

GENERATION LOGISTICS WEEK DOWNLOAD

WHAT HAPPENED
IN GLW2024
EDITION

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INTRODUCTION

Join us this month to uncover the stories behind how some of our essentials make their way from A to B, celebrate the spirit of logistics professionals, and consider the practices shaping the future as we take a look how everything from Wimbledon to humanitarian aid are delivered. Let’s explore how logistics transforms the lives of people everywhere and the many careers available to keep Great Britain moving!



THANK YOU FOR YOUR INVOLVEMENT IN GENERATION LOGISTICS WEEK

DOWNLOADS

Magazine 1

504

Magazine 2

820

Myth Busting Posters

725

Social Media Graphics Pack

1100

Digital Treasure Map

396

Total Downloads

3545

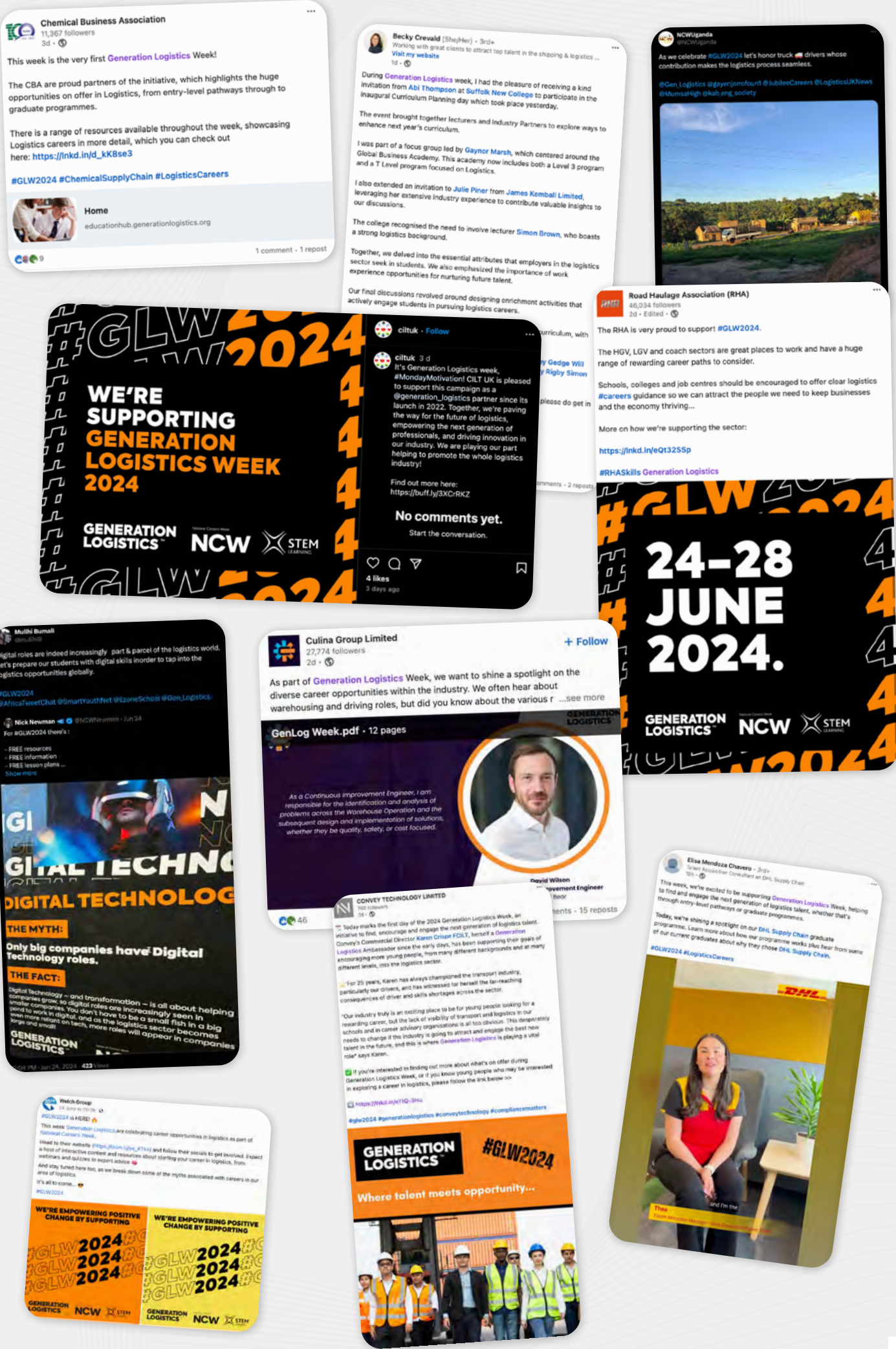
VIRTUAL CAREERS FAIR

17.3K

Views over the course of the week

1.2M

Potential Impacts across all social media channels to date



DRIVERS DELIVER DOPAMINE!

Delivery drivers get hearts racing by nearly double the average heart rate (46%)

Research reveals that Sunday and Monday are the most popular days for online shopping

Experts offer insight into the science behind the feel-good factor we receive when shopping online and waiting for our parcels to arrive

In a social experiment led by Generation Logistics, UK participants were fitted with a heart rate monitor in order to calculate the average heart rate of 60 beats per minute (bpm). Heart rates were then reviewed when a delivery driver knocked on the door, rising to an average of 88 bpm.

And it doesn't stop there, as even placing an online order gets people's hearts pumping by an extra 12 bpm, with Sunday and Monday revealed to be the most popular days for online shopping, indicating a pick-me-up for the Sunday, and a way of battling the work or school blues on a moody Monday. There are even two peak hours for online shopping - 10am and 8pm - meaning shopping while working at home and after work is particularly popular.

Generation Logistics can now reveal the science behind retail therapy and the dopamine-hit that shoppers feel when ordering parcels online, which no doubt contributed to an elevated heart rate in the experiment.

Did you know that our brains release dopamine every time we place an order? As Psychologist and Global Director at Berkeley International, Mairead Molloy, says: "The brain releases dopamine in anticipation of a reward rather than in receipt of an award - making the order transit process the most exciting part of the customer journey. But this only works when a customer knows their order is coming, which is why confirmation emails, delivery updates and parcel tracking are vital in the customer experience."

Although the arrival of orders delivers dopamine, in today's current climate it is still incredibly important to ensure we are not overspending, and keeping within our spending means and limits.

Embodied Wealth Coach, Leisse Wilcox says: "Being aware of our emotions around money and how we earn and spend it allows us to be more in partnership with money and use it as a tool for creating a lifestyle that just feels good."

Thanks to today's nimble, sophisticated logistics sector, customers have access to hundreds of different products that can be delivered to doorsteps in a matter of hours without ever leaving the house. Logistics makes buying products easier and more accessible, which links to convenience and how important this is to customers.

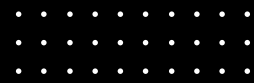
Commenting on retail therapy and how logistics plays a massive part, Bethany Windsor, Programme Manager at Generation Logistics says: "Without the logistics sector people would be forced to find other ways to collect their most desired items, travelling hours for one package. Logistics was actually one of the few sectors that benefitted as a result of the pandemic, as lockdowns drove e-commerce and delivery traffic, and the profession saw dramatic growth. As a result, there's been a rise in opportunities for those who are looking to enter the sector."

Roles in e-commerce include **delivery driver**, **account manager** and **inventory manager** - and you can learn all about the variety of roles available in logistics at

<https://generationlogistics.org/>



SAVING LIVES THROUGH LOGISTICS



Commenting on the opportunity in Zambia, Nicoletta says: “I know I can’t make a tangible change alone, so I wanted to join an organisation that could, and GXO’s graduate scheme has offered me this opportunity. I really hope that by the end of my time here in Zambia I will have made a positive contribution to Transaid’s work; I’m focused on ensuring that the changes I help to put in place can be maintained after I leave.”

Early priorities for Nicoletta have been creating a maintenance schedule. When a vehicle is being maintained, it is off the road, and so it’s important plan to make sure vehicles are available for training without compromising safety.

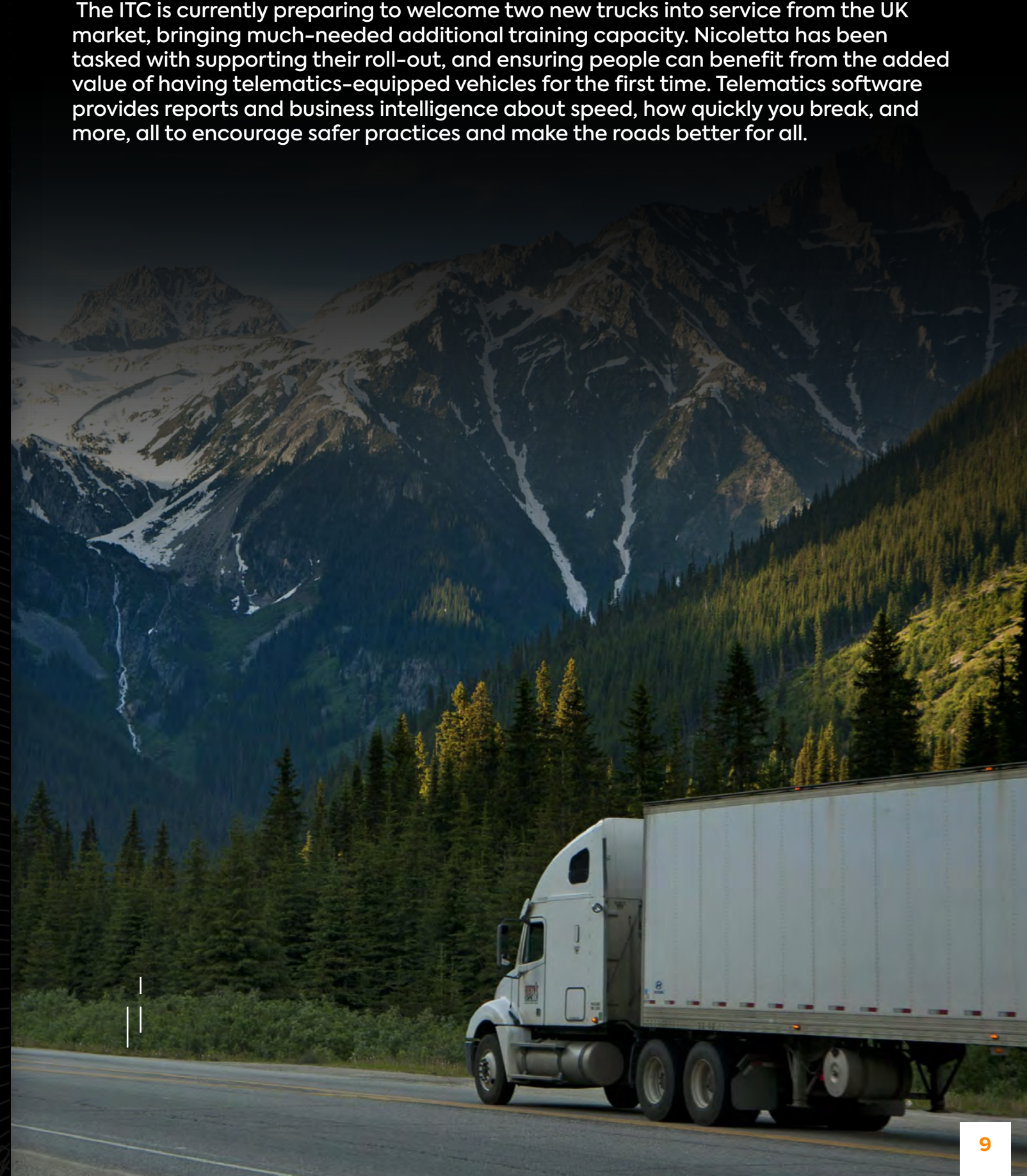
Gavin Williams, Managing Director, UK and Ireland, GXO, and Transaid Trustee, adds: “The secondment programme is a great opportunity for Nicoletta to gain new skills and we look forward to seeing the positive impact she makes on the ground in Lusaka. Our graduate programme plays a vital role in developing our future leaders and we’re delighted to partner with Transaid and be able to offer such a fantastic experience.”

Neil Rettie, Transaid’s Road Safety Project Manager, explains: “The calibre of the graduates GXO places with us each year is a testament to the talent they attract as an organisation, and which we are so incredibly lucky to benefit from. It’s a perfect example of how our corporate membership programme benefits all parties – allowing us to bring additional resource onto key projects, whilst delivering the kind of management training experience which would be hard to match in the UK.”

Nicoletta Effah, a Graduate Operations Management Trainee for GXO, has embarked upon a six-month secondment as a Project Officer for Transaid, supporting Transaid’s longstanding road safety project in Zambia’s capital, Lusaka. Her arrival marks 15 years since Transaid first partnered with the Industrial Training Centre (ITC). ITC trains people to drive vehicles that will be used commercially, like taxis, lorries and buses. Zambia has a high level of road traffic accidents – they are the third biggest killer after HIV/AIDS and malaria and is the second biggest killer in the 4-29 year old age group. The partnership between Transaid and ITC ensures that people are safe, both as drivers and as road users.

A key part of Nicoletta’s decision to join GXO’s graduate scheme in January 2023 was down to the company’s corporate partnership with Transaid. Before being hired, she reached out to employees who had already completed secondments with Transaid to learn more about their experiences.

The ITC is currently preparing to welcome two new trucks into service from the UK market, bringing much-needed additional training capacity. Nicoletta has been tasked with supporting their roll-out, and ensuring people can benefit from the added value of having telematics-equipped vehicles for the first time. Telematics software provides reports and business intelligence about speed, how quickly you break, and more, all to encourage safer practices and make the roads better for all.





A RESILIENT SECTOR: THE LEGACY OF LOCKDOWN

In the uncertainty of the COVID-19 pandemic, supply chains came into sharp focus for consumers, many of whom had never considered where goods came from until that point. From the distribution of testing kits to supply of foods to retailers and to those shielding at home, the logistics sector rose to the challenge to keep the country supplied with all the goods we needed.

At the start of the pandemic, supply chains globally faced an unprecedented shock. Borders closed, flights were cancelled and lockdowns disrupted normal operations of business and daily life as we knew it to be. The initial anxiety led people to panic buy which created short term supply issues, leading to shortages of essential items. However, the potential chaos also sparked an incredible

response from the logistics sector. One of the most critical tasks during this time was the distribution of COVID-19 testing kits. Although manufacturers increased production to meet supply, the real challenge lay in getting these kits to where they were needed most and in good time. Companies had to become agile in finding new ways to speed up deliveries by leveraging technology to track shipments in real-time and ensure kits reached testing centres, hospitals, and clinics swiftly. Cold chain logistics also became crucial in maintaining the necessary temperatures to keep tests and vaccines viable at point of delivery.

With lockdowns in place, many people, especially those shielding, relied entirely on home deliveries for their groceries. Automation played a significant role

here. In warehouses, the use of robotics helped pick and pack items accurately and at pace, speeding up the process and reducing human contact.

The changes made during COVID-19 accelerated existing trends and introduced new opportunities. As such, the legacy of lockdown has permanently changed how the logistics sector operates to meet customer demands. In addition to the increased e-commerce demand and the growth of automation, those short-term supply issues have meant that some companies are considering reshoring (bringing production back into the home country) or nearshoring (moving production closer to the end market). In the UK, this poses challenges from a labour perspective – logistics is already a sector that has a wide range of vacancies that it struggles to fill.

However, for the next generation of potential logisticians, new roles in production, automation, innovation and more will be exciting opportunities to influence the way in which we plan, source, make and deliver the goods we need. Overall, the COVID-19 pandemic acted as a catalyst for transformation in the logistics sector, driving changes that aimed at making supply chains more resilient, efficient, and responsive to future disruptions. That transformation extends to the knowledge, skills and behaviours needed for future supply chain professionals and ensures that logistics represents a strong choice for a career that young people can step into, and step up at pace.

FRIDGING THE GAP

In a world that spins faster every day, where technology evolves at the speed of light, and trends come and go like the seasons, one thing remains constant: the urgent need for sustainability. As we navigate the complex web of climate change, pollution, and resources, it's crucial for us to understand that our choices today shape the world we'll inherit tomorrow.

Enter the idea of “Fridging the Gap,” a term coined by Marshall Fleet Solutions, a company on a mission to revolutionise the logistics sector. Marshall Fleet Solutions are currently working on a trial of 100% solar powered refrigerated trailers with several large national fleets as part of its long-term commitment to sustainability and reduced carbon footprint targets within its business operations.

WHAT DOES IT MEAN, AND WHY SHOULD IT MATTER TO US?

“Fridging the Gap” encapsulates a powerful idea rooted in sustainability and environmental responsibility. At its core, it's a call to action for reducing our carbon footprint and realising the importance of connecting our daily choices to the larger goal of achieving net-zero carbon emissions.

Let's imagine for a moment the journey an apple might take from the orchard to your kitchen. It's picked, sorted, packed, and then begins its journey, often covering many miles before it reaches the fruit bowl. The journey is made possible by a complex network of vehicles, on land and across the sea, each potentially leaving a carbon footprint. This initiative points a finger at this issue, challenging us to rethink how goods and people move around. As the next generation of consumers and decision-makers, understanding the impact of transportation on our planet is crucial.



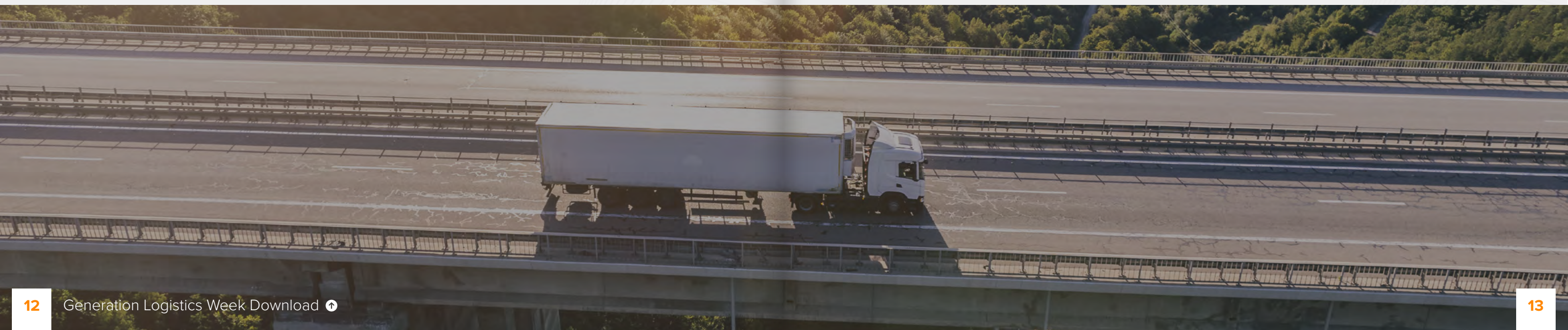
WHAT COLD CHAIN CAREERS ARE AVAILABLE TO SUPPORT COMPANIES ON THEIR ROUTE TO NET ZERO?

The cold chain – a series of refrigerated production, storage and distribution – has historically relied on unfriendly refrigerants for their cooling of food, medicines and more. Refrigeration is critical – every year, around 14% of the total food production for human consumption is lost through inadequate refrigeration. Finding a way to refrigerate sustainably is essential.

When it comes to cold chain careers, the ability to transport food and medicine throughout the UK would grind to a screeching halt without mobile transport refrigeration technicians being on hand to carry out maintenance and repairs. Marshall's Fleet Solutions has launched the **Mobile Transport Refrigeration Technician apprenticeship**, training people to install, service and repair transport refrigeration units (TRU) and associated equipment, found on vehicles such as HGV trucks, HGV trailers and home delivery vans. Combined with a move to electric vehicles, this role is at the forefront of sustainable practice in cold chain delivery.

Continuous improvement roles also have a major part to play. A Continuous Improvement Analyst looks at a company's processes and makes suggestions on how to improve them, considering people, planet and profit. Whilst sustainable solutions are often more expensive, those who can get ahead of the curve will benefit in terms of efficiency and customer satisfaction.

Careers in cold chain are plentiful and truly make a difference on the route to Net Zero – find out more at <https://generationlogistics.org/>. You can also find out more about being a Continuous Improvement Analyst in Abbie's case study, up next!



ABBIE RENNISON'S STORY

CONTINUOUS IMPROVEMENT ANALYST GXO



My name is Abbie Rennison. I'm a continuous improvement analyst with GXO Logistics. My job entails working within our grocery business team, tracking projects at a site level, identifying new technologies and supporting with the implementation of projects. I recently returned from Australia where I had been

working for a year. I didn't really know what area I wanted to go into, so I looked at different job boards. There I saw that GXO had an opening on their operational graduate scheme. It looked like an interesting challenge that seemed exciting, so I thought, "why not?"

Technically this wasn't my first role within the logistics sector. When I was about 17 I started in a ferry company based in the Isle of Skye in Scotland, and I was working there through my university holidays out in the car park collecting tickets and loading boats. At the time, I didn't really consider it to be part of me starting in the logistics sector. It's only when I kind of look back at it, I see that technically that's how I really started!

The qualifications my job requires if you're entering at a graduate level, which is what I did, you need to have a degree level qualification in any subject, but there are other routes to entry. If you're coming through an apprenticeship route, you need your A levels in English and Maths, for example.

I've completed a number of qualifications as part of the graduate scheme with GXO. I've completed a Transport Manager CPC (certificate of professional competence), which means that I understand road transport law, the paperwork needed to take goods in and out of the UK, and road safety. I've also completed a number of operational courses and I'm due to complete my IOSH soon, which is a health and safety qualification.

Logistics was never really a sector that I'd considered previously – more people should consider it! Every element of logistics is fast paced. It's challenging, and there are new things you're doing and new people you're meeting every day. It's really a different scenario every day and I think, for that reason, it's pretty much the ideal job for me!

STANDING TALL

CASE STUDY



MEET THE 26-YEAR-OLD THAT BROUGHT CAMBRIDGE'S STANDING TALL CAMPAIGN TO LIFE

After 10 weeks of entertaining thousands of people across Cambridge, 37 giraffe sculptures have gone under the hammer, raising a fantastic £142,600 for the charity Break. Break works across East Anglia making life better for young people on the edge of care, in care and leaving care.

But how did all of these giraffes come to arrive at their new home? That's where 26-year-old Reece Lavery from Cambridge comes in. Working as a Transport Planner for Welch's Transport, Reece's role was instrumental in orchestrating the logistics behind the transportation of the 8ft tall giraffes across the city.

"My role within the Standing Tall campaign was organising the transport of the giraffes to the schools and businesses in and around Cambridge on our fleet of rigid vehicles," Reece explains.

And the job at hand was no simple feat, as the transportation required trucks varying from 7.5 to 26-tonne curtainsiders (a truck that has curtain sides for easy access loading), including Welch's

Transport's new electric 18-tonne lorry. With over eight years of experience in the logistics sector, Reece's journey into the field was marked by a desire for new challenges and opportunities for growth. "I originally worked in the sales sector, but I wanted a new challenge. I got into logistics through a school friend who helped me secure a role as a transport administrator. Over time, I worked my way up at Welch's Transport, obtaining my HGV licence and gaining firsthand experience on the road before transitioning into planning," he explains.

When asked about advice for individuals exploring career options, especially within logistics, Reece emphasises the dynamic nature of the sector and the opportunities it offers for personal and professional development. "I would encourage anyone who enjoys a challenge on a day-to-day basis to consider logistics. No day is ever the same, and the variation of work keeps you engaged. Logistics opens many doors for a career, and being young in this field provides opportunities to explore different departments and facets of the profession."

GAME, SET, MATCHA?

Prior to Wimbledon getting in full flow, prices and predictions for the amount of food and drink that would be enjoyed over the two-week tournament were revealed.

THIS YEAR, BRITS CAN EXPECT TO CONSUME¹:

- 317,520 glasses of Pimms – the equivalent to three swimming pools' worth
- 217,560 portions of strawberries, racking up to a huge 32.6 tonnes
- 20,580 servings of fish and chips
- 76,440 portions of ice cream
- 29,400 bottles of champagne

WHEN IT COMES TO SPENDING, IT WAS PREDICTED TO BE AN EXPENSIVE FORTNIGHT BASED ON PRICES FROM THE 2024 WIMBLEDON MENU²:

- £9.80 for a 250ml glass of Pimms
- £7.50 for a bottle of Stella
- £9.00 for scones
- £12.40 for fish and chips
- £4.50 for ice cream
- £2.50 for strawberries and cream

There are also mammoth preparations that the logistics sector undergoes in order to bring the sporting event to life every year, spanning tennis balls, towels and more.

It might surprise you that for 679 matches, a huge 55,000 tennis balls are manufactured each year, with each one travelling a whopping 50,004 miles before even hitting the Wimbledon courts³.

And with the intense sport taking place during the early July heat, it's certainly sweaty work, with two sports towels provided to each player per match, and a further two more if it's raining. This racks up to 1,016 towels needed for the tournament⁴.

Bethany Windsor, Programme Manager at Generation Logistics, commented: "With a glass of Pimms in one hand, and strawberries with cream in the other, it can be very easy to forget how it all even gets there in time, from the tennis balls and towels right down to the food and drink. Sporting events are fantastic at bringing the country together, whilst it's the dedicated logistics workforce that makes all of it possible. Much like its own sporting event, thousands of people within the sector, all with varying skill sets and roles, all come together to bring it to life.

"For those who may be finishing school and looking into their future options, or perhaps looking for a career change themselves, I encourage you to consider logistics as a route to explore, not least because it's the only sector that offers people the chance to work on these incredible exciting global sporting events!"

METHODOLOGY:

1. Methodology for 2023 predicts based on an average of orders from 2023, and multiplied by the amount of tickets on sale for 2024. Tickets sold last year https://www.wimbledon.com/en_GB/atoz/faq_and_facts_and_figures.html
2. Prices taken from the 2024 Wimbledon menu https://www.wimbledon.com/en_GB/visit_and_tickets/2021-06-15_2021_menus.html
3. Calculated via miles in total to production in Bataan (41,628 miles), sent to be manufactured in Indonesia (1,721 miles), then sent to SW19 Wimbledon (6,655 miles) to make the total of 55,004



DEFENDING THE DIGITAL WORLD: CAREERS IN CYBERSECURITY

With one in five businesses falling victim to cyber-attacks last year, the need for cyber security is critical, creating lots of new jobs

The increase in online scams, particularly within logistics, has resulted in a huge demand for cyber security roles, offering average salaries of over £64,000 per annum

Generation Logistics, awareness campaign for logistics careers, partnered with security expert, Lisa Ventura MBE, Cyber Security Awareness & Tech Professional, to share five top tips on how to scoop a cyber security role that delivers

One in five businesses fell victim to cyber-attacks last year (39%)¹, with delivery scams being the most common opportunity for deception for Brits², demonstrating the need for cyber security experts across the country.

Offering an average salary of over £64,000 per annum³, cyber security roles have never been more critical and this is one career that can only continue to grow in demand as digital technologies advance. In short, there is a huge demand to fill cyber security roles across the country.

As one of the largest and most profitable sectors worldwide⁴, cyber security is crucial to logistics in order to keep goods safe and secure while being moved from manufacturers to their end users. How can people set foot into the cyber security industry and take advantage of the career opportunities?

NO DEGREE? NO PROBLEM.

One of the advantages of pursuing a career in cyber security is that a degree is not always necessary. Begin your career by gaining a solid foundation knowledge of the sector and understand how it relates to different areas, such as logistics. This can be achieved through online courses, industry-specific certifications and lots of online research.

Employers in the logistics sector are very aware of cyber threats, and ensure that employees receive training and development opportunities throughout their careers to keep up to speed with the latest cyber threats.

JOIN ONLINE COMMUNITIES.

Joining online forums and social media groups can give you access to a huge bank of knowledge, where cyber professionals share insights and discuss topics, and most importantly, ask questions. These forums can be great for finding a mentor, broadening your knowledge and gaining valuable insight into different people's career journeys but do your research to ensure the groups you join are reputable

STAY UP TO DATE WITH INDUSTRY NEWS

Working in a fast-paced sector, such as cyber security for logistics, means that it is a rapidly evolving field, and one that professionals need to keep up-to-date on. Whether covering new threats or identifying emerging technologies, researching and subscribing to relevant newsletters, following cyber-focused blogs and listening to podcasts are all great ways to stay informed.

WORK EXPERIENCE

Gaining practical work experience is highly valued in both cyber security and logistics. This can include experimenting with tools and techniques in a controlled environment, while platforms such as "Hack the Box" and "Capture the Flag" can provide hands-on challenges to help refine skills, and accessed via the internet.

DEVELOP YOUR SOFT SKILLS

Finally, it's easy to assume that cyber security roles require technical skills only, but soft skills such as communication, problem-solving and teamwork are all absolutely crucial too. By brushing up on these skills, you'll be better equipped to explain complex technical concepts to non-technical team members.

Within logistics, cyber security plays a huge role in keeping the country running smoothly, and is an area that will only continue to grow in demand. Working in the sector offers real benefits to young people from all walks of life, whether they are leaving school and looking to head straight into the workforce, or for those who have pursued further education and are now looking for the next steps in their career. By taking heed of these top tips on how to excel within this career path, Generation Logistics hopes to support the next generation entering the workforce, and support them in a profession that is of fast-growing importance.

1. <https://www.aviva.com/newsroom/news-releases/2023/12/One-in-five-businesses-have-been-victims-of-cyber-attack-in-the-last-year/>
2. <https://www.citizensadvice.org.uk/about-us/about-us1/media/press-releases/scams-linked-to-parcel-deliveries-come-top-in-2023>
3. <https://www.marshcommercial.co.uk/articles/seven-cyber-risks-facing-transport-and-logistics>
4. <https://www.adzuna.co.uk/jobs/salaries/london/cyber-security>

USEFUL LINKS AND INFO.

If you'd like to explore a range of KS3, KS4 and KS5, curriculum-approved lesson plans and resources, situation key learning objective for maths, geography and business studies with real-world logistics scenarios, visit The Generation Logistics Education Hub, and the resources from STEM Learning.

[The Generation Logistics Education Hub](#)

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