



In Employment†	249,400	75.8	78.2
Employees†	219,900	67.2	66.2
Self Employed†	27,300	7.9	11.6
Unemployed (Model-Based)§	11,100	4.2	3.5
Males			
Economically Active†	141,700	81.3	83.8
In Employment†	134,000	76.8	80.5
Employees†	114,200	66.2	65.8
Self Employed†	17,700	9.6	14.4
Unemployed§	7,700	5.5	3.9
Females			
Economically Active†	120,500	78.0	78.4
In Employment†	115,500	74.6	75.9
Employees†	105,600	68.4	66.6
Self Employed†	9,500	6.1	9.0
Unemployed§	5,100	4.2	3.1

Source: ONS annual population survey

† - numbers are for those aged 16 and over, % are for those aged 16-64

§ - numbers and % are for those aged 16 and over. % is a proportion of economically active

## 2.2 Who is missing? Are there any gaps in the data?

Diversity breakdown of the local population:

Sensitive Information Category	Sensitive Information Value	Bristol Economically Active Population
Age	16 - 24	14%
Age	25 - 34	31%
Age	35 - 49	31%
Age	50 - 64	22%
Age	65 +	2%
Disability	Disabled	7%
Disability	Not Disabled	93%
Ethnicity	Asian or Asian British	8%

Ethnicity	Black or Black British	3%
Ethnicity	Mixed	2%
Ethnicity	Other Ethnic Groups	1%
Ethnicity	White	86%
Ethnic Grouping	BAME	13%
Ethnic Grouping	White British	80%
Ethnic Grouping	White Minority Ethnic	8%
Religion / Belief	Christian	48%
Religion / Belief	No religion or belief	45%
Religion / Belief	Other religion or belief	7%
Gender	Male	53%
Gender	Female	47%

**2.3 How have we involved, or will we involve, communities and groups that could be affected?**

Any impact or affect on communities or groups would be positive as it will lead to BCC attracting and recruiting a more diverse workforce.

This will also enable BCC to meet its legislative obligations through its placement of Public Notices

All potential bidders for the HR advertising contract must be employer branding and social media experts to enable BCC to continue to promote itself to a local audience as a great place to work through a diverse range of channels.

We are currently doing everything we can within budget to attract a diverse workforce, however when we test the market, we will be asking providers a specific question on this to test market knowledge and solutions.

The new provider would offer innovation around the use of job boards, social media and both long- and short-term strategies to target groups that are typically underrepresented to bring Bristol City Council and its

employment opportunities to a wider audience. This can include media planning, digital platforms, paid search, search engine optimisation and targeted html emails.

The provider would be required to undertake post campaign analysis and provide management reports as required and to update BCC at the quarterly contract review meeting.

### **Step 3: Who might the proposal impact?**

Analysis of impacts on people with protected characteristics must be rigorous. Please demonstrate your analysis of any impacts in this section, referring to all of the equalities groups as defined in the Equality Act 2010.

3.1 Does the proposal have any potentially adverse impacts on people with protected characteristics?

No it should have a positive impact on people with protected characteristics

3.2 Can these impacts be mitigated or justified? If so, how?

3.3 Does the proposal create any benefits for people with protected characteristics?

Yes it will enable BCC to attract and recruit a more diverse workforce to demonstrate that BCC can attract and recruit a workforce as diverse as the City it serves

3.4 Can they be maximised? If so, how?

Better use of recruitment advertising and, where appropriate, taking a targeted approach to attract applications from a wide and diverse pool

### **Step 4: So what?**

The Equality Impact Assessment must be able to influence the proposal and decision. This section asks how your understanding of impacts on people with protected characteristics has influenced your proposal, and how the findings of your Equality Impact Assessment can be measured going forward.

4.1 How has the equality impact assessment informed or changed the proposal?

It has enhanced the proposal as it reiterates the requirement as part of the tender process to ensure we have a supplier of HR recruitment advertising that can advise and support BCC in attracting and recruiting a more diverse workforce to reflect the City we serve

4.2 What actions have been identified going forward?

To procure a supplier who can demonstrate their understanding, experience and results from using recruitment advertising to attract and recruit to BCC with a strong track record of diverse and inclusive practices

4.3 How will the impact of your proposal and actions be measured moving forward?

An increase in the number of applications for jobs with BCC from applicants with protected characteristics and diversity to address the in balance in the BCC workforce.

This data is currently tracked and will continue to do so including monitoring breakdown of jobs which have a paid for advertising campaign with the appointed agency. It is not appropriate to give recruitment advertising targets, (as they are not head hunters) so it is important that we monitor campaign and media data with them closely.

This data will be tracked using our HR and Payroll system I Trent recruitment module and the data already forms part of the HR Management Information Report – Workforce Diversity Statistics produced on a quarterly basis. This data will track applications by age, disability, ethnicity, gender and form part of the quarterly contract review meetings with the supplier to monitor and review against activity targeted at a % increase in applications from BAME and other communities and is shown in comparison to the Bristol Local Authority economically active population (Source: Annual Population Survey Jul 19-Jun20 ONS) and The Bristol Trave to Work Area economically active population (Source Annual Population Survey Jul 19-Jun20 ONS)

Service Director Sign-Off:



Date: 25/2/2021

Equalities Officer Sign Off:

Helen Sinclair-Ross  
Diversity, Inclusion and Employee  
Initiatives Manager.

Date: 23/02/2021