



## REC CAMPAIGN BRIEFING - DIVERSITY AND EQUALITY -

August 2008

### **Background**

Over the coming years, demographic changes will mean that the workforce will become far more diverse, reflecting trends towards an ageing population, greater ethnic diversity and more women taking up positions in paid work.

The joint REC/Demos report into the future of recruitment in the UK identified the following trends<sup>1</sup>:

*By 2030 the number of people aged 50 and over will have reached 46% of the total UK population, rising from 33% in 2002.*

As the UK population ages, employers will need to attract and retain greater numbers of older staff than in the past.

*By 2020 8% of the workforce will be from an ethnic minority, rising from 6% in 2007*  
In the context of an ageing workforce, it seems likely that migration will be required to fill the gap left by people who are either scaling down their working hours or retiring altogether which will result in a far more ethnically diverse workforce.

*By 2020 women will account for 80% growth of workforce growth*  
There is a continuing trend for more women to enter the workforce.

### **How will this affect the recruitment industry?**

A 2006 REC report on the recruitment industry – undertaken in association with Ernst and Young – suggested, ‘with changing demographics in the UK, recruiters will increasingly depend on their ability to reach out to the widest possible candidate market’<sup>2</sup>.

To succeed in recruiting in the 21st century, diversity is a necessity, not a choice. To achieve performance, employers must have a mixture of backgrounds, cultures, approaches and thinking. Diversity is not just about ‘doing good’ but ‘doing good for business’.

The Key Recruitment Trends survey for 2007 showed that the recruitment industry already employs a greater proportion of minority groups than in the UK as a whole. For example the greatest proportion of agency workers are young people aged 16-24 who account for 24% of the total agency workforce<sup>3</sup>.

### **REC activities**

#### **Diversity Forum**

The forum is used a sounding board for REC diversity initiatives and to lead the REC in this area. The forum is also used to highlight to our members the changes in the UK’s workforce

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<sup>1</sup> Niamh Gallagher and Duncan O’Leary *Recruitment 2020 – How Recruitment is changing and why it matters*, 2007.

<sup>2</sup> REC and Ernst and Young, *Annual Industry Turnover and Key Volumes Survey 2005/2006*.

<sup>3</sup> REC Industry Research Unit *Key Recruitment Trends 2007*



and to promote best practice in regard to diversity issues. The Forum is held four times a year and plays host to interested speakers and stakeholders.

### **REC Diversity Pledge**

The REC Diversity Pledge, launched in December 2005 is an initiative run by the REC and Jobcentre Plus which is a commitment made by recruiters to harness the talent and potential of everyone to achieve business success. The scheme was awarded 'Social Initiative of the Year' at the Trade Association awards in 2006.

Before taking the pledge members are encouraged to analyse their diversity policies by taking the REC diversity diagnostic.

Pledge holders are published on the REC website to allow jobseekers and other interested stakeholders to find a recruitment firm who is committed to diversity.

<http://www.rec.uk.com/about-recruitment/diversity-holders>

### **REC Diversity Assured**

The REC launched the pioneering new 'Diversity Assured Recruitment' initiative in December 2006 as a follow-up to the REC/Jobcentre Plus Diversity Pledge.

Diversity Assured Recruitment Certification takes recruitment agencies one step further and provides an external verification of their recruitment procedures.

The Diversity Assured certification has been developed by Birmingham Professional Diversity and is a service which means recruitment businesses will be inspected and advised as to how best to recruit a diverse pool of candidates e.g. in the choices they make in where and how to advertise positions.

A good diversity policy will improve employment opportunities and offer agencies a wider pool of skilled talent. Diversity Assured Recruitment confirms a business' credentials to employers, candidates and staff. This could be of particular use to public authorities who have a legal duty to promote gender, race, disability and equality.

Diversity Assured also gives businesses piece of mind by satisfying legal obligations and lowers the risk of claims for discrimination. The average cost of a discrimination case is £10,000 and the largest award made to date was £1.4million.

<http://www.birminghamdivercity.co.uk/certification.html>

### **REC Action Points**

- The REC runs a Diversity Forum four times a year.
- The REC sits on the CBI's Diversity and Equality Forum.

### **REC External Relations**

**Tom Hadley**  
Director of External Relations  
[Tom.hadley@rec.uk.com](mailto:Tom.hadley@rec.uk.com)  
020 7009 2180

**Philip Curry**  
External Relations Advisor  
[Philip.curry@rec.uk.com](mailto:Philip.curry@rec.uk.com)  
020 7009 2153