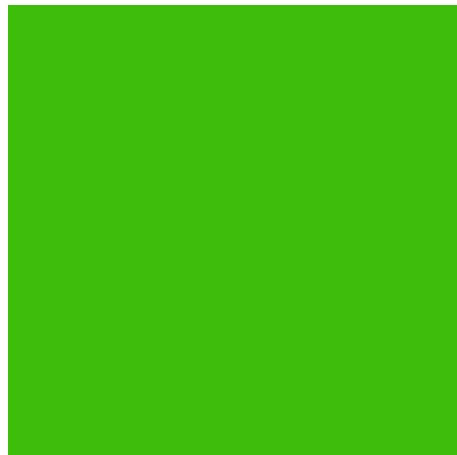


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Webinar

Social mobility:

Steps for boosting
opportunity in the
workplace

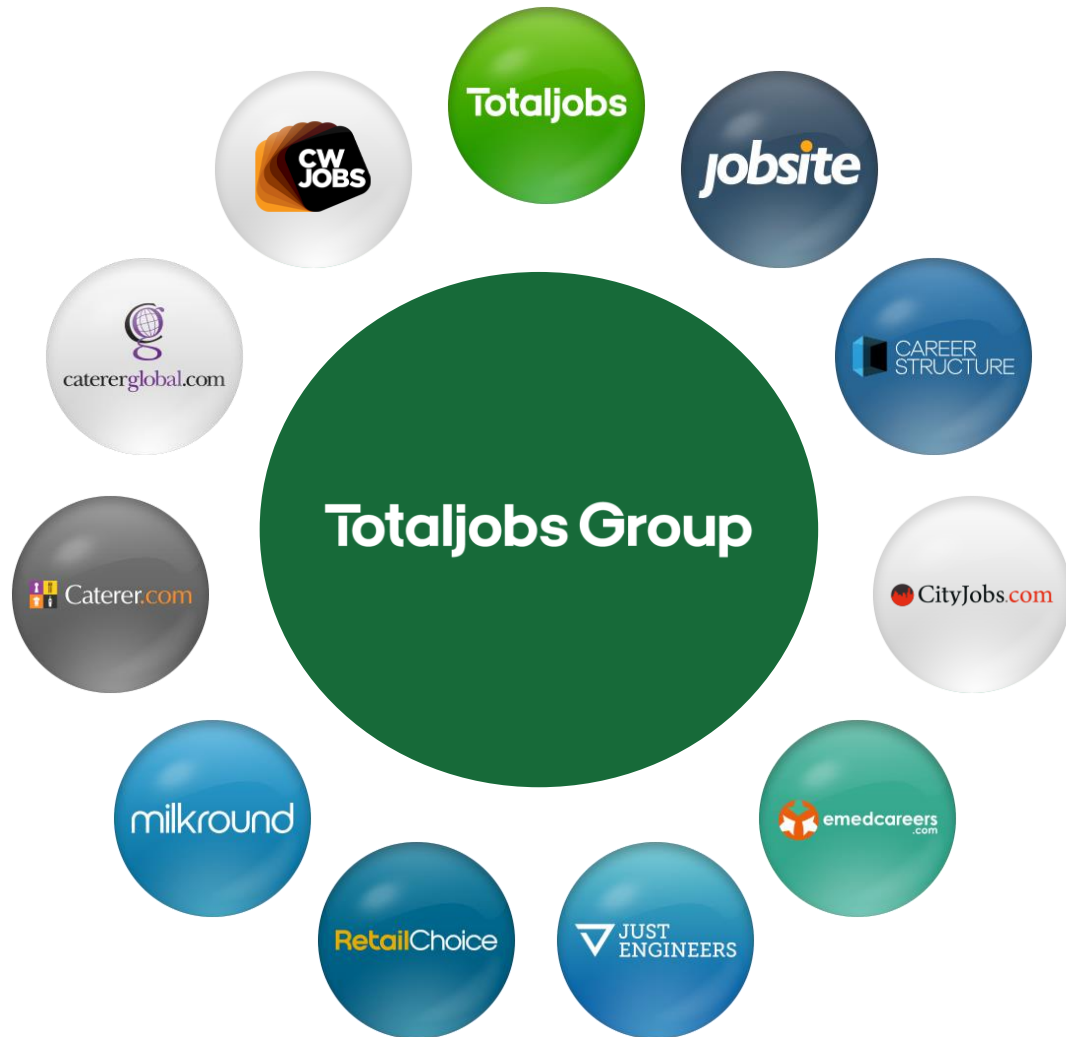


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About us



Group benefits

CULTURAL FIT

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DATA

StepStone Insights

APPLICATION

ATSi Apply

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About our partners



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- The Social Mobility Foundation (SMF) is a charity which aims to make a practical improvement in social mobility for young people.
- The SMF was founded in 2005 in order to provide opportunities and networks of support for 16-17 year olds who are unable to get them from their schools or families.



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Before we start...

What is social mobility?



Understanding social mobility

- Social mobility is the link between an individual's income and occupation and the income and occupation of their parents.
- It is about where people end up in comparison to their parents or relative to their peers.

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Measuring socioeconomic background

Higher socioeconomic background (managerial and professional jobs)

- Highest household earner worked in a managerial and professional occupation.
- Anything from CEO, doctor, journalist, solicitor, accountant, office/retail manager.

Intermediate background (clerical and intermediate jobs)

- Highest household earner worked in a clerical and intermediate occupation, or owned a small business (with less than 25 people).
- Anything from shop owner, call centre agent, secretary, PA, owner of a shop/taxi/restaurant.

Lower socioeconomic background (routine and manual jobs)

- Highest household earner worked in a routine or manual occupation.
- Anything from HGV driver, mechanic, waiting staff, machine operator.





A widening opportunity gap in the UK

- The UK has one of the poorest rankings for social mobility in the G7 according to the World Economic Forum's index (position 21 – only better than the USA and Italy among G7 nations).
- Only **10%** of people from lower SEBs make it into “elite” occupations.
- Covid-19 led to people in lower paid jobs experiencing the most severe decline in paid work.

Source: World Economic Forum, Social Mobility Commission

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**From education to
employment**

Higher education leads to greater career confidence

When I left full-time education, I was confident I'd eventually be able to do the job I wanted

Higher socioeconomic backgrounds



Intermediate socioeconomic backgrounds



Lower socioeconomic backgrounds



People who left education within the last two years

SEB=socioeconomic background

- **48%** of people from lower SEBs who are university educated are confident in securing the job they want.
- **39%** of people from lower SEBs who completed Sixth Form/College are confident in securing the job they want.

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Level of education limits job options

- **49%** of FSM recipients feel that their career options are limited by their educational background.
- **16%** of people from lower SEBs feel their qualifications don't meet the requirements of the roles they want to apply for.

FSM = Free School Meal

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£11,595

Average salary earned by people
from lower SEBs in their first job
after full-time education

£23,457

Average salary earned by people
from higher SEBs in their first job
after full-time education

Access to work experience



Barriers to work experience

- **42%** of people from lower SEBs have done no work experience (paid or unpaid), compared to **29%** of people from higher SEBs.
- **56%** of people from high SEBs have done an unpaid work experience, compared to **44%** of people from lower SEBs.
- Paid opportunities are less common across the board, with **15%** of people from professional backgrounds and **14%** of people from lower SEBs securing these.
- **15%** of people from lower SEBs say they lack confidence in writing a CV.

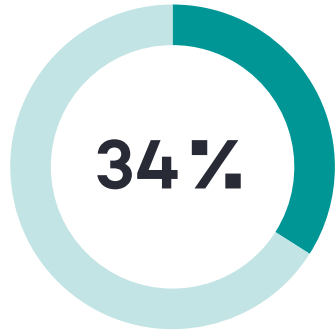
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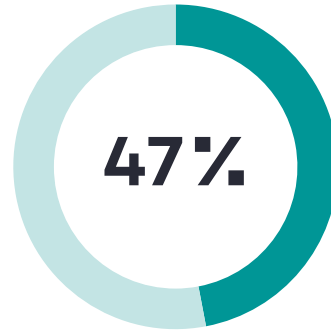
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Networks and family influence

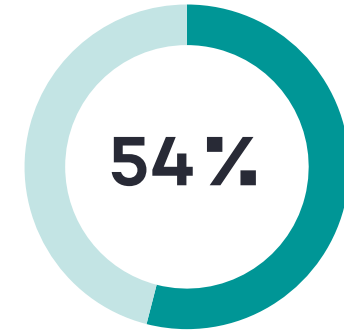
It's not what – but who – you know



of people from higher SEBs report their career paths have been influenced by their family, vs **17%** of people from lower SEBs.



of people from higher SEBs had help from their network in securing a job, vs **32%** of those from lower SEBs.



of people from higher SEBs have had financial support from family vs **30%** of people from lower SEBs.

SEB=socioeconomic background



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The impact of location



A postcode lottery for opportunity

Location plays a big role in access to opportunities:

- **35%** of people who live in social mobility coldspots believe their location has a negative impact on their job prospects.
- **19%** of people from lower SEBs feel there are limited jobs in their local area that are relevant to their skillset/experience.
- **13%** of people from lower SEBs can't travel outside of their local area for work.
- **12%** of people from lower SEBs feel there is a lack of secure jobs in their area.

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Relocation can open career doors

76%

of people from higher SEBs feel able to move for work, vs

64%

of people from lower SEBs



Relocation drivers:

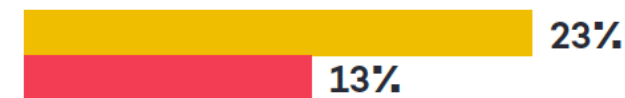
Higher paid employment



Career progression



Broader range of jobs



Study or retrain



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Remote working could enable...

Ability to save money

57%

Access to more secure work

35%

Access to higher pay

33%

But there are barriers to take into account

Worried about distractions at home



Don't have a dedicated home workspace



Wouldn't be able to reach out to colleagues for help



Felt their ability to learn new skills would be limited



Don't have a comfortable place to work at home



- **99%** of households with an income of £40,000+ had home internet access at the start of the pandemic, compared with only **51%** of households earning between £6,000- £10,000.*
- People in professional occupations were **40%** more likely to be able to work from home during the pandemic.**

Sources:

*Cambridge Centre for Housing and Planning

**ONS

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42%

**of the public want employers to take
action to improve social mobility**

Actions for employers

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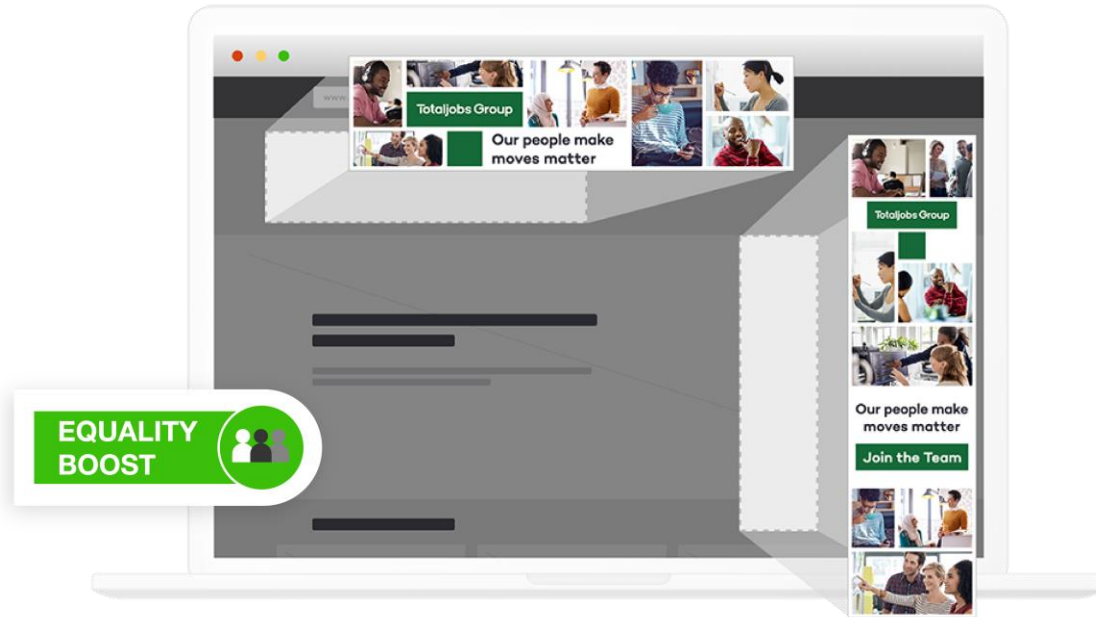
Attraction

- **Show salary:** 30% of people from lower SEBs say a defined salary in job ads would help their job search.
- **School engagement:** outreach to schools and engage students with different career paths and work placements.
- **Work experience:** travel/expenses should be paid for work experience, while internships should act as a paid pathway to long-term employment.
- **Apprenticeships:** offer these between Level 2-7 and treat them the same as graduate progression routes.
- **Equipment:** provide the correct tools for people during the application process and for the job itself.



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Connect with hard to reach talent



[Find out more about Equality Boost](#)

- ✓ Target your recruitment to social mobility coldspots or areas with high numbers of FSM recipients.
- ✓ Engage with passive as well as active talent in your target areas to maximise impact.
- ✓ People from lower SEBs seek out a smaller range of roles; so bring your vacancies to them.
- ✓ **Equality Boost** uses data-science to create targeted display advertising campaigns aimed at improving socioeconomic diversity.



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Recruitment

- **Share advice:** give application advice to people without the peer networks to guide them.
- **Tackle bias:** break down stigmas around socioeconomic background and ensure characteristics like accent aren't influencing your opinions.
- **Monitor success:** track where people from lower SEBs end up in the application process
- **Contextualise recruitment:** assess grades with the context of school and location in mind; remove degree requirements to broaden talent pools.
 - **16%** of people from lower SEBs can't apply to the roles they want because their qualifications don't meet minimum requirements.



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Retention

- **Open conversations:** encourage employees to share their stories; make conversations about upbringing and background more natural.
- **Get buy-in from the top:** nominate a member of your senior team to oversee social mobility work in your business.
- **Use data:** collect socioeconomic data to help your decision-making and communicate the reasons to staff.
- **Track your progress:** set KPIs and enter the SMF's Employer Index to measure your performance.

Ask these questions to determine socioeconomic background



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Key takeaways

People from lower SEBs lack the benefits of networks, work experience and financial support

The barriers faced by people from lower SEBs contribute to a lack of belief in reaching career goals

Employers can target attraction & recruitment to social mobility coldspots

Employers can contextualise recruitment to factor in impact of socioeconomic barriers

Over to our panel



Sarah Atkinson

Chief Executive

Social Mobility Foundation



Hollie Crompton

Social Mobility Lead

PwC



Raj Morjaria

Head of Diversity & Inclusion

Direct Line

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Thanks for joining