

POSITIVE ATTRACTION **POSITIVE ACTION**

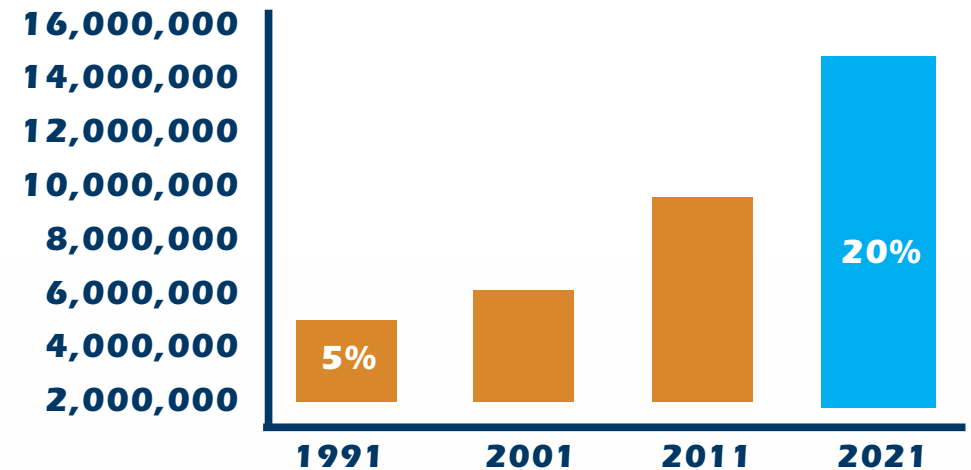


Britain is Diverse

- 189 nationalities reside in the UK*
- One in six of UK's population is from an ethnic minority or non-White,
- British background (one in four at school)*
- 9.1 million UK residents and rising*
- 1 in 5 Adults of working age has a disability ** 40% of Gay and Lesbians not out to their manager ***

*Source: 2011 Census ** Source Clear Kit 2012 *** Source UNISON

Ethnic population growth



Chinese community in the UK

- **Highest rate of self-employment. 29% vs. 17% for British**

Source: ONS, 2006

- **Between 1998 and 2002 there was a 12 fold increase in university applications from Chinese students making them the biggest national group studying here.**

Source: The Independent, UCAS – 2004

- **The Chinese population is older than most of the other ethnic groups in the UK, although younger than the white population**

Source: ONS 2006



Eastern Europeans In the UK

- **There are more than 1 million Eastern Europeans registered to work here**
- **The age demographic of Poles living in this country is 21 – 35**
- **8 out of 10 use the internet daily compared with only 3% for press**
- **They are educated – more than 1/3rd are graduates 40% of migrants live with their spouse/partner**
- **7 out of 10 residents feel financially secure**
- **Eastern Europeans In the UK**

Source: PBI web survey 2008 – 8,000 UK respondents



The South Asian Market

Largest EMG group in the UK at 3.4m Source: ONS

Asians have a younger profile.

Source The Guardian 2001

Highest levels of professional qualification (doctors, lawyers, etc)

Source: National Statistics online

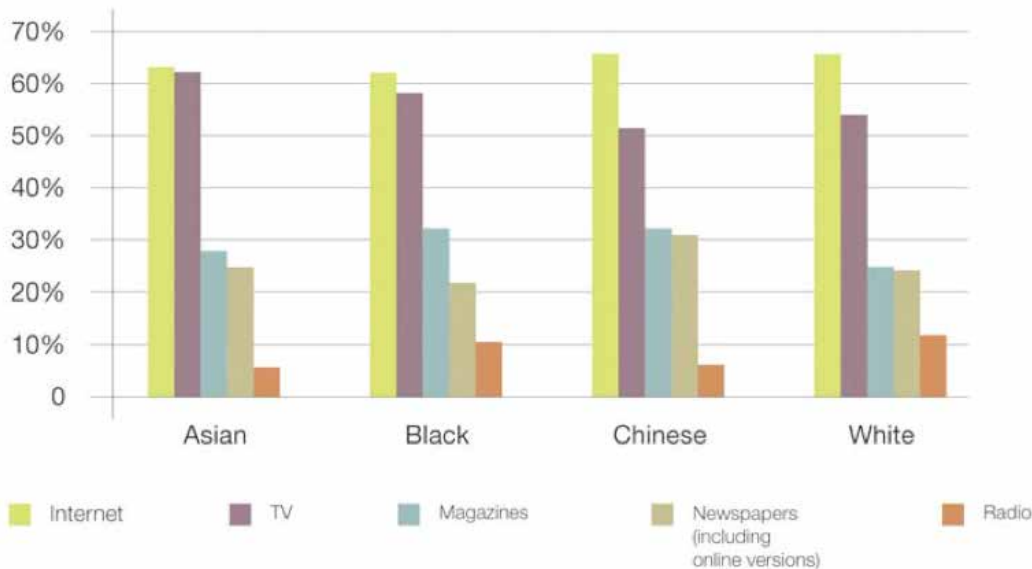
South Asians have larger average size of household: 4.2, vs. White - 2.3 Source ONS

Highest average income of any ethnic group in the UK Source: National Statistics online

Source: National Statistics online



INTERNET IS THE PREFERRED MEDIUM



The internet is extremely popular amongst ethnic minority groups, and it is the preferred medium for news, fashion and lifestyle (jobs/careers) information for those aged 18-35.

The graph shows the results when respondents were asked: **Which two of the following do you most turn to for information such as news and lifestyle?**

“I REACH MY AUDIENCE THROUGH MAINSTREAM MEDIA ...OR DO YOU?”



A high percentage of minority groups feel that they are not always accurately represented in the mainstream media. *Source: MCC 2007*



OFNS, OFCOM, IPASTATS...

‘AT LEAST ONE IN TWO OF ALL ETHNIC GROUPS INCLUDING HALF OF THE WHITE POPULATION BELIEVE THAT CONSUMER BRANDS OFFER ETHNIC FACES IN ADVERTISING AS A TOKEN GESTURE.’ SOURCE – MCC 2007



SOUTH ASIAN AND ARABIC FEMALE SITE EXAMPLES - A TARGETED APPROACH



OUR UK BASED PORTFOLIO OF LEADING FEMALE WEBSITES -
AUDIENCE 300,000 UUPM

YOU



SOUTH ASIAN

**TIMES OF INDIA
ECONOMIC TIMES
HINDUSTAN TIMES
REDIFF IDIVA
ONE INDIA**

BLACK CARIBBEAN

**BLACK NET
VOICE ONLINE
COLOURFUL RADIO
BN VILLAGE
BLACK PROFILES
RAP- UP**

EASTERN EUROPEAN

**ONET
WP
POLISH EXPRESS
LONDYNEK
EMITO
GADU-GADU**

BLACK AFRICAN

**THE STANDARD
THIS DAY ONLINE
ALL AFRICA
AFRICA REVIEW
THE NATION
GHANA WEB**

GLBT

**GAYDAR
DANNIES T-ROOM
GAYDEO**

MIDDLE EAST

**GULF NEWS
SAUDI TELEGRAPH
EMIRATES FN
ARABIC MEDIA
ARABIAN BUSINESS
SABAH**

DISABLED

**ENABLE
ABLE
DISABILITY UNITED
CONSORTIUM**

CHINESE

**BACK CHINA
ASIA TIMES
SOHU
AA STOCKS
HK HEADLINE
DISCUSS HK**

SOUTH ASIAN

**EXPRESS PK
NATION PK
TRIBUNE PK
DAILY JANG
DAWN
SINGLE MUSLIM
ISLAM ONLINE**



Diversity Jobs

It's all about talent

सर्वश्रेष्ठ नयिकता के साथ सर्वश्रेष्ठ नौकरियों के लिए और नहीं लग रही हो.



संस्कृत परिवर्तन का हिस्सा

Diversity Jobs
It's all about talent

468 x 60

यह रोजगार आप की जरूरत है!

Diversity Jobs
It's all about talent

468 x 60

भन्न हो करने के लिए तैयार हो जाओ

Diversity Jobs
It's all about talent

468 x 60



Diversity Jobs

It's all about talent

एक मालिक है जो उनके कर्मचारियों का सम्मान के लिए काम करना चाहते हैं
हम केवल ब्रिटेन के सबसे नैतिक नयिकता के साथ काम करते हैं.

300 x 250



- डाउनलोड करे नयिकताओ
- डाउनलोड? करे नौकरियाँ
- काम करने? सबसे?
सर्वश्रेष्ठ स्थान
- तुम क्या हो? के? लिए इंतजार
कर? रहे हो?
- यह रोजगार? आप की
जरूरत है!

Diversity Jobs
It's all about talent

120 x 600



एक के भीतर काम
संस्कृत अमीर
संगठन है.

नौकरी का अनुरोध
नयिकता कहां?
का सम्मान करता है उनके
स्टाफ.

नौकरी का अनुरोध
नयिकता कहां?
उनका सम्मान
स्टाफ.

Diversity Jobs
It's all about talent

160 x 600

Diversity Jobs
It's all about talent

**REACH CANDIDATES IN
ENGLISH AND THEIR
1ST LANGUAGE ON UK
BASED SITES**

EQUALITY ACT 2010

The screenshot shows the EHRC Job Adverts page. The main content area is titled "Job Adverts" and contains the following text:

You do not have to advertise a job vacancy in a particular way or at all.

But if you don't advertise at all or you advertise in a way that won't reach people with a particular protected characteristic, this might in some situations lead to indirect discrimination, unless you can objectively justify your approach.

For example:

A large employer recruits workers to driving jobs through word of mouth. This results in everyone who has a driving job being a member of the

A yellow callout box titled "New guidance" contains the following text:

The Equality Act came into force on 1 October 2010. The information on this page reflects changes to the law.

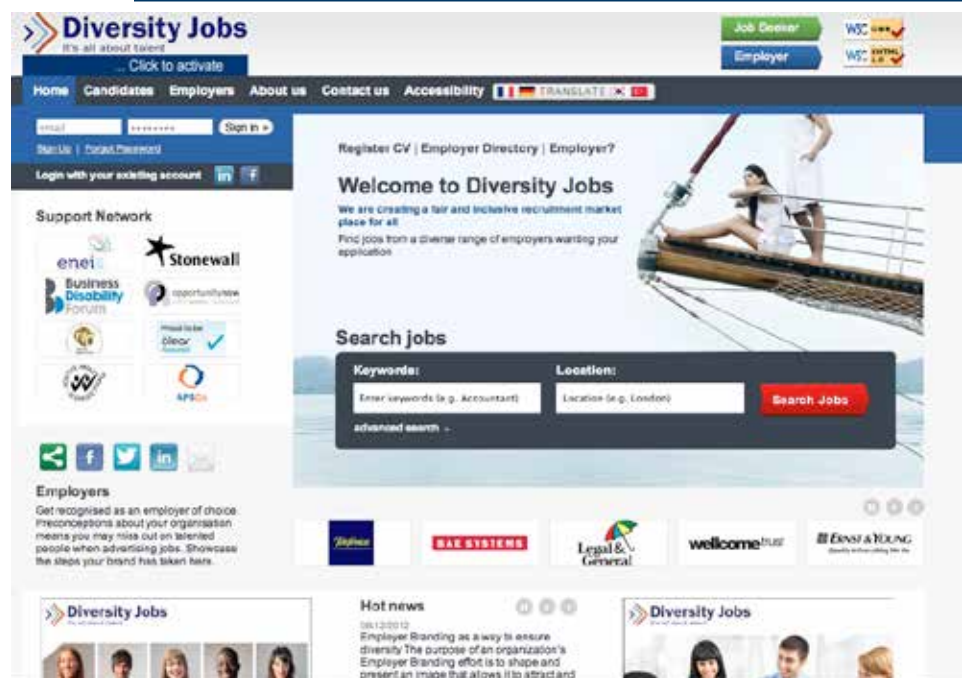
- ▶ Find guidance on matters arising pre-October 2010
- ▶ More on the legal status of this content

Annotations include a blue circle around the text "But if you don't advertise at all..." and a blue line pointing from a text box on the right to the "New guidance" box.

“FAILING TO REACH PEOPLE WITH PARTICULAR PROTECTED CHARACTERISTICS CAN LEAD TO INDIRECT DISCRIMINATION FOR WHICH THE FINES ARE UNLIMITED.”

A MULTI AWARD WINNING TECHNOLOGY COMPANY WITH 3 CORE SERVICES PROMOTING INCLUSIVITY WITHIN THE WORKPLACE

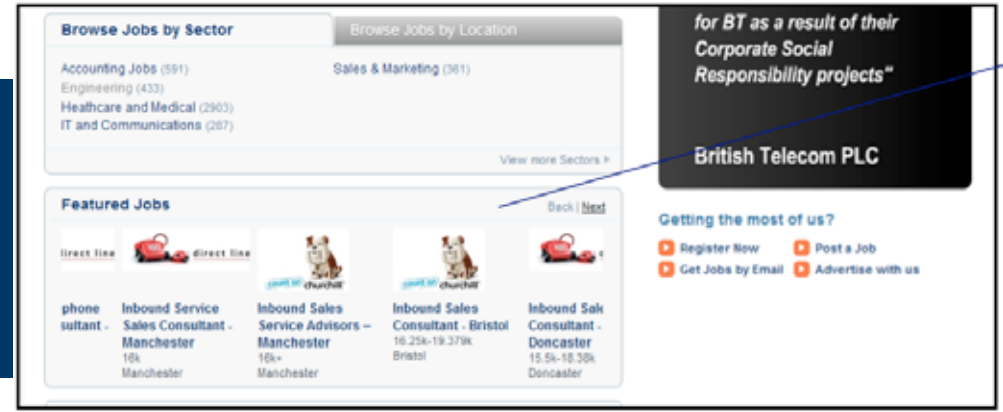
1. DIVERSITYJOBS.CO.UK - UK'S LARGEST D&I FOCUSED CAREERS SITE
2. DIVERSITYTALKS - CUTTING-EDGE MICROSOFT APPROVED TECHNOLOGY, MAKES WEBSITES SPEAK
3. DIVERSITYREACH - YOUR BRAND IN FRONT MILLIONS OF UK INDIVIDUALS DEFINED BY GENDER, ETHNICITY, SEXUAL ORIENTATION & DISABILITIES.

- The only speaking Career Site (30 languages)
- 20 million job searches per month
- Reach out to the whole of society including specific areas of society Gender, Ethnicity, Disabled, LGBT, Age
- Same technology as “The Government Equalities Office”
- Linked to over 1300+ job boards
- Translates text to over 50 languages
- Award winning candidate support

FEATURED JOBS

- HOME PAGE VISIBILITY
- 28 DAYS FEATURED
- VIEWED 5X MORE THAN STANDARD ADVERTS
- USES ALL DIVERSITYJOBS.CO.UK TECHNOLOGY



Browse Jobs by Sector

- Accounting Jobs (591)
- Engineering (433)
- Healthcare and Medical (2903)
- IT and Communications (267)

Browse Jobs by Location

- Sales & Marketing (361)

[View more Sectors >](#)

Featured Jobs

[Back](#) | [Next](#)

phone sultant - Manchester 10k	Inbound Service Sales Consultant - Manchester 10k	Inbound Sales Service Advisors - Manchester 16k+	Inbound Sales Consultant - Bristol 16.25k-19.375k	Inbound Sales Consultant - Doncaster 15.5k-18.28k
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for BT as a result of their Corporate Social Responsibility projects™

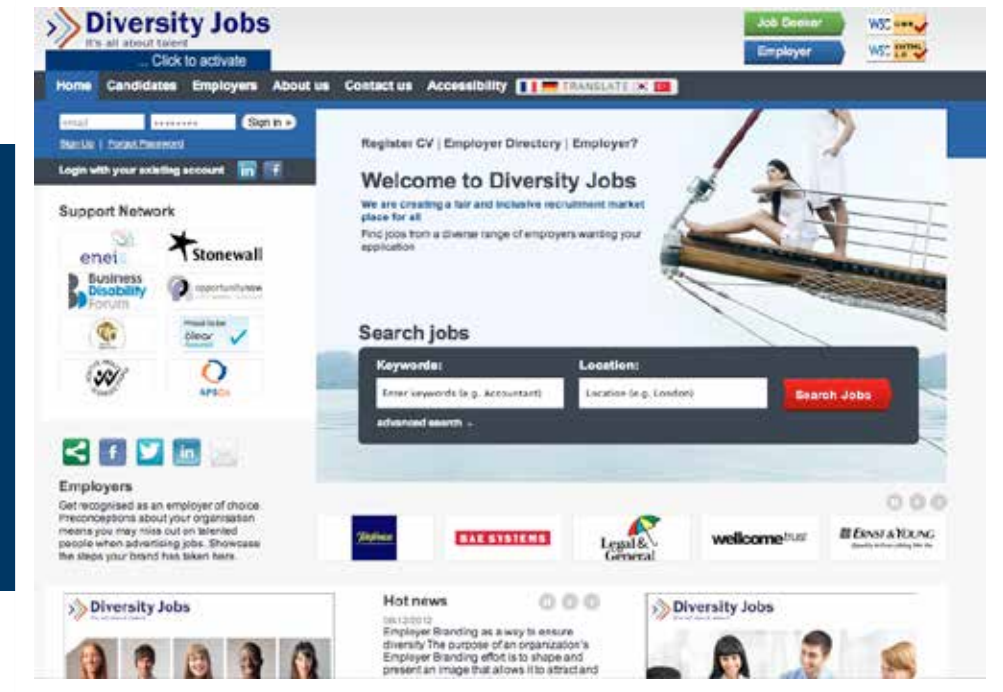
British Telecom PLC

Getting the most of us?

- Register Now
- Post a Job
- Get Jobs by Email
- Advertise with us

FEATURED EMPLOYERS

- COMPANIES PLACING INCLUSIVITY HIGH ON THEIR CORPORATE AGENDA
- LINKS TO MICROSITE DISPLAYING VACANCIES
- A "REASONABLE ADJUSTMENT" IN-LINE WITH THE EQUALITY ACT 2010
- PREMIUM HOME PAGE PROMINENCE



Diversity Jobs
It's all about talent

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[Job Decoder](#) [WC](#) [WV](#)

[Employer](#) [WV](#) [WV](#)

[Register CV](#) | [Employer Directory](#) | [Employer?](#)

Welcome to Diversity Jobs

We are creating a fair and inclusive recruitment market place for all.
Find jobs from a diverse range of employers wanting your application.

Search jobs

Keywords:

Location:

[Search Jobs](#)

[advanced search](#)

Support Network

- enei
- Stonewall
- Business Disability Forum
- opportunitynow
- Head to be clear
- WV
- APSC

Employers

Get recognised as an employer of choice. Inconceptions about your organisation means you may miss out on talented people when advertising jobs. Showcase the steps your brand has taken here.

[British Telecom](#) [S&P SYSTEMS](#) [Legal & General](#) [wellcome trust](#) [EYNS & YOUNG](#)

Hot news

16/12/2012
Employer Branding as a way to ensure diversity. The purpose of an organization's Employer Branding effort is to shape and present an image that allows it to attract and

DIVERSITYJOBS.CO.UK AVE APPLICATIONS

AVERAGE APPS PER 28 DAY ADVERT

ACCOUNTING	14.00
ADMINISTRATION	47.00
ADVERT / MEDIA / ENTERTAINMENT	22.00
BANKING & FINANCIAL SERVICES	12.00
CALL CENTRE / CUSTOMER SERVICE	21.00
COMMUNITY & SPORT	19.00
CONSTRUCTION	12.00
CONSULTING & CORPORATE STRATEGY	13.00
EDUCATION	6.00
ENGINEERING	9.00
EXECUTIVE POSITIONS	5.00
GOVERNMENT & DEFENCE	6.00
HEALTHCARE & MEDICAL	1.00
HOSPITALITY & TOURISM	10.00
HR / RECRUITMENT	27.00
I.T. & COMMUNICATIONS	16.00
INSURANCE & SUPERANNUATION	10.00
LEGAL	24.00
MANUFACTURING OPERATIONS	7.00
MINING / OIL / GAS	8.00
PRIMARY INDUSTRY	6.00
REAL ESTATE & PROPERTY	20.00
RETAIL & CONSUMER PRODUCTS	29.00
SALES & MARKETING	13.00
SCIENCE & TECHNOLOGY	13.00
SELF EMPLOYMENT	19.00
TRADES & SERVICES	7.00
TRANSPORT & LOGISTICS	16.00



WE CAN MAKE YOUR WEBSITE SPEAK

Cutting-edge Microsoft approved technology converts web-text into clear life-like voice available for your website. Server based requires no downloads or installations on users computer, delivers immediate accessibility enhancing web-text vocalization for all visitors.

Unlike any other text-to-speech software because it comes with the widest range of built-in features giving web visitors control and accessibility without compromising integrity.

Whether by reading aloud the text on a website, giving the visitor control over colour and font size, or saving information as an MP3 file to listen to later. DiversityTalk frees the web's fantastic resources from the restrictions of the computer screen.

Secure because it does not require sharing of website's source code, changes in your web hosting or URL. Super quick to implement on any website.




AVIVA

8 weeks free car insurance and a 10% discount for buying online

Get a quote

Get the Aviva deal



Insurance

- Car: Get 10% off car to insure online
- Health: The better your health, the better
- Home: More services, great benefits, low cost
- Travel: Cheap rates, multiple trip insurance

Pensions Calculator

Mind the Gap

Life & Pensions

- Pension Centre
- Investment & Savings
- Protection Centre
- Funds Centre

Irish Property Fund

Click for more

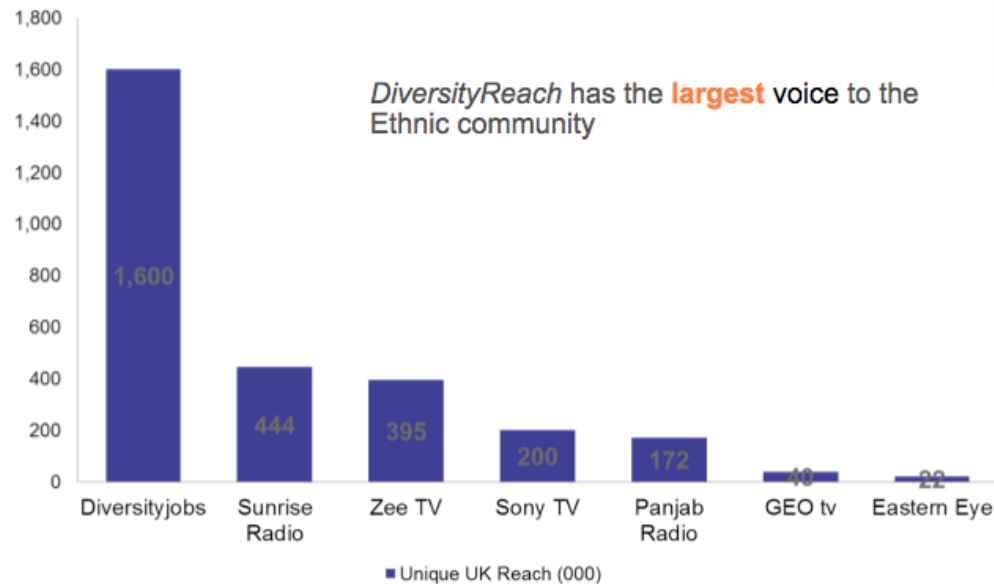
Driving School

Driving school

FEATURES

- SPEAKS OVER 20 LANGUAGES
- ENLARGES TEXT
- CAPTIONS ENABLED
- CONTRAST ADJUSTMENT
- MINIMAL IT INPUT REQUIRED

- 2.3 MILLION ASIANS
- 850,000 POLISH UK RESIDENTS
- 1.3 MILLION BLACK/AFRO CARIBBEAN
- 247,000 CHINESE
- 6.9 MILLION DISABLED (WORKING AGE)
- UP TO 2 MILLION GLBT UK WORKERS
- OVER 20 MILLION AGE 50 +



FEATURES

- SPEAKS OVER 20 LANGUAGES
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- MINIMAL IT INPUT REQUIRED

UK Ethnic Minority Reach

125+ premium South Asian websites the largest reach of South Asians in Britain – 1.6 million Asians in the UK.

Our portfolio of Muslim Asian websites audience of -Up to 400,000 unique users monthly

Eastern European portfolio with an audience of - Up to 800,000 unique users monthly

Our Black African/Caribbean portfolio with an audience of: Up to 200,000 unique users monthly

To maximise your campaign reach, we can place your ads across our entire network.

- **GEO TARGETING**
- **NEWSLETTERS**
- **ADVERTORIALS**
- **EMAILS**
- **DISPLAY**

Our online reporting suite tells where your ads are appearing and where you are achieving best results



PRODUCTS

- **DISPLAY ADVERTISING**
- **NEWSLETTERS**
- **EMAILS**
- **SITE SPONSORSHIP**
- **EDITORIALS**
- **COMPETITIONS**
- **GEO TARGETING**
- **UNIVERSITIES**
- **SOCIAL SITES & INDUSTRY**
- **ONLINE & PRINT**
- **GRADUATE**
- **SPECIFIC TARGETING**