

Russell Logistics Plan Best Route for their Young Apprentices

IMPORTANCE OF LOGISTICS

Logistics is described as the management of the flow of things between the point of origin and the point of consumption. In business terms, it cannot be underestimated how important a part logistics plays worldwide. Playing such an important role in our every day life you would assume that there would be such high demand and interest in careers within the industry; however that is not always the case within the Logistics sector.

APPRENTICES; CHRIS & ROBBIE

Lanarkshire based logistics firm, Russell Logistics, who are celebrating 50 years in business, were kind enough to meet with us recently and talk about all the activities they have been doing to raise awareness of their business to young people in the local area.



Russell Logistics has established itself as a market leader, servicing some of Europe's largest organisations and the world's strongest brands. We met with Chris, a Traffic Planning Operator and Robbie, a Traffic Operator and heard about their own career journey into the Logistics sector. Both Chris & Robbie considered moving into further education after their time at school. However, as both had family working within the company, Chris & Robbie initially worked part time during their school summer break until they had a decision to make; college or full-time employment? In the end it was an easy decision having spent time with the company and gained a good insight into what a career in logistics could be like.

After they had made their decision they started work and both completed an apprenticeship within the company. Having both completed their apprenticeships they described to us how much they enjoy their work and how support their colleagues are across the business, their passion for what they do really came across when we met them. Both Chris & Robbie seemed very relaxed and settled and said they would definitely recommend a career in logistics to their friends.

Chris told us that there is a misconception about what they do and that people do not realise that the job can be mentally challenging during busy periods but told us this challenge is something that he does enjoy.



FUTURE OF LOGISTICS

Finally we met with Stephen Sharp, Transport Manager, with Russell Logistics and he told us how happy the company is with the way the apprenticeship framework had worked out for both Chris & Robbie and how its flexibility allowed them to get the most out of the qualification through one-to-ones and online resources.

Although Chris & Robbie's stories are certainly successful ones, Stephen went on to tell us that the industry does need young people to join the sector. Russell Logistics has attended school fairs and will promote their business in future through DYW, which they hope will increase awareness of the industry as a career choice for young people. Stephen told us that you "can only understand the industry by being in it" therefore the customised apprenticeship framework undertaken by Chris & Robbie is the perfect route, allowing young people to gain the vital hands on experience needed to forge a career in Logistics. With high levels in-house promotion and progression it really can be a long-lasting and enjoyable career path!



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Developing the
Young Workforce