

# Levelling Up Impact Report

Pertemps & Purpose Coalition

**Pertemps  
Network**  
the face of recruitment



LEVELLING UP  
GOALS

THE PURPOSE  
COALITION

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# Foreword

Rt Hon Justine Greening, Founder,  
Levelling Up Goals & Former  
Education Secretary

Ensuring that all professions are open to anyone, whatever their age, race, gender, or background, is critical to levelling up Britain.

Progression in the workplace should always be based on talent, achievement, and potential, rather than your connections or the place you happened to be raised. But unfortunately, we know that in the UK this is often not the case.

The Covid-19 pandemic had a devastating impact on the flow of talent into several sectors, including hospitality, logistics and care, with many employers struggling to find the staff needed to meet demand.

Recent data from the ONS shows that the number of UK job vacancies in January to March 2022 rose to a new record of 1,288,000<sup>1</sup>. This was up almost 500,000 on the same period in 2020.

At the same time, with an unemployment rate of 3.8 per cent (ONS, March 2022 to May 2022), there is no shortage of people eager to get into work and progress their careers.

Among them are young people from disadvantaged backgrounds, veterans who are still finding their feet in civilian life and those forced to leave their career for health or other reasons.

They represent a vast, untapped seam of talent that could help many businesses achieve their growth goals in the months ahead.

The landscape post-pandemic may seem bleak, but it actually presents a unique opportunity for us as a nation to focus on reskilling people and unlocking transferable skills, leading employers and employees towards new opportunities.

As well as helping people from diverse and often-disadvantaged backgrounds get a foot on the career ladder, the Levelling Up Goals support the movement of talent between sectors and into better paid and more fulfilling roles.



They also contribute to building the confidence of people in underrepresented groups to enable them to take advantage of new opportunities.

A silver lining of the skills shortage is that many employers are more willing to take a risk on candidates they otherwise may not have – with potentially transformative outcomes.

Pertemps is an organisation working at the heart of this new world; connecting talent with opportunity, in an employment market in a state of continual flux as traditional working practices undergo fundamental changes.

As one of the UK's largest independent recruitment agencies, with clients which include national employers across a wide variety of sectors including, distribution, utilities, manufacturing, and logistics, its potential for impact, around the framework of the Levelling Up Goals, is huge.

As this report sets out, Pertemps is already heavily invested in driving social mobility nationally. It is committed to tackling inequality and encouraging open recruitment, diversity, and inclusion far beyond the boundaries of its own organisation.

Its work as part of the Purpose Coalition and towards the Levelling Up Goals is making a major contribution to the levelling up agenda and provides an inspiring example of how being purposeful really does make business sense, in one of the most competitive sectors in the UK.

<sup>1</sup> Vacancies and Jobs in the UK: April 2022, a report from the Office for National Statistics.  
<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/jobsandvacanciesintheuk/april2022>



## Foreword

Carmen Watson, Chair,  
Pertemps Network Group

The recruitment industry can – and should – be leading the way in showcasing best practice in businesses up and down the UK. Promoting open recruitment and diversity is key, not just for a happy and inclusive workplace, but also an efficient and effective one.

It's something that has been central to the way Pertemps has worked since it started in a small office in Birmingham in 1961 – and it remains core to our business model today.

Pertemps is the UK's leading independent recruitment agency, with a "world-class" accreditation for employee engagement.<sup>2</sup> Quite obviously, our "day job" is that we match people with employment opportunities, placing around 12,000 candidates in permanent roles each year, as well as managing up to 40,000 temporary staff for clients at any one time. It is how we do it, though, that I feel is most important.

We are a responsible business with a strong social conscience. We support the communities in which we work, with a mission to be the recruitment partner of choice for candidates and clients, delivering a quality and trusted service that exceeds their expectations.

The UK has an incredibly diverse population and so, by default, a diverse workforce, bringing together a tapestry of cultures and people from different economic backgrounds to create a world-class talent pool. Every individual should have the same opportunity to excel at work, whichever road they choose to follow.

We recognise that, in order to be successful as a business and to offer opportunities for all, collaboration with all stakeholders is essential, whether they be jobseekers, clients, our own colleagues, suppliers or community organisations. This should also extend to Government and education establishments.

As we start to see a change in the skillsets required for a successful economy between now and 2030, as highlighted by the World Economic Forum (WEF), we must ensure we continue to move with the times and offer support to people to access training to develop their own portfolio of skills and experience. Critical thinking,



adaptability, communication excellence, cultural understanding, initiative and drive will be the essential skills for the next generation and for our business leaders of the future.

We have a responsibility to upskill existing colleagues and signpost training opportunities in the wider workforce to ensure we have a sustainable, flexible and adaptable talent pool to meet the challenges of the coming years. Businesses should no longer be autocracies, or even meritocracies, but adhocracies, trusting capable people to work independently to achieve what is best for the business and their colleagues.

We want to engage with all people, including those who are hard to reach, and have many initiatives in place to make this happen. Some of those touched on in this report include:

- ▶ Armed forces liaison
- ▶ Young person initiatives
- ▶ Apprenticeships and best use of the levy
- ▶ Partnerships in the education sector
- ▶ Managed solutions for clients
- ▶ Using technology to further promote inclusive recruitment.

Everyone should be part of the national skills agenda. We make it our business to reach out to as many people as we can to showcase opportunities and guide them towards the roles that are the best fit for them. This is fundamental to helping the Government achieve its commitments to a Levelling Up agenda and is a core aim of the Purpose Coalition, who we are proud to partner with.

We have been inspired by working with Justine Greening and Lord Walney, in particular, on this Levelling Up work, resulting in, but not exclusive to, the Impact Report you are reading now. Our hope is that this document will serve as a benchmark, not just for other organisations seeking to realign their recruitment strategies, but also for ourselves, allowing us to chart our progress and pursue continuous improvement as we move forward.

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We promise to continue to evaluate what we are doing in this arena, push to do better and share best practice with others to help the UK deliver on its Levelling Up commitments.”

It has given us an opportunity to stop and take real stock of how we deliver open recruitment, creating opportunities for everyone to be the best version of themselves, with no barriers, whether that is in a role with us directly or placing them in a role with one of our clients.

I have thoroughly enjoyed being a part of this body of work. It has been a great reminder of the things we do to make recruitment as open and inclusive as possible, creating opportunities for careers for tens of thousands of people each year, but also helped us review and identify areas where we can further improve.

This approach is in our DNA, but the project has also given me fresh ideas and renewed pride in my colleagues.

The breadth of work we do across the Pertemps Network Group to remove barriers to employment, support those who need it to get into their chosen profession and help build confidence for those getting back into work is quite staggering. Day-to-day, it is going on in pockets of work throughout the business. Through the Levelling Up work, we have been able to see it as a whole.

We promise to continue to evaluate what we are doing in this arena, push to do better and share best practice with others to help the UK deliver on its Levelling Up commitments.

# Introduction to Pertemps Network Group



As one of the UK's largest independent recruitment agencies, Pertemps Network Group (routinely referred to as Pertemps) has been offering expert recruitment solutions to businesses across the UK since 1961, having helped thousands of job seekers find new opportunities.

It has grown from a small family-owned business, operating out of an office above a dress shop, to a billion-pound company with over 200 offices across the UK, directly employing 1,550 members of staff managing up to 40,000 temporary workers for clients at any one time and placing around 12,000 people into permanent roles every year. Further to this, its expertise in recruitment process outsourcing, where Pertemps acts on behalf of its clients as their inhouse recruitment team, helps recruit, screen, and vet up to one million candidates every year.

Pertemps is renowned for offering both immediate and strategic solutions to clients across the private and public sectors. A national perspective combined with a thorough understanding of local recruitment markets enables the team to provide tailored workforce solutions to clients of all sizes, while helping jobseekers into the right roles.

Despite its growth, Pertemps has held onto the close knit, family mindset from its early days. This is most evident in its relationship with its own workforce, developing its strategy from the bottom up, through conversations with teams and individuals from across the organisation about what matters to them and where its focus should be, which has helped shape its Corporate Strategy.

A trailblazer, Pertemps set up an "Employee Benefit Trust" in 1994, allowing both permanent and contingent colleagues to share in its success, and it is now proud to have HMRC-approved share schemes, which share rewards with staff. This ensures all staff have a vested interest in the success of the company and its clients, acting as a motivator for all while cementing a group work ethic.





An illustration of the success of this approach is the number of employees who joined Pertemps early on in their careers, some even as their first job after leaving school or college, and have remained with the company for a considerable number of years. They have been supported to work their way up to senior roles. Pertemps has a demonstrable track record in upskilling and furthering the education of colleagues. This reinforces the belief that promotion and progression should be based on achievement and potential, rather than an individual's background.

Pertemps works hard to challenge existing perceptions and allow everyone to reach their full potential, ensuring diversity, equity and inclusion is at the forefront of everything it does.

Making a positive contribution in terms of social value is a key element of Pertemps' mission. It works in partnership with community groups and wider support networks, to continue its commitment to support local people through a sustainable recruitment approach, helping those from disadvantaged backgrounds and particularly those furthest from the job market.

It works with companies, community-based projects and over 50 charities to ensure a diverse and inclusive culture. Pertemps "champions" up and down the country, routinely support local charities through corporate social responsibility initiatives and a Give As You Earn scheme. Lifetime President, Tim Watts, has also personally supported a local university to sponsor a new generation of trainee doctors from 'hard-to-reach' communities across the West Midlands.

Another example of its impact on local communities is the £2,500,000 contributed through the Pertemps Apprenticeship Levy Fund to organisations through the West Midlands Combined Authority, as well as direct employers including Avery Fields Sports and Events and Solihull Care, among many others.

Promoting and providing equal opportunities has been a common thread throughout the company since day one. Pertemps is delighted to be involved with the Purpose Coalition to continue this work and ensure that its strategies to encourage social mobility are sustainable for the long-term.



## Pertemps' activities mapped against the Levelling Up Goals

As one of the UK's largest independent recruitment businesses, Pertemps takes the role it plays in social mobility seriously. It is working not only to ensure equality of opportunity for all, but also to sustain a long-term strategy which better understands the diversity of the communities it operates in and enables everyone to maximise their potential.

It works with partners and community groups to support local people into sustainable recruitment and to help those from disadvantaged backgrounds enter the job market.

Pertemps has identified several key Levelling Up Goals where it can demonstrate significant impact, all of which are relevant to its overall purpose and aims. These include: Goal 2 Successful School Years, Goal 3 Positive destinations post 16+, Goal 4 Right advice and experiences, Goal 5 Open Recruitment, Goal 6 Fair Career Progression and Goal 14 Achieve equality through diversity and inclusion.

This report highlights how Pertemps works on delivering a strong and positive impact on levelling up communities and, in addition, how they support and work with their clients on levelling up, including a case study with one of its key clients.

For the key case study client, Pertemps is their Recruitment Process Outsource partner, and acts as their internal Resourcing Team and currently recruits all permanent, including apprenticeships, temporary and contractor resources. The work which has been done to help get people into work, promote inclusive hiring, and ensure fair career progression, is an excellent case study for the Purpose Coalition.

Pertemps has supported and developed a number of programmes through the partnership which have seen considerable success in terms of providing positive experiences, job opportunities and a step-up onto the career ladder for young people and adults from a diverse range of backgrounds.



### **Every child successfully achieving their potential in attainment and development**

Pertemps plays a central role in education, recruiting teaching and support staff to Primary, Secondary, SEN schools, Pupil Referral Units, FE Colleges and Early Years settings.

It recognises the fundamental role that teachers play in shaping the future of the next generation and aims to provide cost-effective recruitment solutions for schools to help find the best teachers and support staff, through its Education Division.

The Pertemps team also regularly visit schools and colleges to offer careers advice and education to children. They do this with a wide age range of pupils, believing that children should have access to careers guidance early on in their school years so they know what opportunities might be available to them and can make an informed decision about their future.





**Does the organisation support young people and adults to have the choice of a high-quality route in education, employment, or training?**

Pertemps believes that every young person and adult should have the option of a high-quality route in education, employment, or training. Having access to career advice and the opportunity to have a range of experiences that broaden horizons and set schoolwork in context are vital.

Pertemps recognises that it has a role to play here, and that establishing how the organisation can consistently provide high quality careers advice, support, mentoring and access to work experience is a vital step in improving social mobility and driving levelling up.

Pertemps successes aligned to this Levelling Up Goal, are demonstrated internally and through its partnership with its clients.

**Helping people into work**

Pertemps runs a number of programmes, directly and with its clients, with an aim to help young people from a range of backgrounds get a foot on the career ladder.

Pertemps is invested in the Kickstart programme, both directly and through its clients. The programme is open to 17-24-year-olds and provides funding to create new jobs for those on universal credit who are at risk of long term unemployment. This has seen over 120 young people placed into Kickstart roles.

SWAP (Sector-based Work Academy Programme), works in conjunction with the Department of Work and Pensions and sees members of the team attend local colleges to engage with young people and present the roles available. For example, in Swindon for our client case study, it has hired nine people to date, all of whom were out of work and is now planning to launch the scheme in other areas.

Despite the pandemic, the team has taken part in education events at schools and colleges, attending assemblies both in person and virtually to highlight the opportunities with their clients and different routes of access, from all current vacancies to graduate and apprenticeship programmes. This includes attending inner-city and more disadvantaged schools. Guidance includes practical advice, such as how to conduct a job search, what a CV should look like and interview techniques. This is achieved through centrally managed programmes and dealing on an ad-hoc basis across the country via local branches.

Pertemps recommends to its clients that employees who have successfully moved through these programmes, joining the company, and working their way up, are encouraged to attend careers events and share their story with the aim of inspiring others, something Pertemps has found to work well in promoting these routes to market.

**Open University**

Pertemps works with the Open University, partnering on events throughout the year to engage with students and attract potential employees to opportunities within the company. In April 2021, it interacted with around 60 people who visited the Pertemps booth.

Pertemps plans to continue working with the Open University, with areas of focus in 2022 including:

- ▶ Monitoring vacancies and adding several roles to the Open University portal each month, directing students to look at all the opportunities on the website
- ▶ Due to the large number of vacancies our clients have, the Open University is offering extra promotions, which will include a push in their monthly jobs' mailer, at the upcoming Global Matters Forum and in their Women in Engineering forum
- ▶ Promoting clients on 'find out more' events
- ▶ Working on its military strategy - The Open University runs a Disabled Veterans Scheme (DVS) and hopes to support Insight Days and other events targeted for military and disabled veterans.

**Apprenticeships**

Pertemps also does a lot of work internally to support its own staff and future employees, as well as those of its clients. Just under a third (31 per cent) of its own workforce is aged between 16 and 30 years old. This is the gateway to lifelong learning through which Pertemps supports its staff.

Pertemps has supported 33 local businesses and placed 113 apprentices across a wide range of job roles from digital, engineering and business administration to plumbing and healthcare.

Pertemps, working on behalf of its client case study, runs its apprenticeship programme with ambitious



goals to attract a diverse range of candidates. It aims to recruit 100 new apprentices in 2022 and 2023, increasing in 2024 and beyond from Level 2 up to Level 6.

As well as Pertemps attracting 3,000 candidates through its routes to market, with 50 per cent from a low socio-economic background, it works closely with the client to engage with the candidates from a number of community-based programmes and engages with a diverse panel of assessors to support it in achieving its diversity target, with 50 per cent of candidates invited for interview being female and 50 per cent from a lower socio-economic background. This is followed up with positive action at the offer stage.

The company has expanded its reach by replicating the exemplary partnership it has developed with this client case study with other key clients of Pertemps to help promote social mobility across other sectors.



Pertemps, working on behalf of our client case study, run their apprenticeship programme with ambitious goals to attract a diverse range of candidates.”





#### 4 Right advice and experiences



#### **Does the organisation provide access to the right advice and experiences at the right time to unlock opportunity through a person's life?**

Pertemps runs a number of mentoring programmes to support young people in getting into work, as well as those who need help progressing or moving to the next stage in their careers.

It supports Mentoring Circles, a Government initiative for people aged 18–24 who are currently claiming benefits. Members of the team have worked with the National Career Service and visited job centres to support people, especially those from a challenging socio-economic background, to find work.

Over three sessions, young people are supported with general career advice, writing CVs and cover letters, coaching and are able to visit the client's site and work towards potential opportunities with the company. The mentor schemes also aim to help build confidence and give them the inter-personal skills needed to succeed in the workplace.

#### **Case Study – PDT Fleet Training**

The PDT Fleet Training programme, which has been running for the last 10 years, takes young people through a learning programme on all aspects of road safety, including for example speed, drink, drugs, mobile phones, tiredness, distractions and seat belts.

This programme went on to win a contract with the Professional Football Association (PFA) to train young footballers and has now been delivered to 3,000 players aged 16–18 years old.

The programme includes an under 18-year-olds course, where attendees take part in a virtual road traffic accident simulation, to demonstrate what happens when distracted or drunk, for example.

Hundreds of 18 to–23-year-olds have also taken part in an actions and consequences workshop, where they experience what would happen if attending court following an accident.

Furthermore, the team also works with the Professional Footballers' Association (PFA) to support and mentor young footballers on CV writing, interview techniques, different market sectors, and what's out there in the world of work, should they need an alternative employment if football doesn't work out for them in the future.



**Are careers and professions open to people of all backgrounds through transparent, accessible, and open recruitment practices? Does the organisation offer opportunities for career advancement for all based on ability and potential, not connections?**

Pertemps advocates for careers and professions to be open to people of all backgrounds through transparent, accessible, and fair recruitment practices. It recognises the importance of having open opportunities and ensuring that all careers’ options are available to the widest possible range of people, in order for the nation to make the most of its talent and potential.

With billions invested in the education system every year, it’s vital to make sure it’s not blocked from thriving as young people leave education and head into careers.

Pertemps works with numerous partners on behalf of its clients, such as for our client case study, BYP, Energy and Utility Jobs (EUJobs), WISE, Proud Employers, to ensure it is recruiting from a diverse pool of talent, both internally and for its clients. The organisation has also signed several charters, demonstrating its commitment to improving accessibility and bringing people into the business, including Ban the Box, Care Leaver Covenant, EDAC (Employers Domestic Abuse Charter), as well as recommending strategies and working on pledges such as Employers Domestic Abuse Covenant (EDAC), Women in Science and Engineering (WISE).

Other long-standing partnerships include those with the Young Offenders’ Programme, Remploy, Growing Talent (150 people placed into employment), Crisis (276 individuals placed into employment with an additional 37 opportunities created) and Employability Internships.

Pertemps is extremely passionate about championing the importance and benefits of a diverse and inclusive workforce, ensuring background and culture are never

a barrier. This is demonstrated in the statistics from our partnership with our client case study, which show 37 per cent of applications come from those of an Ethnic Diverse background (nearly 12,000 people) in 2021, compared to a national average of 14 per cent, while 30 per cent of applicants come from those identifying as female.

The following are some additional examples of steps it has taken to proactively support inclusion directly and with its clients:

- ▶ Created new roles for a Diversity Champion who works as a permanent link to all diverse networks internally and with clients, listening to views and opinions and keeping up to date with relevant trends
- ▶ Recommend and implementation of anonymised applications to reduce potential biases in the shortlist to assessment review.
- ▶ Diverse assessment panels covering ethnicity, gender and business unit to ensure diversity of thought and collaborative thinking around talent
- ▶ Updated and reviewed current assessment techniques and material alongside recommending and implementation of online assessment platform to increase objective assessment and decision-making, and remove potential risk of bias
- ▶ Recommend the use of a language analysis tool for job adverts ensuring they are using more inclusive language to appeal to a wider network
- ▶ Recommend and attend careers and diversity events to capture, nurture and support hiring diverse talent
- ▶ Sharing knowledge by networking and collaborating with other organisations.

**Attracting diverse talent**

Pertemps has shown a strong contribution to attracting diverse talent across the company and, specifically, within its partnership with its clients. Pertemps promotes diverse attraction and selection tools, working with their clients on conscious inclusion training and support for hiring communities.

This can be seen across different groups including females, former military service personnel, ex-offenders, ethnic minorities, and those who are disadvantaged from a low socio-economic background.



Pertemps has taken several steps to increase the number of applications from these demographics including:

#### ▶ Females

- ▶ Pertemps Chair currently leads the Women in Business Group of the Lord Mayor of Birmingham's Charity Patrons.
- ▶ Gender neutral advertising that does not subconsciously put off women from applying
- ▶ Using female case studies in attraction campaigns, championing women in roles
- ▶ Partnering with Women's Utilities Network (WUN), Forces Families and Women into Science and Engineering (WISE)
- ▶ Analyse data and insight from our systems e.g., monitor and review female vs male applications in comparison to demographic data

#### ▶ Low socio-economic backgrounds

- ▶ Working with schools and colleges in disadvantaged areas, education on job search, CV writing and interviewing skills
- ▶ Working with Government programmes to help and support people back into work from disadvantaged backgrounds or breaking down barriers to support those that have been out of work to find a new job

#### ▶ Ethnic Diversity

- ▶ Pertemps Chair sits on the Business in the Community (BITC)'s Race Equality Leadership Team, is a Fellow of the Institute of Recruitment and Employment Confederation
- ▶ Reach & Cultural Harmony Days – attending events across their clients' patches
- ▶ Committee members of Ethnic Diversity groups, working closely with their clients' DE&I teams. Actively involved in coordinating events, social media posts and internal/external communications
- ▶ Mentoring Circle events - Government initiative from the Department for Work and Pensions. Working with Jobcentre Plus, supporting ethnic diverse 18–25-year-olds to find employment.
- ▶ Analyse data and insight from our systems e.g., monitor and review diversity statistics in comparison to demographic data

#### **Military Strategy**

The Pertemps Armed Forces Liaison Team was set up specifically to help ex-service personnel into work. It has been recognised by the Ministry of Defence for the work it does in helping to recruit veterans and service leavers, with a Gold Award in its Employee Recognition Scheme, initially awarded in 2016 and revalidated in 2021.



Pertemps has carefully developed schemes and policies that offer bespoke employment solutions for people associated with the Armed Forces, including the Portfolio Employment Model (PEM) designed to provide flexible, civilian driving careers to Army Reserves.

PEM gives Reservists joining the Royal Logistics Corps as drivers, the opportunity to top-up their skills, gain a civilian driving certificate (Driver CPC) and find guaranteed work that fits around their duties.

Between 2015 and 2021, the Armed Forces Liaison Team helped 1,777 ex-services personnel into work. With new systems in place since then, 3,770 additional individuals with a military background have engaged with Pertemps to help them find work outside of the Armed Forces.

Using this same methodology, Pertemps implemented a Military Strategy for its client case study, to support veterans and service leavers develop their skills needed for a career in civilian life, finding roles for many of these individuals.

Since June 2019, it has offered 82 candidates roles across a variety of career pathways, from Drivers, Mechanical, Electrical and ICA (Instrumentation and Control) Technicians to Field Performance Managers, as well as having a database of circa 450 candidates to date, which it regularly reaches out to, to advise of new opportunities and invite to events.

It has held 10 Insight Days at various sites across the patch with an average of 15–20 candidates attending each event, as well as a CV workshop to help candidates demilitarise their CVs to be more appealing to the wider market.

The team attends an average of four careers fairs a year to showcase the opportunities available within the client for ex-Military personnel



### Case study: LGV drivers

In 2014, Pertemps Driving Academy devised a practical vehicle course to support drivers into logistics roles, who for various reasons, such as age or lack of experience, had previously struggled to get on the ladder.

This allowed those people to be graded to a safe level in order for insurers to give them that cover. Today, over 3,000 people have roles in that sector as a result of this course.

The Armed Forces Liaison Team provides free training to any service person wanting to go into logistics, which has helped a large proportion of people to secure roles as drivers in civilian life.

### Career progression and upskilling

Opportunities for career advancement for everyone should be based on ability and potential, rather than connections. The chance to keep developing once in work and progress in a career isn't just important from the perspective of increasing earnings, it's about continuing to feel challenged and learning in the workplace.

Pertemps recognises that businesses which work out how to provide those opportunities to keep growing and moving forward, do better in the long run.

As a recruitment agency, part of the role of the team at Pertemps is to talk to clients about transferable skills and any change of direction for candidates.

### Case study: Skills Bootcamp

Pertemps has awarded 682 places in a skills boot camp, held in partnership with the Department for Education (DFE), with a total investment of £2.4million to fund the upskilling of learners to become LGV drivers. The team is working with 13 national employers who have committed to offering full-time, permanent roles to these individuals, with learners and employers able to access recruitment specialists to help ensure positive outcomes.

Key statistics from the Skills Bootcamp demonstrate how this programme is helping reach a wide range of communities.

- ▶ 68% of roles fall within Office for National Statistics (ONS) categorised areas of deprivation
- ▶ 21% of learners enrolled are aged 18-29
- ▶ 41% of learners enrolled are aged 30-39
- ▶ 16% of learners are currently unemployed
- ▶ 23% of learners fall within the ethnic diversity category
- ▶ All learners, once completed, will see an increase in salary ranging from 100% for the unemployed, and 22-37% for those currently employed in other non-LGV roles
- ▶ 2% of learners have a registered disability
- ▶ 4% of learners are female
- ▶ Working with the Department for Work and Pensions to attract and source suitable applicants
- ▶ Employability training for potential applicants ahead of potential employer interviews
- ▶ Working with the DWP to support individuals who are unemployed.



14 Achieve equality, through diversity & inclusion



**Is the organisation working to create a level playing field on opportunity for all, to fully unleash Britain's potential for the first time?**

This goal is about creating a level playing field of opportunity for all, to fully unleash Britain's potential for the first time, and is something Pertemps is heavily invested in.

Diversity extends beyond gender and ethnicity to sexuality, disability and other challenges that can lead to disadvantage. Looking across the leadership roles in business, the judiciary, government and politics, there is a continued skew towards those from the most-privileged backgrounds. Pertemps believes that Britain will not succeed until its leadership roles, wherever they are found in our society, better reflect the wider society at large.

This is something which Pertemps has been committed to internally for a number of years, being awarded the Gold standard for equality & diversity in the Race for Opportunity programme in 2014 and 2015.

Another example is the 100 Black Interns programme, which was setup in 2020, specifically for the asset management industry, due to the under-representation of black people in that space, particularly as senior asset managers and fund managers. This scheme was so successful that it has now been renamed as 10,000 Black Interns and has been rolled out across all sectors.



**Employee case study**

**Charlotte Durham,  
PR and Communications Executive**

"I have dyslexia and dyscalculia, and it's been refreshing how open and supportive Pertemps have been throughout the whole recruitment process. As soon as I was allocated a recruitment consultant, I was amazed by the support I got from the get-go, all the way to when I had the job offer and once I started, in what my management team did to make sure I could do my job to my fullest capacity.

"There's a common misconception, especially as I work in PR and communications, that I can't do my job because it requires English-related skills and it's been difficult for me in the past when trying to find places to work. Pertemps supported me from the very beginning to help me find success with my day-to-day job."



**Employee case study**

**Rebecca Dyde, Credit Control Team Leader**

"I've worked at Pertemps for 11 years after starting as an administrator on a 6 month maternity cover. I then moved onto the Credit Control team where I completed a Management and Team Leader diploma. Before Pertemps, I worked in a factory before taking some time off to care for a family member, and when I first started I didn't think I would be able, or want, to progress into my current role. All the training that I have received has been on the job training and fully funded by Pertemps - the organisation has given me opportunities and the chance to better myself.

"As an organisation Pertemps is very keen on people progressing their careers, if any position becomes available it is always offered internally first. It's really exciting to train, develop and see people grow at Pertemps, just as I have been able to."

**Helping people into work**

Despite the pandemic, the team has taken part in education events at schools and colleges, attending assemblies both in person and virtually to highlight the opportunities

Events include giving students practical advice and guidance, such as how to conduct a job search, what a CV should look like and interview techniques. The team previously received praise from Ofsted, who were carrying out an inspection during one of such events, for the way in which they delivered the information and engaged with the students.

Through attending local girls' schools, Pertemps highlights the careers available as technicians and engineers, to encourage them into STEM roles.

Pertemps also supports their clients' education teams, attending careers fairs in schools and colleges, reaching, over 65,000 young people.

**Achieve equality through diversity and inclusion**

The client case study sets an excellent example of how equality through diversity and inclusion can be achieved. As an organisation, Pertemps is extremely passionate about championing the importance and benefits of a diverse and inclusive workforce, ensuring background and culture are never a barrier acting as the clients Internal Resourcing Team, have taken a number of steps to proactively support inclusion.



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36 per cent of applications now come from an ethnically-diverse background. 14% of the working age population in the UK come from a similar background.\*

As previously mentioned, 37 per cent of applications now come from an ethnic diverse background, going on to make up 19 per cent of hires. Female applicants currently make up 30 per cent of applications and 38 per cent of total hires.

Pertemps also supports ambitious targets for its apprenticeship programme, with a view to reaching 50 per cent female applicants and 50 per cent of applicants from a lower socio-economic background at interview, with positive action at offer.

One example of how it is working towards achieving this goal is a diverse recruitment panel, set up as a pilot with 25 volunteers from a range of backgrounds. This will form part of a case study to take forward to other areas of the business to demonstrate how a similar process can be implemented. More information about how it is approaching reaching these targets can be found in section 2.4.

Pertemps regularly analyses data and insight from the Applicant Tracking System, which Pertemps recommended and implemented, to monitor and review diversity statistics in comparison to demographic data.

As the client's recruitment partner and advisor, the Pertemps team run recruitment training for hiring managers on how to recruit successful people which includes reminders on conscious inclusion, positive action, the role of a diverse recruitment panel and the assessment process. A resourcing space has been set up on the internal portal, so anyone who is recruiting can access guidance at any time to help them understand the end-to-end recruitment process.



Pertemps has worked with the client on the Give Someone a Start scheme, to support 20 programmes and has placed 250 candidates in roles. These include young people aged 16+ but also those in older age brackets who may be looking for a career change.

Pertemps has supported its client with their successful Kickstart programme, which has included the recruitment of young offenders. Our client's aim is to place 75 per cent of Kickstarters into permanent positions.

Other examples of how the Pertemps team is working with the client case study to promote diversity include:

- ▶ Becoming a key member of the client's LGBTQ+ & Allies group
- ▶ Committee members of the client's Ethnic Diversity Group, working closely with the DE&I team. Actively involved in coordinating events, social media posts and internal comms
- ▶ Supporting activities on the client's Diversity & Inclusion calendar
- ▶ Promotion internally using the portal, Yammer, and their referral scheme
- ▶ Reach & Cultural Harmony Days – attending events across the Thames Valley
- ▶ Mentoring Circle events, working with Jobcentre Plus, supporting ethnic diverse 18–25-year-olds to find employment.
- ▶ Working with Proud Employers to increase attraction to LGBTQ+ communities
- ▶ Conscious inclusion training and support for hiring community.

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All job adverts go through a gender decoder which flags 'masculine' and 'feminine' wording and alternative more 'neutral' wording to use.”



- ▶ Partnering with Energy and Utility Skills to share best practice with other utility companies
- ▶ Females – As part of its partnership with the client, Pertemps is committed to attracting more females into STEM sectors. It has taken a number of steps to increase the number of job applications coming from this demographic
- ▶ All job adverts go through a gender decoder which flags 'masculine' and 'feminine' wording and alternative more 'neutral' wording to use. By making the wording in frontline technician job adverts less 'masculine'. The proportion of female applicants for this role rose from 8 per cent to 46 per cent. It also uses female case studies across adverts to ensure accurate representation when it comes to applying for these roles
- ▶ The company celebrates International Women's Day (IWD) and International Women in Engineering Day every year, attending 'Lunch and Learn' events with key speakers across the business, as well as sharing informative posts on social media.

Off the back of work we do to support our client, Pertemps was invited to present its work and share insight in attracting women to roles to the Ministry of Defence.

# Analysis

Pertemps has demonstrated how a business can generate a positive impact across the key areas identified within the Levelling Up Goals framework. It is committed to the Levelling Up Goals' aim of driving equality of opportunity for all people in the UK.

As this report shows, Pertemps has demonstrated a clear commitment to the levelling up agenda within the areas of six Levelling Up Goals. This includes Goal 2 Successful School Years, Goal 3 Positive destinations post 16+, Goal 4 Right advice and experiences, Goal 5 Open Recruitment, Goal 6 Fair Career Progression and Goal 14 Achieve equality through diversity and inclusion.

It has shown how levelling up is not just an agenda that a Government can deliver on, but an agenda that is actively delivered outside the realms of government. Pertemps is an example of a business that is leading on levelling up through its objectives as a business and connecting people with opportunities across the UK.

Pertemps delivers on Goal 2 Successful School Years through recruiting teaching and support staff to Primary, Secondary, SEN schools, Pupil Referral Units, FE Colleges and Early Years settings. In doing this, Pertemps is shaping the future of the next generation, and aims to provide cost-effective recruitment solutions for schools

The company is also working on Goal 3: Positive destinations post-16 through its core operational purpose as a recruitment company and placing thousands of people into work. This includes its programmes that are focused on supporting positive destinations, such as the Kickstart programme, Give Someone a Start Scheme and Sector-based Work Academy Programme (SWAP).

Pertemps is contributing to Goal 4: Right advice and experiences. As part of this, Pertemps has supported and been engaged within the work of Mentoring Circles, a Government initiative for people aged 18-24 who are out of work, as well as supporting the National Careers Service with volunteering within the company.

It has also shown a strong contribution to Goal 5: Open Recruitment and Goal 6 Fair Career Progression by helping companies attract diverse talent and ensuring they can progress. It has been shown in this report, particularly with its key client contract which is being used as the case study. This can be seen across different groups including females, former military service people and ex-offenders. This has compounded its efforts towards Levelling Up Goal 14: Achieve equality through diversity and inclusion.

The company, therefore, has a proven track record of starting, scaling and developing its social impact as a company and developing new ways to support its colleagues, clients, and communities.



Pertemps' has demonstrated a clear commitment to the levelling up agenda within the areas of six Levelling Up Goals."



# Recommendations

This report has shown how Pertemps is making a clear contribution to levelling up. The Purpose Coalition has sought to set out how Pertemps could increase its positive social impact for its clients, colleagues and communities.

These recommendations aim to leverage Pertemps' existing best practice and target its efforts towards specific opportunity gaps within communities, as well as encouraging an emphasis on measurement and reporting to track the outcomes of these efforts.

## 1. Lower Socio-economic Target

Through its operational purpose as a recruitment company, Pertemps is strongly positioned to deliver on connecting people from lower socio-economic to opportunities.

The Purpose Coalition recommends that Pertemps could set a clear target for the percentage of its roles that people from lower socio-economic backgrounds are placed into.

A commitment like this would be a clear industry-leading move to delivering on the levelling up agenda for its clients and communities.

## 2. Community Impact

Pertemps can enhance its community impact in a targeted approach towards key social mobility cold spots that are close to its offices and nearby to its key client sites.

The social mobility cold spots are areas that perform the lowest on the Government's Social Mobility Index. This considers measures of the educational outcomes achieved by young people from disadvantaged backgrounds and the local job and housing markets to shed light on which are the best and worst places in England in terms of the opportunities young people from poorer backgrounds have to succeed.

Pertemps can begin to consider how it targets its own internal impact, the efforts of its clients and its charitable work in these cold spots in order to have a concentrated and focused approach to levelling up.

## 3. Measurement & Reporting

It has been shown in this report that Pertemps has made a strong contribution to the levelling up agenda throughout its programmes, both as a company intrinsically and how it is delivering a social impact throughout its work for its clients.

Pertemps should look to implement a way to consistently benchmark, measure and report on this impact on, at least, an annual basis. This will enable Pertemps to not only communicate the impact it is having but enable it to create a feedback loop and consistently look to improve and scale the impact it is having.



It has been shown in this report that Pertemps has made a strong contribution to the levelling up agenda throughout its programmes, both as a company intrinsically and how it is delivering a social impact throughout its work for its clients."



LEVELLING UP  
**GOALS**



Proudly run by  
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