



# The Champion Criteria and 12 month timeline

	'Immediately' criteria	'6 months' criteria	'12 months' criteria
Outreach	<ul style="list-style-type: none"> <li>Actively promote and support opportunities for our staff to volunteer as mentors, speakers, and governors, targeting educational institutions/young people with above average levels of disadvantage.</li> </ul>	<ul style="list-style-type: none"> <li>To demonstrate our commitment to institutions and young people, take a strategic approach offering:               <ul style="list-style-type: none"> <li>a multi-pronged approach – for example, mentoring and work experience together;</li> <li>sustained relationships;</li> <li>the possibility, where feasible, of a pathway into the company/profession.</li> </ul> </li> <li>Where we have presence across the UK, we offer outreach in all areas and/or use e-mentoring to broaden our reach.</li> </ul>	<ul style="list-style-type: none"> <li>Robustly evaluate the effectiveness of our interventions</li> </ul>
Work placements	<ul style="list-style-type: none"> <li>Advertise internships openly and formally, and provide work experience placements beyond our personal connection.</li> <li>Pay all interns at least the NMW and where possible above. Seek to provide financial assistance for those doing work experience if they are not entitled to the minimum wage.</li> </ul>	<ul style="list-style-type: none"> <li>Put all applicants through a standard application process &amp; adhere to best practice in managing both internships and placements.</li> </ul>	<ul style="list-style-type: none"> <li>Where we have presence across the UK, we commit to offering work placements in all areas</li> </ul>
Recruitment	<ul style="list-style-type: none"> <li>Make recruitment social mobility friendly, including advertising all entry level roles and making them available to as wide a group as possible.</li> </ul>		<ul style="list-style-type: none"> <li>Offer well-structured non-graduate entry routes:               <ul style="list-style-type: none"> <li>providing opportunity to attain parity with graduate entrants;</li> <li>including qualification and skills which are recognised by other employers.</li> </ul> </li> <li>Proactively seek ways to ensure non-discrimination in recruitment processes, including:               <ul style="list-style-type: none"> <li>considering grades and academic achievement in the context of the school or college attended;</li> <li>widening university recruitment, beyond the most selective universities;</li> <li>use of school/university blind recruitment.</li> </ul> </li> </ul>



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### Monitoring & Evaluation

- Develop a clear annual plan for organisation, for monitoring of social mobility and plans to promote social mobility

- Monitor the socio-economic background of new entrants into our company (collecting data such as family income and educational background).

- Survey the socio-economic background of our current employees.
- Examine our recruitment processes to see at what stage candidates from particular backgrounds fall down.
- Publish data on existing employee backgrounds in meaningful categories.
- Our tender documents ask bidders about their actions to promote social mobility.
- Set out clear annual plans for improvement/expansion of our work to promote social mobility.

### Leading & Championing

- Identified a senior leader to report internally on company's progress and advocate externally.
- Assist with the organisation of the SMBC, for example:
  - Organise a network breakfast;
  - Organise and /or provide support to regional and local events and networks;
  - Contribute to the SMBC website, providing case studies, good practice guidance and other useful information.

- Work with other Champions to build a strong network of members, and to support members to implement good practice
- Work with other Champions to develop a simple reporting tool that all SMBC signatories will be prepared to complete, to record their progress on social mobility issues.