

Levelling up by  
powering on  
progress report

NORTHERN  
**POWER**  
WOMEN



northern power f

# UP21

## 1 Foreword by Sir Roger Marsh OBE, Chair NP 11

Levelling up means many things to many people but what's important is the outcomes for people. Levelling up is often talked about in terms of connectivity and transport, but this must go hand in hand with improving connectivity between diverse groups of people.

### **A lack of diversity is a missed opportunity for business and our economy**

- The lack of ethnic diversity in business is costing the UK £24bn a year in lost GDP (McGregor-Smith review).
- The Alison Rose Review into Female Entrepreneurship, first published in March 2019, demonstrated that up to £250 billion of new value (equivalent to 1 million SME businesses) could be added to the UK economy if women started and scaled new businesses at the same rate as UK men.
- McKinsey in their series of reports "How diversity matters" show that companies in the top quartile for gender diversity on executive teams were 25 percent more likely to have above-average profitability.

When we have diversity, we level up, across age, race and gender. This improves productivity, increases GDP and supports people to progress and create opportunities for growth – personal growth and place-based growth.

So, it really does make sense to level up in this way as this report states, both from an economic perspective, but also because it's the right thing to do.

The last year has been a tough year for all and it is testament to the NPW community that they have continued to make significant progress at getting:

- Seats at the table
- Investment in Black, Asian, Minority Ethnic and women-led businesses
- Support for our future talent

This report illustrates just how much has been done by the NPW community. A community of which I'm proud to be an advocate. Congratulations to everyone for getting involved.

Next year's call to action is to get the country mentoring. Mentoring increases progression, pay and productivity and it is also an enjoyable experience to be part of. Those of you who took part in last year's Power Up mentoring and networking sessions demonstrated this with your feedback. I applaud this year's ambition to run a "Power Up 50 Programme" which will create 10,000 connections that create opportunities.

Connectivity is of course at the heart of levelling up. I look forward to being part of this and hope to see as many people as possible and organisations get involved with this Programme.

### ENDORSEMENTS

Henri Murison  
Director Northern  
Powerhouse Partnership

"Levelling up for the North of England has to mean closing the North - South divide. This creates an opportunity to improve the lives of diverse groups of people, achieving social change by working across greater scale of a Northern community."

Stephen Church  
North Markets Leader  
Managing Partner, EY

"This is about keeping this agenda at the forefront of our priorities. There are still significant disparities, and we must strive to do everything we can to help support, mentor and sponsor our female and diverse talent as they realise their potential. I am also passionate that as a firm, we are able to provide opportunity to all in society to access firms / organisations like EY so that they can have incredibly fantastic and rewarding careers and act as role models for future generations."

## 2 Introduction by Simone Roche MBE

### Powering on to level up

In September 2020 we published our Levelling Up by Powering On Progress report. It documents the journey taken by the Northern Power Women (NPW) community through Covid-19 and their response to it. 150 cross sector female leaders and influencers, from six regions across the North as well as a race equality power circle met to define the new future. Podcasts, webinars, blogs, media voices and projects were born as NPW pivoted.

We shared our stories and invited people to take a seat at our table and take action to level up the country through gender, race and socio-economic status to support our people and the economy to recover, grow and thrive. We also shared the report with MPs, government ministers, local authority leaders and pro vice chancellors and we have held briefings with leaders and influencers to progress action. We have been invited to No. 10 twice to discuss the report.

We are now reporting back with this report 'Powering On to Level Up 2021' which showcases the amazing progress we have against our three asks made in 2020. Thanks to everyone who fed back via our survey.

- Invite Women to the table(s)
- Invest in Female and Black, Asian and Minority Ethnic led businesses
- Invest in Future Talent

And for 2022 we have one additional ASK.

### Let's get the country mentoring.

Over the past 12 months we have been hosting Power Up networking and mentoring sessions and they have had such a huge impact on everyone who has taken part.

With your support we are now committing to deliver 50 Power up sessions that will create opportunities to level up and power on for 10,000 people. If we can do more, we will – and we are

calling on you to enable this to happen. These sessions are loved by all who attend - they bring the under 25, the over 50s, the business sector, the kick-starters, recently redundant, future talent, SMES, etc together to help each other and create opportunities for personal and economic growth. They have led to graduate recruitment, new business start-ups, people getting seats at tables or using their seat to support others. We have a formula and now want to scale it and enable businesses and people to grow.

## 3 It's been a busy year

We have engaged and collaborated with key stakeholders and influencers in and from the North and beyond to Westminster and globally.

### 3a Invite women to the table(s)

We were determined to get seats at the table and to get our voices heard and to shout about the good news and successes from across the north. In March 2021 we belatedly hosted the 2020 Northern Power Women Awards virtually to a record-breaking audience and enabling the reach, success, and voices of the community to 'be heard' in, across and beyond the north. We had over 1500 nominations and the event created 25 million impressions on social media.

We created and launched the Be Heard platform to ensure that we could level up across the media and events industries. So far, we have over 300 people registered to talk at events and panels and media around a range of subjects whilst being used by the likes of Wall Street Journal, ITN, Sky News, BBC and Radio 5 to encourage better representation on our screens, over our airwaves and at our events. We continued to deliver our award-winning podcasts with 120 episodes and 72k downloads featuring Sharon Watson MBE, Northern School of Contemporary Dance.

### ENDORSEMENTS

Siobhan McArdle  
Chair LEP, Tees Valley

"In order to truly level up we need to ensure people are given opportunity to connect with accessible role models who not only can show them different career paths but can advocate for them throughout their careers. It has never been more important to enable these networks and connections to be made in a time when young people have been disproportionately disadvantaged by the pandemic. This report highlights the amazing work already being done and the potential for huge impact to be made."

# UP

*Taking the next steps:*

**BUILD YOUR CONFIDENCE  
& GROW YOUR PROFILE**

WWW.BE-HEARD.ID

UA  
92  
UNIVERSITY  
ACADEMY92  
MANCHESTER

*Be  
Heard!*

#BEHEARD

**LEVELLING**

**UP**

**Shared 2020 report with:**

- Cabinet Office, BEIS, Dfe, Government Ministers and special advisors including:
- Caroline Dinenage MP
- Paul Scully MP Minister - Parliamentary Under Secretary of State in the Department for Business, Energy and Industrial Strategy
- Samuel Kasumu Special advisor BEIS NP11
- CEO of all Local Authorities (Northern based and West Midlands)
- University Pro Vice Chancellors including Cumbria, Northumbria Newcastle, Leeds, Sheffield, Liverpool, LJMU, Man Met, Manchester, Chester, Lancaster
- MPs in the North Metro Mayors across the UK
- NW Business Leadership Team
- Northern Powerhouse Partnership
- WEConnect (global community of female majority owned businesses)

Dr Marilyn Comrie OBE Founder of the Black United Representation Network (BURN) and Sara Davies MBE, Founder of Crafter's Companion, covering topics such as how to gain board and trustee positions, how to talk about money in business, how to accelerate change together and much more.

## WE HAVE LED BY EXAMPLE

We made a commitment to ensuring 50% of our guests on the podcast were from a Black, Asian or minority ethnic background and have kept this up and exceeded it since June 2020. We have consistently created seats at the media, events and organisation tables. We positively disrupt content to enable panels to be more informed and educated by curating purposeful content. This includes entrepreneur sessions at global Women in Business Expo, What CEO's need to know about Black Lives Matter at Northern summits and affording seats to emerging talent on national and international panels and partnering with Wall Street Journal creating global opportunities.

## WE WERE HEARD

We reached over 11 million people on International Women's Day holding NPWLive virtually featuring June Sarpong OBE, Director Diversity, BBC, Retail guru, Kate Hardcastle MBE and supported by the British Army. Facilitating mentoring and networking sessions we brought people together connecting them and creating opportunity. We amplified voices and sparked conversation bringing together people from all regions, sectors, backgrounds, ages and genders.

## WE PARTNERED

We are now in our second year of our partnership with BNY Mellon who have collaborated with us to enable and empower networking and mentoring across the Northern Powerhouse and beyond reaching students, early careers, returners to work and more. It has been through this partnership we have been able to

innovate and adapt to the restrictions that the pandemic brought and ensured we kept people connected harnessing the power of digital mentoring and networking.

We have been working in partnership and collaboration with KPMG and the Black United Representation Network (BURN) to create a Levelling Up Alliance to ensure better supplier diversity and mentoring for all. This programme of work has researched mentoring programmes nationally to benchmark our Power Up offering as unique and purposeful in the marketplace.

In the last year our community of 70,000 have been busy getting seats at the table, places on boards, recognition in the honours list and NPW nominations and awards.

## WE RESEARCHED

Over the last year our community have been busy investing in ourselves and each other, for example:

Now in the second year of research with Teesside University and the late Professor Jane Turner OBE, we have been detailing what the new traits of leadership emerging from the pandemic look like. The way that we live, and lead has dramatically changed with our research highlighting the need to lead with empathy, authenticity and flexibility.

Building on Chair of CBI North East, Emily Cox MBE's research around the future ways of work we surveyed our community in April 2021 to sense check what was expected from employers in the future. It should be noted that a resounding number of people called for total flexibility rather than set days in an office in order to empower people to balance work and life which had become increasingly blended since March 2020.

## ENDORSEMENTS

Laura Smethurst  
Barclays

"Power Up sessions are a great opportunity for Barclays Technology to dispel the myths about tech jobs and the people that do them. With direct access to Graduates and Early Careers we can convey what Tech jobs really offer, that they are accessible and that the people who do them don't match the stereotypes."

# UP



# UP SKILLING

### 3b Invest in Female and Black, Asian, Minority Ethnic led business In the North

In the North East, Sarah Waddington CBE created Socially Mobile, a not for profit PR school for those from more disadvantaged backgrounds and underserved groups such as women returners and Black, Asian and Minority Ethnic colleagues.

In Lancashire, we also invested in each other through Peer networks, Two Zero and Boost Peer Networks facilitated by NPW, Groundswell Innovation and Alex Cousins Consulting, creating business growth.

In Leeds, Zandra Moore, from our NPW community, grew the Lean In Leeds network to over 900 members.

In Manchester, Dr Marilyn Comrie OBE FRSA & Lisa Maynard Atem saw the strengthening of the black community with more recognition and activity to level up on race as part of The Black United Representation Network (BURN).

In Liverpool City region, £3.2 million has been invested in Race equality for an equality hub. Liverpool City also elected the first ever black mayor.

### 3c Invest in future talent

Many of our community are even more inspired to support our young people through the pandemic and going forward.

The Juice Academy created by Sandy Lindsay MBE had had a record breaking year, celebrating 22 Distinctions in a row for its amazing young apprentices, bringing its overall distinction rate to an outstanding 84% since August 2020.

A number also stepped up to deliver the governments Kickstarter programme. I am Moore for example, set up a social enterprise and within 6 months created 500 opportunities and 120 placements.

Education Business Partnership North West said that Kickstarter has enabled social mobility with NEETS getting jobs that would have formally gone to apprentices, placing 67 who were at risk of long term unemployment.

Northern Power Women also grew the visible and diverse role models on the Future List highlighting emerging talent with 52% from the Black, Asian and Minority Ethnic communities.

NPW Live 2021 on International Women’s Day connected future talent with business leaders through Virtual Power Up mentoring & networking including...

#### Organisations attended:

EY, BNY Mellon, The Army, United Utilities, Liverpool Football Club, Bruntwood, Michael Page, DHL, Lloyds, HSBC, The Co-operative Bank, Kellogg, Manchester United Football Club, Black United Representation Network, NatWest, Barclays, Young Enterprise, Northern Rail, KPMG, Accenture, Northumbria Police, New Look, Royal Navy, Bank of America, BT, NHS, Shell Energy, O2, Arcadis, TransPennine Express, Telefonica UK, Ministry of Defence, Peel L&P, PwC

#### Universities attended:

Liverpool University, Liverpool John Moores University, Manchester University Alliance Business School, Manchester Metropolitan University, Durham University Business School, Salford University, University of Cumbria, UA92, Lancaster University, Newcastle University

#### ENDORSEMENTS

Dr Jan Brown, Senior Lecturer in Marketing and Entrepreneurship, Liverpool Business School, LJMU.

“The Power Up sessions have added real value to the programme and the students and has allowed us to provide an easily accessible way for students to gain confidence and build their professional networks with a wide range of supportive and positive business people while still at university. This will help them support their professional development not only while at university but also as they transition out of their studies and into their professional career.”

# UP

# SPEAKING UP





## 4 Levelling up by Powering Up – Power Up 50 mentoring and networking programme 2022

The impact of the pandemic has meant we have innovated, shifted and ultimately become more purposeful. Through innovation, adaptability and true northern grit we have enabled opportunity and connections and achieved lots of great things. But if there is just one thing we had to select for investment it is our Power Up networking and mentoring sessions.

### What is Power Up mentoring and networking?

Power Up mentoring and networking sessions are one-hour virtual events. Each session opens with an introduction and then mentors are moved into a breakout room with 2–3 mentees. After 20–25 minutes the mentor is moved into a new breakout room giving mentees the chance to speak to a range of different mentors.

Mentors are welcome from all genders, sectors and career levels and it is exactly this broad and inclusive approach that gives such rich opportunity to make impact. Since the Power Up pilot in November 2020 we have enabled 10,400 conversations through these sessions.

### WHY POWER UP?

- These sessions offer a space for individuals to give and gain skills contributing to the ‘skills revolution’ and spreading opportunity across the country as geographical boundaries are removed through the digital nature of the Power Up sessions
- They bring together business leaders with our early careers and students and business start-ups or late careers who have been made redundant and school leavers who come together for advice and guidance. Real opportunities are created, and networks of support are built – often for life!
- These sessions expand networks, build confidence, and highlight different career paths and trajectories not previously explored

- It is an opportunity for business people to hear directly from the future talent pipeline about their opinions, experiences and priorities in order to attract and retain the best talent and stay relevant
- Our Levelling up Alliance research shows that those that take part in mentoring programmes are more likely to enjoy an increase in pay, progression and promotion
- They are a great recruitment channel – with many participants of these sessions accepting internships and placements
- There are benefits for all – the mentors, the mentees and the sponsoring organisations
- Having a programme of 50 sessions also makes a huge impact on the Sustainable Development Goals

### WHO BENEFITS?

#### Under 25s

This group had been disproportionately affected because of the pandemic as reported by the Institute for Fiscal Studies, especially those just starting out on the career ladder, with work placements cancelled and job offers withdrawn. The pandemic has seen the rise in people wanting to stay near home with confidence levels lowered, these Power Up sessions help to re-engage future talent with people and organisations and build a supportive network.

#### Organisations

They want to support their current staff and nurture the future talent to avoid ‘the great resignation’ which can already be observed. Research undertaken by NPW’s Levelling Up by Powering On report demonstrates the real willingness for businesses and individuals to support the under 25s and the huge value they receive from the under 25s who reverse mentor their staff. Businesses have found these Power Up sessions as a great way to recruit and showcase their organisations.

# UP



## Over 50s

Research has suggested the over-50s could be an age group which is most vulnerable to being out of work as the country emerges from the pandemic, research has shown age discrimination is having an impact on the job prospects of many within this age group. A total of 2.99 million recent job seekers over 50 believe their age makes employers less likely to hire them, according to a new report from Legal & General Retail Retirement (LGRR) and the Centre for Economics and Business Research.

These Power Up sessions have helped a number of people get their confidence back and gain work and start businesses.

## Female and Black, Asian and Minority Ethnic led businesses

Both the CBI & FSB have campaigns in response to the latest Parker Review report into ethnic diversity in UK Boards and the Rose review into Gender diversity. Both show limited progress has been made, even though the benefits to the economy are huge. The Power Up sessions have enabled Women and Black, Asian and Minority Ethnic led SMES to role model and encourage others as well as helping them to collaborate and win new business or become part of larger organisations supply chain.



## SO, WHAT IS THE ASK?

**Our ASK for 2022 is to support a Power Up networking and mentoring programme**

**We will deliver 50 virtual Power Up sessions over the year**

**50 sessions x 100 people x 2 rotations = 10,000 conversations**

**We will enable our community of over 70k to be mentors and mentees**

**We will seek support from Government, Universities, LEPS, Chambers, Businesses large and small to sponsor each session**

**Our Power Up CIC will facilitate delivery using our Power Platform working in partnership with MSP Global, our broadcaster to provide a professional event**

**We will launch the programme in January 2022 with an early careers Power Up**

## Responses to Levelling Up Survey

In response to Section 3a

### What seats have you gained since September 2020?

- Data and analytics committee Tech UK, DTI HPO for data analytics Leeds,
- Founding signatory of CBI Change the Race Ratio, Accreditation for Warren Partners and personal commendation for me and two others for the work we have done on Hampton Alexander.
- 2070 Commission, Open North Foundation, The Spectator, The Teesside Charity7
- Senior Policy Adviser -Carbon Capture & Storage - Civil Service BEIS
- Chair - Regional Productivity Forum, Yorkshire, North East & Humber
- Honorary Captain Royal Navy
- Left Exec role and have 3 new NED roles
- Liverpool ACC Arena & Exhibition centre independent Director
- Chair of smart works Newcastle
- I already hold three board positions pre 2020. Involved in systems thinking group this year with view to understanding a new future to be built through transformed public service. I have supported a new business start up which will have a board structure in future - one female investor and two female board members. I work to promote redress of historic inequalities in open data used increasingly to inform automated policy decisions.
- Round tables with Rishi Sunak, Annaliese Dodds and Andrew Griffiths around netzero and small business challenges. Case study in UN PRME report. Colleague on BIBA NE and Yorks committee board
- IoD D&I ambassador north east and race equality and discrimination commission for the north east chamber of commerce.
- Board position for a professional business network and a seat on the Race Equality Business Support Working Group
- 10 leaders appointed
- 2 Board position
- Promotion in new appointment
- Durham Energy Institute Advisory Board positions for Laura Hepburn (NPW extraordinaire!) and Charlotte Colley, Britishvolt EA
- EDI Committee lead at RGS School (where I am Governor)
- Member of the Dean's Council, Lancaster University Management School;
- Co-Founder of Global Parlez a market research CIC focused on global sustainability goals; Lancashire Innovation Board member - in this role Jane Dalton has hosted a panel discussion, sharing stories of food ecosystem innovation happening in and around Preston, as part of Lancashire Innovation Festival (oct 21) that is focused on improving the health and wellbeing outcomes for Preston residents.
- As Stakeholder Engagement Lead for Preston's Towns Fund bid, Groundswell Innovation is instrumental in ensuring that social value returns put forward by project leads are impactful and well-connected to community need. In this capacity, Jane Dalton has recently participated as a speaker, in Connected Places Catapult Innovation Summit, talking about how to Democratise Innovation (sept 21)
- Recent Promotion, Winner of several D&I awards (LEAD, European Diversity), speaker at round tables
- Member of the GMCA Women and Girls Equality panel
- CBE and branch chair for IoD North East (North)
- Statutory Director role
- Board Trustee-Square Circle CIC, Ambassador National Mentoring Day,
- From MD of one business in the Group to Head of Group Operations
- Non Executive Director at ACRIB (Air Conditioning And Refrigeration Industry Board UK)
- Have become a board member of Liverpool Chamber of Commerce Nominated for a Northern Power Women award for 2022. Supporting a friend set up a coaching business for which I am now strategic advisor. Primarily a carer. Chair of webinar on algorithms and data bias for Open Data Manchester in 2021.
- Member of the National Executive of the Schoolwear Association, Steering Group of the LEP, Steering Group of the Wigan Business Consortium
- Internal Board position
- Be Heard Ambassador.
- Non-Exec Director role for a local North East wellbeing initiative.

WE SURVEYED THE NORTHERN POWER WOMEN COMMUNITY TO ASK HOW THEY HAVE DELIVERED ON OUR 'ASKS' FROM THE 2020 REPORT

# UP

## Responses to Levelling Up Survey

- #SmallBiz100 2021 for Kind Currency. D:Entrepreneur advocate/round table for Small Business Britain.
- Ambassador for University Careers Project for disadvantaged schools in Blyth - poverty proofing through re-world opportunity and levelling up aspirations.
- Chair FA, CCIPD
- Institute of Event Management Executive Board Chair I secured a Board position on a professional business membership network.
- Board member of Northern Powerhouse Partnership & North West Business Leadership Team
- Engaged with MOJ and spoken at conferences inspiring other business to recruit from a different talent pool including those who have come through the Criminal Justice system.
- Co-head of Office
- Advisory positions on research councils. My focus is on data skills training.

### In response to Section 3b

#### **What investment in female and black, Asian and minority ethnic led business have you played a part in?**

- Lean in Leeds network over 900 members
- Mentoring a female black business leader
- introducing Nagma Beni, owner and commercial director of Prima Cheese to Newcastle Business School to widen her RED (race, equality, diversity) circle, attended the Asian Business Connections Dinner, organised an event for skillup, startup and scaleup founders
- In this process for now encourage women to participate and take position in senior roles
- <https://www.wild-digital.tech/projects> I have commissioned and delivered a report on the issue around racial diversity across the digital landscape in Leeds and how we can make it more diverse. There is a deep intersectionality in the work but also a focus on where diverse leaders are missing and the impact that has on the wider diversity ecosystem
- Appointment of first time NED whose female. Working to recruit hard to reach students to consider HEI from minority ethnic groups
- Was part of Liverpool city region Race Equality Programme as

- a consultant which led to £3.2m investment
- Wrote membership strategy for BURN and secured support from Chamber of Commerce. Working with Stockport Race Equality Partnership on litter bid
- We represent a number of women led organisations and push forward our clients on media and speaking opportunities
- We've supported black artists to develop the new artistic projects and gain funding. We've supported and paid black artist to lead professional events. Our own Board and Exec team has diversified more.
- Given time to two black PhD students. Taken on a minority ethnic industrial placement student.
- Continue to act pro bono as a mentor to women and ethnic minority business owners through Northern Power women, Inspiring women changemakers and other groups.
- Mentoring and risk management support through The Millin Charity
- Supporting Manchester Metropolitan's Young Enterprise (YE) programme delivery and now working with the regional YE team to drive a new region-wide initiative being piloted next month.
- Volunteer time race equality and discrimination commission for the north east chamber of commerce.
- I connected a black woman starting out in business in the city with a network collective for free membership. I employed a black female associate to deliver a workshop on one of my contracts.
- conference speaker/appointments/Win H initiatives
- I've provided help to one SME led by a black woman on a voluntary basis
- Much especially with young talent
- Making connections and hosting entrepreneur sessions
- Connections and support for mentee Danielle Bamber new business launch WFE.org.uk
- Connections for DB in her personal TV presenter/sports pundit role
- Judge for Northern Asian Power List ensuring female contributions to the final list of nominees
- Panellist for Dynamo "Connecting Women in Technology in the North East" to encourage more women in STEM subjects Presentation on 'Diversity in business' for Vistage event September 2021

WE SURVEYED THE NORTHERN POWER WOMEN COMMUNITY TO ASK HOW THEY HAVE DELIVERED ON OUR 'ASKS' FROM THE 2020 REPORT

# UP

## Responses to Levelling Up Survey

- Presentation to International Internal Audit Los Angeles
- Chapter conference on 'Governance, Grit and Gravititas - Fierce Women Leaders in Finance' to encourage more women into the very male world of FSA/internal audit
- Peer Networks cohort in Lancashire, supporting female founders; Mentoring of female start-up entrepreneurs such as Kohr Fashion brand owner, Amy Kohl; As a company we have employed a 'conscious buyer' policy of making sure we seek out suppliers whose owners and teams are led by people from less well seen social categories such as those listed above.
- Highlighting via the GMCA panel the chronic underfunding of female owned businesses and the historic lack of focus from GMCA on this.
- Raising with The Growth Company the success of the Lancashire Two Zero programme.
- Meeting with sponsors of the North West Rainmakers awards to ask why there were no female dealmakers shortlisted (and providing them with some ideas about who to target)
- Running 6% club events to encourage more women in to dealmaking, which will then in turn make more investment more accessible for female founders
- Established Socially Mobile, a not for profit PR school for those from more disadvantaged backgrounds and underserved groups such as women returners and black, Asian and ethnic minority colleagues
- Mentoring, adverts promoting diversity for company
- Partner support - Code Your Future
- Mentoring students and colleges and universities of all ethnicities; appraisals of magistrates.
- The Girls Network
- Mentoring through NPW and speaking to students through local universities
- Chaired an Equality & Diversity group to increase the diversity away from white middle class men over the age of 55!
- Coaching of women business leaders pro bono, stimulation of diversity debates at board level, advocate for understanding bias in historic data and algorithms and raising awareness of this in public domain. I am also writing for publication a family memoir/short story collection about women forebears in Liverpool.
- Yes. Connecting with other female black, Asian and minority women. Being there for each other.
- Utilising the opportunity with Kind Currency to work alongside female-led businesses with a focus on those with a disadvantage. An object of Kind Currency is to close the disadvantaged gap, protecting people; another objective is to support local kind businesses which sees an organic balance towards businesses owned by women and individuals who identify as female.
- Worked with Sunderland University to provide internships and project work for their female ethnic students.
- Nominated my good friend and female-leader Steph Edusei for two Northern Power Women Awards.
- Made new connections through the Be Heard platform as an Ambassador alongside incredible individuals.
- Inspiring young minority females through mentorship and being involved with levelling up projects.
- Utilising networking and social connection to support individuals and become part of the conversation.
- Recruitment of diverse NEDs and CEOs
- Actively involved in my Group's EDI network giving my time to the Parents and Carers' network and as a speaker at our Women's Career Progression event.
- Working to promote diversity in the events sector
- I have supported a female led business and a black female led business through making connections leading to paid business.
- Continually acting as a leader to support, attract and retain a diverse and inclusive workforce. This would include recruitment as well as speaking at events, acting in capacity as a mentor, counsellor and sponsor as our diverse talent progresses through the firm.
- Jessie Jo Jacobs Tees Valley Mayoral Campaign
- Chair of governors at Wilmslow high school looking at balanced opportunities. Presentations on behalf of pro Manchester supporting minority applications for roles at BNY
- Connecting with local organisations. My work placement scheme is inclusive by design. 25% of those who participate are from underrepresented groups.

WE SURVEYED THE NORTHERN POWER WOMEN COMMUNITY TO ASK HOW THEY HAVE DELIVERED ON OUR 'ASKS' FROM THE 2020 REPORT

# UP

## Responses to Levelling Up Survey

In response to Section 3c

### What investment in future talent have you played a part in?

- Lean in Leeds mentoring programme over 300 women
- Co-Chair (with Sharon Amesu) of the NWBLT's Diversity Drivers group for rising black and Asian talent and Co-Chair of the NWBLT Rising Stars Group as well as personally mentoring three members of these groups and providing one to one career advice to at least 5 women or people from ethnic minorities per month and hosting webinars for Warren Partners and others on this subject including Women in the Chair, Ethic Diversity on Boards. Active role in CBI Change the Race Ratio.
- Start-up Awards North East celebrates the founders of early stage businesses, We are also an accredited skills development agency focusing on enterprise skills
- I have put on numerous events around getting more young women and diverse people into digital roles and also around them ensuring they network and build strong communities in order to have the career opportunities which they can often be overlooked for. The last event was part of the Leeds Digital Festival and had 100 young women come together face to face and make connections
- Mentor students and colleagues in all the businesses I have an NED position
- Mentoring and helped to support a person into a job. Took part in YouthQuake to support NEETS in LCR. Took on an intern during the pandemic
- Building the Age of Leadership with the Good Board - training to get young people onto boards.
- Creating 500 new jobs for kickstart across the UK with I Am Moore. Reaching into diverse communities to bring young talent to the front of the queue for work
- We invest in talent as our day job: dance talent in the North is abundant and we provide studio space, production support, fundraising expertise, mentoring, professional development and networking. We supported over 37 artists. We employed 6 dancers on the government Kickstart scheme. Our new Artist Advisory group is ethnically diverse.
- 90% of work we do at SRS prepares future talent to secure jobs.
- As above - mentor and coach, introducing people across my network.
- Young Enterprise volunteer
- As above re Young Enterprise. Very engaged with MMU and University of Leeds (as above but also taking part in an ERASMUS+ project too), providing undergraduate research projects, providing a placement for a third year MMU student. Also taking part in a local high school's school careers day (sessions on entrepreneurship and engineering).
- Volunteer time for Heritage projects, school diversity session and My job
- Employed two people sub-30 years of age
- Mentoring/apprenticeship programme
- I've provided some free mentoring to several women's leadership groups.
- Mentoring, sponsorship and making connections
- Signed up Durham University into a Business partner for Social Mobility Business Partnership (SMBP <http://smbp.org.uk/>) and introduced three other businesses to the programme
- Supported FIRST ([www.youarefirst.co.uk](http://www.youarefirst.co.uk)) through speaking engagements and introduction to other mentor opportunities
- Supporting TeenTech 2021/2022 with Maggie Philbin OBE <https://teentech.com/live/northeast/> through speaking and network and connecting to other regional opportunities
- Since June 2021 we have recruited 4 Kickstart participants, one of which is soon to progress to a full-time Apprenticeship and another of which is likely to transfer to a full-time role in the next 3 months
- Setting up networking events for students
- Volunteering to speak to entrepreneurs in the Nottingham University Ingenuity Lab about finding financing
- Within our own business, paying for coaching sessions for two of our brightest females in leadership positions to help ready them for future board positions
- Established Socially Mobile, a not-for-profit PR school for those from more disadvantaged backgrounds and underserved groups such as women returners and black, Asian and ethnic minority colleagues
- mentoring, time to support community activities for local schools
- Training / Mentoring / promoting - Skills City (host Salford), Rise Internship (MMU), Manchester Uni
- Give time and mentoring.
- Mentoring for Career Ready, and on the Local Advisory Board

WE SURVEYED THE NORTHERN POWER WOMEN COMMUNITY TO ASK HOW THEY HAVE DELIVERED ON OUR 'ASKS' FROM THE 2020 REPORT

# UP

## Responses to Levelling Up Survey

- STEM Ambassador, Mentoring, Promoting Apprenticeships, Writing Policy Briefs for Future Trail Blazer Scheme.
- Our internal people plan
- Speaking with law students who have approached me directly or through the universities, and connecting them with juniors in our team
- Part of Santander breakthrough mentoring scheme. Mentor female colleagues internally
- I give my time paying it forward through my support of One Day work aimed at economic recognition of paid and unpaid contribution of women to Liverpool City Region economy, NPW carousel coaching, peoples Powerhouse, grant giving assessor, Linked In support for colleagues and connections, judge for Inspiring Women Changemakers, Twitter contribution and support of creative writing by others (and through my own involvement in WoW this year)
- Coaching and mentoring.
- Mentoring with Northern Power Futures.
- School Governor focusing on Inclusion.
- Ambassador for University Careers project for disadvantaged schools.
- Working with Sunderland University with providing opportunities for project internships.
- Becoming a Non-Exec for a business led by graduates.
- Non-Exec opportunities within Kind Currency.
- Mentoring
- I take the time to mentor all of the young individuals in my team, regardless of seniority, this includes many young women and colleagues from black, asian and minority ethnic backgrounds. I have nominated many colleagues for awards, internal and external.
- The Institute of Event Management priority is future talent and skills required
- I took part in a mentoring carousel to support young women with networking advice.
- Support to EY Foundation which works with thousands of children, school leavers and young adults across our region to support them getting access to the workplace. This includes running workshops, spending time with teams of people across our communities preparing them for the workplace.
- Significant work on womens development programme and working with National Equality Standards to drive Diversity.
- Developing women, running a programme
- Presentations to universities on what we do and career opportunities for all. Panellist on a BNY Mellon IMPACT session based on diversity and why few minority groups apply for senior positions looking at how this can be changed.
- Mentoring time on panels,
- I run a highly successful paid work placement scheme. I've written a book on this. "Work placements, internships and applied social research" published April 2021

WE SURVEYED THE NORTHERN POWER WOMEN COMMUNITY TO ASK HOW THEY HAVE DELIVERED ON OUR 'ASKS' FROM THE 2020 REPORT

# UP



NORTHERN  
**POWER**  
WOMEN

# UP21

IN ASSOCIATION WITH

hlg  
believe

MSP. *in any event*

*Where x equals  
change for good*  
alex cousins

[www.northernpowerwomen.com](http://www.northernpowerwomen.com)

#wearepower #wearementoring #levellingup

[Philly@northernpowerwomen.com](mailto:Philly@northernpowerwomen.com)

sign up [www.wearepower.net](http://www.wearepower.net)