

# SMART ports need SMART people

Inspiring tomorrow's professionals

Dr Nick Hubbard



- Ports are complex places and their performance may be influenced by a range of factors including:
  - Location
  - Size
  - Ownership
  - Entrepreneurship
  - Infrastructure
  - Facilities
- But above all, **PEOPLE** are the most vital resource

# Question -???????

Can you easily source qualified, competent, adaptable, knowledgeable and intelligent people to work in your organisation?



# Maritime & Ports' education – the weaknesses

- Leader firms should engage with educational institutions in port clusters (De Langen, 2008)
- Maritime students in Hong Kong thought studies too theoretical (Lau & Ng, 2015)
- Importance of industrial relevance (Pallis & Ng, 2011)
- Attrition rates on maritime courses in the UK should be addressed by increased employer involvement (Gekara, 2009)
- Gender inequality may hinder progression of women in the maritime industry (Horck, 2010)
- Intercultural communication required (Ungurueanu, 2013)

- Mismatch between graduate employer needs and course content in UK (Wong et al., 2014)
- Need for problem analysis and tools and lack of focus on people skills (Lutz & Birou, 2013)
- Is there a relationship between logistics performance and educational attainment of your workforce? (Yildiz, 2015)
- Do we need to respond to specialist needs? – e.g. humanitarian (Bolsche et al, 2013) or food (Dani, 2015)

- Distance education in port training (Ircha & Balsom, 2005)
- Internet and augmented reality (Luis et al, 2013)
- Flipped classroom (James et al, 2014)
- In Egypt
  - Competence in textile industries (El Zarka, 2010)
  - Blended learning opportunities and challenges in logistics education (Noour & Hubbard, 2015)

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# But is this enough?

- At present, only limited numbers of young people opt to study the subjects at degree level, with demand for such graduates massively outstripping supply and a resultant skills shortage.
- Novus Trust and Logistics & SCM at University of Huddersfield UK



# Novus Trust

BUILDING THE FUTURE TODAY

**Solving current and future supply chain  
and logistics industry skills gaps**

Alex Heard and Ellie Langdon  
Novus 2014



NOVUS - Inspiring Tomorrow's Supply Chain Professionals!



**NAOMI PHILLIPS**  
GRADUATE - LOGISTICS AND SUPPLY  
CHAIN MANAGEMENT BSc (HONS)

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YouTube



# NOVUS: The Context

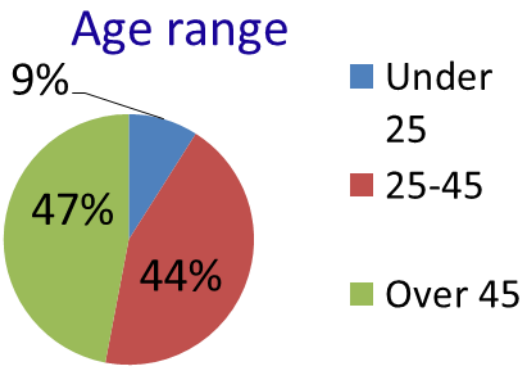
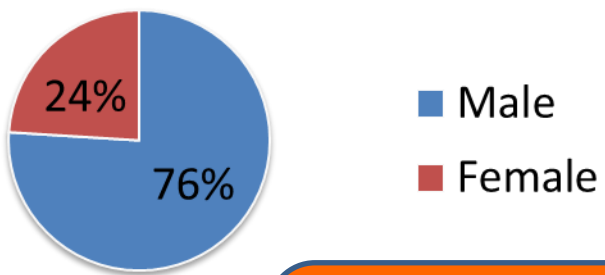
## The Logistics & Supply Chain Sector

2.3 million people working across 188,445 businesses

250 supply chain undergraduate students graduate each year in the UK

500k workers by 2017

### Employees



1 in 12 of all jobs in the UK



# NOVUS: The Vision

***Purpose: To ensure that there is a supply of highly capable, ‘future-proofed’ and commercially focussed new managers providing the talent pipeline for the industry.***

- The NOVUS Trust is a charity, administered through CILT(UK)
- Partnership between award-winning University of Huddersfield and Industry
- Founded by Industry



# NOVUS: The Mission

## *The aims of the programme:*

- Grow the pool and capability of graduate talent entering the Industry to bridge the future skills gap.
- Raise awareness and increase the profile of Logistics and Supply Chain as a real career of choice for the brightest and best.
- Create an Industry led “Centre of Excellence” for Logistics and Supply Chain development and learning in the UK.
- Create an alumni of Logistics and Supply Chain talent for the future.
- Foster partnerships with higher education and industry, focussing on logistics and supply chain.



# The NOVUS Model

**An award winning, industry pioneering unique proposition:  
'A business management degree with a guaranteed graduate job'.**

**1. Degree programme created and managed in partnership with industry**

- *BSc (Hons) Logistics and Supply Chain Management*
- *BA (Hons) Business with Supply Chain Management*

**2. Robust selection processes**

**3. Commercially focussed and relevant syllabus**

- Industry sponsorship
- Work experience and placements
- Seminars and site visits
- Professional qualifications
- Mentoring
- Accelerated career development

**4. Guaranteed job upon graduation**





**Goalkeeper**

**Legal**

**Right-back**

**Engineering**

**Centre-back**

**IT**

**HR**

**Centre-back**

**Left-back**

**Finance**

**Right midfield**

**Planning**

**Centre midfield**

**Logistics**

**Centre midfield**

**Production**

**Left midfield**

**Purchasing**

**Centre forward**

**Marketing**


**Centre forward**

**Sales**


# NOVUS




# Student Profiles



**Alex Heard**

Work experience  
Dixons Carphone, Newark  
Operations 

Placement  
DHL, Heathrow  
British Airways contract 

"I have a keen interest in supply chain and I'm delighted to be joining DHL to work on the British Airways contract. I will be in a projects and customer service role involved in the end-to-end supply chain for in flight catering and comfort products."



**Rachel Pearson**

**HOYER**

Work experience  
Hoyer, Huddersfield  
Transport Planning



Placement  
DHL, Heathrow  
British Airways contract



**Ellie Langdon**

Work experience  
Arla, Hatfield  
Procurement 

Placement  
ASOS, London  
Supply Chain 

"I'm really excited - I've got a placement looking at inbound supply and I get to join the ASOS team at their head office in Central London."



**Azell Banton**

Work experience  
Smiths News, Manchester  
Operations 

Placement  
PZ Cussons, Manchester  
Supply Chain 

"I worked with PZ Cussons on a project and really liked the people I met and being in a manufacturing business. I am joining the supply chain team working with supplies and production."

# Collaboration





# Sponsor Support Cradle to Grave

- **Marketing:** Financing web / social media / UCAS fairs
- **Promotion:** Resourcing UCAS fairs & school visits
- **Selection:** Assessment Centre Resource
- **Curriculum:** Design & Development
- **Learning Enrichment:** Guest lectures, site visits
- **Professional Development:** Mentoring, qualifications
- **Experience:** Work experience and placements
- **Employment:** Guaranteed graduate job





# An Award Winning Initiative

**‘Innovative Supply Chain Project of the Year’, 2014**



**‘Excellence in the Development of People’, 2014**



**‘Excellence in Training & Professional Development’, 2015**





# Conclusion

**Applied vocational education needs to be about :**

## **PARTNERSHIPS**

**I hope that this brief presentation has provided you with some evidence of how successful some of those partnerships can be.**

**THANK YOU FOR LISTENING**

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