

## Progress on tackling Pakistani under representation

### RECOMMENDATION

- 1.1 To note the progress made in tackling the under representation of Pakistani origin employees within the Council.

### SUPPORTING INFORMATION

- 2.1 The Council's annual workforce and recruitment statistics showed reductions in people from this community securing employment and this was beginning to have a negative impact on representation.
- 2.2 Positive action measures were needed as a priority because this community is the largest minority ethnic community according to 2001 Census and it is also one of the long established communities in Derby.
- 2.3 The Council began working on this project from April 2008, to address the chronic under representation of Pakistani employees in the workforce.
- 2.4 We are pleased with the level of awareness and engagement that has been achieved so far with the Pakistani Community.
- 2.5 **Awareness and engagement – with the Pakistani community**
  - Engaged with Radio Ikhlas, local community radio station, to promote the Council as an employer of choice with messages from Ray, our Chief Executive and Officers from within the council to its listeners, encouraging them to apply for jobs.
  - Advertised the Council as an employer of choice on Derby Muslim Forum and Ikhlas community newsletters as well as the jobs supplement with Derby Evening Telegraph.
  - Ran a successful first ever recruitment fair at Rose Hill Street Masjid to raise awareness of and generate interest about Council jobs – Derbyshire Constabulary followed a fortnight after as did NHS - Fresh Start.
  - This led onto a meeting at the Madeley Centre with people who left their names for job support at the Masjid event.
  - Attended Radio Ikhlas Drive time shows with managers to discuss their services and types of jobs within them, to encourage listeners to learn about the different services and roles, inviting live calls.

- Held a successful recruitment fair at Sure Start Rose Hill to engage Pakistani women in particular into employment.
- Ran interview skills workshops at Jobs, Education, Training and provided both group and one to one job assistance to JET service users.
- Assisted on the cleaning, catering and caretaking recruitment drive to encourage minority ethnic people into employment – 8 Pakistani women have been employed through open recruitment and 5 offered traineeships.

## 2.6 Awareness and engagement - organisational

- Produced a news article in Council Life, the Council's corporate newsletter, about the recruitment initiative to let employees know about the positive action initiative and get management support into the modern apprenticeship and traineeship initiatives.
- Produced a full length article about the initiative in the Council's Leading Manager Newsletter, distributed to all managers in the Council.
- The project is a standing item on the Strategic HR Group for updates on progress.
- Introduced a Pakistani applicant Job Tracking form for all recruitment files to capture data on success and reasons for not short listing or appointing.
- Discussed at Black Employees Support Network and Positive Steps Management Development Programme.

## 2.7 Success so far

We feel much has been achieved so far in terms of awareness. We have seen an increase in job application forms from the Pakistani community as a result of the awareness work. This prompted HR to monitor the Pakistani origin applicants from August 2008 by introducing 'job tracking' of candidates throughout the recruitment process.

- 2.8 **Appendix 2** shows the number of people who have started or have been offered modern apprenticeship placements and traineeships through this project. It is important to note that positions secured through open recruitment are not included in these figures and this will be provided in a future workforce monitoring report.

## 2.9 We will continue to:

- Work with other agencies, Asian Advisory Service, Derby Asian Women's Training Association, Radio Ikhlas and Masjids to promote traineeships and modern apprenticeships to generate greater competition amongst applicants.
- Display vacancies on the display board located at the Masjid forecourt to advertise positions and information about the initiative.
- Work with Apna Madeley Community Centre's Derby Pakistani Youth Development Project to engage young Pakistani people into employment and training.
- Monitor and track Pakistani job applicants, reporting progress.
- Review advertising with Radio Ikhlas.
- Secure more traineeships from vacant posts.

- Secure modern apprentice placements.
- Request more managers attend drive time shows with Ikhlas.

**For more information  
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None

**Background papers:**

Appendix 1 – Implications

**List of appendices:**

Appendix 2 – MA's and traineeships

<b>IMPLICATIONS</b>
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### **Financial**

- 1.1 All project and advertising costs are currently being met by Corporate HR.

### **Legal**

- 2.1 We have a statutory legal duty to promote good race relations. This project enables the Council to meet the duty.
- 2.2 The Race Relations Act allows for positive action measures to address under representation in the workforce. This project is in line with the Act and the CRE Code of Practice.

### **Personnel**

- 3.1 The project will help the Council improve on its Best Value Performance Indicator of being reflective of the local population. It also works alongside the People Strategy 2007/10 and Workforce Development Plan which is its three year delivery plan.

### **Equalities impact**

- 4.1 The Race law states that where there is under representation of certain disadvantaged groups amongst organisations, positive measures need to be introduced to address the imbalance and promote good relations. The initiatives aim to create a positive impact for the Pakistani origin community.

### **Corporate priorities**

- 5.1 The project supports the Council's Vision and priorities of **making everyone proud of our neighbourhoods, supporting everyone in learning and achieving, giving you excellent services and value for money.**

## Appendix 2

### Modern apprenticeships and 6 month traineeships by Pakistani Community

Modern Apprenticeships	Department	Location	Referral from	Date started
Modern Apprentice	Corporate and Adult Services	Friar Gate Studios	JET	Dec 07
Modern Apprentice	Corporate HR	TSC - Payroll	Babington	Feb 08
Modern Apprentice	Resources	Pear Tree Improvement	Babington	Feb 08
Modern Apprentice	Regeneration and Community	General Office	JET	Mar 08
Modern Apprentice	Resources	Housing and Advice	JET	Apr 08
Traineeships	Department		Date candidate notified	Date Started
Finance Assistant	Corporate and Adult Services		01/08/08	08/09/08
Cook	Environmental Services		15/09/08	20/10/08
Dining Room Asst. 10hrs Bemrose	Environmental Services		19/09/08	Offer accepted
DRA 17.5hrs Ked Rd	Environmental Services		19/09/08	Offer accepted
DRA 11.2hrs Bemorse	Environmental Services		19/09/08	03/11/08
Mobile Cleaner - 25hrs Derby Homes	Environmental Services		26/09/08	Offer accepted
Bi-Lingual Receptionist	Children's and Young People		3/11/08	12/01/08
Finance Clerk	Corporate and Adult Services		1/12/08	Not appointable
Health and Safety Assistant	Corporate and Adult Services		16/12/08	Offer accepted