

# A good employer gets it.

**Become a supporter**



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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.

Organisations who do not yet meet all the Charter characteristics but want to improve employment practices can join the Charter as supporters, by pledging against any of the seven characteristics.

## Does it cost to join the Charter?

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

## Why become a supporter?

Looking after your team isn't just the right thing to do, it makes business sense. Raising the standards of employment by adopting more inclusive, fair and sustainable working practices benefits people and society and contributes to a thriving economy.

This also leads organisations to higher staff retention rates, better productivity and a stronger workforce.

## The 7 characteristics



Secure Work



Flexible Work



Real Living Wage



Engagement & Voice



Recruitment



Developing People



Health & Wellbeing

## How do I become a supporter?

Supporters can pledge against any and all of the 7 characteristics, to demonstrate how they will make improvements in their organisations through new and improved practices.

**No size fits all: we understand business models can be different. Supporters can work at their own pace and make sure the criteria work for their organisations.**

## 5 simple steps:

- 1** Visit our website to express your interest in the Charter and you'll be invited to an information session to learn more
- 2** We'll send you an Action Plan to complete, identifying where your organisation can make positive changes against one or more of the Charter characteristics
- 3** Once you've completed your Action Plan you'll get a supporter toolkit full of resources and materials to help you implement the positive changes you've identified
- 4** You'll join the Charter network and have the opportunity to attend workshops and events for the characteristics you want to work towards. If you're interested in becoming a member, you can contact our team for further support
- 5** On a yearly basis, and with the support of our team, you'll review your action plan, charting progress against your employment practices

## Support and resources available

- An extensive suite of resources, toolkits and information is available on [goodemploymentcharter.co.uk](https://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
- Supporters 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...

“As a social enterprise in business to maximise financial wellbeing for people on low incomes, including through work, it would be ‘counter-mission’ for us not to. The standards reflect our reason for being and our core ethos.”

Jeff Mitchell, Clean Slate Training & Employment CIC

“We are guided by our values and are committed to building an inclusive and diverse workforce, not simply because it is the right thing to do, but because we believe it will lead to better outcomes for clients, colleagues and our community.”

Martha Girling, Hargreaves Lansdown

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*Retention in a smaller organisation is vital as recruitment costs increase, getting it right matters more when you are an SME. Working to best practice and recognised guidelines helps keep us honest and ensures Employee Experience is always at the forefront of everything we do.*

Ryan Prosser, Cognisess Ltd

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Visit our website to find out more

**[goodemploymentcharter.co.uk](https://goodemploymentcharter.co.uk)**