

Case Study

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Jobs and Training Weekly – a free recruitment newspaper scoops prestigious award for delivering diversity in the workplace

The publication, which gives away tens of thousands of copies every week to jobseekers, has picked up the Gold Award for the equality standard for businesses through C2E.

The 6 editions of Jobs & Training Weekly are distributed in West Midlands, Yorkshire, Greater Manchester, South London & Surrey, Central & North London & Hertfordshire and Sheffield & South Yorkshire. Distributing to over 300 minority groups, every week they reach 300,000 readers. 50% of readers are from minority groups.



The whole C2E process took 6 weeks from start to finish.

Mani Kumari-Lal, director of public sector and diversity for Jobs and Training Weekly, said, "The support we received from Birmingham Professional DiverCity and C2E has been invaluable. They take great pride in promoting equal opportunities through our publication and our own HR practices so it's great to be recognised. It's such an honour to receive the Gold Award as our staff retention, motivation, productivity and awareness of diversity is at its highest."

Jobs and Training Weekly has also taken a proactive stance to positively influence public and private sector companies to target jobseekers from disadvantaged communities. An integral part of Jobs and Training Weekly's inclusion strategy is its unique relationship with hundreds of minority and community centres where thousands of copies are distributed each week.

More than 60,000 jobseekers now pick up the free publication in the West Midlands alone and more than 3,000 jobs and training seekers attended the recent recruitment exhibition at the Burlington Hotel, in the city centre.

If you would like more information about Jobs and Training Weekly or recruitment exhibitions please contact Mani Kumari-Lal on 0121 233 2039 or mani@jobsandtraining.co.uk.

