



**Good
Employment
Charter**
West of England

A good employer gets it.

Become a member



A good employer gets it.

The Good Employment Charter is an initiative to improve and set the employment standards in the West of England by encouraging organisations of any size, and within any sector, to become supporters or members of the Charter.

Our Charter encourages organisations to meet seven characteristics and:

- Implement fair employment practices
- Help raise the standard of good employment across the West of England
- Increase staff retention
- Achieve better productivity, growth, and access to top talent

Is my organisation eligible?

Organisations of any size or sector in the West of England region can join the Charter (including Bath and North East Somerset, Bristol, North Somerset and South Gloucestershire).

Organisations who already meet all the Charter characteristics and have them in place can join the Charter as members, by providing evidence to show how all characteristics have been met.

If any organisations do not yet meet all the Charter characteristics, but want to improve employment practices, they can join the Charter as supporters, pledging against any and all of the seven characteristics. Once they meet all seven characteristics they can become members.

Does it cost to join the Charter?

Joining the Good Employment Charter as a supporter or member is free.

Why become a member?

Looking after your team isn't just the right thing to do, it makes business sense. Committing to implement and maintain more inclusive and sustainable working practices, by raising the standards of employment, benefits people and society, contributing to a thriving economy.

The 7 characteristics



Secure Work



Flexible Work



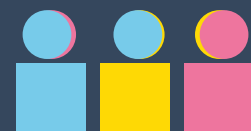
Real Living Wage



Engagement & Voice



Recruitment



Developing People



Health & Wellbeing

How do I become a member?

Members commit to meet all of the seven characteristics, demonstrating how the criteria are being implemented through new or improved practices.

No size fits all: we understand business models can be different. Members can commit to implement and meet all criteria by adapting them into what works for their own organisations.

5 simple steps:

- 1** Visit our website to express your interest in the Charter
- 2** We'll send you the Charter criteria and an Action Plan to complete. This is your opportunity to assess all the good employment practices you have in place against the seven Charter characteristics and any areas you would like to make improvements
- 3** Once you've completed your Action Plan, you'll get a member toolkit full of resources and materials to help you maintain and even improve your current practices
- 4** You'll join the Charter network, and have the opportunity to attend workshops and events for the characteristics you feel need more support in your organisation
- 5** Our team will review your practises with you to make sure you meet the Charter criteria. If successful, you will be invited to become a member of the Charter. Membership will be reviewed on an annual basis

Support and resources available

- An extensive suite of resources, toolkits and information is available on goodemploymentcharter.co.uk
- Our expert partners such as ACAS, CIPD and local funded providers offer a full suite of resources to help identify areas for improvement and methods of implementing changes
- Members will join a network of like-minded organisations, taking advantage of local peer networks and events. Explore our events on the [Charter Events Page](#)



The 7 characteristics

1 Secure Work

Ensuring that zero hour contracts are only used where an employee consents to one and that there is clarity of hours worked. Agency workers have the same pay and working conditions as permanent staff after 12 weeks of continuous employment.

A good employer gets better productivity...

8 in 10 (83%) people in work say a steady job with regular pay increases productivity.

Almost 9 in 10 (86%) report it increases their loyalty towards employers.

Source:
Citizens Advice Research

2 Flexible Work

Having a flexible working policy which includes and is not restricted to location of work/home working, hours of work and working pattern.

A good employer gets better retention...

Higher levels of engagement, experienced by working flexibly, can reduce staff turnover by **87%**.

9 in 10 employees consider flexible working to be a key motivator to their productivity at work.

Sources:
Institute of Employment Studies and Work Foundation
HSBC Research

3 Real Living Wage

Committing to working towards paying their staff the Real Living Wage, as defined by the Living Wage Foundation and agreeing to the same terms for their contractors.

A good employer gets a better reputation...

Businesses that implemented the real living wage... **86%** say it has improved the reputation of the business.

75% say it has increased motivation and retention rates for employees.

Source:
Living Wage Foundation



4 Engagement & Voice

Involvement of employees in decision-making and managing change through effective communication and consultation, including engaging positively with trade unions.

A good employer gets a confident workforce...

There's a **52%** gap in operating income between organisations with the most and least engaged employees.

There are between **8,000** and **16,000** fewer dismissals a year as a result of the activities of union representatives.

Sources:
Towers Perrin ISR
TUC Research

5 Recruitment

Undertaking recruitment exercises that are free from bias, with processes which actively encourage a diverse workforce.

A good employer gets increased profitability...

Corporations that embrace gender diversity on their executive teams were more competitive and **21%** more likely to experience above-average profitability.

Companies that are keen on hiring disabled employees tend to outperform others, with profit margin around **30%** higher, net income **200%** higher, and **28%** higher revenues.

Sources:
McKinsey's Delivering Through Diversity Report
Accenture

6 Developing People

Creating an environment where people can thrive, identifying and removing barriers to in-work progression, developing fair and inclusive workplaces, and valuing and developing the skills of the workforce.

A good employer gets top talent...

75% of organisations who reported above-average productivity had developed talent internally through progression.

9 in 10 (90%) employers felt that having staff attain vocational qualifications had led to better business performance.

Source:
CIPD/Accenture Research
The Employer Skills Survey 2019

7 Health & Wellbeing

Supporting the mental and physical health of employees, recognising that mental health is a health and wellbeing need in the workplace.

A good employer gets a healthier workforce...

82% of health and wellness programmes in the workplace can dramatically reduce sickness absence.

40% of medium-sized businesses believed that sickness absence had a significant detrimental impact on their productivity during the past five years.

Source:
ERS Report
Institution of Occupational Safety and Health

What other employers are saying...

We want to retain our staff and make sure that they feel valued. We also listen to the needs of our staff and understand that we must offer an appropriate working environment to ensure that we are productive and also remain attractive to new talent when recruiting.

Phil Stott, YTKO

Having happier, more engaged employees is always good for any business and we know there are direct links to productivity as a result. Enabling open conversations and listening to employee feedback, especially in times of change, has been a game changer for us.

Paula Newport, Aardman Animations Limited

Cost is a factor, we cannot afford to lose good people after taking the time to train them. But even more important is the individual themselves, someone who is happy in their role is more productive, engaged and forthcoming with new and exciting ideas.

Ryan Prosser, Cognisess Ltd



Visit our website to find out more

goodemploymentcharter.co.uk