

routesintorail

**FUNDING
PACK**



"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

WHAT WE ACHIEVED IN 2024

Continued to develop the website as a valuable resource for varied audiences

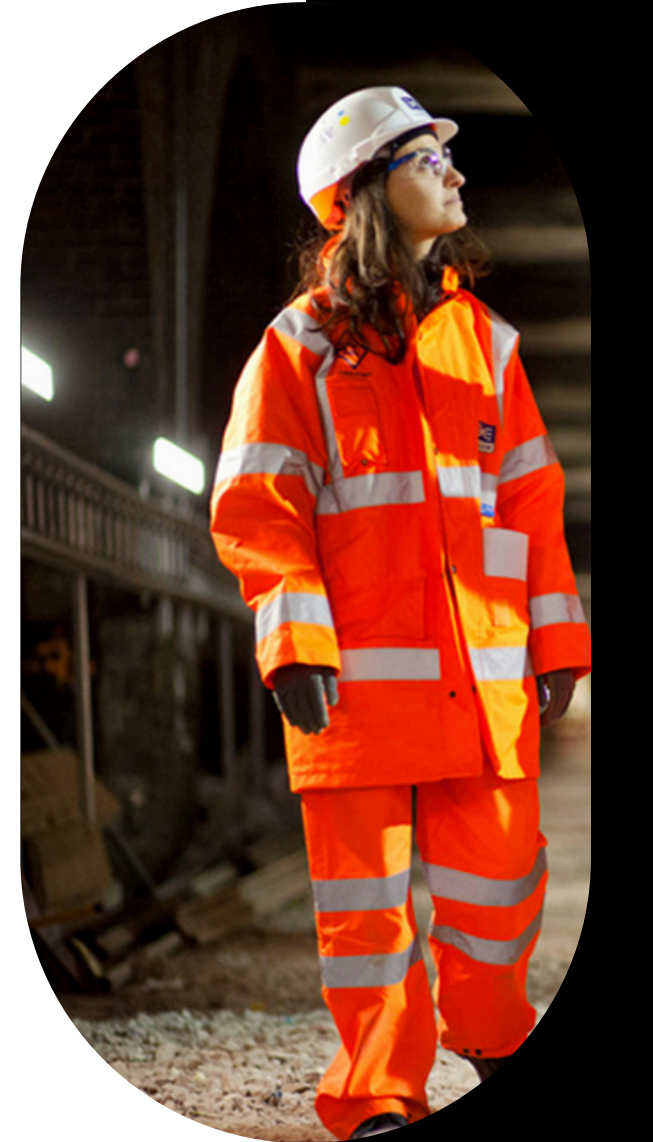
- 34,000 users (+300%)
- 104,000 total page views (+210%)

Engaged with audiences through social media and regular email campaigns

- 1,800 newsletter subscribers
- 800 talent pool subscribers
- 44% email open rate

Worked with partners to amplify the Routes into Rail message and reach new audiences

[Read more about our impact in 2024 ->](#)



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 hosts 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.

Target audience **approx. 900k**



Department
for Work &
Pensions

Department of Work and Pensions

Routes into Rail partners with DWP to reach schools and adults across the UK with information about rail careers and opportunities.



Railway 200

The aim of Railway 200 is shared by Routes into Rail and we are proud to support the celebrations. Delivering anniversary projects with the industry and help inspire the next generation.



Not Going to Uni

NGTU showcases the alternatives to the standard university route to school and college leavers. Routes into Rail has a premium profile on the NGTU website

Reach approx. **75k per month**

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 SMEs 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

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

OPPORTUNITIES

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

OPPORTUNITIES

	 Supporter	 Bronze	 Silver	 Gold
EVENTS				
Event support & branding	-	-	✓	✓
UCAS event inclusion	-	-	-	✓



CONTACT US TODAY

MARK HOLMES

mark.holmes@nsar.co.uk

[Visit the website](#)

[Subscribe to our emails](#)

