



Aspire in Partnership (AiP)

Newsletter – October 2024



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 months of July to September 2024, we've proactively supported 23 employers to widen their candidate pools, placing 431 unemployed people into work in the process. All placements are with employers paying the Real Living Wage (RLW), which is currently £12 per hour.

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

RLW Job Starts	Male	Female	Non-binary	16-24	25-49	50+
431	49%	50%	1%	15%	69%	16%
Arab	Asian/ Asian British	Black	Mixed heritage	White		
1%	8%	57%	6%	28%		

In comparison with the same period last year, there has been a rise in the number of people placed from 300 to 431.

Employer Case Studies

Dnata Catering

Dnata Catering have a UK footprint, supplying on-flight catering for aircraft in the UK's major airports. GC regularly place unemployed job seekers into roles at their Manchester site and deliver work-based learning including Apprenticeships there too.

In July, their 40-strong national HR & Recruitment team came to Manchester to work through AiP's "Entry to EDI" workshop. Stef Monks from Dnata commented "We



have been working with Adrian Bird and Janet Glynn. We have had a fantastic service from both. Adrian has been supporting us with our EDI and Disability agenda. He has met us on Teams numerous times and also delivered a fantastic training session to our Recruitment and HR team on EDI. The team loved him and feel they can ask for help when needed. Great service and very beneficial to us as a company in supporting our colleagues. We need more Adrian Bird's!!"

The Entry to EDI Workshop is proving to be a popular way for organisations to develop key knowledge on EDI, how this is beneficial and how to implement change.

To access the workshop, please contact Adrian (details at the end of this newsletter).

Unite Student Services

Unite Student Services provide student accommodation across various locations in Manchester. September is a key time of year, as they welcome 1000s of new students from all corners of the globe. Unite recognise that reflecting the community they serve plays a key role in helping new students to settle in quickly.

Aspire in Partnership recently supported Unite to recruit 28 diverse candidates for their Summer Runner position, plus 3 housekeepers and a receptionist. These roles help to ensure new students settle into their accommodation, so they're able to embark on their studies. To fill the vacancies, AiP promoted the opportunities to a range of community-based partners who support people from under-represented backgrounds to gain suitable employment. This targeted approach gives Unite a diverse candidate pool and the ability to be reflective of their customers.

Service Spotlight

Regional Strategic Migration Partnership

The Regional Strategic Migration Partnership (RSMP) is a service hosted by Manchester City Council to support refugees and forced migrants to settle in the Northwest.

History shows that employment features heavily in an individual's chances of successfully settling in a new location. Recognising this, the RSMP partnered with GC to engage with recruiting employers, highlighting the wealth of talent available amongst refugees and migrants.

Mandira Hughes, an Employer Engagement Consultant at GC, was seconded to work as part of the RSMP in March 2023. Over the last 18 months, it's fair to say that Mandira's work has had a great impact, both in terms of refugees finding secure and sustainable employment and employers accessing candidates with the right skills.



In September 2023, to coincide with National Inclusion Week, the RSMP & GC hosted an employer event to showcase the experience and ability of migrant talent. Over 100 attendees heard from migrants about their experiences of searching for work in the UK. Employers such as Whitbread, who had successfully onboarded migrants from Ukraine and Hong Kong, also outlined their approach to finding strong candidates within this community. The event was an immediate success with several employers moving to hire in this way straight afterwards.

In February 2024, Mandira along with Phoebe Chung, from Jobs for Hong Kongers, were invited to 10 Downing St to attend their Lunar New Year celebrations. This was in recognition of the excellent work both projects had done to support migrants settling from Hong Kong into work.

During Mandira's time on secondment, she engaged with over 100 employers and 390 individuals, placing over 150 people into employment. Her dedication has resulted in a permanent role at the RSMP, which we know will be a great success!

Colleague Representative Groups - Chairs Network

This network was established to provide a space for the Chairs/Leads of Colleague Representative Groups to meet, share best practice, discuss the challenges they face and collaborate. Eight affinity groups meet online once a quarter with all groups coming together in person twice a year for a roundtable update and networking.

The next in-person event is on 15th November at 10am, Circle Square, Manchester. Attendees can expect to hear from senior directors at **Bruntwood** on their people ethos and the importance of building communities, plus presentations from Leaders of CRGs who have led change in their organisations.

If you'd like to attend or can't attend but would like to know more, please contact Adrian (details below).

Social Value – Support for Businesses

GC is an award-winning social enterprise with a mission to generate growth, create jobs, and improve lives. Delivering Social Value is inherent to what we do and we are committed to supporting other organisations on a similar journey. We know that Social Value commitments are now a core element of the commissioning and tendering process but also that many businesses are new to this. In response, we've developed a Social Value advisory service which will help organisations to:

- 1) Understand what commissioners, customers and investors expect.
- 2) Decide on the most relevant social value measures to them.
- 3) Deliver on contractual social value commitments.

To find out more about this service, please contact Adrian (contact details below).



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