

| BANKSIDE RECRUITMENT PIONEERS |

LET'S WORK TOGETHER TO REMOVE BARRIERS AND HELP BANKSIDE BUSINESSES REACH NEW TALENT

Better Bankside is partnering with innovative hiring platform Applied to help Bankside businesses find the best talent for your roles in the most inclusive way.

Applied's platform redesigns the recruitment process to remove unconscious bias by using predictive skills-based assessments that help improve the quality and diversity of candidates.

Applied builds in transparency and data at every step to make the hiring process more efficient for businesses and fairer for candidates.

BANKSIDE RECRUITMENT PIONEERS

- Bankside Recruitment Pioneers offers 10 businesses the chance to use Applied's innovative hiring platform to recruit for 3 roles over a 12 month period (worth over £3,000).
- Join a network of other Bankside businesses working to create more inclusive workplaces and learn from each other's insights.
- Better Bankside will help to evaluate the difference Applied's platform makes to your recruitment processes and the candidates you hire.



| WHY IT'S TIME TO DO THINGS DIFFERENTLY |

Finding the right candidates to join your business has always been a challenge, but in a competitive market, it's more important than ever to use effective ways to identify the best talent.

Yet, we are still relying on a hiring process that dates back to the 1950s. One we know continues to present barriers to candidates from under-represented groups despite best efforts to adapt how we recruit:

- People with non-white sounding names submit 70% more CVs to achieve the same success rate as other equally qualified candidates.
- Under-employment is a significant issue: over 40% of Black African employees are overqualified for their current roles.
- The most diverse companies are 35% more likely to deliver greater financial returns than their competitors.

JOIN THE BANKSIDE RECRUITMENT PIONEERS TO HELP LEVEL THE PLAYING FIELD AND UNCOVER THE TRUE POTENTIAL OF ALL CANDIDATES

| WHY IT'S TIME TO DO THINGS DIFFERENTLY |



| WHAT ARE THE BENEFITS? |

- **Leadership:** demonstrate your organisation's commitment to diversity by pioneering an innovative recruitment method that designs out bias and removes barriers to opportunity.
- **Save time and money:** Applied can reduce time spent on recruitment by up to 66%; 96% of candidates hired through Applied are still in their roles after one year (16% above average).
- **Broaden your talent pool:** 60% of successful candidates hired through Applied would not have been found using traditional recruitment methods; businesses using Applied attract and recruit 2-4x as many ethnically diverse candidates.
- **Network with local businesses:** learn from other Bankside businesses working to create more inclusive organisations.
- **Training:** deepen your understanding of recruitment and inclusion best practice.

'It wasn't so much that we were struggling to find good people with a traditional recruitment approach, but that - despite our best efforts - we felt we were continually recruiting from a pool of people that were fundamentally similar to our existing staff base...'

Director of Finance, People and Governance, London Sport



| HOW TO GET INVOLVED |

To become a Bankside Recruitment Pioneer, we ask that your organisation:

- Commits to hiring at least three roles over the next 12 months.
- Is a Better Bankside member with around 20-250 staff.
- Can demonstrate commitment to diversity and inclusion, and a desire to increase the diversity of their workforce.
- Must be willing and able to make changes to recruitment processes to support the successful trial of Applied's platform.

Businesses who do not meet all criteria but are keen to participate are invited to register their interest.

Applied is also offering an exclusive discount rate to all Better Bankside members, as well as access to diversity and recruitment training.

Be one of the 10 participating businesses: [register your interest now](#) or get in touch:

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