



# Opening Doors: BITC's inclusive recruitment campaign

## Frequently Asked Questions

### 1. What are the aims of the Opening Doors campaign?

Opening Doors is BITC's inclusive recruitment campaign, launched in February 2022, with the goal of making 2 million jobs more inclusive by 2025.

Throughout the campaign we will do three things:

- **Raise awareness of recruitment barriers** that block people from disadvantaged and diverse groups from getting jobs and prevent employers from accessing talent.
- **Ask businesses to participate by identifying a minimum of three specific actions** they will take to make their recruitment practices more inclusive, setting out the timeframes in which these will be complete and the proportion of their UK workforce these actions will apply to.
- **Support BITC members to help them take action**, through our events, content, advisory services and Job Coaching programme.

### 2. Who is this campaign designed to benefit?

The Opening Doors campaign is primarily focused on those groups who are disadvantaged in the labour market because of their background or life experience.

These include ex-military, people with convictions, people experiencing homelessness, long-term unemployed, refugees, young people, older workers, disabled people, neurodiverse people.

This list is not exhaustive, and a business may identify other groups it would like to support, including those facing intersectional barriers relating to race or gender (see below).

### 3. How does this campaign fit with diversity & inclusion?

Opening Doors has been designed to complement existing diversity and inclusion initiatives. It focuses on people from groups that may require more targeted initiatives due to the multiple barriers they face.

For example, if an employer is already working hard to increase the representation of women in its business, as part of the Opening Doors campaign it might choose to take forward actions that would remove barriers for women from low socio-economic groups; or, if the focus was increasing opportunities for people from Black, Asian and Minority Ethnic backgrounds, it might introduce specific actions to help young Black men into work.





#### 4. What are we asking employers to do?

We are asking businesses to participate in the campaign by identifying at least three specific actions that they will take forward over the next three years and sharing their progress with BITC.

The actions should be selected from the list that underpins the five principles, which we have developed in consultation with a broad range of charities who support the disadvantaged groups that we are targeting in this campaign. Each action should represent a new initiative for the business – not a continuation of initiatives that are already underway.

#### 5. How can I sign up?

Visit [www.bitc.org.uk/inclusive-recruitment-opening-doors](http://www.bitc.org.uk/inclusive-recruitment-opening-doors) to find out more about the campaign and register your interest. Once you have submitted your expression of interest, a member of the team at BITC will share the campaign sign-up form. You will be asked to tell us:

- which actions you will be taking forward (minimum 3)
- an estimate of the number of roles that will be impacted by each action
- the anticipated date of completion.

We are asking for this information so we can provide support to help you take action and track progress towards our goal of 2 million roles influenced by the campaign.

#### 6. Is there a cost to signing up to the campaign?

There is no cost to signing up to Opening Doors, and the campaign is open to all employers – BITC members and non-members.

#### 7. Who's supporting the campaign?

The campaign is supported by Axa and City & Guilds, through their support of BITC's job coaching programme.

The campaign has been developed in consultation with a broad cross-section of organisations supporting excluded groups, and has been endorsed by the following organisations:

- |                                    |  |
|------------------------------------|--|
| - Back on Track                    | - Prince's Trust                         |
| - Bridge of Hope                   | - St Giles Trust                         |
| - Department for Work and Pensions | - Recruitment & Employment Confederation |
| - Generation                       | - Renaisi                                |
| - Movement to Work                 | - Youth Employment UK                    |





## 8. What support is available to help my organisation take action?

BITC members will benefit from a range of support to help them achieve the campaign asks, including the following:

- **Advisory services** – topics include inclusion, partnerships & social impact
- **Employment programmes**
  - [Job Coaching](#) – (national)
  - Youth Employment Initiative (North East)
  - STEP programme supporting Refugees (Yorkshire & Humber, Bristol and Coventry) Y&H – Leeds, Sheffield and Bradford
  - GREAT programme supporting long term unemployed (East Mids)
  - Age at Work (Scotland, Northern Ireland, Wales)
- **Content** – Inclusive Employment toolkit, case studies and best practice guides
- **Events** – webinars, peer learning forums, leadership roundtables
- **Regions & nations** – connecting to partners & responding to local need

Please contact your BITC Relationship Manager for more details or email the campaign team at [openingdoors@bitc.org.uk](mailto:openingdoors@bitc.org.uk).

## 9. My organisation has already taken action to recruit more inclusively – how can we share our story?

We want to hear from you if you have already taken action in line with the campaign principles. We may want to feature your story as part of our campaign communications and events, so others can learn from your approach. Please contact us to share your story.

**Thank you for your interest in the Opening Doors campaign.**

**Please email [openingdoors@bitc.org.uk](mailto:openingdoors@bitc.org.uk) if you have any further questions.**

