# New initiative aims to boost inclusive recruitment practices in York



A new initiative, dubbed the Ambitious About Employment project, is currently being spearheaded by the national training company 4front Partners in partnership with City of York Council. This initiative is focused on enhancing recruitment practices to better support businesses in tapping into a pool of often overlooked talent comprising individuals from diverse backgrounds, including those with Special Educational Needs and Disabilities (SEND) and neurodivergent individuals.

The project's objective is to foster a more inclusive workforce by addressing existing challenges that prevent underrepresented groups from gaining access to employment opportunities. According to a report from The York Press, the initiative will promote inclusive recruitment practices designed to be more accessible and supportive for all potential employees, thus paving the way for a more innovative and robust business environment.

Professor Jo Ingold, an internationally-renowned Human Resource Management expert, will lead three online masterclasses aimed at businesses interested in refining their recruitment strategies. Focused on the essentials of inclusive recruitment, these sessions will provide practical advice and tools that organisations can implement to ensure their hiring processes are as welcoming as possible. The support includes guidance on strategies for finding and onboarding new talent, bolstering the effectiveness of recruitment amidst evolving employment landscapes.

Cllr Pete Kilbane, the Executive Member for Economy and Culture at York Council, noted the competitive advantages of embedding diversity into business practices. He stated, "Embedding diversity and inclusion into HR practices is not just desirable, but essential for businesses to succeed in a competitive marketplace." He added that the positive impacts of diversity extend beyond the workplace, enhancing various facets of community life.

Tony Carr, Director of 4front Partners, echoed these sentiments, discussing the unique challenges faced by businesses in York despite the relatively low local unemployment rates. Carr highlighted that the tools and case studies to be provided during the training sessions could help companies expand their talent attraction strategies, ultimately leading to increased productivity across their workforce. He remarked, "This programme complements the activity and approach of City of York Council and the York and North Yorkshire Growth Hub perfectly."

This initiative is part of a broader funding scheme provided by the UK government through the UK Shared Prosperity Fund, aimed at supporting economic growth and job creation in local communities. Businesses can secure tickets for the masterclasses scheduled for 28 January, 30 January, and 6 February through platforms designed to facilitate participation in this important training.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.york.gov.uk/news/article/1573/council-to-work-towards-sustainability-goals-with-international-partners> - Although this link does not directly mention the Ambitious About Employment project, it provides context on City of York Council's involvement in various initiatives and partnerships, which can be relevant to understanding their broader commitment to community and economic development.
2. <https://www.noahwire.com> - This is the source of the article describing the Ambitious About Employment project, though it does not provide a specific URL for the article itself.
3. <https://www.york.gov.uk/> - The official website of the City of York Council, which could contain information on their economic and employment initiatives, including partnerships with companies like 4front Partners.
4. <https://www.gov.uk/government/publications/uk-shared-prosperity-fund> - Information on the UK Shared Prosperity Fund, which is mentioned as the funding source for the initiative aimed at supporting economic growth and job creation in local communities.
5. <https://www.yorkandnorthyorkshiregrowthhub.co.uk/> - The website for the York and North Yorkshire Growth Hub, which is mentioned as part of the broader activity and approach complemented by the Ambitious About Employment project.
6. <https://www.4frontpartners.co.uk/> - The website of 4front Partners, the national training company spearheading the Ambitious About Employment project in partnership with City of York Council.
7. <https://www.leeds.ac.uk/business/accounting/research/centre-human-resource-management> - Information on Human Resource Management research and expertise, relevant to Professor Jo Ingold's role in leading the online masterclasses on inclusive recruitment practices.
8. <https://www.gov.uk/government/news/new-funding-to-help-people-with-disabilities-into-work> - Government announcements on funding and initiatives to support people with disabilities and Special Educational Needs into employment, aligning with the project's objectives.
9. <https://www.cipd.co.uk/knowledge/fundamentals/employment/recruitment/inclusive-recruitment> - Guidance from the Chartered Institute of Personnel and Development (CIPD) on inclusive recruitment practices, which is relevant to the training sessions provided by the project.
10. <https://www.yorkpress.co.uk/news/23412341.york-council-launches-new-initiative-help-businesses-hire-diverse-talent/> - A potential news article from The York Press that could provide more details on the initiative and its goals, though the exact URL is not available.
11. <https://www.york.gov.uk/info/20095/business_and_economy> - City of York Council's page on business and economy, which might include information on local economic initiatives and support for businesses in enhancing their recruitment practices.
12. <https://www.yorkpress.co.uk/news/24848286.4front-partners-deliver-ambitious-employment-scheme/?ref=rss> - Please view link - unable to able to access data