

GREATER MANCHESTER
GOOD
EMPLOYMENT
WEEK 2024

7 - 11 OCTOBER

#GoodEmploymentWeek

Workshop on Inclusion
Thursday 10 October 2024

GREATER MANCHESTER
GOOD
EMPLOYMENT
CHARTER

Supported by



GMCA GREATER
MANCHESTER
COMBINED
AUTHORITY

ANDY BURNHAM
MAYOR OF
GREATER
MANCHESTER

GMgoodemploymentcharter.co.uk

@GoodEmpCharter

#goodemployment

Agenda

GREATER MANCHESTER
**GOOD
EMPLOYMENT
CHARTER**

1. Welcome and introductions
2. Tilbury Douglas
3. J'adore Models
4. Persona Care and Support
5. Questions



Tilbury Douglas

DIVERSITY AND INCLUSION: EMBRACING OUR BETTER TOGETHER STRATEGY

Creating a more inclusive workplace

OUR BETTER TOGETHER STRATEGY

- Understanding diversity and inclusion
- Where are we in our D&I journey
- Our Better Together strategy
- Sustaining diversity and inclusion efforts

UNDERSTANDING DIVERSITY AND INCLUSION IN CONSTRUCTION

DIVERSITY AND ITS CHALLENGES IN CONSTRUCTION



- Historically viewed as 'job for the boys'
- Race and ethnicity – cultural perception
- Gender and sexual orientation – Male orientated industry, 'I couldn't be my authentic self'
- Age – Ageing workforce, skill shortage
- Socio economic background – Changing perception



THE IMPORTANCE OF INCLUSION IN THE WORKPLACE

Increased employee engagement

Inclusive workplaces lead to increased employee engagement, where employees are more invested in their work, feel valued and respected, and are more motivated to contribute to the success of the organisation. Diversity of thought!

Improved employee retention

Inclusion is a key factor in employee retention, where employees are more likely to stay with an organisation where they feel valued and respected, and their contributions are recognised.

Attract top talent

Inclusive workplaces can help attract top talent, where potential candidates are more likely to join organizations that value diversity and inclusion and provide a safe and supportive environment for all employees.

WHERE ARE WE IN OUR D&I JOURNEY



WHERE WE WERE & WHERE WE ARE

- 17% women in business; average around 15% as an industry
- Doubled the number of women at SLT in 2023
- Two female statutory Board members
- In 2024, graduate intake was over 50% females
- Only 2% of our employees declared a disability in 2023
- 8% ethnic minority representation

HOW - OUR
BETTER
TOGETHER
STRATEGY

VISION AND GOALS OF THE STRATEGY



Vision

Our vision is to create an inclusive workplace where all employees feel valued and respected, and where diversity is celebrated as a strength.

Increase diversity and representation

Our goal is to increase diversity and representation in all areas of the organization, including leadership positions, to reflect the communities we serve.

Culture of inclusion

Our goal is to create a culture of inclusion where all employees feel valued, respected, and have a sense of belonging. We will foster an environment where everyone has an equal opportunity to contribute and grow.

Opportunities for growth and development

Our goal is to provide opportunities for growth and development for all employees, regardless of their background or level in the organization. We will invest in training, mentorship, and career development to help our employees reach their full potential.

WHAT WE HAVE ACHIEVED SO FAR

- Four Network groups
- Increased maternity & paternity pay
- Menopause accreditation
- Educational pieces
- Working towards disability confident level 2
- Mandated eLearning on disability and menopause
- IID accreditation
- Companywide questionnaire to shape 25 objectives
- Group chairs report directly to Board
- School engagements/early interventions and awareness of industry
- New recruitment strategy's
- Supply chain engagement





CHALLENGES AND BARRIERS WHERE WE WENT WRONG

- **Too much focus on attracting new staff, not enough initiatives for older age demographic**
- **Resistance to change**
Reluctance to embrace new ideas and perspectives, and a fear of losing power or control, supporting managers in managing a diverse team and fostering inclusion 'we've always done it this way'
- **Lack of diversity in leadership positions**
Leads to a lack of diverse perspectives and experiences in decision-making processes.
- **Scared to speak up**

SUSTAINING DIVERSITY AND INCLUSION EFFORTS



CONTINUOUS IMPROVEMENT AND FEEDBACK MECHANISMS

- Importance of continuous improvement
- Building partnerships and alliances
- Feedback mechanisms
- Working with external organisations
- Collaborating with other companies in the industry
- Measure employee impact rather than just intake staff – just because you may have an even split of women and men does not mean you are a diverse and inclusive business

CONCLUSIO N

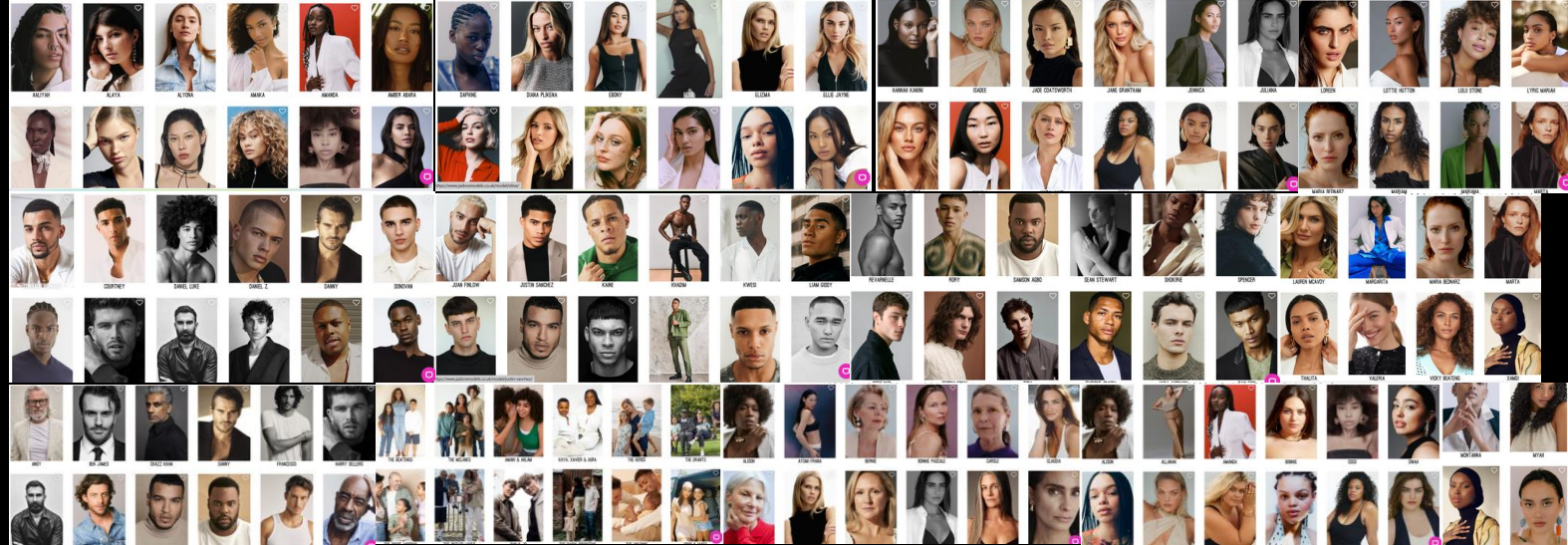
Diversity and inclusion are essential for creating thriving workplaces where all employees feel valued and respected. Our Better Together strategy aims to create a workplace where diversity and inclusion are celebrated, and all employees have opportunities for growth and development.



J'adore Models



j'adore **MODELS**
MANCHESTER | LONDON
EST. 2013



WHO ARE WE?



WE KNOW WHAT YOU'RE THINKING... WHY DOES INCLUSIVITY MATTER TO A MODEL AGENCY??



It's who we are



It's important to our people



It's a space where it's needed



INCLUSION...

...WHAT'S OUR **WHY?**

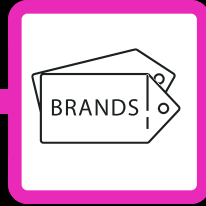
...**WHO** DO WE IMPACT?



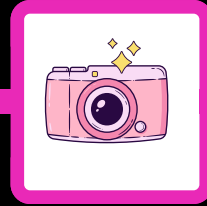
TEAM



TALENT



CLIENTS



CREATIVES



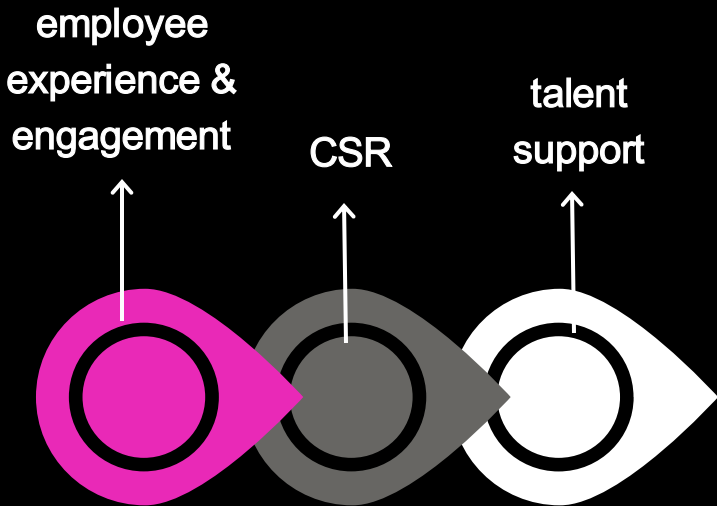
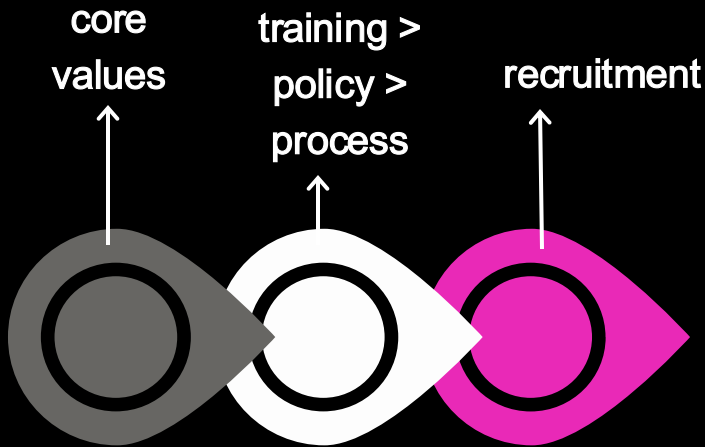
CONSUMER



COMMUNITY

OUR APPROACH

(IN A NUTSHELL, ISH)



CORE VALUES

REAL

WE DO WHAT WE SAY
WE'LL DO.
WE'RE TRUSTWORTHY
AND ALWAYS DO WHAT IS
BEST FOR OUR PEOPLE.
WE DON'T BS.

VISION

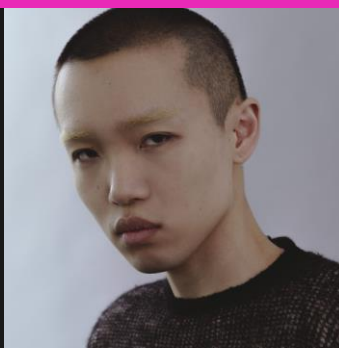
WE BREAK BOUNDARIES FOR
BETTER REPRESENTATION.
WE STAY INSPIRED, KEEPING
OUR VISION RELEVANT AND
FRESH TO PUSH OURSELVES
AND OUR PEOPLE.
WE AIM TO BE THE BEST
AGENCY IN THE WORLD.

FAMILY

WE LEAD WITH
COMPASSION.
WE INVEST IN OUR PEOPLE
FOR LONG TERM SUCCESS.
WE BELIEVE IN CREATING A
COMMUNITY WHERE WE
CAN LEARN, DEVELOP,
SUPPORT, BE OUR BEST
SELVES AND CELEBRATE
OUR SUCCESSES
TOGETHER.

DIVERSITY

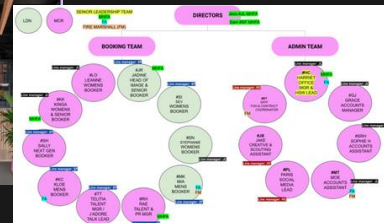
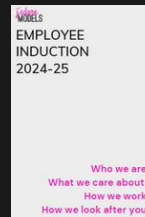
WE CELEBRATE
DIVERSITY AND STRIVE
TO CREATE AN
INCLUSIVE
ENVIRONMENT FOR ALL
EMPLOYEES, TALENT
AND CREATIVES.
WE HOLD OURSELVES
ACCOUNTABLE IN BEING
ANTI-RACIST AND
ENSURE THAT DIVERSITY
IS AT THE HEART OF
EVERYTHING WE DO.
WE ARE CONTINUING TO
GROW AND ARE
COMMITTED TO BEING
BETTER IN SUPPORTING
EQUALITY WITHIN THE
INDUSTRY, INCLUDING IN
OUR WORKPLACE.



TRAINING > POLICY > PROCESSES



- LEADERSHIP MANDATORY TRAINING:**
1. NEURODIVERSITY
 2. DISABILITY & ACCOMMODATION PASSPORTS
 3. MENOPAUSE
 4. MHFA OVERVIEW
 5. D&I
 6. UNCONSCIOUS BIAS
 7. APPRAISALS
 8. COACHING & MENTORING



RECRUITMENT



JOB POST

ACCESSIBLE MEDIA USED on varied
platforms USING INCLUSIVE
LANGUAGE

RELEVANT INFO SHARED EG
SALARY SCALES

BLIND APPLICATION PROCESS

INTERVIEW

QUESTIONS SENT IN ADVANCE

ADJUSTMENT REQUESTS OFFERED

OUTLINE OF WHO CANDIDATES
WILL MEET

INTERVIEWERS TRAINED IN
UNCONCIOUS BIAS / DEI

EXTERNAL WORK
WORK EXPERIENCE
SCHOOLS & COLLEGES
PAID VOLUNTEERING
J'ADORE TALKS
FUNDRAISING EVENTS



CSR

j'adore MODELS
 DIVERSITY AND INCLUSION
 2023-24

WHO ARE WE?
 KEY FOCUS AREAS TO DATE
 SUPPORT SLIDES & FURTHER RESOURCE LINKS
 HOW CAN GET INVOLVED?

Transparency

Block recruitment channels to encourage workplace diversity

Staff advice, support, training for all employees on recruitment channels

Avoided talent agency for emergency bookings

Moveback to open communication (strongly preferred) different areas

GDPR / Privacy / Publishing process / Post interview to later send back

Bookings & promotion

Open recruitment channels to be open to all backgrounds

Open recruitment channels to be open to all backgrounds

Open recruitment channels to be open to all backgrounds

Open recruitment channels to be open to all backgrounds

Open recruitment channels to be open to all backgrounds

Commitment to training

CSR focus on all regular staff meetings

Subscriptions to industry platform / publications

Regular training provided - open to all employees

Junior & L1s and check covering the area of diversity

Awareness of our own biases

Further support provided

environment for all

We hold ourselves accountable in being anti-racist and allies to marginalised communities to ensure that diversity is at the heart of everything we do. We are continuing to grow and are committed to being better in supporting equity of all areas within the industry, including in our workplace.

#RepresentationInBeautyIndustry

2023-24 focus areas

Disability

Mentors / Mentees

Age

Body shape and size

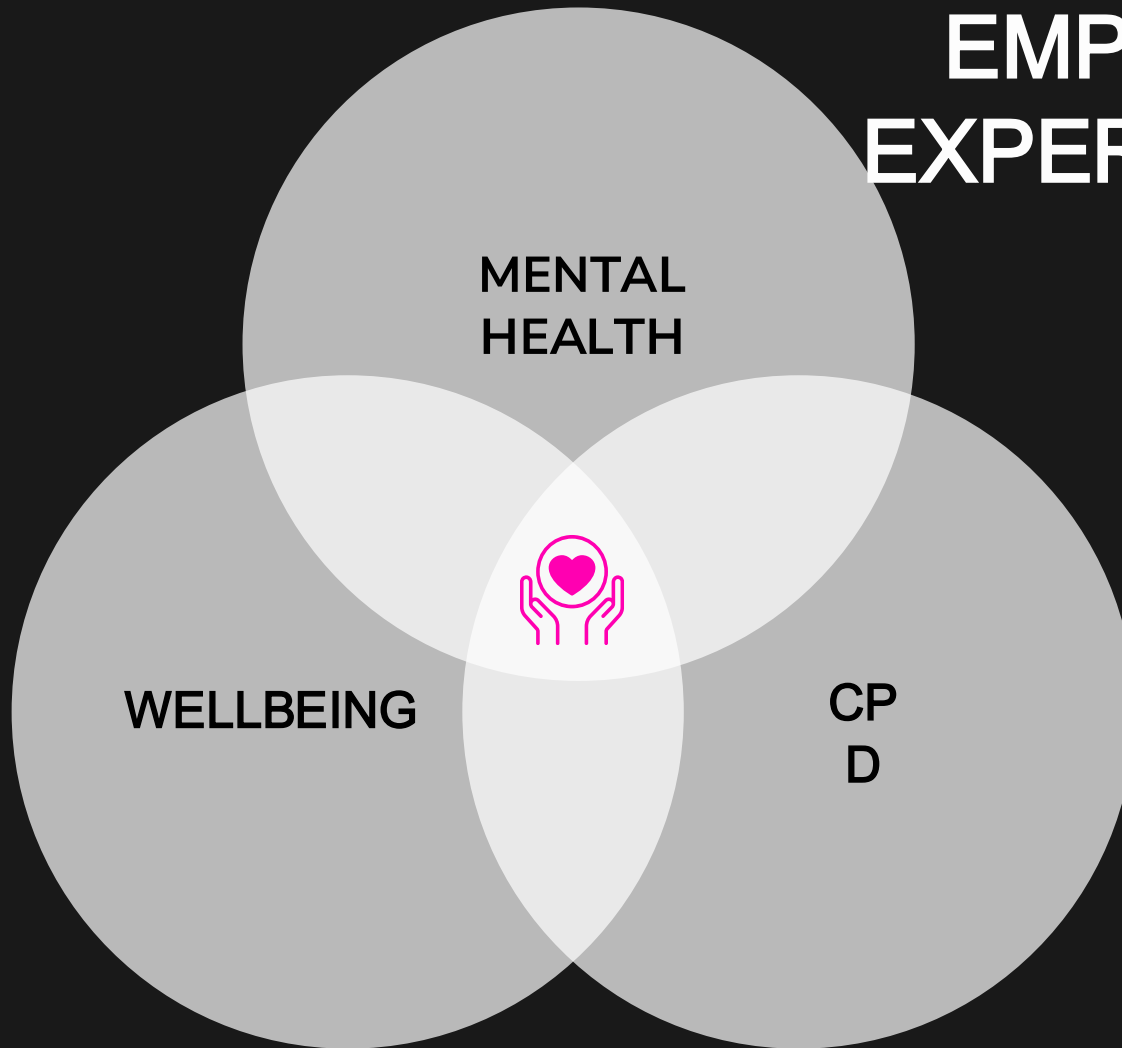
Gender identity and sexual orientation



INTERNAL WORK
DIVERSITY & INCLUSION COMMITTEE
TEAM CSR SPOTS



EMPLOYEE EXPERIENCE



MENTAL
HEALTH

WELLBEING

CP
D

WELLBEING



- OFFICE DESIGN
- COMPLIMENTARY BREAKFASTS / REFRESHMENTS
- 1:1 SESSIONS
- OPEN DOOR POLICY
- HYBRID & FLEXIBLE WORKING
- ENHANCED SICK PAY, MAT LEAVE, ANNUAL LEAVE
- MARKET RATE SALARY REPORTS
- NLW EMPLOYER
- HR BRIGHT EXCHANGE REWARDS
- EARLY FRIDAY PAID FINISH
- TEAM DRINKS WEEKLY
- QRTLTY WELLBEING EVENTS / TEAM BONDING EVENTS
- SOCIAL EVENTS

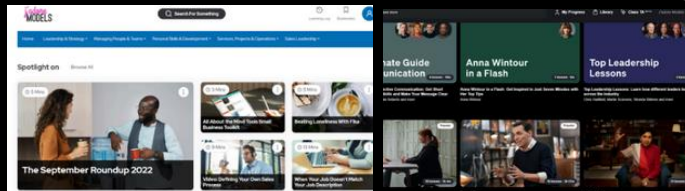
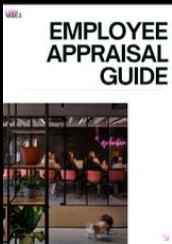




MENTAL HEALTH



- **INTERNALLY TRAINED SUPPORT:**
ACROSS VARIED LEVELS MHFAIDERS
/ LEADERSHIP
- **PROFESSIONAL SUPPORT:** eap &
HEALTH ASSURED APP
- **SELF SUPPORT:**
CALM APP
WEEKLY STRATEGIES SHARED



CP
D



PERFORMANCE APPRAISALS FOR ANNUAL CAREER PATHWAY PLANNING

ACCESS:

Mindtools hub
udemy

masterclass

CPD RESOURCE LIBRARY

DIGI & IRL

TRAINING:

FUNDED OPPORTUNITIES

INTERNAL / EXTERNAL

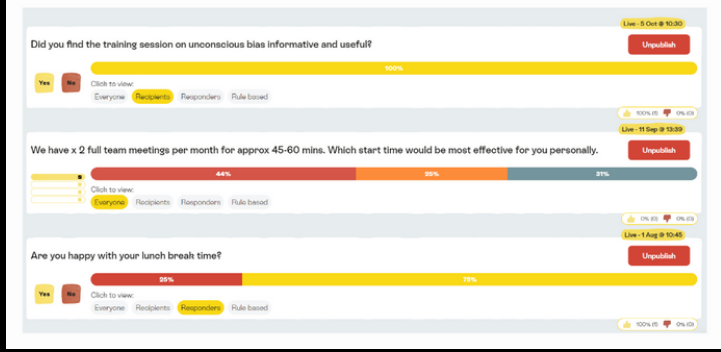
CPD IN WORKTIME

COACHING

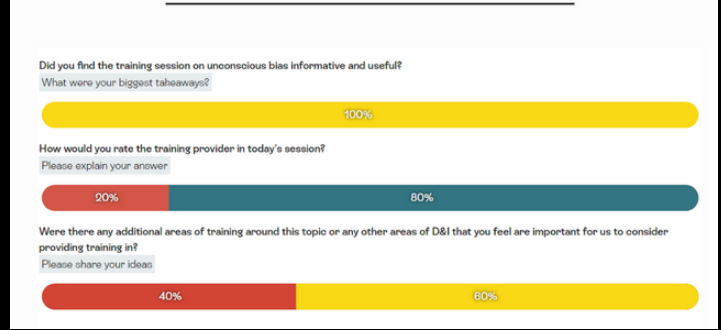
MENTORS

EMPLOYEE ENGAGEMENT

YOU SAID, WE DID!



FEEDBACK



SHOUT OUTS!!

Stephanie Nutt gave a shout out to Stephanie Nutt for...
Maddie shout out to Steph for pushing notes on Luk's job which she increased the rate WOOP WOOP x3.

Stephanie Nutt gave a shout out to Stephanie Nutt for...
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Stephanie Nutt gave a shout out to Stephanie Nutt for...
Maddie shout out to Steph for pushing notes on Luk's job which she increased the rate WOOP WOOP x3.

TALENT SUPPORT



#jadorefam TALK TO US

We offer all talent their own core booker as a main point of contact however the full team will always support and guide wherever needed.

If ever you were to feel *uncomfortable* or *confused* about who to discuss an issue with, we have created a separate email account for you.

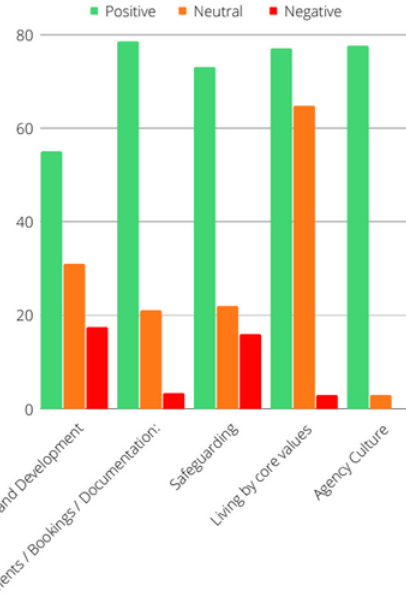
We are not qualified experts, but at any time, you can email myvoice@jadoremodels.co.uk where a team member will come back to you and offer guidance and support.



✉ myvoice@jadoremodels.co.uk

FEEDBACK OVERVIEW

- 1. Management and Development:** guidance, development and coaching from key booker, the booking team and admin team to support talent performance.
- 2. Payments / Bookings / Documentation:** J'adore Models bookings and payments (not placement agencies), documentation such things as Talent Handbook, ASA compliance support, contractual clause outlines.
- 3. Safeguarding:** talent wellbeing and safety on set, on location, testing, casting or attending agency visits and events.
- 4. Living by core values:** Real, Vision, Diversity, Family.
- 5. Agency Culture:** we pride ourselves in creating a welcoming culture.





ANY QUESTIONS?



JESSICA@JADOREMODELS.CO.U

K



Persona Care and Support

Persona

We're all about you

Enabling support which makes a positive impact

Inclusive
Recruitment
Share and Learn
2024



Persona

our culture...



**Original vision - staff owned
enterprise - people at the
head of the organisation**



**Our team are just as
important as the people we
support**



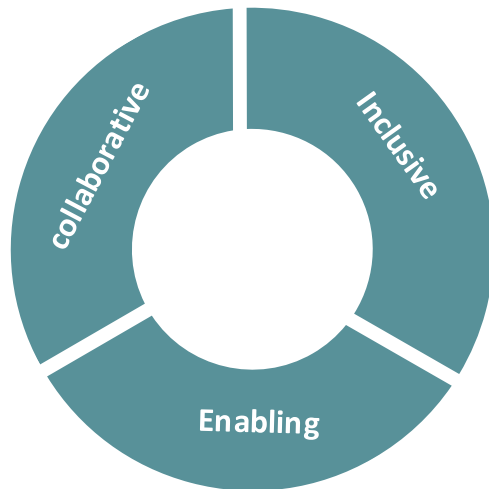
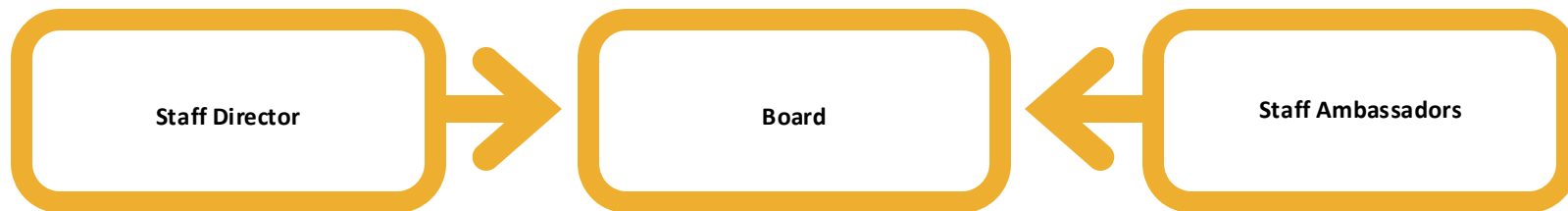
**If people can thrive in their
role that will enable them to
be happier and provide better
quality support**



**We support people to live
their best life -
employees too!**

Persona

leadership...





Persona

Our values...

Treat others with respect and dignity

Listen with an open mind

Are willing to change and try different things

Take responsibility for own actions

R

Respectful

E

Enthusiastic

A

Adaptable

C

Caring

H

Honest

Adapt their style and approach

Speak up when it matters

Appreciate the differences in others and value everyone

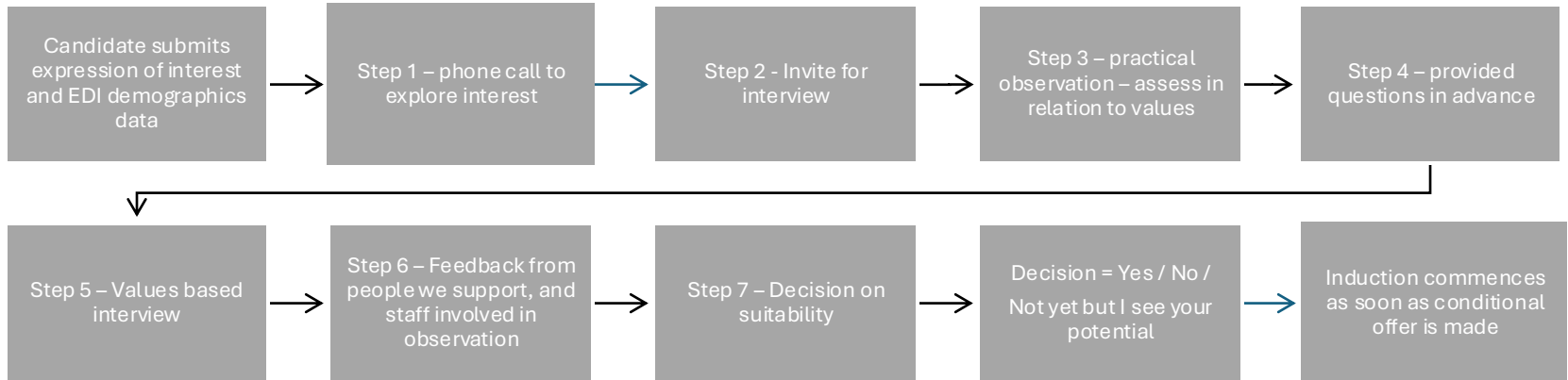
Treat each other with kindness and understanding

Our Inclusive Recruitment Journey

Autumn 2022 – our challenges and insights

- High numbers of vacancies although particularly focussed in one area
- difficult to attract people to front line care and support roles
- managers were telling us recruitment was challenging
- managers were spending lots of their time trying to cover shifts
- staff were working lots additional hours, starting to impact on their health and wellbeing
- following sector recruitment practices of Values Based Recruitment
- involvement in an EDI project
- our workforce under-represented from parts of the community
- our strategy had a focus on attracting young people into the sector

Inclusive Recruitment Approach



Review – What was working well?

- Early conversations with candidates
- Volume of candidates
- Quality of candidates
- Application form later in the process
- Bank of values-based questions
- Including observations and questions as part of the process
- Engagement from managers
- EDI data gave us good insights:
 - Younger candidates
 - ethnic minority communities



Review – What did we need to improve?

- Additional training with managers in relation to initial conversations, what to discuss, what information to clarify
- General recruitment training in the new process and ability to give feedback to unsuccessful candidates
- Time needed to contact all candidates
- Regular contact with candidates by managers once offer of employment made
- One team hadn't fully embraced the approach
- EDI data highlighted where we needed to focus



What difference has it made?

- Increased number and improved quality of candidate applying for roles
- Reduction in the number of vacancies
- Managers tell us that recruitment is working well
- Positive impact on frontline staff seeing new starters join the organisation
- Collaborative approach to decision making involving people we support and staff
- Increased diversity within the organisation



What difference has it made – key data

Number of new starters

2022 – 49

2023 – 87

2024 – 51

Ethnicity Ethnic background

2022 – 9.09%

2023 – 12.47%

2024 – 14.39%

Age average age

2022 – 48.5

2023 – 48.2

2024 – 47.9

It's more than just recruitment

- Employee led initiatives
 - Menopause
 - Pride
- Wellbeing action plans
 - Prayer facilities
 - Flexible working
- Supporting people with criminal convictions



Any Questions?





Questions?

Fair work is good work!

Play our game and find out!



Thank You

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