

Equal Round 2 (2004-2007) Thematic Mainstreaming Strategy: Theme H

This Thematic Mainstreaming Strategy for Equal Theme H 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 H.

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 H.

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:

- 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)

All documents are available from the GB Equal Support Unit or from the GB Equal website at www.equal.ecotec.co.uk

WHAT? Key policy /practice area or linkages, including equal opportunities and empowerment issues	WHO? The key audiences: Regional; national; Member State/Europe; practitioner.	HOW? What methodologies should be adopted to reach these audiences	WHEN? What are the key dates to achieve maximum impact on policy / practice?	Lead responsibility at TNG level
Develop centres that offer support to women and girls	IAG Network; Local Authority; LSC; Job Centre Plus; Employers; Children’s Centre staff;	Work with staff offering Information, Advice and Guidance services to local women so that they may become expert in higher level and non traditional career options	July 05 – June 07	Agender DP
		Broker working relationships between family support organisations / centres and Jobcentre Plus to deliver a range of Jobcentre Plus services from the centres	July 05 – June 07	
		Best Practice seminars for family support organisations “Seeing is Believing” tour for local decision makers (Local Authority, LSC, Jobcentre Plus, employers, developers	March – September 07	
		Preparation of a “Policy Brief” which shows how small operational design changes in public policy in family support, Information, Advice and Guidance, learning services and employment make a significant change to the lives of local women.	March – September 07	

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		Case studies to be prepared for inclusion showing the positive benefits of coherent public planning to be distributed at very senior level in government departments and agencies.	June06-September 07	
Work with employers to counter job segregation and gender pay inequality	IAG Network; Local Authority; LSC; Job Centre Plus; Employers; Children's Centre staff;	Work with existing networks of employers to take forward pro-diversity actions in their workplace (related to gender stereotyping)	September 05 – July 07	Agender DP
		Work with developers and other intermediaries to agree recruitment strategies that counter gender stereotypes	July 05 – June 07	
		Work with employers, developers and other intermediaries to develop case studies and positive role models that help counter gender stereotyping and inequality	June 06 – September 07	
		Dissemination of a toolkit for organisations working with women	July – December 07	
		Dissemination of case studies for use by organisations working with employers, events to	July – December 07	

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		demonstrate to brokers how these can be used		
		Proactive use of press releases for inclusion in employer focussed magazines, trade press and industrial newsletters	January 06 – December 07	
		Develop a series of “women into....” Courses with FE that aim to support women into non-traditional careers, linked to local employers	July 05 – September 06	
		Develop tailored learning programmes that carry women into non-traditional jobs in partnership with local employers	July 05 – September 06	
		Working with employers, develop accredited training programmes for women to become qualified and employable in engineering, scientific and construction work.	July 05 – September 06	
		Working with employers, develop accredited training programmes for women to become qualified and employable at higher levels than traditionally known in growth industries.	July 05 – September 06	

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		Conference for local employers – showcasing women and men in non-traditional careers	July- December 07	
		Dissemination of a “best practice in learning” handbook for tutors in FE, disseminated through FE staff development events	July- December 07	
Develop a marketing strategy to attract men into childcare occupations		Develop information resources aimed at attracting men into childcare careers	July 05 – March 07	Agender DP
		Develop information resources aimed at attracting men into healthcare careers	July 05 – March 07	
Transfer best practice solutions in tackling occupational segregation into the mainstream working from craft to professional levels	Gender equality promoters, schools, learning and work based providers, employers, academia, research councils, sector skills councils, professional institutes, women returners and girls, SSCs, RDAs, Scottish Executive, Future Skills Wales, EOC, DTI, DWP, ODPM, FE/HE, Connexions, QCA	Empower and enable women to return in SEcT employment through modular re-entry programmes, technical upskilling, fellowships, employer placements and support through networking and mentoring, plus additional upskilling for those already in the industries		JIVE DP
Create new ways of engaging demand side organisations to tackle stereotyping through whilst developing strategies to empower	Gender equality promoters, schools, learning and work based providers, employers, academia, research councils, sector skills	Engage employers in consultative services in how to implement gender equality in HR practices for the participation and		

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<p>and engage the supply side through positive action initiatives.</p>	<p>councils, professional institutes, women returners and girls, SSCs, RDAs, Scottish Executive, Future Skills Wales, EOC, DTI, DWP, ODPM, FE/HE, Connexions, QCA</p>	<p>advancement of women and reward engagement with ‘good SecT employer’ badging. To include industry, academia, research councils and sector skills councils offering a range of gender equality tools (work life balance, company mentoring, returners schemes).</p>		
		<p>Engaging employers (including academia) in free consultancy to work towards the award, using a range of tools to facilitate change; pay audits; company mentoring schemes, staff development, policy revision and work-life balance initiatives.</p>		
		<p>Designing a SEcT learning pack for teachers in schools including, how to promote positive action in work experience in SEcT for girls and designing a cohesive programme of activities for schools in promotion of SEcT careers to girls</p>		

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		Development of an innovative blended learning course for women returners to SEcT. To include sector specific updating, IT skills and content dealing with the loss of confidence experienced while on a career break.		
To reduce fragmentation of funding and effort by building on learning from round 1 and adding value to the government's recent contract with the lead partner to establish the UK Resource Centre for Women in SET (UKRC), the cornerstone of the Government's Strategy for Women in SET (2003)	Gender equality promoters, schools, learning and work based providers, employers, academia, research councils, sector skills councils, professional institutes, women returners and girls, SSCs, RDAs, Scottish Executive, Future Skills Wales, EOC, DTI, DWP, ODPM, FE/HE, Connexions, QCA	Piloting 2 National Resource Centres for Women in SEcT in Scotland and Wales linked to the Scottish Executive, the Welsh Assembly and the UK Resource Centre for Women in SecT. Offering information based on extensive mapping of positive action opportunities; levels of participation of women in SET occupations in the region/country and offering advisory services and best practice solutions to employers and women grounded in local knowledge.		
Plot Specific, measurable and targeted initiatives and products responsive to regional, professional or sectoral needs		Forming regional centres for delivery to establish local collaborative partnerships (min. 3 partners) in 4 regions/countries		

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based on a thorough understanding of the needs of women and what changes in practice would make significant differences to their participation and progression in SEcT		(Wales, Yorkshire and Humber, North West and the South East)		
Raise the profile of women in SEcT to breakdown gendered occupational assumptions, challenge parental attitudes and empower women to remain and progress in the sectors.		Through innovatory media products, such as documentaries and TV drama, and sector champions, profiling role models and identifying and promoting experts		
		Collaboration with partners to identify and produce promotional and educational material that will raise the profile of women in SEcT		
Provide opportunities for women from disadvantaged backgrounds to access innovative training programmes, work placements and employment in “non traditional” careers	Equal Opportunities Commission; Single Equality body, Learning Skills Councils, Regional Development Agencies, Prison Service, Probation Areas, the newly formed NOMS (National Offender Management Service); horizontally – Trade Unions, Prison Reform Trust, Howard League for Penal Reform,	Promoting equality of opportunity for women - particularly homeless women, female offenders and prisoners resettling into home areas		SOVA DP

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	Fawcett Society);			
		Developing new support services, placements and training courses which recognise the needs and barriers facing the target groups in entering “non traditional” work		
Develop local/regional multi-agency partnerships between the voluntary, public and private sector to increase effective training and employment of women from disadvantaged backgrounds, working with regional development agencies and government offices	Regional Development Agencies, Learning and Skills Councils, Training Providers, Job Centre Plus, DfES, Prison Service, National Probation Service and NOMS, Local Strategic Partnerships, Neighbourhood Renewal Unit	Identify best practice, make appropriate links between relevant programmes and develop and mainstream innovative approaches to supporting women into meaningful and sustainable employment in under-represented sectors		
		Developing integrated support services to meet the actual, not perceived needs of women who have experienced disadvantage and who wish to enter “non traditional” training and employment, organised on a local and regional basis to take advantage of regional structures.		
Work with employers to raise their awareness of the barriers faced (particularly by female ex-	CBI, Trade Unions, sector representative groups, other trade bodies);	Modifying employers’ perceptions by brokering women’s skills/experiences and		

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offenders) and consider the contributions which can be made to their industries by the client group		developing good practice guidelines for employment and support of women from disadvantaged backgrounds (including the development of good practice at a policy level,		
		Publication of good practice guide for employers in employing women in traditionally male trades and professions; publication of information for women to raise awareness of employment opportunities in “non traditional” settings		
Advocate nationally, in Europe and in individual industries for the employment of disadvantaged women and to support women themselves in making their voices heard within specific equal opportunity and desegregation policies and service delivery contexts		Delivery of conferences/seminars on job desegregation and equal opportunities in the workplace for disadvantaged women, particularly female offenders to facilitate networking and opportunities for developing this approach both within regions where the work was undertaken, and in new regions where the approach may be rolled out; provision of specialist support, training and consultancy to		

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		regions wanting to roll out such provision.		
		Delivery of EU conference in Brussels with ministers from transnational countries and with responsibility for Employment and Social Affairs in attendance.		
Reintegration & Progression of women into under represented areas of work	Vertical mainstreaming will target: * EU Expert Groups * CEDEFOP * European Monitoring Centre on Change * European Commission for Employment and Social Affairs * Uni-Telecom European Social Dialogue Meetings * ETNO * eSCC, e-Skills Certificate Consortium * European Foundation for the Improvement of Living and Working Conditions * European e-skills Forum * Equal Opportunities Commission * Communications Workers	Deliver research on career issues faced by women returners, involving target groups and all key players		Portia DP

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	Union * CIPD * SFIA Foundation * Intellect * eSkills * SEMTA			
	* TUC * CBI * Fabians Society * DTI Women and Equality Unit			
	* DTI Employment Relations * Women Returners Network * HERO * UKRC (UK Resource Centre) * European Commission * Education and Culture			
	Major events, lobbying, workshops, electronic media, and publications, amongst others, will be used for the delivery of the mainstreaming objectives. A PR campaign will be implemented.			
Changing Cultures: Influencing Policy		Diversity forum in ITEC - comprising key employers, learned societies and professional bodies to develop and oversee the training element, share good		

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		practice and influence organisations internal diversity programmes		
Develop ITEC careers portal for women, focused on women returners, older women, female students and career development support		Career guides for women in HE, with emphasis on ethnic minorities, and the disabled		
		Good practice guides will be developed regarding the integration of women returners and cultural change		