

Case Study 1 – Private Sector Employer

You work in HR for a private sector employer in the financial services industry. The company is located in Cantwood in Wessex.

One of the directors has taken on the role of monitoring diversity and equality within the workforce and has called you to a meeting in advance of a proposed business expansion and recruitment programme. She is keen that your firm is an exemplar local employer, and sees the recruitment campaign as a possibly ideal opportunity to drive forward improvements in your workforce diversity, but first needs to know what the current situation is compared with the local area. She asks you the following.

“Ethnic minorities make up 4% of our current workforce. Can you find out how this compares with the financial industry as a whole in this area?”

What information do you need?

- The proportion of the local financial services industry workforce that is from an ethnic minorities background.

Where can you find this information?

- You have already taken the first step by accessing the Ethnic Minority Employment Data Portal.
- Look up the ‘Information on datasets’. Browsing the top datasets for employment it appears that the Labour Force Survey could provide the information needed on the financial services industry. It is available from a number of sources but as NOMIS is the easiest to use, that will be the first choice.

How do you access the data?

- Go to the ‘Data Sources’ page and select NOMIS. The information page for NOMIS will appear complete with the link to the NOMIS website homepage. This information page tells you that the ‘Annual Population Survey’ provides information

on employment by industry and ethnic group – just what you are looking for!

- Use the 'Accessing the Data' guide on the NOMIS information page to help you find what you want – employment by industry and ethnic group.
- Use the Local Authority area of Cantwood first to see if data is available at that level.

What information do you get?

From NOMIS you are supplied with the following data on ethnic minorities working in the financial services industry in Cantwood.

Date	Cantwood			
	number	denominator	percent	confidence
Apr 2009-Mar 2010	!	17,400	!	!

! Estimate and confidence interval not available since the group sample size is zero or disclosive (0-2).

The information is not available for Cantwood as the sample size is too small. You will need to go back into NOMIS and choose a larger geographical area. Wessex is not a geographical region for statistical purposes but Cantwood is in the Mid West of England Government Office Region so this is the obvious choice.

Now you get

Date	Mid West			
	number	denominator	percent	confidence
Apr 2009-Mar 2010	40,200	532,000	7.6	1.9

How do you use the information?

From the table you can see that it is estimated that 7.6% of the financial service industry workforce is from an ethnic minorities background with a possible range of + or – 1.9 percentage points. This means that the possible percentage could be between 5.7% and 9.5%

How do you interpret this information?

You report back to your director that your company has only half the proportion of ethnic minority employees of other companies in your region. Even if you take the estimates at the lower end of 5.7% you are still below the average.

Your director takes this on board and asks a subsequent question, as they do.

“I heard recently that ethnic minority women have a higher unemployment rate than white women. I am not just talking about those claiming Jobseekers Allowance but all who want to work. If this is the case I would like to encourage that section of the workforce to apply. Can you find out for me?”

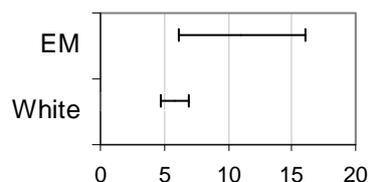
What you need to do

- Go back into NOMIS. Choose the ‘Advanced Query’.
- Choose Annual Population Survey. This includes all people wanting to work, not just those claiming Jobseekers Allowance.
- In ‘Geography’ choose Cantwood to see if data is available at Local Authority level.
- For the Variable choose ‘Ethnicity by economic activity’ from the drop down menu.
- Check the boxes for ‘16+ unemployment rate - white females’ and ‘16+ unemployment rate - ethnic minority females’.

You will find that data is not available at this level but it is always worth a try. Repeat the process but choose a bigger geographical area i.e. Government Office Region – Mid West. This will give you the following data.

Variable	Mid West			
	number	denominator	percent	confidence
16+ unemployment rate - white females	72,600	1,256,900	5.8	1.1
16+ unemployment rate - ethnic minority females	10,300	92,200	11.1	4.9

This is not quite so easy to interpret. Taking into account the margin for error, the estimate of the proportion of white unemployed females is between 4.7% and 6.9% whereas for ethnic minority women it is between 6.2% and 16%. Drawing a diagram helps to understand this better.



It could be that the rate for ethnic minority women is actually lower than for white women but, overall, the information available would indicate the contrary.

You are now equipped to advise your director on the course of action for the recruitment programme.