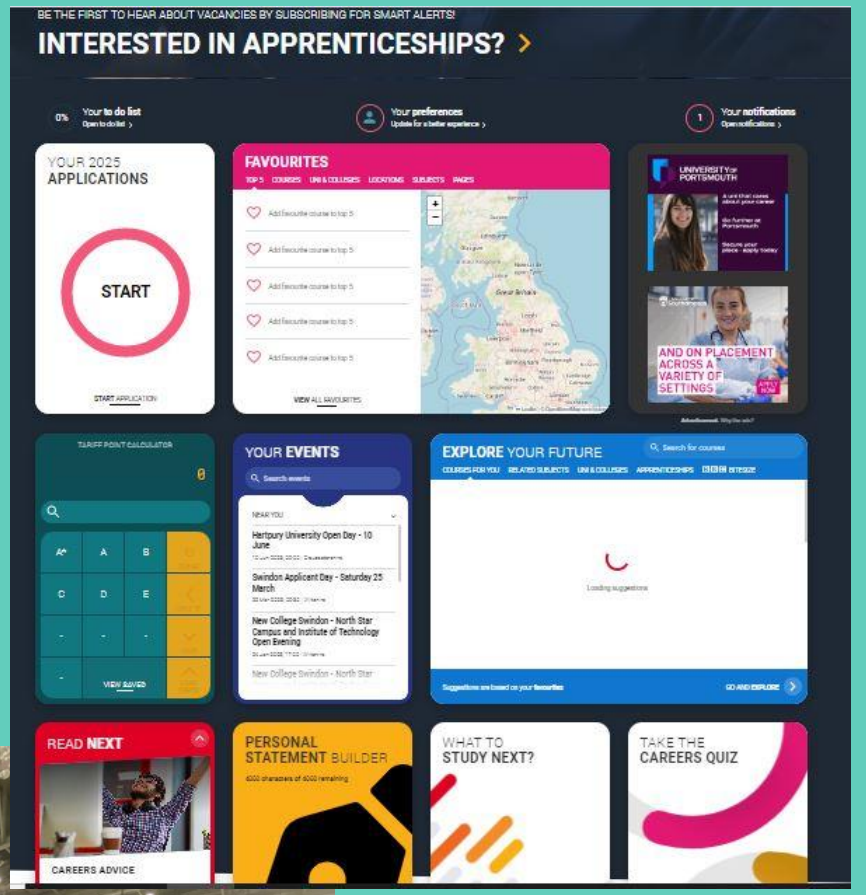
Follow us to learn more about rail careers, vacancies and apprenticeship opportunities – and for interviews with real people working in rail.

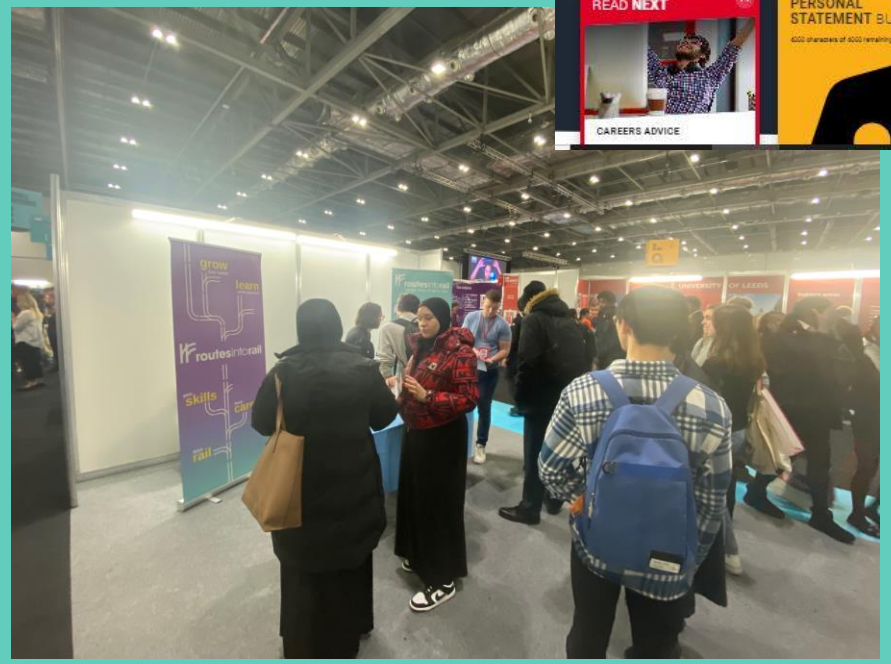
Find your career in rail

Visit our website

Learn more about apprenticeships and graduate programmes and discover all the different careers in rail.

Website





Springpod®

Routes into Rail **Work Experience**

Nationwide

On-Demand Programme

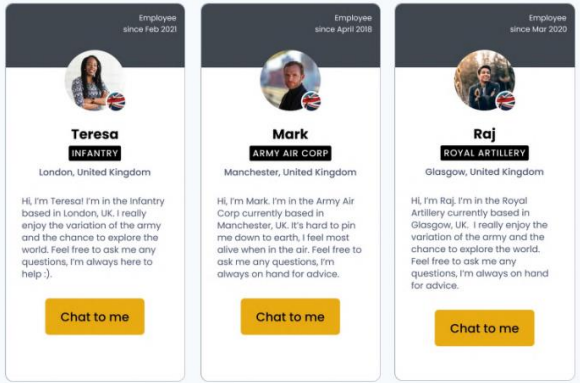
- Our Content team will create a 10 hour programme which brings the Rail industry to life
- The programme is accessible from any device and available to students to participate in over the full year, in or outside of school.
- Includes introductions to the industry, live talks, career path activities and employability based content
- Students receive a certificate when they complete the programme
- Open to students nationwide with unlimited student places available

Here are a few employers who have work experience programmes available with Springpod

AIRBUS · JLL · vodafone · JAGUAR LAND ROVER · FUJITSU · PRET A MANGER · BARCLAYS · NHS

Routes into Rail Mentors

- Mentor platform integrated with your work experience programme
- Students can select mentor/s to connect with directly
- User-friendly 121 communication via website or app
- Moderated and safeguarded
- Data insights and full transcripts





Experience Hub

A Routes into Rail experience hub linked to from the Routes into Rail website. This fully branded user experience will host:

- 1 On-demand work experience programme
- 4 work experience Sprints

Work Experience **Sprints**

The fastest way to gain meaningful work experience

- Stand alone real-world tasks and projects which will bring to life particular Rail career paths or apprenticeships
- Available on-demand and approx 1-3 hours worth of work
- Briefs developed in partnership with industry mentors and experts
- The ability for users to connect and ask questions to the experts
- Certificates issued from Springpod which confirm the student has participated in the sprint
- Sprints are available as stand-alone projects and linked to the curriculum



Talent Pool 📍

When young people engage with Routes into Rail they join your Talent Pool. At this point they can opt-in to receive different types of communication:

- Job and event notifications
- In-person work experience opportunities
- Quarterly email updates including keep warm content (podcasts, blogs etc)

routesintorail

ANIMATION VIDEO SERIES

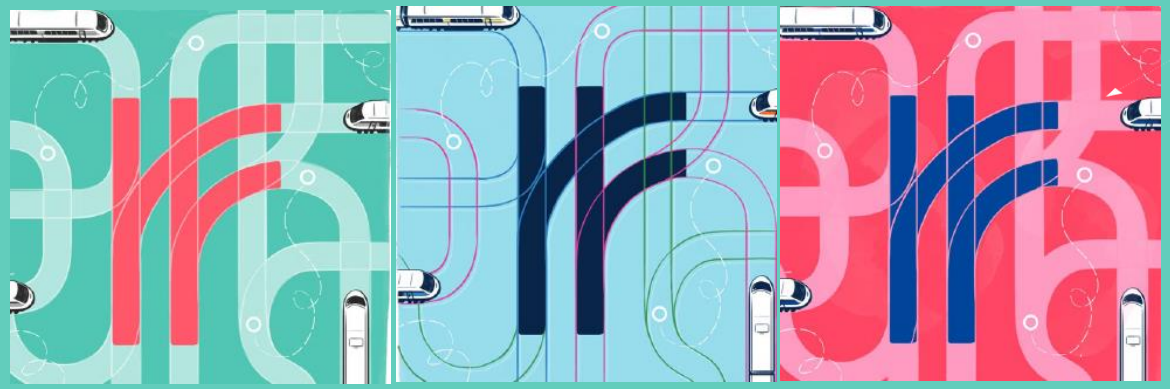


Set of videos for website & social media

What is Routes into Rail & **why work in rail**

Types of jobs available

Career mapping (multiple routes into most in demand roles)



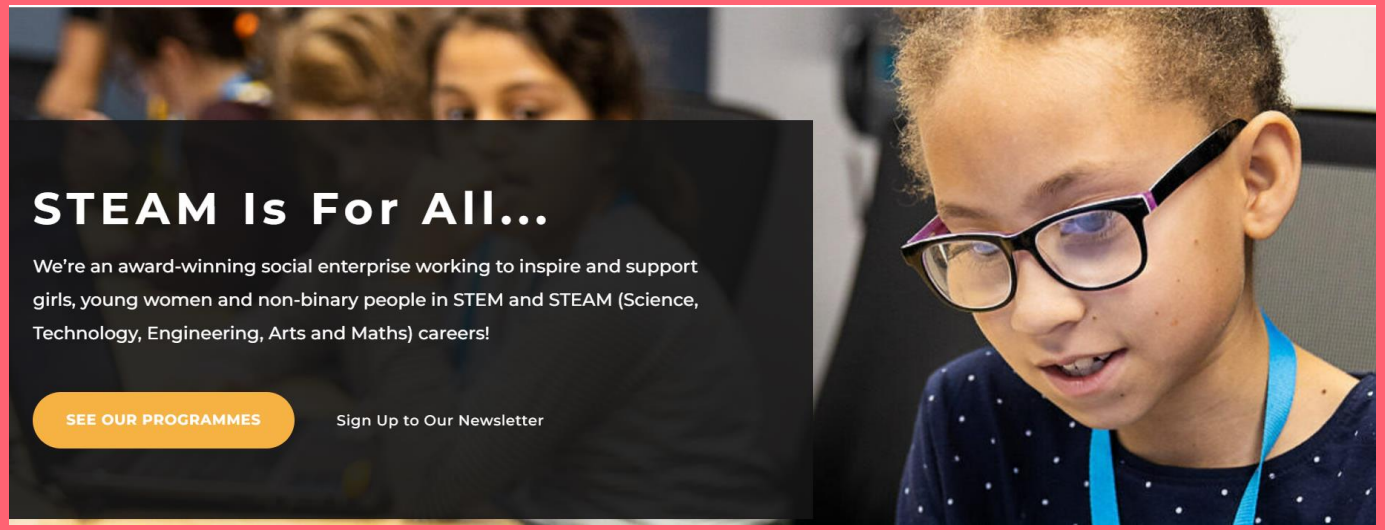


Target audience videos:

- Parents & guardians
- School students / apprenticeships
- Graduates
- Ex-armed forces

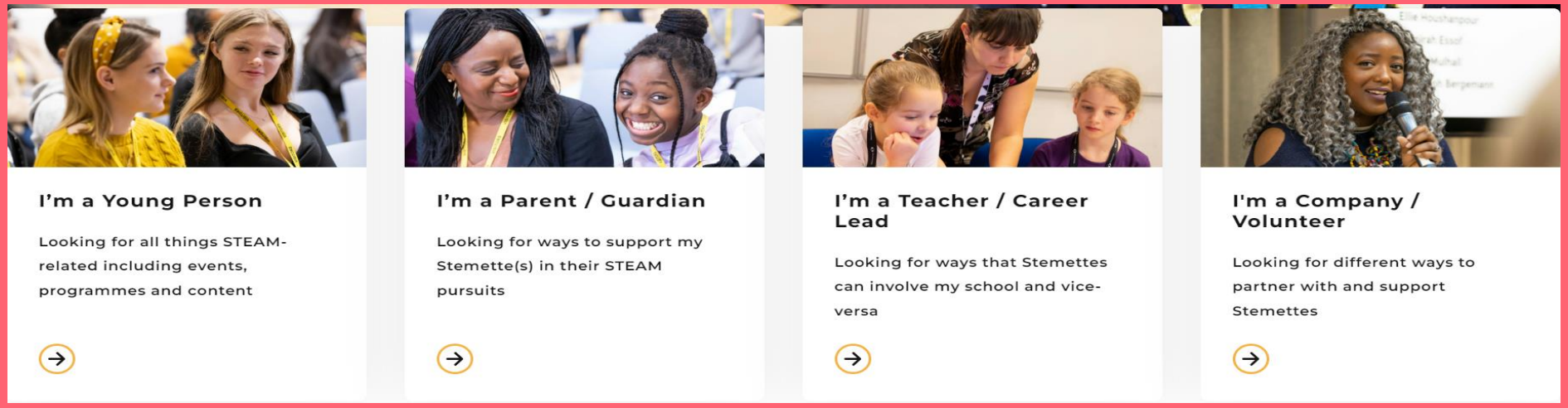
STEMettes®





Over 6,000 young women or non-binary people directly engaging in one or more of our activities per year
56% of attendees from historically marginalised ethnic backgrounds
21% eligible for free school meals (indicator of low-income household)
65% with parents who do not work in STEM
56% of Stemettes alumni have moved into STEM related careers

http://stemettes.org/



UCAS and Big Bang Career Fairs



UCAS – 12,000 attendees

- Approx. 400 visitors to stand , 180 completed contact forms
- Degree apprenticeships of most interest
- Money and job security was a big draw
- Engineering was of interest to a lot of young women

Big Bang Fair – 33,000 attendees

- Awaiting official records from Eng. UK, but anticipate 1,000 contacts
- Over 10,000 pieces of merchandise and prizes given out
- V. positive engagement with Teachers who particularly appreciated the coordination of rail companies under RiR banner and saw this a real bonus providing a much clearer understanding of what a career in rail could mean and the variety of roles of offer.
- Heads of Year keen and supportive of our desire for more school engagement

- Interaction with circa. 300 teachers



For more information contact : Ashleigh.balme@nsar.co.uk

Website : https://routesintorail.org