

Working Eye's Technical Director responds to the skills shortage challenge and offers solutions through digital advances

Ahead of the [Rail Skills and Workforce Development Forum](#) on April 2nd in London, we asked Simon Bayntun, Founder and CEO of Mode Six and Commercial and Technical Director at Working Eye, for his thoughts on a post-Brexit rail industry, the sector's skills shortage and the introduction of new technology.

Simon Bayntun
Commercial and Technical Director
Working Eye

What should the railway industry be doing now to be prepared for possible implication post-Brexit?

Operation of the UK rail network is better insulated from Brexit than many other sectors. Operational impact is only likely to come from the supply chain, where as for other sectors, understating the implications for the transport of raw materials and parts would be prudent.

Is the rail sector losing young people to more attractive sectors? Why?

I would say that rather than losing young people, the industry is failing to attract young people. I believe there are two reasons for this, firstly the industry does not project the opportunities it offers effectively, and secondly, it also fails to look beyond traditional routes into rail. In the technology and financial services sector there has been a shift to recruiting from non traditional skills such as the creative arts.

How can you better prepare your staff for digital advances and new technology?

Training is the obvious answer, but the move to digital is also a cultural change as much as it is skills based. Informing staff of the why of digital is just as important as the what.

What are the main challenges when hiring and training new staff?

I believe lack of knowledge of the opportunities offered by the industry is one of the main reasons people, particularly young people, are not attracted to the industry. To attract and retain the best staff those candidates must want to work in the sector. Better alignment to the aspirations and goals of the target demographic would go a long way to increasing the pool of available talent.



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Hear from Simon Bayntun and other experts...

...including Women in Transport, The National Skills Academy, Young Rail Professionals, National College for High Speed Rail, and more at the [Rail Skills and Workforce Development Forum](#) taking place in London at Addleshaw Goddard on Tuesday 2nd April.

Tickets start from just £249 + VAT, (group booking discounts available) for full details of the programme and how to secure your place visit <http://bit.ly/2NtPbEJ>.