



Responsible Business Awards 2020 - Guidance Information

Unipart Outstanding Employment Award



This award recognises businesses that are removing barriers to work and helping people to thrive in their professions and careers.

Successful entrants will be able to evidence that their business is having an impact in one or more of the following criteria:

- Overcoming barriers to employment for multiple groups, for example ex-offenders, refugees, ex-military personnel, homeless people, and young disadvantaged people (at least two groups)
- Creating talent pipelines for people who face barriers to employment
- Offering good jobs that are secure, pay fairly, and offer opportunities for development and progression.





Key dates for your calendar

| Date | Awards Milestones |
|------------------------------|--|
| 27 November 2019 | Open for entries |
| 21 February 2020 (17:00 GMT) | Entry deadline |
| w/c 30 March 2020 | Results revealed to all applicants by email |
| 12-14 May 2020 | Judging panels for award finalists in London |
| Summer 2020 | Awards celebration event London |





Category Background

The issue

There are more people in work in the UK than ever before, but falling wages and rising job insecurity has led to a sharp decline in the quality of work.

More than one in five workers now face precarious employment conditions, which mean they could lose their work suddenly. Even with a job, one in eight UK workers are living in poverty, indicating that employment is no longer a route out of poverty. These statistics suggest that it's highly likely that these issues apply to some of your employees.

What can businesses do?

Creating meaningful employment is one of the most significant ways that business contributes to the livelihoods of individuals and communities and for many, the only sustainable route out of poverty.

Offering quality experience of work, adopting new approaches to recruitment and breaking down barriers to work for people from disadvantaged groups, can benefit businesses by tackling skills shortages, building new talent pipelines, boosting retention rates and achieving higher productivity.

Eligibility

- This category is open to all members of Business in the Community (BITC) and any non-member private sector business.
- The business should be entering for a programme or initiative that goes above and beyond their core purpose of their business.
- The entry should focus on the development, roll out and impact achieved in the UK.
- Businesses of any size can enter, and judges will have the option of awarding a small business winner alongside a large company winner. The scale of a business will be taken into consideration and assessed against the criteria. Businesses are not scored against each other.

Assessment Criteria

The successful entrant must demonstrate:

- A clear business case for their work, and how this has been taken forward through effective leadership;
- The practical actions they have taken to address the issues;
- The scale and significance of the impact of their programme/approach;
- Practical actions that the company takes to achieve this impact is replicable, and can they be an example of best practice from whom others can learn;
- Long-term approach with long-term benefits;
- Inspirational and innovative approach





Deadline

17:00 GMT on Friday 21 February 2020.
Entries received after this time will not be processed.

Contact Details

For more details about the category, please contact jessica.rose@bitc.org.uk.

For any technical issues and other Awards related queries, please contact awards@bitc.org.uk

Guidance on Completing Assessed Section 2

Explain your approach to employment and your strategy to achieve it. (300 words max)

Your answer should cover:

Overall purpose

- Business case: What motivated your business to improve access to employment for people who face barriers?
- Societal case: What social problem(s) are you trying to address?

Alignment

- How does your approach align with the core values and aims of your business?

Targets

- Please identify and explain your target groups. For example, are you working with ex-military or people facing homelessness, etc.? If so, why?
- What are your targets/KPIs and how are they established?

How are your employment initiatives managed and what monitoring is in place to track impact? (400 words max)

Assessors will be looking for evidence under the following three headings:

Investment

- How much is invested in your initiatives, e.g., financial, human and in-kind?
- How is this relative to your wider CR/employee engagement activities?

Management:

- Who is ultimately responsible for the success for your programme/s? Does it sit in HR/CSR/D&I or a combination of departments?



- What is the management structure, from board level down to day to day management?
- If you are working with a community organisation or partnership organisation, how is that partnership managed and monitored?
- Is there a process in place to continuously review and evaluate? What is this process?

Meeting targets:

- What KPIs do you have in place, and how were these developed?
- How do you monitor your KPIs?
- Are the KPIs being met and what happens if they are not?

How do you engage with stakeholders to ensure your approach is embedded within the business and supported by quality external partnerships? (400 words max)

You should cover in your answer:

Embedding the approach:

- How do you ensure your senior leaders understand and champion your approach to employment?
- How do you engage your employees with your programmes? Do they understand your approach? Please provide evidence (both qualitative and quantitative) to demonstrate the staff engagement.

External partnerships:

- How do you manage relationships with your external stakeholders to ensure your partnerships are effective? Including but not limited to charity partners, customers, suppliers, investors and public sector partners.
- How do you engage with external stakeholders informing them of your approach, supporting it and acting as advocates of it?

Stakeholder input:

- How do you gather feedback from stakeholders to develop and improve your initiatives?
- How do you ensure feedback from beneficiaries is considered?

How does your approach help you target group(s) to overcome barriers to employment and to thrive in good work? (500 words max)

Assessors will be looking for a balance of qualitative and quantitative evidence to show how your approach has impacted your target groups across the whole employment journey, as defined in the award criteria.

- **Inspire:** Actively working to reach disadvantaged communities, preparing people for the world of work and equipping them with the skills to succeed.

Examples could include:

- Working with organisations or using alternative recruitment channels to reach groups of people who have been or are currently excluded from the labour market.
- Internal programmes which support people who are out of work, helping them to gain awareness of the workplace (e.g. careers explorations activities, work experience, behind the scenes events).
- External programmes which support people who are out of work, helping them to gain confidence and essential skills (e.g. CV workshops, employability skills training, mentoring, interview practice, Skills Builder framework embedded in programmes).
- **Hire:** Removing recruitment barriers and creating talent pipelines, allowing jobs to be more accessible to people who face barriers to employment.

Examples could include:

- The changes you have made to your recruitment process to make jobs more accessible, such as: removing blanket exclusions like criminal convictions, focusing on skills and attitudes and not previous experience, having a transparent recruitment process and providing constructive feedback.
- The number of people that have found employment as a result of the removal of recruitment barriers, such as the number of people you have directly employed through your work placements, traineeships or apprenticeships.
- **Grow:** Supporting people who face barriers to sustain employment, by offering good work. BITC defines 'good work' as ensuring jobs are secure, paid fairly and opportunities are offered for development and progression.

Examples may include:

- Demonstrating how you are supporting people in their transition into employment (e.g., effective inductions, supportive line management).
- Showing how you are enabling people to progress within your business by equipping them with essential skills and how many have gained qualifications.
- Job sustainment rates (e.g., retention of apprentices and trainees after completing their courses or work placements) and quality of jobs (e.g., secure contracts, fair pay, flexible hours and opportunities for progression).

What are the business benefits of your approach? (400 words max)

Assessors will be looking for evidence of the impact you are having. Please provide a balance of quantitative (numbers, figures etc.) and qualitative (comments, feedback etc.) figures.

Possible benefits could include:

- Return on investment in terms of savings, such as reduced recruitment costs and increased retention.
- Return on investment in terms of growth, such as increased turnover or sales, access to new clients or markets or the development of new products.

- Other non-financial benefits, which might include:
 - **Employee engagement:** Have your employees gained skills, confidence and more awareness of the issues you seek to address? Motivation, well-being, or satisfaction has improved as a result of engaging with your initiatives.
 - **Diversity:** Can you demonstrate an increased ability to access and attract a wider talent pool?
 - **Reputation:** Has there been increased positive perceptions of the business among key stakeholders, customers, the media and future talent pipelines?
 - **Collaboration:** Has best practice and learning fed-back into other departments? Is there more cross-departmental collaboration?
 - Types of evidence may include: surveys, positive media pieces, statements from suppliers, awards, etc.

What makes your approach outstanding? (400 words max)

In this section, the assessors will want to understand why your approach to employment stands out from the rest of the entries. This might include:

- An overall strategy where complementary programmes are linked to form a powerful series of engagements across the whole employment programme;
- Developing a unique or innovative approach;
- Forming long term mutually beneficial partnerships;
- Showing leadership on responsible employment;
- Creating a culture that helps people facing barriers to thrive within the workplace;
- Taking innovative action to ensure work is good for all;
- A plan for how your approach will continue to develop and grow;
- Any other exemplary element which makes it stand out from the rest.

Uploading supporting files

Total files uploaded must not exceed 30MB. BITC reserves the right to only process content below the maximum file size for assessment.

At the end of the awards questions there is a file upload option. You can upload multiple supporting files if the documents are compressed into a zip. file before uploading.

How to zip multiple files for this Qualtrics process:

1. Select all the files you want to zip together by holding the CTRL key and clicking on each one.
2. Right click and select 'Send to' from the menu that appears.
3. Select 'Compressed (zipped) Folder' from the secondary menu.
4. This will create a new Zipped Folder, which will show up as a new icon.



5. Please name the folder using this structure: COMPANY NAME Awards submission 2020
6. Navigate to the file upload question in the survey and click anywhere in the grey box (see screenshot below). This will open a dialogue box where you can navigate to the relevant zip file, select the file and click open. Your supporting documents and images will then be uploaded

Please note: All logos should be supplied as hi res eps, png, .ai or svg. Images should be hi res, above 2mb

