

ACTION 3

Adopt the Early Careers Social Mobility toolkit

ALL IN ACTION PLAN

Find out more at
advertisingallin.co.uk

Apprenticeships

Explore how your company can utilise an apprenticeship scheme to recruit talent from working class backgrounds.

The apprenticeship levy is paid by large employers with a pay bill of over £3 million. Smaller employers – those with a total annual pay bill of less than £3 million – pay just 5% of the cost of their apprenticeship training and the Government pays the rest.

Data

Include data on social class when collecting information from new starters.

The [Social Mobility Commission](#) considers the following question to be the main determinant of social background:

What was the occupation of your main household earner when you were aged about 14?

Recruitment

Partner with talent schemes/recruitment providers with a focus on driving improved social mobility. Recruit for skills and experience over qualifications unless essential for the role.

For example: Sutton Trust, Media Trust, Speakers for Schools

Support

Implement a system of support for new starters (e.g, a sponsorship scheme, a buddy scheme, mentoring). Work to develop a culture that avoids bias.

For example: The BRiM sponsorship programme, Google's 'Noogler' buddy programme for new starters, BBC's Real Action in Socio-Economic Diversity (RAISED) Staff Network.

Inform

Partner with schools/colleges to provide information/education on the range of careers opportunities within the UK advertising and media industry.

For example: T-Level programmes have been developed for people aged for 16-19, and include 45-day work placements. Topics cover Media, Broadcast and Production. Speakers for schools offer partnership opportunities for employers. Media Smart host a list of useful organisations for school-age education.

Further information on improving social mobility can be found within the All In Directory.