

Improving Diversity; Winning New Business

24 November 2008

Traffic Solutions

What I'll cover...



Who we are

What we do

Winning New Business

- Previous Approaches
- The Future

Our Diversity Starting Point

Supplier Diversity

The Way Forward and its
Challenges

Who we are and what we do!

Traffic Solutions

- Headquarters in Poole, Dorset
- Close to 800 employees
- Approx 360 in Poole and 440 across UK

Mostly local authorities

- Design of traffic infrastructure
- Installation of traffic systems
- Maintenance of equipment and systems



Winning New Business with Diversity in Mind



In past tick box approach to winning new business

- Is it your policy..?
- Has any finding been made against you..?

Easy for most businesses to successfully “pass” tender stage

Traffic Solutions' Journey Origin



Believed we had a good mix of employees from different backgrounds

Felt we were non-discriminatory but had no proof of this

- Collected data on age, gender and ethnicity but did nothing with it

Policies in place – but did we review them?

No proactive engagement with staff on Diversity issues

Any good results had occurred 'by accident'

Winning Business – The New Approach



Major tender requested:

- Equality Policy & Strategic Plan
- Training Plan
- Supplier Diversity Plan
- Communications Plan

5 Year Diversity Action Plan

| <u>Equality and diversity objective</u> | <u>Action/task</u> | <u>When</u> | <u>Person responsible</u> | <u>Measure of success</u> | <u>Resource implications</u> | <u>References to</u> |
|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|----------------------|
| 1. Equality Policy and Strategic Plan | | | | | | |
| a). To ensure that STC has a clear Equality and Diversity Policy. | STC will review its E&D policy to ensure full compliance with all legislation | Q4 2007 | Diversity Manager | A Completed policy incorporating latest legal requirements and duties on managers | Responsibility of Diversity Manager – key aspect of role. | KPI 1 (a) |
| b)To ensure that the company has an E&D plan containing specific actions for the year ahead. | To consult with key stakeholders and produce a 5 year plan which will be reviewed and updated annually. | 5 Year Action Plan updated annually to cover next 5 year period. Detailed annual plan produced annually. Both documents to be ready for start of financial year. | Diversity Manager | A detailed E&D plan is reviewed and published annually | 1 week a year reviewing legislation, consulting with customers and re-writing the plan. | KPI 1 (b) |
| c) To ensure that STC will be a more gender diverse organisation by the end of the contract. | i) To analyse the labour market and understand the reasons for the differing rates of employment of women in different professions | Q4 2008 | Diversity Manager | a) Achievement of 25% women across all areas b) increase women representation in all areas of the business including traffic engineering | 1 month of analysis. | KPI 1 (c) |
| | ii)To continue to develop family friendly policies to ensure retention of women post maternity leave | Major work already completed but will be reviewed annually to ensure leading edge practices are maintained | Diversity Manager | Retention of 85% of all females who take maternity leave | 2 weeks of review | KPI 1 (d) |

Supplier Diversity



Held Supplier Diversity days with key suppliers

- **Launched our commitment to Diversity**
- **Shared our experiences**
- **Set out Traffic Solutions' expectations of key suppliers**

Key suppliers should

- **Develop Diversity Action Plan**
- **Have relevant Diversity policies in place**
- **Carry out monitoring of employees**

The Way Forward and its Challenges



With our Suppliers

- Gaining buy-in and engagement
- Encouraging completion of our requirements
- Spreading message within supplier organisations

Within our Business

- Increasing commitment
- Tackling Diversity because WE want to
- Keeping the message alive

Questions

