



**Employer Engagement Project Group Meeting
Thursday 20th August 2009
11am-1pm
Room 2.25, Caxton House, Tothill Street, London, SW1H 9NA**

Minutes

Attendance:

Sandra Kerr (Chair) (SK)	Race for Opportunity
Salma Shah (SS)	Beyond
Lesley Suttling (LS)	Jobcentre Plus
Steve Hughes (SH) -for Abigail Morris	BCC
Collette Cork-Hurst (CCH)	UNITE
Darren Woolfenden (DW)	DWP (LMID)
Jessica Hodgson (JH)	DWP (LMID)

Apologies:

Jennifer Miller	One and All Foundation
Terry Watts	BIS

- SK welcomed members and explained that this meeting would be a roundtable discussion to discuss the practicalities of taking forward the proposals previously developed
- DW confirmed that all previous action points had been cleared.

Discussion

- The body of the discussion was the practicalities of how to engage with employers in a supportive way so that they could start to better address diversity and equality issues within their recruitment practices and workforce
- This was based on the evidence of discrimination that the DWP “cv testing” research was helping us to measure (and which will be published in the Autumn)
- There was particular concern about how to engage employers – the business case – during a recession, that anything done not burdensome on them, and took into account both existing work in hand (linking to other campaigns or communication messages for instance) and took on board the specific concerns SMEs will have
- There was also a dialogue about using business to business communication, good practice examples (where it was felt the LDA could help due to recent work in this area)

- It was also felt that we needed to be realistic, that whilst we were keen to “spread the word” widely and quickly, we should not get too hung up on employers who had no particular interest (for instance as not recruiting, or simply a very small “lifestyle business”) but that the important thing was to make a start and build on that

Preparing for Task Force (likely to be October 2009)

- *Attendees agreed that with the time available to us, that the best approach was to develop a short paper to take to Task Force outlining the broad strategy and direction of travel*
- *Task Force would be asked to endorse this, with the detail to be developed after achieving this endorsement*
- *The approach would be around developing tools for employers to use around the “Know Yourself” concept*
- *In order to make employers aware of this we would explore existing campaigns that Depts have (such as “Supporting Young Britain” in DWP), delivery mechanisms, including websites (such as Business Link and Jobcentre Plus’ Account Managers) and partners routes (such as membership organisations like Race for Opportunity, BCC, FSB, Sector Skills Councils, etc)*

Summary of Action Points:

	Action Point	Responsibility	Status
1	To contact LDA and seek any good practice examples they have in this area	DW	
2	To work together to produce the Task Force paper	SK and DW	
3	To circulate the Harvard University “bias test” to members (this is the one we want to look at on which to develop a shorter “British” version	SK	Attached in cover e-mail
4	To start work to develop the 10 minute test with Ernst & Young (as referred to in Action Point 3)	SK	