



Aspire in Partnership

Quarterly report – Employer-Focussed EDI Activity September 2023

This report provides 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.

Overall Impact

Over the last three months we’ve proactively supported 27 employers to widen their candidate pools, placing 323 unemployed people into work in the process.

Here is a breakdown of the key D&I metrics:

Number of Job Starts:		Real Living Wage Job Starts		Male	Female	Non-binary			
323		300		58%	42%	>1%			
Aged 16-24	Aged 25-49	Aged 50+	Arab	Asian / Asian British	Black	Mixed / Multi Ethnic	White	ESOL	Disability / Learning Condition
15%	64%	21%	0%	9%	54%	10%	24%	1%	2%

*3% of respondents preferred not to provide an ethnic status.

Employer Case Studies

Below are a couple of case studies, highlighting the work we're doing with two key employers:

Go North West

Go North West bus company have been recruiting trainee drivers as part of GM's switch to a public-controlled bus system. The company consulted with Aspire in Partnership as they wanted to attract candidates from as many areas of society as possible. Inclusive recruitment best practice helps to achieve this aim. The rationale was partly to ensure sufficient numbers of new drivers, but also to ensure that they represented the communities they serve accurately.

As well as focussing on local/diverse recruitment, this employer-partnership also includes close support for candidates. Our Pre-Recruitment Training team are progressing candidates through Health & Safety and Customer Service courses prior to them being interviewed.

This approach increases the chances of candidates being successful, giving them knowledge and skills specifically needed by Go North West. Pre-training candidates also allows for more screening prior to application and ensures Go North West only interview candidates with the skills and aptitudes they need.

By early July, 21 candidates had been successful in gaining employment.

Manchester Metropolitan University

Over the last 12 months, Aspire have begun to work with MMU to assist them in diversifying their workforce and, where possible, to recruit locally. MMU are keen to employ people from the wards close to their campus such as Fallowfield, Hulme Moss Side & Rusholme. As with Go North West, this employer partnership features candidate training with all applicants taking part in a two week Facilities course, delivered by our team, prior to interview.

The last three months have seen 51 local people placed into work at MMU and the candidate demographic is reflective of the communities living close to the campus.

To ensure a smooth onboarding process, each of the candidates received free bus passes and access to expert advice on housing, household finances and Universal Credit. Providing these additional resources is proving to be a successful strategy as all candidates have settled in and are progressing well in their roles. Speaking of progression, we also learned recently that a candidate who was placed at MMU in January 2023 has now secured a promotion to Assistant Duty Manager.



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EDI Workshops

The latest in our series of online workshops was held in July:

Gender Representation in the Workplace.

Guest speaker at the event was Caroline Lee, Senior Social Value Adviser for Volkerrail, who have been very successful in attracting females into a male-dominated workforce within rail engineering.

Key takeaways from this session included the importance of good internal communications, aligning EDI to all activity, giving employees a voice through staff networks and community outreach work.

Adrian Bird, Head of Aspire in Partnership has also spoken at several key events, promoting simple steps employers can take to ensure progress towards EDI:

- **Race Equality Panel - Employment Practices**
- **British Association for Supported Employment (BASE) - Disability in the Workplace**
- **ACAS - Age in the Workplace**
- **Rochdale Development Agency – Inclusive Recruitment**

Adrian covered several key areas of action with local employers including: the importance of collecting and understanding demographic data; vocal senior leadership; strong governance & policies; examining & updating recruitment processes; progression; and giving staff members a voice.

If you'd like to attend one of our Employer EDI Workshops, find out about events run by other organisations or would like us to provide input at one of your events, please see below for contact details.

Dates for your diary

Employer Roundtable - Disability in the Workplace

On 20th September at 10am we're hosting an online roundtable event on disability in the workplace. We'll be joined by Hayley Davies, Managing Director of Jigsaw Facilities in Salford, to look at how companies can best attract and retain people with disabilities. Jigsaw have direct experience and Hayley will provide an opportunity to hear from an employer about the benefits of this approach.

[For more information and to book your place, please click here.](#)

North-West Migration Partnership Event

In the previous edition, we published news of a partnership between GC and Manchester City Council who host the North-West Migration Partnership. GC is supporting the Partnership to establish linkages with employers and to generate employment opportunities for refugees and migrants from countries such as Ukraine, Hong Kong and Afghanistan.

On the morning of 29th September, GC and the Migration Partnership are hosting an employer event, which will include first-hand accounts from employers and refugees.

For more information and to book your ticket, [please click on this link](#).

Supporting Schools

Suzanne Grange, a Senior Employer Account Manager within the team, recently took part in North Manchester Business Network's What's My Job? Initiative.

The project helps primary school children explore and challenge how they think about certain jobs and the evolving world they are growing up in, with the aim of improving their social mobility and equality.

Suzanne attended Abraham Moss Primary School supporting children as they discussed what they thought represented good employment or a good job. At the end of the session each group presented to the rest of the class and all ideas were collated so that other schools can use this resource to help children understand what good employment looks like, aligned to the core values of the GM Employment Charter.

EDI Blogs

Several useful blogs have been published this quarter:

[Aspire in Partnership's workshops continue to go from strength to strength!](#)
[Aspire Recruitment](#)

[Global Accessibility Awareness Day 2023: How you can make your recruitment process more accessible to candidates with disabilities](#)
[\(aspirerecruitment.org.uk\)](#)

[Aspire in Partnership: Findings from our recent Ethnicity in the Workplace Roundtable Workshop](#) | [Aspire Recruitment](#)

[The Onboarding Process](#) | [Good Employment Week](#)
[\(gmgoodemploymentcharter.co.uk\)](#)

For further information on any aspect of this newsletter, please contact Adrian Bird on 07503620816 or Adrian.bird@gcemployment.uk.



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