



DEPUTY PRIME MINISTER
70 WHITEHALL, LONDON SW1A 2AS

12 January 2012

Dear XXX

Social Mobility Business Compact – your support

The Government's Social Mobility Strategy, published in April 2011, aims to ensure everyone has a fair opportunity to fulfil their potential, regardless of the circumstances of their birth. The strategy sets out the Government's approach to building a fair and open society. But we also recognise that this is not just a task for government.

As part of the Strategy, I launched a Business Compact. This builds on the Government's "Every Business Commits" agenda, asking businesses to do their bit to remove the barriers that can hold young people back.

The Compact (attached below) sets out practical ways businesses can avoid talent and ability going to waste and ensure that young people from all backgrounds have a fair chance to get ahead. This is good for business, in ensuring you attract the best people, regardless of social background, and good for society.

As a key player in your sector, I am confident XXX are already doing great things to attract the very best talent to develop and grow.

A number of leading organisations have already offered their support by signing up, including Channel 4, KPMG, the BP, Allen and Overy and Microsoft. Examples of best practice are showcased on our webpage:

www.dpm.cabinetoffice.gov.uk/businesscompact

I would be delighted if you would like to join us in supporting this initiative, and if you can provide good examples of work you are already doing, I would be pleased to feature it on our website to help publicise it.

Today, I have been recognising the massive progress businesses across the country are making in this area, breaking down barriers young people can face to accessing their dream jobs. As part of this, I am calling on business to make a New Year's resolution of doing their bit to support social mobility - marking the start of 2012 by becoming a signatory to the Business Compact, recognising the benefits to open and fair recruitment practices.

One exciting initiative that fits very well with the Compact and which I encourage all businesses to get involved with is *Inspiring the Future* (<http://www.inspiringthefuture.org/>). We are working with CBI, Inspiring the Future and other similar initiatives to facilitate businesses to work with schools, helping

young people understand what careers in particular sectors look like and how they can maximise their chances of being successful in the field of their choice.

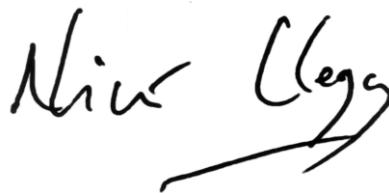
I am delighted to say that people in my department, without any prompting from me, and colleagues across the Civil Service, are already volunteering to be a part of this programme.

I would like to take this opportunity to invite XXX to join with over 100 other businesses who have thrown their doors open to all regardless of background.

If you would like to be involved please visit

www.dpm.cabinetoffice.gov.uk/businesscompact or email social.mobility@cabinet-office.x.gsi.gov.uk.

Yours sincerely,

A handwritten signature in black ink that reads "Nick Clegg". The signature is fluid and cursive, with a long horizontal stroke at the end.

Rt Hon Nick Clegg MP

DEPUTY PRIME MINISTER

What does signing the Business Compact commit businesses to?

The Compact calls businesses to commit to:

1. Support communities and local schools to raise aspirations, for example:
 - participate in mentoring schemes for young people, allow staff time off and reward them for getting involved and enable schools and businesses to work together;
 - encourage staff at least once a year to talk about their careers as part of a programme to raise aspiration and build knowledge about the world of work.
2. Improve skills and create jobs by providing opportunities for all young people to get a foot on the ladder to:
 - where work experience opportunities are offered, advertise in local schools rather than filling them through informal networks;
 - where internships are offered, advertise them openly and transparently, pay interns the minimum wage where they are legally entitled to it and provide financial support to ensure fair access (ensuring individuals from less well-off backgrounds are not excluded from opportunities, for example, providing lunch or travel expenses or accommodation as appropriate))
3. Improve quality of life and wellbeing by recruiting openly and fairly, ensuring non-discrimination to:
 - ensure that recruitment processes don't allow people to be inadvertently screened out because they went to the wrong school or come from a different

ethnic group. This could include increased use of name-blank and school-blank applications where appropriate.