



The Social Recruitment Advocacy Group - Charter

**Commit to open,
inclusive and diverse
recruitment processes
supporting better
representation from
disadvantaged groups**



- Board endorsed commitment to open recruitment policies that tap into the widest possible talent pool
- Develop policies that encourage people from underrepresented groups, seeking input from representatives of those groups to ensure effectiveness
- Advertise vacancies in a way that attracts individuals who are furthest from the labour market

**Publish target
success measures
that are tailored to
organisational social
value objectives**



- Identify appropriate target groups (from DWP supported categories), that fit with specific local need
- Establish clear goals for social value recruitment which are defined around filling skills gaps, improving retention or filling vacancies
- Track progress against defined goals.

**Share best practice
and act as an
ambassador for the
benefits of social
value recruitment**



- Act as an ambassador for recruitment that targets disadvantaged groups across other businesses in your sector and across wider networks
- Encourage lead suppliers to adopt the Social Value Recruitment Charter
- Enter into dialogue with supply chain where possible to share best practice
- Provide case studies and success stories to support the group's advocacy