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# Kitemarks

## Quality Assurance



# Quality monitoring bodies



Care Quality Commission CQC

Financial Services Authority FSA



Office for Fair Trading OFT

British Standards Institution BSI ISO 9000



Investors in People

Ofsted



# BASE invitation to employers



“We intend to design and introduce a Quality Standards Charter that will offer assurance to employers who are seeking support around the recruitment and retention of disabled workers. The charter would be concise and set standards that could be expected from any BASE member organisation”

“We would like to consult and involve a representative selection of companies who have an interest in the recruitment and retention of people with disabilities”

# Conference 2011

Working with members and employers  
to develop a members 'Standards Charter'



National Grid



# Background

- The provision of a quality service
- Meeting employer needs and expectations
- Maintain a competitive edge
- Become the provider of choice
- Address poor practice
- Commitment to continuous improvement
- Solving problems
- Buy in at all levels of the service
- Organisation culture/beliefs/values/behaviour
- Right first time attitude

- Request the participation of employers
- Corporate Human Resource and Diversity managers
- Arrange meetings
- Introduce BASE and membership
- Explain the background to the Charter
- Research experiences of employers
- Identify employers expectations
- Produce a draft for approval
- Seek feedback
- BASE Directors, NEC members
- Employers
- BASE members

# Proposed 5 standards

- Confidentiality
- Employer research
- Candidate selection
- Employer support
- Service performance



# Confidentiality

To treat data and information in a confidential manner and, where appropriate, in accordance with the Data Protection Act 1998 guidelines. This applies to BASE member organisations, employers and employees alike.

# Employer research

The BASE member organisation will conduct a fact finding exercise via visiting employer premises. The aim of this exercise is to inform the BASE member organisation of the employer's business activities, paying specific attention to; recruitment processes, job roles and responsibilities, recruitment and retention needs, workforce structure and culture of the employer organisation.

# Candidate selection

The BASE member organisation will offer an accurate 'client to job' selection and matching service.

This will be based on information collected from the employer; on-site job analysis, skills and qualification requirements, motivation, interview preparation and support, plus a comprehensive appraisal of any necessary reasonable adjustments.

# Employer support

The BASE member organisation will offer a high quality service of individualised specialist support, training, advice and guidance for a mutually agreed duration necessary to ensure a successful outcome. This will include on-the-job support, problem solving and mediation (where necessary).

The BASE member organisation will take a proactive lead in engaging with partner agencies to access additional services and where required financial resources that may be available.

# Service performance

To ensure the delivery of a professional service that is flexible, reliable, responsive, caring and trustworthy.

Maintain effective communication and reporting standards between all parties, providing feedback and performing monitoring and review sessions at regular intervals.

# Delivery-putting it into practice

- Is it working?
- How do you know?
- Quality control
- Monitoring/reviewing
- Feedback/surveys
- Collating evidence
- Continuous improvement
- You said...we did

# Symbols-diagram

## What do we need?



# Proposed logo





# Feedback on draft

Bourne Leisure – Ruth Shepherd – Personnel Officer

*“I really like the Charter! It reads really nicely and covers all the important things”*

BBC – Emma Towell – Diversity business partner

*“I have nothing further to add to the charter other than to say that the content is fine”*

Royal Mail – Clinton Vernon – Regional Resource manager

*Awaiting a response!*

The Coventry – Julian Atkins – HR Director

*“We have read through the Charter and are happy with its content”*

National Grid – Simon Langley, Diversity Manager

*“I thought the charter was fine”*

# Next steps

- Group discussion on the draft
- Initial workshop reaction feedback
- General consultation with all members
- Approved final draft
- Launch charter
- Members – service provision
- BASE - monitoring, review, support
- Promotional activity with employers
- BASE- template quality assurance plan

# Expected outcomes

- Improved customer satisfaction
- BASE kitemark recognition
- BASE image and respect
- Improved members image with employers
- Recognised symbol of quality
- Recommendations
- Improved outcomes

Any questions?

