



The Prince's  
Responsible  
Business Network  
Cymru

## Guidance information for the Wales Diversity and Inclusion Award 2020



This award recognises businesses that have inclusive workplaces reflecting the diversity of UK talent and enable everyone to reach their full potential in the workforce.

Successful entrants should evidence that their business is having an impact in one or more of the following criteria:

- **Creating an age inclusive workforce where people of all ages can thrive**
- **Improving diverse representation of BAME people at all levels and progression of BAME employees in leadership roles**
- **Embedding an inclusive culture where women are empowered to succeed and are represented at senior level**
- **Ensuring all recruitment processes are free from discrimination and bias**



**Royal Founding Patron:** HRH The Prince of Wales  
**Chairman:** Jeremy Darroch  
**Chief Executive:** Amanda Mackenzie OBE

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England and Wales (297716) and Scotland (SC046226).  
Company limited by guarantee No. 1619253.

**Registered Office:**  
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## Key dates for your calendar

<b>Date</b>	<b>Awards Milestones</b>
December 2019	Open for entries
6 March 2020 (17:00 GMT)	Entry deadline
25 March 2020	Judging
April 2020	Shortlist announced
25 June 2020	Awards gala dinner Cardiff



## Category Details

### Race

Only one in 16 people from a Black, Asian and Minority Ethnic (BAME) background are in a senior leadership position in the private and public sector, which is in stark contrast to the rapidly changing demographic of the working age population. Employers need to enable BAME talent to flourish and progress equally within their organisation.

- After analysing the financial returns of more than 1,000 organisations internationally, *McKinsey's Delivering through Diversity 2018 report* shows that organisations with a rich mix of racially diverse teams experience 33% greater financial returns.

Workplaces benefit from a diverse range of experiences, ideas and ways of thinking. There are huge opportunities for businesses to harness the knowledge and creativity of employees from different cultural backgrounds

### Age

The population of the UK is ageing, and age is becoming a key business issue. There are currently over 10 million workers over 50 in the UK's workforce and by 2020 one in three workers will be over 50. Employers need to rise to this demographic challenge and recognise the potential of their older workforce. In the next 10 years there will be 13.5 million vacancies and only 7 million school and college leavers to fill them.

People aged 50+ may face bias when they apply for jobs and are much less likely to be offered opportunities for training and development than their younger counterparts. Age friendly employers recognise and value the skills and experience of older workers and develop policies across 5 key areas:

- Flexible working
- Health support when needed
- Career Development for all ages
- Positive recruitment
- An Age Inclusive culture

### Gender

There are more women on company boards than ever before, but they still only make up 32% of FTSE 100 boards and the percentage of female executive directors in the FTSE 100 sits at just 10.9%<sup>1</sup>. The pay gap among all employees (full and part-time) is 17.3%

Achieving a truly gender-balanced workforce means employers must recruit and progress the best talent – irrespective of gender.

The commercial imperative for realising women's potential in the workplace is clear: gender equality enhances employee engagement, boosts productivity, meets the diverse needs of customers and suppliers, and improves brand reputation

The Responsible Business Award for Diversity and Inclusion celebrates those businesses that are responding to these emerging needs and in turn are maximising the business' resilience to access an increasingly diverse marketplace and talent pool.



## Eligibility

Any employer can apply for this award.

## Assessment Criteria

Successful entrants will be able to demonstrate that the business is acting:

- To create an age inclusive workforce where people of all age can thrive
- To improve diverse representation of BAME people at all levels and progression of BAME employees in leadership roles
- To embed an inclusive culture where women are empowered to succeed and are represented at senior level
- To ensure all recruitment processes are free from discrimination and bias

## Deadline

17:00 GMT on Friday 6 March 2020.

Entries received after this time will not be processed.

## Contact Details

For more details about the category, please contact Jill Salter at [jill.salter@bitc.org.uk](mailto:jill.salter@bitc.org.uk)

For any technical issues and other Awards related queries, please contact [wales.events&comms@bitc.org.uk](mailto:wales.events&comms@bitc.org.uk)





## Guidance on Completing Assessed Section 2

### What is the overall purpose of the initiative and the strategy to achieve it? (500 words max)

Assessors will be looking for a clear statement of the business case for taking action on race, age or gender and how this has been taken forward through effective leadership.

- What is the challenge they are seeking to address?
- Is there data or other evidence to illustrate the organisation's starting point?

### How did you go about engaging stakeholders with your initiative and strategy? (400 words max)

Assessors will be looking for evidence that you consulted with key stakeholders in order to shape your strategy and encourage take up.

Consider the following:

- The term stakeholder refers to any group that could be affected by the strategy or initiative. Stakeholders could be employees, community organisations, key suppliers and other organisations such as union representatives
- How have you engaged stakeholders throughout the design and implementation of the initiative or strategy?
- How are you continuing to collaborate with these stakeholders to review and develop your initiative or strategy?

### How is your initiative managed and monitored? (400 words max)

Assessors will be looking for evidence of a managed approach to your strategy and actions.

Consider the following:

- How your programme is managed and who is responsible for overseeing this
- What senior level support you have & how the programme is managed at an operational level
- How much is invested in the programme – financial, human and in-kind
- What objectives, milestones and KPIs have been set and how these are monitored. Please give examples where possible.





### **In what ways has wider society benefited from your initiative and strategy? (500 words max)**

Assessors will be looking for a clear statement of the societal benefits of your programme/strategy. Please provide a balance of quantitative and qualitative evidence. Consider the following:

- What impact measures have you identified and how are these assessed?
- What are the plans for a long-term approach? Are there any long-term benefits already apparent? Is there any data evidence to illustrate this?
- What evidence is there of the impact of your initiative on the local community, region, Wales or the UK
- How have your diversity & inclusion strategies impacted on wider society to reduce bias, increase opportunities and improve attitudes?
- What has been the impact on the beneficiaries of your actions?

### **What are the business benefits of your initiative and strategy? (500 words max)**

Assessors will be looking for a clear statement of the business benefits of your programme/strategy. Please provide a balance of quantitative and qualitative evidence. Consider the following:

- What impact measures have you identified and how are these assessed?
- What are the plans for a long-term approach? Are there any long-term benefits already apparent? Is there any data evidence to illustrate this?
- What evidence is there of the impact of your initiative on your business and employees?
- Are there testimonials from those for whom these actions have made an impact on, or have changed outcomes for?
- Is there any evidence of financial impact?
- Is there any improvement in employee engagement scores?
- Is there an increase in retention amongst particular groups in the business?





## 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: WALES *COMPANY NAME* Awards submission 2020
6. Navigate to the file upload question in the survey and click anywhere in the grey box. 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**

