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Department
for Work &
Pensions

Universal Jobmatch

Equality analysis, version 5, J2414

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Abbreviations

| Abbreviation | Meaning |
|---------------------|----------------------------------|
| CV | Curriculum Vitae |
| DWP | Department for Work and Pensions |
| IAD | Internet Access Device |
| IT | Information Technology |
| JSA | Jobseeker Allowance |

1. Introduction

- 1.1 The Department for Work and Pensions has carried out an Equality Analysis as on the proposal of the Transforming Labour Market Services project (now named the Universal Jobmatch project) and hereafter known as the project, to introduce the Universal Jobmatch service, assessing the proposal in line with the current Public Sector Equality Duties.
- 1.2 This process will help to ensure that the Department for Work and Pensions (DWP) has paid due regard to the need to:
- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Equality Act 2010;
 - Advance the equality of opportunity between people who share a protected characteristic (under the Act) and those who do not; and
 - Foster good relations between people who share a protected characteristic and those who do not
- 1.3 The protected characteristics are:
- Age;
 - Gender;
 - Gender re-assignment;
 - Religion or Belief;
 - Sexual orientation;
 - Disability;
 - Ethnicity;
 - Pregnancy and Maternity; and
 - Marriage and Civil Partnerships (in terms of eliminating unlawful discrimination only).

2. Background

- 2.1 The project is an important part of the DWP vision in making us a multi channel business, offering services through a range of digital, telephone and face to face channels.
- 2.2 The increase in usage of the internet is one of the main factors that influenced the proposed increase in the government online services. It is estimated that in the next few years over 70% of the population will access the internet on a regular basis (see 5.3).
- 2.3 The project clearly supports the 'online revolution' urged by Martha Lane-Fox and Sir Francis Maude and is reflected in the proposals set out by the Secretary of State – '21st Century Welfare Reform' for improving work

incentives and simplifying the benefit and tax credit system, by providing easy online access to appropriate Government services.

2.4 The project will deliver Universal Jobmatch, a managed service, supplied by Monster Worldwide Services (hereafter known as Monster), who will design their service to meet the requirements of DWP.

2.5 The aim of Universal Jobmatch is to:

- modernise the delivery of Public Employment Services;
- improve our credibility with companies and especially the support provided to small businesses;
- put the DWP at the forefront of recruitment service provision and make the DWP the recruitment supplier of choice for companies;
- support the individual jobseeker to identify and improve their skills to gain employment;
- increase business efficiency by providing an effective and efficient service to both the individual jobseeker and companies; and
- provide greater choice and personalisation of services for jobseekers and over time expect that those jobseekers that are able to interact with DWP use digital services where available. As more services move to digital this should reduce the reliance on printing and have a positive impact on paper usage reduction.

2.6 Key elements of the service are:

- a service that allows companies to bulk upload large numbers of jobs directly to DWP from their own Human Resources systems;
- a digitally enabled enhanced jobsearch solution for all jobseekers¹;
- a high quality matching service that will match against the profile and curriculum vitae of registered jobseekers, returning a match to the employer against jobs and jobseeker searches² and to the jobseeker against vacancies; and
- the ability to capture and use work search evidence for jobseekers who have registered with the service; and
- the ability to capture feedback from all users to support the continuous improvement of the service.

¹ Jobseeker – Term used for anyone employed or unemployed wishing to search for employment

² Jobseeker search - Anonymous jobseekers are matched by their curriculum vitae to a company's job requirement without the job being advertised

3. Project Aims and Support

3.1 The service aims of the project are to:

- make it easier for companies to create and post jobs online, allowing them to manage their jobs and match potential jobseekers with jobs, speeding up and simplifying the invitation to interview process;
- the project aims to simplify and speed up the jobsearch and job application process for jobseekers;
- put digital inclusion at the centre of our services by promoting the importance of Information Technology (IT) skills;
- ensure that the vacancy taking and matching service complies with current equality legislation and incorporates procedures to combat potential discrimination; and
- increase the use of automated services, which will also increase efficiency, allowing advisers to spend more time on the kind of intensive contact necessary to support those jobseekers most in need into work.

3.2 The service will support these aims by:

- providing the facility for a jobseeker to create a jobsearch account using their own personal login and encouraging all jobseekers to have an email address, profile and online curriculum vitae (CV) within two months of our first contact with them, unless there are specific reasons why this is not appropriate;
- enabling a jobseeker's CV and profile to be shared with companies in an anonymised format, which helps prevent discrimination on grounds of protected characteristics;
- jobseekers that do not have personal access to the internet, or choose not to use their own device will be advised by DWP advisers to use the service on the jobpoints in local Jobcentres, or be directed to local libraries and Online Centres³ etc. (for those JSA claimants that have been mandated to use Universal Jobmatch as part of a Jobseekers Direction, see 7.11);
- if despite this help, or because of particular needs, the customer still cannot access this service through digital channels, we will make reasonable adjustments, for example ensuring they can access our services over the telephone or face to face;
- jobseekers will be able to receive job alerts when job matches are found. They will be able to submit applications directly to potential companies or via an agency where appropriate;

³ Online Centres - Set up to provide public access to computers and give people the skills and confidence to get online

- the processes will assist DWP advisers to tailor their services more closely to the needs of jobseekers and the demands of the local labour market.
- this tailored service will be an opportunity for the recording of positive impacts under the Equality Duty e.g. by the 'advance equality of opportunity' or 'foster good relations' by opening up another line of communication for people i.e. greater accessibility for people with mobility; and
- as the service will be online, it will be open to all jobseekers to use the service. This will provide benefits, as those who face redundancy or unemployment can start their jobseeking journey before becoming involved formally with DWP.

4. Consultation and Involvement

- 4.1 Stakeholders have been identified and the Project, with Monster, will be working across Government to deliver the service. Major stakeholders include:
- Change Management;
 - Change Delivery Division;
 - Commercial Directorate
 - Corporate IT;
 - Digitalisation Programme;
 - Fraud Investigation Service Business Support;
 - Government Digital Services;
 - Government Gateway;
 - Human Resources;
 - Internal Audit and Investigations;
 - Labour Market Partnerships Division;
 - Legal Group (Departmental Security);
 - Network Services Directorate;
 - Operational Excellence Division;
 - Service Integration Division; and
 - Work Service Directorate
- 4.2 Although the service will be a managed service and Monster are well established with years of experience in the web design business from their own web based sites, the Accessibility Assurance Team have been involved in the production of the service requirements to ensure diversity policies and

practices are followed when dealing with jobseekers and that the service is responsive to the customer needs for assistive technology⁴.

5. Impact of the Service

Digital Inclusion

- 5.1 The service will be available to everyone via the internet.
- 5.2 In 2010, 30.1 million adults in the UK (60%) accessed the internet every day or almost every day. This is nearly double the estimate in 2006 of 16.5 million and it is estimated that internet uptake will continue to increase over the next few years to 43.7 million (70.7% of the population)⁵.
- 5.3 Universal Jobmatch will put digital inclusion at the centre of services to jobseekers. Advisers will be able to give practical help, support and advice to those who currently do not have the facility or ability to use modern technology and ensure that jobseekers are aware of the free supported internet access and training already available through Online Centres.
- 5.4 The results of research with potential users of Universal Jobmatch, commissioned by DWP's Customer Insight Team, supporting the development of the Digital Services Programme has been taken into account by the project when designing the service⁶.
- 5.5 The service supports the Race Online Campaign⁷ by providing more efficient online public services and accelerating efforts to help more people benefit from the power of the internet.

Vacancy Taking Rules

- 5.6 All vacancies pass through a validation process, determined by the DWP vacancy taking rules and appropriate monitoring processes are in place to ensure that any vacancies that fail the validation process are not posted on Universal Jobmatch.
- 5.7 Companies will have to agree to the term and conditions of the service and will need to comply with equality legislation throughout the recruitment process.
- 5.8 Any jobs identified as not complying with the vacancy taking rules and terms and conditions will be notified to DWP, who will ensure only lawful vacancies

⁴ Assistive Technology - Any device or system that allows an individual to perform a task that they would otherwise be unable to do, or increase the ease and safety with which the task can be performed

⁵ Office for National Statistics: <http://www.statistics.gov.uk>

⁶ Price Waterhouse Coopers 2009 Champion for Digital Inclusion: the Economic Case for Digital Inclusion

⁷ Race Online Campaign - For further information visit: <http://raceonline2012.org/about-us>

are displayed and may take action to suspend/withdraw services from these companies if appropriate.

- 5.9 Jobseekers and companies will be able to report any issues via the 'Contact Us' facility within the service for the appropriate action to be taken.

Accessibility

- 5.10 The service layout will take into account users who are blind or visually impaired. It will be fully compatible with popular magnifiers and screen reading software. If the user has difficulties using a mouse, the service will be able to be navigated using only a keyboard or other appropriate access device.
- 5.11 Monster has given guarantees that the service will conform to the UK Government guidelines for websites and will follow the Worldwide Web Consortium's (W3C) Web Content Accessibility Guidelines v2.0 to 'AA' standard.
- 5.12 The core solution is compliant with:
- WCAG V2 to 'AA' Standard;
 - ISO 9241-171:2008; and
 - Assistive Technologies:
 - JAWS v13;
 - Dragon v12;
 - Supanova v10.08; and
 - Zoomtext v10.05
- 5.13 Where third parties link to the service, every attempt will be made to ensure the same standards of accessibility will be applied to them via Government links, although external websites are not under our control.

6. Staff

- 6.1 A comprehensive Detailed People Impact Analysis has been undertaken with input from Human Resources to identify the impact on current staff. A number of job roles will be impacted with changes required to the way in which they currently deal with job searches from customers and taking vacancies for employers. Reasonable adjustments will be made for disabled staff that are affected by the changes.
- 6.2 A key change will be for staff to promote the use of digital channels. Comprehensive communications and specific Learning and Development has been put in place to ensure that our staff were fully prepared for the change and not disadvantaged in any way to ensure a smooth transition to the new service.

- 6.3 There may be an initial increase in both residual telephony channels, especially Employer Direct while existing jobseeker and employers learn the improved systems. Both jobseekers and employers will be encouraged and supported to use the online services, which will lead to an eventual reduction in the telephony services.
- 6.4 All Welsh language vacancies either posted electronically or through the telephony channel will be checked and translated, so this may have an impact on staff that translate Welsh vacancies.
- 6.5 An analysis has taken place to ensure that all staff will be prepared to understand the changes. As a result of this, a series of internal communications, products and presentations with detailed guidance will be provided to support the process changes.
- 6.6 There will also be business specific communications for staff who are affected by the change, for those who will need to respond to jobseeker and company queries and for those who will attempt to encourage jobseekers and companies to take up the self-service option of Universal Jobmatch.
- 6.7 The equipment used will not be affected, but there will be an impact on IT systems used for which staff will need to be trained i.e. Labour Market System.
- 6.8 There is no new policy on mandation as this is covered by existing Jobseeker policy. Service Integration Division will amend their Universal Jobmatch Adviser Toolkit to explain mandation to staff. Staff must not apply a blanket approach when considering requiring a Jobseeker Allowance (JSA) claimant to register with Universal Jobmatch and upload a public CV⁸ under a Jobseeker Direction, or when recording an expectation about ongoing use on the jobseeker agreement of a claimant. Advisers must assess on a case by case basis what is reasonable for the claimant to do with a view to getting back into work, taking all of the circumstances into account.
- 6.9 By using Digital champions and advisers within our Jobcentres, we will be looking to promote the self-service take up.

7. Jobseekers

- 7.1 Jobseekers will access Universal Jobmatch via GOV.UK in order to gain full access and benefit of the service, the jobseeker will need to register with Universal Jobmatch. To do so, they will have to tick a box to confirm that they have read the Standards of Behaviour, including where they register using a DWP Internet Access Device (IAD).
- 7.2 The service will be intuitive with significant contextual help and user Frequently Asked Questions promoting self-service help and reducing the need for formal user training when setting up an account. They can also get

⁸ A public CV is searchable by recruiters so they can invite the jobseeker to apply for jobs.

technical support from Monster by use of the 'Contact Us' facility, which is fully accessible from every page.

- 7.3 Use of Universal Jobmatch will simplify the job hunting process for jobseekers. It will also make it easier for jobcentre advisers to help JSA claimants in their search for employment.
- 7.4 Some existing jobseekers may need assistance as they may be asked to use the service in order to set up an account. If a JSA claimant is unable to use the service due to a lack of IT skills, advisers will be able to refer them for basic IT skills support and training to help them obtain the necessary skills. IT literacy will increase their chances of securing employment where relevant, if adequately reflected on their CV and job applications.
- 7.5 If despite this help, or because of their particular needs, a jobseeker still cannot use Universal Jobmatch, or would face significant barriers to doing so, or in the case of a non-JSA claimant, they do not want to use Universal Jobmatch, they will still be able to access our services over the telephone or face to face.
- 7.6 Universal Jobmatch will comply with the Welsh Language Act and a Welsh version of the service will be available. For those jobseekers for whom English or Welsh is not their first language, see 18.6.
- 7.7 Jobseekers who reside abroad will continue to access Universal Jobmatch via the website.

Mandatory use of Universal Jobmatch for JSA claimants

- 7.8 DWP is able to mandate claimants to create a profile and a public CV in Universal Jobmatch, including those who share a protected characteristic and those that do not, by issuing JSA claimants with a Jobseeker's Direction, where appropriate. There is no new policy on mandation as this is covered by existing Jobseeker policy. Service Integration Division will amend their Universal Jobmatch Adviser Toolkit to explain mandation to staff.
- 7.9 DWP staff should continue to start from the current position of giving encouragement and support to claimants to willingly use the service in the first instance. Staff should therefore have promoted the advantages of the service, as a tool that will help claimants to access jobs and assist in the compliance with jobsearch activities before considering issuing a Jobseeker's Direction.
- 7.10 Advisers will only be able to require JSA claimants to create a profile and a public CV or use Universal Jobmatch if it is reasonable in the claimant's circumstances. The adviser will need to take into account the availability of internet access to the claimant, whether it will help the claimant to find work and any other relevant information.
- 7.11 If a claimant is required to create a profile and a public CV in Universal Jobmatch under a Jobseekers Direction, or is required to use it in any way e.g. because their adviser has flagged up a job in their account that they must

apply for (where the adviser has access to their account), they will be given the option of using a DWP IAD if they do not want to accept cookies. Cookies will already have been accepted on the DWP IAD so that claimants do not need to accept them.

- 7.12 Claimants who are required to create a profile and a public CV in Universal Jobmatch will be given information about this choice.
- 7.13 If a JSA claimant fails to create a profile and a public CV in Universal Jobmatch, subject to a DWP IAD being available, when required to do so, their benefit will be affected if they do not have good reason for the failure.
- 7.14 Where use of Universal Jobmatch is a reasonable expectation and is recorded on a JSA claimant's Jobseeker Agreement, it will be taken into account by DWP when assessing whether the claimant has taken all reasonable steps to find work (the actively seeking work requirement, which is one of the conditions of entitlement to JSA).
- 7.15 If the claimant has failed to take all reasonable steps to find work in any week their entitlement to JSA may be affected.
- 7.16 For claimants who opt to use an IAD, advisers will take into account all of the claimants circumstances before they agree and record on the Jobseeker's Agreement how often the claimant will check their Universal Jobmatch account for jobs, including:
- the ability of the claimant to get into the Jobcentre on a regular basis e.g. their childcare/caring responsibilities or other restrictions agreed on their Jobseeker's Agreement. If the claimant has childcare responsibilities, their adviser will need to make clear to the claimant that they do not need to make any extra childcare arrangements, i.e. they will only be required to use a DWP IAD during periods covered by existing childcare arrangements; and
 - the availability of DWP IADs; and
 - that claimant's are entitled to travel reimbursements for an appointment outside their normal attendance arrangements.
- 7.17 Advisers will only be able to access a JSA claimant's Universal Jobmatch account with the consent of the claimant (even where the JSA claimant has been mandated to create a profile and a public CV in Universal Jobmatch).
- 7.18 If the JSA claimant gives DWP permission to view their account, it will be simpler for DWP to monitor compliance with jobseeking requirements imposed as a condition of receiving JSA and for them to provide assistance to claimants.
- 7.19 Claimants who have not given DWP access to their Universal Jobmatch account will only be required to give proof about their use of Universal Jobmatch, at their Fortnightly Review and Personal adviser Interventions,

where use of a DWP IAD is reasonably available to the claimant for them to print out/show their adviser the information, in the event that they do not want to accept cookies or are happy to accept cookies but do not have reasonable access to printing facilities.

8. Companies

- 8.1 The service will allow companies to create and post vacancies. It will provide an improved and integrated service where companies can directly manage their vacancies, allowing them to match potential employees with jobs and speed up and simplify the invitation to interview process.
- 8.2 For companies, the service will be accessible online at GOV.UK.
- 8.3 The service will comply with the Welsh Language Act and be available in Welsh for those employers in Wales who prefer to undertake their business with the Department in Welsh. For those companies for whom English or Welsh is not their first language, see 18.6.
- 8.4 There will be a residual telephony service that will be used to support and encourage hesitant companies, or those without internet access to use the new service.
- 8.5 DWP will create company Universal Jobmatch accounts and vacancies for companies as a one-off activity as part of the channel shift strategy. However, if despite this help, or because of particular needs, the company still cannot access the service through digital channels, we will make reasonable adjustments, for example ensuring they can access our services over the telephone or face to face.
- 8.6 Appropriate marketing, communications and support will be provided by DWP Communications to encourage companies to make the switch to the use of the service along with support from the British Chambers of Commerce, the Federation of Small Businesses and the Forum of Private Business, who will signpost members to the service.
- 8.7 Companies will have to agree to the terms and conditions of using Universal Jobmatch, including complying with equality legislation throughout the recruitment process.
- 8.8 Universal Jobmatch will comply with the Welsh Language Act and a Welsh version of the service will be available. For those companies for whom English or Welsh is not their first language, see 18.6.
- 8.9 Monster will manage Universal Jobmatch on behalf of DWP and the service will be delivered by existing staff, within existing premises.

9. Age

- 9.1 DWP is committed to ensuring equality of access to its services for all its customers. It is critical that any new jobsearch service is accessible to older as well as younger people.
- 9.2 The service will have no restriction on any jobseekers that are legally entitled to work being able to register, search for a job or create a profile and CV, (except possibly in the circumstances where the individual abuses the site). In addition the matching criteria are not against personal details which will help to eliminate unlawful discrimination.
- 9.3 However, there is a risk that older users may find it harder to take advantage of the service and will need additional support to access and use the new online services. Recent statistics on internet use support this:

| Internet Use 2010⁹ | |
|--------------------------------------|-----------------------|
| Age | Never Used (%) |
| 16-24 | 1 |
| 25-44 | 4 |
| 45-54 | 11 |
| 55-64 | 22 |
| 65+ | 60 |

- 9.4 Customers aged 50+ are heavily represented in the category with multiple barriers to internet use and those requiring intensive support to get online. Many older customers stated that they were simply not interested in the internet.
- 9.5 This means that for some of our older jobseekers we may need to provide additional support to ensure they can access Universal Jobmatch or alternatively to access our services over the telephone or face to face.
- 9.6 However, it is also informative to look at the JSA customer group broken down by age. The data in the table below shows a strong trend towards the younger age bands, these being the customers most at home with using internet services and therefore least in need of support in accessing Universal Jobmatch.

| JSA customers by age group February 2013 | |
|---|--------------------------------------|
| Age | Proportion of total group (%) |

⁹ Office for National Statistics - Households and Individuals – August 2010

| | |
|-------|-------|
| 16-24 | 27.2 |
| 25-44 | 46.1 |
| 45-54 | 18.4 |
| 55-64 | 08.03 |
| 65+ | N/A |

- 9.7 A range of assistance is available for both jobseekers and companies e.g. designated Help Desks and help-text, to help them make the best use of the Universal Jobmatch service. In addition, alternative ways of using the service are available e.g. over the telephone or face to face, and traditional channels of communication relating to jobsearch remain open to all customers.
- 9.8 There are also many programmes and services already working to help older customers online, such as Age UK’s ‘iTea and Biscuits’, Digital Unites ‘Silver Surfers Days’ and UK Online Centres that specifically work with older people.
- 9.9 DWP staff can require Jobseeker’s Allowance claimants to use the Universal Jobmatch service and can include expectations about ongoing use in their jobseeker agreement, but can only do so where the requirement or expectation is reasonable in the circumstances of the claimant. When determining what is reasonable the adviser must take the claimant’s individual circumstances into account, including whether, for example they need any additional support to use the service.
- 9.10 All vacancies pass through a validation process, determined by the DWP vacancy taking rules and appropriate monitoring processes are in place to ensure that any vacancies that fail the validation process are not discriminatory before they are posted on Universal Jobmatch.
- 9.11 Monster will manage Universal Jobmatch on behalf of DWP and the service will be delivered by existing staff, within existing premises.

10. Gender

- 10.1 DWP is committed to treating all individuals fairly and to ensuring equality of access to its services for all. It is critical that any new jobsearch service is accessible to everyone.
- 10.2 The service will have no restriction on any jobseekers being able to register, search for a job or create a profile and CV (except possibly in the circumstances where the individual abuses the site). In addition the matching criteria are not against personal details which will help to eliminate unlawful discrimination.

- 10.3 There is no evidence that gender has any bearing on a person’s ability to use or access digital services.
- 10.4 A range of assistance is available for both jobseekers and companies e.g. designated Help Desks and help-text, to help them make the best use of the Universal Jobmatch service. In addition, alternative ways of using the service are available e.g. over the telephone or face to face, and traditional channels of communication relating to jobsearch remain open to all customers.
- 10.5 The table below shows that men are more likely to claim JSA than women, and so are possibly more likely to be required to use the service. DWP is committed to treating all individuals fairly:

| % of JSA Durations¹⁰ | Male | Female |
|--|-------------|---------------|
| New JSA Claimants | 75 | 25 |
| JSA Claimants – Over 6 months | 76 | 24 |
| JSA Claimants – Over 12 months | 79 | 21 |

- 10.6 DWP staff can require Jobseeker’s Allowance claimants to use the Universal Jobmatch service and can include expectations about ongoing use in their jobseeker agreement, but can only do so where the requirement or expectation is reasonable in the circumstances of the claimant. When determining what is reasonable the adviser must take the claimant’s individual circumstances into account, including whether, for example they need any additional support to use the service.
- 10.7 DWP recognises that women are more likely to have childcare/caring responsibilities than men and the adviser must take into account the ability of the claimant to get into the Jobcentre on a regular basis because of these responsibilities to meet the new conditionality requirements.
- 10.8 The adviser must make clear to claimant that they do not need to make any extra childcare arrangements to comply with requirements relating to the service, i.e. they will only be required to use a DWP IAD during periods covered by existing childcare arrangements.
- 10.9 All vacancies pass through a validation process, determined by the DWP vacancy taking rules and appropriate monitoring processes are in place to ensure that any vacancies that fail the validation process are not discriminatory before they are posted on Universal Jobmatch.
- 10.10 Monster will manage Universal Jobmatch on behalf of DWP and the service will be delivered by existing staff, within existing premises.

¹⁰ Source: National Benefits Database – Cohort of new JSA claims in 2009/10

11. Gender re-assignment

- 11.1 DWP is committed to treating all individuals fairly and to ensuring equality of access to its services for all. It is critical that any new jobsearch service is accessible to everyone.
- 11.2 The service will have no restriction on any jobseekers being able to register, search for a job or create a profile and CV (except possibly in the circumstances where the individual abuses the site). In addition the matching criteria are not against personal details which will help to eliminate unlawful discrimination.
- 11.3 There is no evidence that gender re-assignment has any bearing on a person's ability to use or access digital services or on likelihood of them claiming a Jobseeker's Allowance.
- 11.4 A range of assistance is available for both jobseekers and companies e.g. designated Help Desks and help-text, to help them make the best use of the Universal Jobmatch service. In addition, alternative ways of using the service are available e.g. over the telephone or face to face, and traditional channels of communication relating to jobsearch remain open to all customers.
- 11.5 DWP staff can only impose requirements on JSA claimants relating to Universal Jobmatch, or include expectations about use in the jobseeker agreement of a claimant, where the requirement or expectation is reasonable in the circumstances of the claimant. When determining what is reasonable the adviser must take the claimant's individual circumstances into account.
- 11.6 All vacancies pass through a validation process, determined by the DWP vacancy taking rules and appropriate monitoring processes are in place to ensure that any vacancies that fail the validation process are not discriminatory before they are posted on Universal Jobmatch.
- 11.7 Monster will manage Universal Jobmatch on behalf of DWP and the service will be delivered by existing staff, within existing premises.

12. Religion and Belief

- 12.1 DWP is committed to treating all individuals fairly and to ensuring equality of access to its services for all its customers. It is critical that any new jobsearch service is accessible to everyone.
- 12.2 The service will have no restriction on any jobseekers being able to register, search for a job or create a profile and CV (except possibly in the circumstances where the individual abuses the site). In addition the matching criteria are not against personal details which will help to eliminate unlawful discrimination.

- 12.3 There is no evidence that religion or belief has any bearing on a person's ability to use or access digital services or on likelihood of them claiming a Jobseeker's Allowance.
- 12.4 A range of assistance is available for both jobseekers and companies e.g. designated Help Desks and help-text, to help them make the best use of the Universal Jobmatch service. In addition, alternative ways of using the service are available e.g. over the telephone or face to face, and traditional channels of communication relating to jobsearch remain open to all customers.
- 12.5 DWP staff can only impose requirements relating to Universal Jobmatch, or include expectations about use in the jobseeker agreement of a claimant, where the requirement or expectation is reasonable in the circumstances of the claimant. When determining what is reasonable the adviser must take the claimant's individual circumstances into account. Staff are required to take into account any restrictions/prohibitions etc. relating to the known beliefs of individual jobseekers e.g. we would not refer someone Jewish or of the Muslim faith to say a meat processing organisation that handles pork.
- 12.6 All vacancies pass through a validation process, determined by the DWP vacancy taking rules and appropriate monitoring processes are in place to ensure that any vacancies that fail the validation process are not discriminatory before they are posted on Universal Jobmatch.
- 12.7 Monster will manage Universal Jobmatch on behalf of DWP and the service will be delivered by existing staff, within existing premises.

13. Sexual Orientation

- 13.1 DWP is committed to treating all individuals fairly and to ensuring equality of access to its services for all its customers. It is critical that any new jobsearch service is accessible to everyone.
- 13.2 The service will have no restriction on any jobseekers being able to register, search for a job or create a profile and CV (except possibly in the circumstances where the individual abuses the site). In addition the matching criteria are not against personal details which will help to eliminate unlawful discrimination.
- 13.3 There is no evidence that sexual orientation has any bearing on a person's ability to use or access digital services or on likelihood of them claiming a Jobseeker's Allowance.
- 13.4 A range of assistance is available for both jobseekers and companies e.g. designated Help Desks and help-text, to help them make the best use of the Universal Jobmatch service. In addition, alternative ways of using the service are available e.g. over the telephone or face to face, and traditional channels of communication relating to jobsearch remain open to all customers.

- 13.5 DWP staff can only impose requirements relating to Universal Jobmatch, or include expectations about use in the jobseeker agreement of a claimant, where the requirement or expectation is reasonable in the circumstances of the claimant. When determining what is reasonable the adviser must take the claimant's individual circumstances into account.
- 13.6 All vacancies pass through a validation process, determined by the DWP vacancy taking rules and appropriate monitoring processes are in place to ensure that any vacancies that fail the validation process are not discriminatory before they are posted on Universal Jobmatch.
- 13.7 Monster will manage Universal Jobmatch on behalf of DWP and the service will be delivered by existing staff, within existing premises.

14. Disability

- 14.1 DWP is committed to ensuring equality of access to its services for all its customers. It is critical that any new jobsearch service is accessible to everyone.
- 14.2 The service will have no restriction on any jobseekers being able to register, search for a job or create a profile and CV (except possibly in the circumstances where the individual abuses the site). In addition the matching criteria are not against personal details which will help to eliminate unlawful discrimination.
- 14.3 Research using customer experience shows that it will be easier to access our services via the Internet for some disabled people who already have access to computers and specialist technologies. Research conducted by the Joseph Rowntree Foundation¹¹, found that disabled customers "potentially have most to gain from convenient, customer-focused channels of electronic delivery".
- 14.4 If customers have a disability, our offices have induction loops and text-phones for people who have difficulty hearing or speaking, and we can arrange for a British Sign Language interpreter to be available. Offices have easy access for people who have a health condition or find it hard to walk.
- 14.5 A range of assistance is available for both jobseekers and companies e.g. designated Help Desks and help-text, to help them make the best use of the Universal Jobmatch service. In addition, alternative ways of using the service are available e.g. over the telephone or face to face, and traditional channels of communication relating to jobsearch remain open to all customers.
- 14.6 The table below shows that a higher proportion of longer-term JSA claimants are disabled compared with new JSA claimants, so it is possible that some disabled claimants will be required to use the service for longer than those who are not disabled.

¹¹ Joseph Rowntree Foundation (2004) *Disabled People and the Internet*

| % of JSA durations by disability¹² | Yes | No |
|--|------------|-----------|
| New JSA Claimants | 16 | 84 |
| JSA Claimants – Over 6 months | 23 | 77 |
| JSA Claimants – Over 12 months | 27 | 73 |

- 14.7 The proportion of JSA claimants stating that they have a disability is likely to increase as more claimants are expected to move from these health-related benefits such as Employment and support Allowance to JSA following Work Capability Assessments. DWP is committed to treating all individuals fairly.
- 14.8 DWP staff can only impose requirements relating to Universal Jobmatch, or include expectations about use in the jobseeker agreement of a claimant, where the requirement or expectation is reasonable in the circumstances of the claimant. When determining what is reasonable the adviser must take the claimant’s individual circumstances into account, including whether they have a health condition or disability that could affect their ability to access the service (in particular in relation to using a DWP IAD if they do not want to accept cookies), or need additional support.
- 14.9 For those companies that are signed up to the Disability Symbol sign (guaranteeing interviews for disabled customers, who meet minimum criteria); the symbol will continue to be used and available to new companies to use.
- 14.10 The service will comply with DWP IT Accessibility Standards, ensuring it is accessible to companies, jobseekers and colleagues who use assistive technology. The service will be compatible with specialist technologies often used by disabled people such as JAWS, Dragon, Supernova and Zoomtext.
- 14.11 Some jobseekers, such as those with learning disabilities or mental health conditions and visual impairments, may experience difficulties with customer communications i.e. leaflets, letters, notifications etc. and therefore may have difficulty understanding what the changes mean for them individually.
- 14.12 We will provide written communications in the customers preferred format on request.
- 14.13 Universal Jobmatch will provide access to a wider range of vacancies in a standard easily understood format. It will also use industry standard software making accessibility easier.
- 14.14 All vacancies pass through a validation process, determined by the DWP vacancy taking rules and appropriate monitoring processes are in place to

¹² Source: National Benefits Database – Cohort of new JSA claims in 2009/10. the statistics in the table are calculated by linking individual level data from the National Benefits database and the LMS Client Evaluation database and is based on 3.3 million new JSA claims of which 590,000 have declared a disability during an interview

ensure that any vacancies that fail the validation process are not posted on Universal Jobmatch.

- 14.15 Monster will manage Universal Jobmatch on behalf of DWP and the service will be delivered by existing staff, within existing premises.

15. Ethnicity

- 15.1 DWP is committed to ensuring equality of access to its services for all its customers. It is critical that any new jobsearch service is accessible to everyone.
- 15.2 The service will have no restriction on any jobseekers being able to register, search for a job or create a profile and CV (except possibly in the circumstances where the individual abuses the site). In addition the matching criteria are not against personal details which will help to eliminate unlawful discrimination.
- 15.3 There is no evidence that ethnicity has any bearing on a person’s ability to use or access digital services (except where an individual has difficulty with reading and writing). People who have difficulty with reading and writing English will still be able to access our services as they do now and we will continue to offer interpreting services through our contracted suppliers (this is available only via face to face and telephone contact).
- 15.4 A range of assistance is available for both jobseekers and companies e.g. designated Help Desks and help-text, to help them make the best use of the Universal Jobmatch service. In addition, alternative ways of using the service are available e.g. over the telephone or face to face, and traditional channels of communication relating to jobsearch remain open to all customers.
- 15.5 The table below shows that JSA claimants from ethnic minorities are more likely to spend longer durations on JSA and whilst they account for 12% of the working age population in Britain, they represent 16% of the claimant stock:

| % of JSA durations by ethnic background¹³ | White | Ethnic Minority |
|---|--------------|------------------------|
| New JSA Claimants | 82 | 18 |
| JSA Claimants – Over 6 months | 85 | 15 |
| JSA Claimants – Over 12 months | 84 | 16 |

- 15.6 DWP staff can only impose requirements relating to Universal Jobmatch, or include expectations about use in the jobseeker agreement of a claimant, where the requirement or expectation is reasonable in the circumstances of

¹³ Source: National Benefits Database – Cohort of new JSA claims in 2009/10

the claimant. When determining what is reasonable the adviser must take the claimant's individual circumstances into account, including any language barriers that they may face.

- 15.7 All vacancies pass through a validation process, determined by the DWP vacancy taking rules and appropriate monitoring processes are in place to ensure that any vacancies that fail the validation process are not discriminatory before they are posted on Universal Jobmatch.
- 15.8 Monster will manage Universal Jobmatch on behalf of DWP and the service will be delivered by existing staff, within existing premises.

16. Pregnancy and Maternity

- 16.1 DWP is committed to treating all individuals fairly and to ensuring equality of access to its services for all its customers. It is critical that any new jobsearch service is accessible to everyone.
- 16.2 The service will have no restriction on any jobseekers being able to register, search for a job or create a profile and CV (except possibly in the circumstances where the individual abuses the site). In addition the matching criteria are not against personal details which will help to eliminate unlawful discrimination.
- 16.3 It is possible that jobseekers who are in late pregnancy, with pregnancy-related health conditions or with very young children without home internet access, or who wish to exercise their choices in relation to acceptance of cookies used on Universal Jobmatch, might find it more difficult to access the service.
- 16.4 A range of assistance is available for both jobseekers and companies e.g. designated Help Desks and help-text, to help them make the best use of the Universal Jobmatch service. In addition, alternative ways of using the service are available e.g. over the telephone or face to face, and traditional channels of communication relating to jobsearch remain open to all customers.
- 16.5 DWP staff can only impose requirements relating to Universal Jobmatch, or include expectations about use in the jobseeker agreement of a claimant, where the requirement or expectation is reasonable in the circumstances of the claimant. When determining what is reasonable the adviser must take the claimant's individual circumstances into account, including whether the claimant's pregnancy or maternity, where relevant, could affect their ability to access the service (in particular in relation to using a DWP IAD if they do not want to accept cookies) or mean they need additional support.
- 16.6 All vacancies pass through a validation process, determined by the DWP vacancy taking rules and appropriate monitoring processes are in place to ensure that any vacancies that fail the validation process are not discriminatory before they are posted on Universal Jobmatch.

- 16.7 Monster will manage Universal Jobmatch on behalf of DWP and the service will be delivered by existing staff, within existing premises.

17. Marriage and Civil Partnerships

- 17.1 DWP is committed to treating all individuals fairly and to ensuring equality of access to its services for all its customers. It is critical that any new jobsearch service is accessible to everyone.
- 17.2 The service will have no restriction on any jobseekers being able to register, search for a job or create a profile and CV (except possibly in the circumstances where the individual abuses the site). In addition the matching criteria are not against personal details which will help to eliminate unlawful discrimination.
- 17.3 There is no evidence that marriage or civil partnership has any bearing on a person's ability to use or access digital services or on likelihood of them claiming a Jobseeker's Allowance.
- 17.4 A range of assistance is available for both jobseekers and companies e.g. designated Help Desks and help-text, to help them make the best use of the Universal Jobmatch service. In addition, alternative ways of using the service are available e.g. over the telephone or face to face, and traditional channels of communication relating to jobsearch remain open to all customers.
- 17.5 DWP staff can only impose requirements relating to Universal Jobmatch, or include expectations about use in the jobseeker agreement of a claimant, where the requirement or expectation is reasonable in the circumstances of the claimant. When determining what is reasonable the adviser must take the claimant's individual circumstances into account, including whether the claimant's marriage or civil partnership situation, where relevant, could affect their ability to access the service (in particular in relation to using a DWP IAD if they do not want to accept cookies) or mean they need additional support.
- 17.6 All vacancies pass through a validation process, determined by the DWP vacancy taking rules and appropriate monitoring processes are in place to ensure that any vacancies that fail the validation process are not discriminatory before they are posted on Universal Jobmatch.
- 17.7 Monster will manage Universal Jobmatch on behalf of DWP and the service will be delivered by existing staff, within existing premises.

18. Communications

- 18.1 It is recognised that clear and timely communications are key to making the transition as smooth as possible.
- 18.2 As with any online website, companies and jobseekers will not receive training to use the service and help text is available throughout the service to assist them. It is recognised that DWP staff will need to have some learning to

prepare themselves for the new functionality and the new way of working in order to maximise the uptake of the service by our customers.

- 18.3 There is no national publicity campaign planned at this time, but the following will be available:
- leaflets available in Jobcentres, Voluntary Organisations etc.;
 - internet site (GOV.UK) providing information about the changes;
 - helpdesk staff trained to handle queries and give jobseekers and companies the correct advice; and
 - staff in jobcentres will receive guidance in relation to the service, including on the mandation of some JSA claimants to use Universal Jobmatch.
- 18.4 Additionally, the project has considered the needs of those who may need information in alternative formats including those who:
- have low levels of literacy;
 - have disabilities or long term health conditions; and
 - have difficulties with the English and Welsh language.
- 18.5 Jobseekers and companies with hearing difficulties will also be able to access staff through the normal text-phone channels, available in all Jobcentres.
- 18.6 For jobseekers and companies where English or Welsh is not their first language, access to translation services will be available through the normal arrangements in Jobcentres.
- 18.7 DWP is committed to ensuring equality of access to its services for all its customers and has processes in place to ensure that reasonable adjustments are put in place where required.
- 18.8 Jobcentres will liaise with support groups and organisations in their area, which will be invaluable in informing and assisting both jobseekers and companies in the understanding of the changes taking place and the communications that they will be issued.

19. Monitoring and Evaluation

- 19.1 DWP is committed to monitoring and reviewing its services and processes.
- 19.2 Monster products have been evaluated and signed off by the appropriate stakeholders.
- 19.3 The Equality Analysis covers equality groups currently covered by equality legislation i.e. age, disability, gender, race, religion and belief etc. and DWP is committed to monitoring the impact of the service and will use evidence from a number of sources, including stakeholder groups, on the experiences and outcomes for the protected groups.

- 19.4 Jobseekers can provide equality information if they wish, when they register. The information provided will be used for statistical purposes only.
- 19.5 DWP will conduct both company and jobseeker customer satisfaction surveys to monitor and review the service, although any personal details will have to be given voluntarily.
- 19.6 DWP will use this evidence to assess whether there are unintended adverse consequences for any protected groups and take appropriate action to address any concerns.
- 19.7 Improvements will be put in place for any problems found with the service, including for jobseekers and companies who use assistive technology.
- 19.8 Arrangements are being developed to ensure that certain equality information in relation to all protected characteristics (that does not identify individuals) is gathered, where available. DWP will use this information to identify any differences in take up by people who share a protected characteristic and those who do not. DWP will also consider what changes are needed, if any to address different take up levels.

20. Next Steps

- 20.1 For companies, the project is working closely with Government Digital Services, who oversee GOV.UK to ensure a smooth transition to the service for those employers previously using Employer Direct online.
- 20.2 For jobseekers the project is working closely with Government Digital Services, who oversee GOV.UK to ensure a smooth transition to the service for those jobseekers from the current jobsearch site to the new service.
- 20.3 The Equality Analysis will be updated to cover any non-minor changes to Universal Jobmatch as and when they occur.

21. Conclusion

- 21.1 Universal Jobmatch is an online externally managed service, where a company can directly manage their job vacancies, jobseekers can manage their jobseeking profile and both can receive automated matches based on their requirements.
- 21.2 To help ensure equality of access, a range of assistance is available for both jobseekers and companies e.g. designated Help Desks and help-text, to help them make the best use of the Universal Jobmatch service. In addition, alternative ways of using the service are available e.g. over the telephone or face to face, and traditional channels of communication relating to jobsearch remain open to all customers.

- 21.3 The service will place DWP in a position to maximise the use of its resources, whilst at the same time offering improved support for individuals and an enhanced service for employers.
- 21.4 Overall, the service should have no adverse impact on jobseekers and companies. It should enhance the service DWP provides to jobseekers wishing to undertake a jobsearch by providing them with an easy to use service, that they can access when it is convenient to them as well as matching them to a suitable company.
- 21.5 Similarly, companies will also be provided with an easy-to-use service and they will be able to place jobs and check against matched vacancies, when it is convenient to them.
- 21.6 While we recognise there are a higher risk of potential unlawful discrimination in jobs with automation and the relaxing of the Vacancy Taking Rules, we have put in place procedures to help identify and prevent this, Jobseeker's are able to contact us if they have any concerns about vacancies posted on the site using the 'Contact Us' facility within the service for appropriate action to be taken.
- 21.7 Advisers will have the facility to access a jobseeker's account, including their jobsearch activity, their profile and CV, where they are claiming JSA, if the jobseeker gives their consent. This will make it easier for advisers to advise the jobseeker of any improvements e.g. training that could enhance their jobsearch opportunities and improve their jobseeker's experience and employment opportunities.
- 21.8 Where JSA claimants do not give their adviser access to their account, they will need to provide evidence of their jobseeking activities in an alternative way e.g. by printing of screens from their account.
- 21.9 Advisers must take into account all relevant circumstances e.g. health conditions and childcare responsibilities before requiring JSA claimants to register with the service or recording an expectation about the claimant's use of the service in their jobseeker's agreement.
- 21.10 Advisers will be able to promote the service to jobseekers and as more jobseekers use the self service channel for jobsearch activities, this will allow advisers to spend more time with jobseekers that may require additional assistance with jobsearch activities.
- 21.11 The Equality Analysis will be considered for updating to cover any non-minor changes to Universal Jobmatch, as and when they occur.

22. Contact Details

- 22.1 If you have any queries or comments relating to this Equality Analysis or the Universal Jobmatch Project please use the following contact details:
Transforming.labourmarketservices@jobcentreplus.gsi.gov.uk