

**routesintorail**

# FUNDING PACK

Prepared by NSAR



**"We need a fresh approach with greater industry collaboration and investment to deliver the skills for the railway of the future."**

"Routes into Rail was set up to be a collaborative venture for the benefit of the whole industry and will be a more effective resource as more rail organisations feed into the work it does."

*Neil Robertson, NSAR Chief Executive*

# BECOME A FUNDER

Routes into Rail was set up to be a collaborative venture for the benefit of the whole industry. We offer a range of annual funding options to ensure organisations of every size can be involved.

Don't miss out on being represented as a key rail employer when Routes into Rail promotes the rail industry and rail opportunities across the UK.

## BENEFITS

Promote your **organisation** to a large audience interested in rail careers.

---

Promote your **job vacancies and graduate and apprenticeship opportunities**, to increase applications.

---

Showcase what it's like to **work at your organisation**, including exciting roles and projects.

---

Get involved in Routes into Rail **events** with other industry employers and engage directly with the next generation of talent.

---

Be part of an important initiative that is helping **create a talent pipeline** into rail, now and into the future.

---

Opportunities to work on **bespoke projects** and campaigns to meet your company objectives and targets.

# FUNDERS



"Rail needs to stand out from the crowd. Routes into Rail is a much-needed industry-led initiative, which we are delighted to support. Every organisation working in rail, whether public or private, can get involved, and together, we can inspire more young people to consider a career in rail."

**Steve Cocliff, VolkerRail, Managing Director**

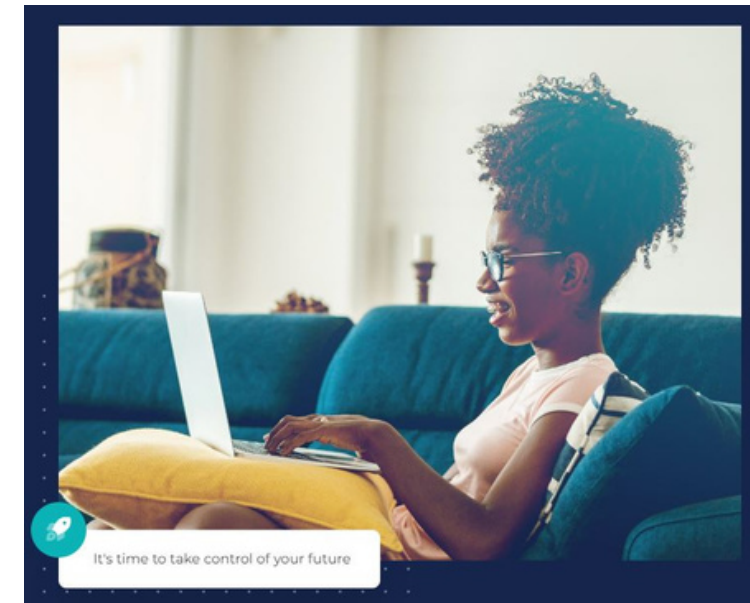
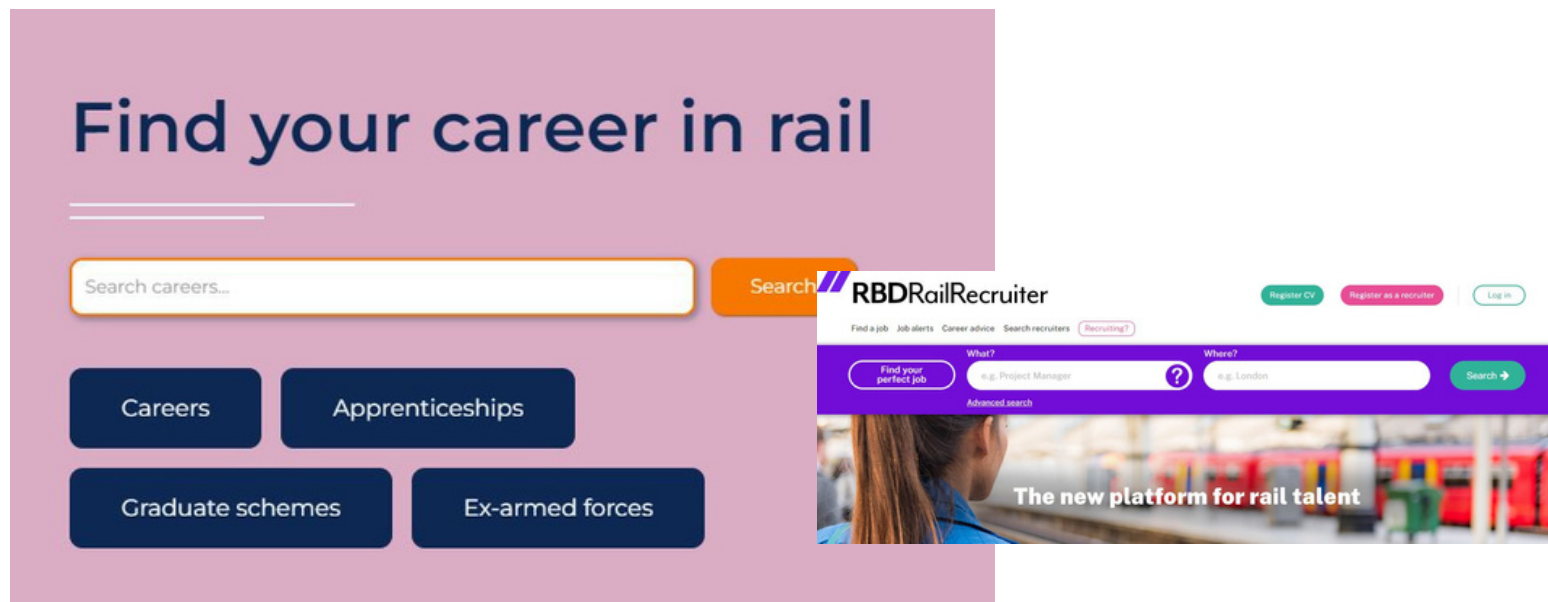
"Rail is transitioning into a modern, people-centred and technologically driven industry. We are an industry that requires new ways of working to better deliver for the passenger and for goods. As an industry, we must attract new talent bringing new ideas and the people to deliver them. However, rail must compete against other sectors to attract new talent and that's why Network Rail is backing Routes into Rail to showcase rail as a smart career choice."

**Amit Kotecha, Network Rail, Senior Campaigns Manager**

# PROGRESSION



New website including live rail vacancies and exciting rail careers. With a user increase of **227% over the last 90 days.**

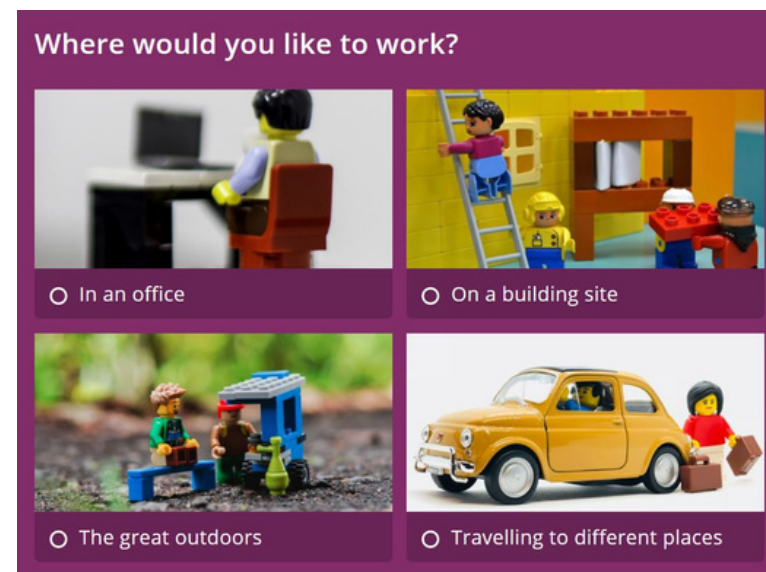


Virtual rail work experience programme (launching Aug 2023)



Social media followers **+130% in the last 90 days.**  
Email subscription growth at **112% in the last 90 days.**

New informative content & quizzes



Participation and promotion at key events (including UCAS & Big Bang)



# PARTNERS

We are actively working with and seeking partners to amplify our message and reach key target markets.



## UCAS

Routes into Rail is partnering with UCAS to reach a wide pool of engaged students considering university and apprenticeship options.

Reach approx. **1.5m**



## Springpod

Springpod is building a virtual work experience programme for Routes into Rail to showcase what it is like to work in a variety of in-demand rail sector roles, launching in August 2023.

Target audience **approx. 900k**



## Rail Business Daily

Rail Recruiter live vacancies promoted on website with discounted rates for employers to advertise on the job portal.

Reach approx. **73,000 rail industry professionals**

# FUNDING PACKAGES

## Supporter

£ **1K**

per annum

Designed for businesses with minimal funding to play a role in supporting this industry initiative

## Bronze

£ **5K**

per annum

Designed for SME's to allow them exposure to the market at minimal entry costs

## Silver

£ **15K**

per annum

Package designed for businesses to be recognised amongst sector employers and engage with the target market on a range of activities

## Gold

£ **30K**

per annum

Designed for large businesses to secure leading status amongst sector employers

# OPPORTUNITIES

WEBSITE	Supporter	Bronze	Silver	Gold
Logo on funders page	Under supporters section	✓	✓	✓
New funder press release	Announcement	✓	✓	✓
Article: Working with...	-	-	✓	✓
Article: Interview with senior executive at...	-	-	-	✓
VACANCIES	Supporter	Bronze	Silver	Gold
Logo & link on site	Link to website	✓	✓	✓
Link on apprenticeship page	-	✓	✓	✓
Banner on site	-	-	✓	✓
Vacancies on Rail Recruiter portal	-	-	-	✓



# OPPORTUNITIES

	Supporter	Bronze	Silver	Gold
<b>EMAIL</b>				
Inclusion in monthly newsletter	✓	✓	✓	✓
Dedicated employer email	-	-	✓	✓
NSAR email to industry	-	-	-	✓
UCAS email to database	-	-	-	✓
<b>SOCIAL MEDIA</b>				
Announcement post	✓	✓	✓	✓
Press release post	-	✓	✓	✓
Working at X article post	-	-	✓	✓
Interview with senior executive post	-	-	-	✓
Employer page promotion	-	-	-	✓
Key vacancy posts		1 per month	2 per month	4 per month

# OPPORTUNITIES

	Supporter	Bronze	Silver	Gold
<b>EVENTS</b>				
Event support & branding	-	-	✓	✓
UCAS event inclusion	-	-	-	✓
<b>VIDEOS</b>				
Working at X video (60 sec)	-	-	✓	✓
Careers spotlights (3 x 60 sec)	-	-	-	✓



# CONTACT US TODAY

**MATT ARNOLD**

Head of Marketing & Communications

[Matt.Arnold@nsar.co.uk](mailto:Matt.Arnold@nsar.co.uk)

[Visit the website](#)

[Subscribe to our emails](#)

