

This Thematic Mainstreaming Strategy for Equal Theme F is designed as a framework to guide Mainstreaming Partnerships in the planning and delivery of networking, dissemination and mainstreaming activities under Equal Action 3. It must be read together with the Mainstreaming Partnership Agreement form (the application form for Equal Action 3 funding) and its accompanying Guidance for Applicants.

The strategy describes a range of potential activities discussed during the planning stages of Equal Action 3. However, it is not intended to exclude other activities: Mainstreaming Partnerships may undertake activities or address policy target audiences not described in this document providing a sound rationale is provided in the Mainstreaming Partnership Agreement and providing they are consistent with the overall aims of Equal Theme F.

Mainstreaming Partnerships may combine any of the policy areas ("what"), target audiences ("who"), methods ("how") and timings ("when") in this document for their activity in Equal Action 3 providing a sound rationale (linking all four questions) is provided and providing that the outcome of the activity is consistent with the overall aims of Equal Theme F.

All themes and sub-groups identified should also consider joint activity (potentially across themes and sub-themes) to establish a mechanism for promoting the outcomes of participating DPs, to include: early PR activity; co-ordinated approaches to contacts with target audiences (potentially incl. an ICT solution to collect and share information on mainstreaming activity); a network of evaluators to co-ordinate evaluation approaches, pool evaluation outcomes and establish dialogue between evaluators and mainstream policy makers.

This Thematic Mainstreaming Strategy will be reviewed at six-monthly intervals.

Unless otherwise indicated, mainstreaming target audiences ("who") shown in this document refer to organisations operating in England. There may be organisations with similar remits operating in Scotland and Wales.

The following guidance on methods ('how') and timings ('when') applies to all activities:

How:

Through

- additional research in response to demand from the policy target audience
- additional evaluation activities in response to demand from the policy target audience
- publications and reports of various kinds
- publicity and marketing materials
- holding meetings, events, workshops, seminars or conferences or contributing to those held by others
- study visits
- structured networking activities
- producing and maintaining databases, websites, exhibitions and other resources

- other methods consistent with the needs of the policy target audience

When:

Dissemination and Mainstreaming activities should be on-going. However, specific activities should be timed to coincide with opportunities to influence the development and implementation of policy, such as:

- government consultations
- events organised by policy target audience or at which policy target audience is likely to be present
- spending reviews and budgeting phases for government departments, regional agencies, etc

This document should be read in conjunction with the following papers:

- The GB Equal Mainstreaming Strategy (the overall strategy for the dissemination and mainstreaming of DP outcomes in Equal)
- Action 3 Briefing Paper (an initial briefing document on Equal Action 3 in Great Britain)
- Mainstreaming Partnership Agreement form and Guidance for Applicants (the application form and guidance manual for Action 3 funding)

You may also wish to draw on the following resources in order to complete your Mainstreaming Partnership Agreement:

- The Thematic Update Paper for your Equal theme (these regularly updated papers identify government departments and other relevant mainstreaming target audiences for each Equal theme)
- The Draft Mainstreaming Strategy for your Equal theme (this paper formed the basis for early discussions on mainstreaming opportunities for Equal)

1.1 Outline Framework for Thematic Mainstreaming Strategies

WHAT? Key policy /practice area or linkages, including equal opportunities and empowerment issues	WHO? The key audiences: Regional; national; Member State/Europe; practitioner.	WHEN? What are the key dates to achieve maximum impact on policy / practice?	HOW? What methodologies should be adopted to reach these audiences?	DPs involved (Indicate with * DP(s) to take lead)
Cross cutting themes:	Various audiences for all DPs to include:		Joint events:	
<ul style="list-style-type: none"> • Addressing Barriers to Employment • Addressing Barriers to Education and Training • Work-life balance for employers and employees • Developing Virtual Learning Environments (VLE) and innovative ICT solutions • Changing workplace cultures to widen the skills base and promote flexible working 	<ul style="list-style-type: none"> • Regional Development Agencies • Government Offices • Department of Trade and Industry • Department for Education and Skills • Adult Basic Skills Strategy Unit • Equal Opportunities Commission • Business Links • Department for the Environment, Food and Rural Affairs • Department of Health • Local Government • Small Business Service • Community and Voluntary 		Regional Seminars Regional Conferences National Conferences Joint Publications: Case Studies Research Reports DP Networks: Email Correspondence Theme F web forum Joint websites	All Development Partnerships

Theme F

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	Organisations <ul style="list-style-type: none"> • National and Local Learning and Skills Councils • Jobcentre Plus 			
Employment Law, work-life balance, training in SMEs, older workers, Redeployment Regulation, phased retirement, mentoring, inclusive work patterns, Equal Opportunities, OWEN group.	Regional: DWP, Jobcentre Plus, RDAs (including Yorkshire Forward), Business Links, Chambers of Commerce/Trade, DTI, DfES, Humber Forum, East Riding Voluntary Action Service, LSPs, Local Authorities, Humberside Police, SMEs, Employers, local PCTs. National: TUC, Unison, CBI, IDeA, Ufi, National/Local LSC, Third Age Employment Network, Audit Commission, NHS,	During 2006-07, with initial contacts and development ongoing during 2005.	Case studies, statistical information/research, face to face meetings, marketing (including posters, leaflets, radio and press advertisements), Internet, web site development (national and transnational), newsletters, DP reports, employers toolkit, life skills accreditation, digital material production.	*OWEN (East Riding of Yorkshire Council)

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	<p>Equalities Commission. Member State/Europe:</p> <p>To be identified, European Older People's Platform.</p>			
<p>Employment Law, Work-life balance, Training in small firms Older workers, Redeployment Regulation</p>	<p>Treasury, DTI, DfES, DWP, TUC, National LSC, SMEs, Employers, Equality Commission, Training Organisations. European Commission.</p>	<p>This work has already been commenced and will continue throughout the Project. Leverage is likely to be at maximum over the next few months. However, domestically, annually it should be at its highest August – December as budget proposals are prepared for the following year.</p>	<p>Direct and 'brokered' correspondence and papers, meetings. Inclusion in the Steering Committee. Encouraging newspaper and media coverage of the Project.</p>	<p>MEIRG*</p> <p>Steering Committee, particularly <i>amicus</i>, EEF and EF members, assisted by GOEM and LSC members and co-ordinated by Group Coordinator for MEIRG Ltd who will lead.</p>

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Benefit/Wage Interface	National (Treasury & DWP)	Annual	Published review of feedback from DP players and 'final' beneficiaries Policy submissions to HMT	*High Road (TUC)
Access to/widening participation in learning (within success for All framework)	(a) National - DfES Regional - RDAs - LSCs	Annual	Briefings for DfES, NLSC /papers, followed up for 1-1 meetings	*High Road (TUC)
	(b) 'agents for change' [workplace reps, community animateurs]	Continuing	Making resources available (including online) Training	*High Road (TUC)
Better use of ICT in workplace learning	DfES (National)	Continuing	Participation on NGN transformation/elearning strategy work	*High Road (TUC)
	Colleges (Regional)	Continuing	Review meetings/ workshops in collaboration with JISC, BECTA etc	*High Road (TUC)

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Better provision of IAG at the workplace	NLSC (National and LLSCs (Regional)	Continuing	Input to NLSC strategy development	*High Road (TUC)
To raise awareness of Self Employment as an opportunity for individuals aged 50+.	RDAs DTI, DEFRA, JCP. Business Link, local Chambers of Commerce, Federation of Small Businesses, Sector Skills Councils, Trade Associations. Private Sector Business Support agencies. EC.	Main impact 2006/7, with initial contacts & development ongoing during 2005.	Action Research / Research findings, attendance at meetings & events, lobbying by partners, website , partners influencing policy making bodies, exhibitions workshops & seminars.	PRIME* in partnership with other DP partner organisations. including transnational partners when identified.
Recognition of new ways to develop Mentoring support at the Personal Development stage of the Business Start up process.	RDAs DTI, DEFRA,JCP. Business Link, local Chambers of Commerce, Federation of Small Businesses, Sector Skills Councils, Trade Associations. Private Sector Business Support agencies. EC.	Main impact 2006/7, with initial contacts & development ongoing during 2005.	Development of “Wrap Around “ Mentoring support structure from the initial enquiry stage. Developing IT Support /Mentoring National Business standards & Accreditation. Sourcing accredited Mentors. Delivering Training support & Workshops.	PRIME* in partnership with other DP partner organisations. including transnational partners when identified.

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Recognition of innovative ways to promote and encourage greater use/access of ICT by 50+ individuals entering Self Employment	RDAs DTI, DEFRA ,JCP Business Link, local Chambers of Commerce, Federation of Small Businesses, Sector Skills Councils, Trade Associations. Private Sector Business Support agencies .EC.	Main impact 2006/7, with initial contacts & development ongoing during 2005.	Research findings, attendance at meetings & events, lobbying by partners, website, partners influencing policy making bodies, exhibitions, demonstration of toolkit.	PRIME* in partnership with other DP partner organisations. including transnational partners when identified.
Link in to National standards i.e. EFQM, IIP etc. with new innovative models around diversity. Explore compulsory, measurable elements relating to the employment of diversity policies	DTI, National LSCs,	Through mainstreaming phase 2006/2007 when models are more developed	Published case studies where models have been piloted to showcase to employers. Lobby key players around CSR agenda. Influence policy-making bodies. Training/demonstrations of new material.	Hertfordshire Business Centre Services, Kingston university, Job Centre + in partnership with other DP partner organisations. including transnational partners when identified.

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Prove the linkage between growth and diversity for a company, bottom line business benefits. To influence the HR and diversity strategy of a company to encourage employment of a diverse workforce.	Mainstream employers, FSB, DTI, Chamber of Commerce, CIPD	Ongoing. New financial years.	Published case studies where models have been piloted to showcase to employers. Networking events and demonstrations. Statistical benchmarking information. Newsletters	Hertfordshire Business Centre Services, Kingston university in partnership with other DP partner organisations. including transnational partners when identified.
Encourage Government training schemes to favour organisations with active and effective diversity strategies.	Modern Apprenticeship, New Deal, Job Centre +, County Councils	2 nd phase of Action 3 mainstreaming	Face to face meetings. Neutralising the environment with policy makers i.e. through transnational work. Action research. Showcase events and marketing.	University of Herts., Amicus in partnership with other DP partner organisations. including transnational partners when identified.
Impact regional and national diversity strategies and policies. Tools developed can be used to benchmark and measure progress	RDAs, CIPD, DfES, Policy making bodies at a regional level.	2006-2007	Face to face meetings. Demonstrate and showcase toolkits. Visionary marketing. Adapt methodology and models to individual policy makers needs (identified through action research)	Hertfordshire Business Centre Services, Kingston university, University of Herts. in partnership with other DP partner organisations. including transnational partners when identified.

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Link a diversity standard to CSR.	RDAs DTI, DEFRA, JCP, DfES, CIPD, local Chambers of Commerce, Federation of Small Businesses, Sector Skills Councils, Trade Associations. Private Sector Business Support agencies. EC.	Ongoing	Lobby key players around CSR agenda. Website. Neutralising the environment with policy makers i.e. through transnational work. Partners influencing policy making bodies, exhibitions. Face to face meetings with partnership and beneficiaries and the policy makers.	Hertfordshire Business Centre Services, University of Herts. in partnership with other DP partner organisations. including transnational partners when identified.
Education around the diversity agenda for mainstream organisations and policy makers. What does diversity mean for different groups?	RDAs DTI, DEFRA, JCP, DfES, CIPD, Modern Apprenticeship, New Deal, Mainstream employers, FSB, LSC	Ongoing	Face to face meetings. Demonstrate and showcase toolkits. Visionary marketing. Adapt methodology and models to individual policy makers needs (identified through action research) Published case studies where models have been piloted to showcase to employers. Influence policy-making bodies.	Hertfordshire Business Centre Services, University of Herts. in partnership with other DP partner organisations. including transnational partners when identified.

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<ul style="list-style-type: none"> • Employment Law, • eLearning strategy within enterprise training • small and micro firms productivity • skills for life • eLearning Standards (Cabinet Office) • work-life balance • older workers • gender • ethnic minorities • disability • empowerment in eLearning material generation 	<ul style="list-style-type: none"> • Treasury • DfES • Ufi • National and Regional LSC • Sub-regional LSC • Regional SBS/Business Links • Further and Higher Education Institutes • Yorkshire Forward • Sector Skills Councils • EU Commission (eLearning policy) • Small and Micro firm owner-managers • Elearning product authors • Equal Opportunities Commission • Disability Rights Commission • Transnational partners • Employers 	<p>July 06 Interim report on eLearning policy recommendations within Further and Higher Education (LSC national and regional), Sector Skills Councils</p> <p>July 07 Full report covering equal opportunity/empowerment issues (DWP), eLearning Standard report (cabinet office), eLearning training policy (FE,HE, LSC, YF)</p> <p>Aug-Dec 07 Report contents become basis for final discussion with all policy stakeholders</p> <p>In addition: progression feedback</p>	<p>A 'drip feed' approach: Steering Group inclusion, membership of national and regional policy committees, one to one reporting and discussion over life of project, indirect contact through policy critical academic personnel, working paper production, relevant national media journalists, national conferences,</p>	<p>*e-learn2work project partners, steering committee, particularly amicus, EEF and EF members, assisted by GEOM and LSC members and co-ordinated by Group Co-ordinator for MEIRG Ltd.</p> <p>Transnational partners</p>
		<p>will be continuous over 11</p>		

Theme F

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Retention & enhancement of employability for older workers.	DWP, CIPD, DTI, EC, Business Link, local Chambers of Commerce, Federation of Small Businesses, TUC, Sector Skills Councils, SMEs, Trade Associations.	Main impact 2006/7, with initial contacts & development ongoing during 2005.	Research findings, attendance at meetings & events, lobbying by partners, website, partners influencing policy making bodies, exhibitions & seminars.	Skills Analysis*, OWEN, South West Forum on Age & Employability. *lead partner
Recognition of new ways of assessing prior learning.	Awarding bodies, training providers, LSC (regional & national), DFES, UFI.	Main impact 2006/7, with initial contacts & development ongoing during 2005.	Development of toolkit & demonstration, research findings, exhibitions, meetings, case studies, conferences & seminars.	Skills Analysis.
Influence recruitment of the older worker.	JCP, CIPD, DWP, EC, Business Link, local Chambers of Commerce, Federation of Small Businesses, TUC, Sector Skills Councils, SMEs, Trade Associations.	Main impact 2006/7, with initial contacts & development ongoing during 2005.	Research findings, attendance at meetings & events, lobbying by partners, website, partners influencing policy making bodies, exhibitions, demonstration of toolkit.	Skills Analysis, OWEN, South West Forum on Age & Employability.

