



# Aspire in Partnership

## Quarterly report – Employer-Focussed EDI Activity

This report is the first of what will be a quarterly summary of EDI-focussed activity, aimed at supporting employers to diversify their workforces.

Aspire in Partnership (AiP) is a Growth Company (GC) service designed to help businesses attract and retain best-in-class talent from a diverse range of backgrounds – creating a productive workforce and opportunities for all.

## Employer Case Studies

### University of Manchester

The largest project recently has seen us place 44 candidates into work at the University of Manchester. This employer relationship stretches back over a decade, and in that time, GC have recruited over 5,000 local people to work at the University, dramatically altering the demographic of their employee base in the process.

The latest assignment was to recruit over 40 Building Attendants to work across the Campus. In just under a month, GC filled 44 roles.

The gender breakdown of the successful candidates was as follows:

- 75% male
- 23% females
- 2% non-binary

The age ranges of the candidates were fairly-evenly split:

- 32% were aged between 16-24
- 43% were aged between 25-49
- 25% were over 50

In terms of Ethnicity:

- 50% were White-British
- 34% were Black
- 11% were of Mixed-heritage
- 5% were Asian

## Northern Care Alliance

Other activity of note this quarter is the work that we have started with the Northern Care Alliance at Salford Royal Infirmary and 2 private care companies - Premier Care and Aspire Care. This new partnership aims to solve the shortage of people entering the domiciliary care sector by attracting candidates from local communities.

The team have delivered two pre-employment courses in Business & Administration and Health & Social Care. Fifteen local residents were enrolled onto each course which included a one-week work exposure placement alongside occupational training.

So far 8 residents have started work as a result of the course and the employers are pleased with the result of this new, community-focussed approach to recruitment.

## Launch of Supported Employment Salford

Salford City Council recently launched a new Supported Employment Service, which will be delivered by GC. The aim of the service is to provide employment support to Salford residents who are either neuro-divergent or have learning difficulties.

During the launch event, one employer asked GC's AiP team to assist them in moving from Disability Confident Committed to Disability Confident Employer - a great result.



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# Other Team Activity

## Employer Focus Groups and EDI Workshops

GC has started to run Employer Focus Groups to better understand current employer challenges and tailor our service – and help with EDI matters is a common ask.

In response, we developed a series of online workshops for employers interested in exploring these topics in more detail. A Disability Workshop and an Age Workshop were held in April and an Ethnicity Workshop was held in May. Links to the summaries of those events are below-

[Disability Workshop Summary](#)

[Age Workshop Summary](#)

[Ethnicity Workshop Summary](#)

A workshop on Gender is on 13th July, where we'll hear from Volkerrail on how they successfully recruited females into the male-dominated world of Rail Engineering. To book onto this event, [please click here](#).

## EDI Blogs

This quarter, the AiP team have been busy writing blogs to cover important dates in the EDI calendar and to help in raising awareness of various EDI-related agendas:

- [Ramadan in the workplace](#)
- [Attracting and retaining LGBTQ+ talent](#)
- [Why gender diversity matters](#)

## North-West Migration Partnership

Earlier this year we were approached by Manchester City Council to support them on the North-West Migration Partnership which is hosted by the council. The aim of the partnership is to provide support to refugees entering the UK to settle here and to gain employment.

Mandira Hughes, one of our Employer Engagement Consultants, has been seconded to the project for 12 months to establish linkages with employers and generate opportunities for refugees and migrants right across the North-West.

Early activity is really encouraging, many of the migrants entering the UK from Hong Kong and Ukraine are skilled, experienced and committed. Common occupational areas include Professional Services & Construction Trades. To find out more, please contact Adrian Bird on 07503620816 or [Adrian.bird@gcemployment.uk](mailto:Adrian.bird@gcemployment.uk).



# What is Aspire in Partnership?

Aspire in Partnership (AiP) is a specialist recruitment service, which supports employers to take positive action in attracting and retaining the best talent from a diverse range of backgrounds, helping to ensure that their workforces better reflect the wider community. As well as solving recruitment challenges, this approach often leads to more productive organisations with a broader appeal to stakeholders such as customers, supply chain partners and employees.

**AiP's service offer falls into three parts:**

## **Diagnostic and Action Planning:**

- People/skills challenges
- Workforce demographic - baseline and aspirations
- Employee terms and conditions
- Recruitment & workforce development strategies
- Potential changes in approach

## **Recruitment:**

- Temp, Temp-Perm and Permanent roles
- Candidate attraction
- Promotion and candidate generation
- Candidate screening and preparation
- Assistance with unbiased assessment and interview
- Positive action advice

## **Workforce Development:**

- Induction design/employee voice
- Skills needs analysis and inclusive workforce development plans
- Occupational training programmes, including Apprenticeships
- Flexible learning at all levels including basic skills/ESOL, where appropriate