

# ACTION 3

## Adopt the Early Careers Social Mobility toolkit

### Apprenticeships

Explore how your company can utilise an apprenticeship scheme to recruit talent from working class backgrounds.

The apprenticeship levy is paid by large employers with a pay bill of over £3 million. Smaller employers – those with a total annual pay bill of less than £3 million – pay just 5% of the cost of their apprenticeship training and the Government pays the rest.

### Data

Include data on social class when collecting information from new starters.

The [Social Mobility Commission](#) considers the following question to be the main determinant of social background:

*What was the occupation of your main household earner when you were aged about 14?*

### Recruitment

Partner with talent schemes/recruitment providers with a focus on driving improved social mobility. Recruit for skills and experience over qualifications unless essential for the role.

*For example: Sutton Trust, Media Trust, Speakers for Schools*

### Support

Implement a system of support for new starters (e.g, a sponsorship scheme, a buddy scheme, mentoring). Work to develop a culture that avoids bias.

*For example: The BRiM sponsorship programme, Google's 'Noogler' buddy programme for new starters, BBC's Real Action in Socio-Economic Diversity (RAISED) Staff Network.*

### Inform

Partner with schools/colleges to provide information/education on the range of careers opportunities within the UK advertising and media industry.

*For example: T-Level programmes have been developed for people aged for 16-19, and include 45-day work placements. Topics cover Media, Broadcast and Production. Speakers for schools offer partnership opportunities for employers. Media Smart host a list of useful organisations for school-age education.*

Further information on improving social mobility can be found within the All In Directory.

# ALL IN

## ACTION PLAN

Find out more at  
[advertisingallin.co.uk](https://advertisingallin.co.uk)