



Aspire in Partnership (AiP)

Newsletter – July 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 April to June 2024, we've proactively supported 31 employers to widen their candidate pools, placing 277 unemployed people into work in the process.

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

RLW*	Male	Female	Non-binary	16-24	25-49	50+
277	57%	43%	0	15%	75%	10%
Arab	Asian/ Asian British	Black	Mixed heritage	White		Declaring a Disability
3%	11%	26%	13%	47%		5%

*Real Living Wage = £12 per hour minimum

Employer Case Studies

Co-Op Live

In Autumn 2023, a stakeholder group was established to support recruitment of staff for Co-op Live, Manchester's new, state of the art, indoor arena. The group included Co-op Live, Growth Company, DWP, Manchester City Council and Tameside Council. A key emphasis was placed on the importance of providing support and opportunity for local unemployed residents as part of Co-Op Live's commitment to delivering social value. The group met weekly; planning activities, updating on progress and adjusting the approach of partners to maximise resident engagement, industry-specific training and job offers.



Partners attended local community events across priority wards to promote the new venue and the jobs available to under-represented candidates. A coordinated marketing campaign was also implemented, including social media and promotional materials placed in community venues across Manchester and into Tameside. The GM Hospitality Talent Hub (there's more on the Hub below) and Manchester College's Hospitality Department also promoted the opportunities to those seeking a career in the industry.

Those residents who already had the skills and experience needed to work in a spectator-led environment, applied directly. To support those with less experience, pre-recruitment training programmes were designed and delivered ahead of interview. Courses of two weeks in length ran at multiple locations across the area and covered the key knowledge and skills needed by Co-op Live in order to run the venue to the highest standards. Those successfully completing the learning programme received certificates in Spectator Safety and/or BSIA Security Licences.

273 people completed training of which 143 were offered work. With just over 1 in 2 candidates receiving job offers, the benefits of community engagement and local recruitment approaches, which include support for candidates, are clear to see.

Sisk – Etihad Stadium

GC were recently commissioned to support Sisk, the main contractor on the North Stand redevelopment at Manchester City Football Club. Sisk have appointed specialist contractors to work on the development including: Sunbelt, William Hare, Carra Construction, FK Group, Taurus Security, Caval & MPB. As part of the works, Sisk have asked that all must deliver extensive social value commitments. Hundreds of roles will be created on the £300 million project over the next two years.

GC's role is to ensure that local unemployed people and priority groups are engaged, trained and offered a range of opportunities spanning the duration of the project. A taskforce of stakeholders meets regularly to review the recruitment needs of the companies involved to ensure timely support. Engagement activities include 'Meet the Employer' events, jobs fairs and careers-focused activities in local schools.

The partnership with Sisk is currently being extended to provide support on two additional projects at Jersey Wharf and Elijah Yard. As with the Etihad, these projects will also feature social value activity and outcomes, focussed on engaging, training and placing under-represented groups into work in the construction industry. If you or your organisation are involved in supporting residents from under-represented groups and would like to know more, please contact Fern Goddard – fern.goddard@gcemployment.uk



Good Employment Charter's Disability Guide

On May 21st this year the Greater Manchester Good Employment Charter launched a new disability guide for employers to enable them to recruit and retain disabled people. Alongside key features of the guide, the event included round table discussions on best practice when hiring and employing d/Deaf or disabled people.

The guide has been co-produced with a panel of d/Deaf and disabled people, Breakthrough UK (a disabled people's, user-led organisation) and the Good Employment Charter team. It is intended to provide employers with practical advice on how to make the employment experience inclusive, equitable and fulfilling for d/Deaf and disabled people and those with long-term health conditions.

The guide is an excellent resource and includes information on:

- How to be an inclusive employer
- Advertising roles
- The interview process
- Team integration &
- Continued support

The guide recognises that supporting the d/Deaf & disabled community is not a 'one size fits all' approach. Different arrangements are needed depending on an individual's requirements and the nature of their role. The guide helps employers understand how to make practical changes that can make a big difference.

A range of guides addressing different accessibility needs can be found at [Disability Guide for Employers | Greater Manchester Good Employment Charter \(gmgoodemploymentcharter.co.uk\)](https://gmgoodemploymentcharter.co.uk).

Employers looking for support to bring the guide to life can contact Adrian Bird, using the details at the end of this newsletter.

Service Spotlight

GM Hospitality Talent Hub

The Hospitality Talent Hub is delivered by GC to support employers in the sector to recruit the individuals they need. Hospitality & Tourism in Greater Manchester is a diverse sector that employs approximately 87,000 people (about 6% of the overall workforce), with an economic impact in GM of £8.7 billion in 2022.

Over the last 12 months, the Hub has supported 135 employers including Leonardo Group, Hilton, Marriott and The Lowry. Regular Housekeeping Academies are run



throughout the year where job seekers gain pre-employment training, hands-on experience and guaranteed interviews with local employers.

The success of the Hub has led to GC securing funding from GMCA to develop the project further and conduct outreach work in local schools and colleges to promote the industry and educate young people about careers in Hospitality through the appointment of a Future Talent Co-ordinator.

The goal is to encourage more people to choose the sector as a considered career path rather than a temporary employment option. Where applicable, the Future Talent Co-ordinator will facilitate introductions to relevant programmes of support, to support individuals into the sector.

The Talent Hub will continue to organise employer involvement in engagement activities, designed to attract more people into the industry. To find out more, contact Margaret Bartnikiewicz – Margaret.bartnikiewicz@gcemployment.uk

AiP - EDI Consultation

Aspire in Partnership is an inclusive recruitment service that helps organisations to:

- Fill vacancies by attracting wider candidate pools
- Diversify their workforce
- Meet social value commitments

The service also includes support to become Disability Confident or to work through the GM Good Employment Charter's Disability Guide. "Entry to EDI" training for hiring & line managers is available alongside access to a peer network of Employee Representative Group Chairs, who share best practice and peer to peer advice.

Our free EDI consultation service is proving popular, supporting organisations with their needs regardless of their current position. The next issue of this newsletter will contain case studies showcasing some of the employers we've worked with.

It's not too late to enquire, our advisors are still available to support organisations in positioning vacancies so they're attractive to wider candidate pools.

To book your consultation or to discuss any other aspect of the newsletter, please contact Adrian Bird on 07503620816 or Adrian.bird@gcemployment.uk.



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