

Category: Employee engagement

Organisation: Tesco

Date: October 2007

EFA overview

Tesco has always been an equal opportunities employer, providing both support and rigorous policies to protect staff and customers alike from discrimination. The company recognised a few years ago that it wanted to do more and decided to move from an equal opportunities, legal framework approach into a more pro-active 'welcoming diversity' framework.

Using case studies of people of all ages from around the company has enabled Tesco to demonstrate that it is not just talking about age diversity but actually succeeding. This reinforces a clear message to the workforce that the company genuinely wants everyone to feel welcome.

Initiative

An internal and external media campaign to raise awareness about the career opportunities for people of all ages at Tesco.

Aims and purpose

- To create a workforce that mirrors the local communities that Tesco serves at every level of the organisation. This links into two of Tesco's values: 'I am treated with respect' & 'I have the opportunity to get on'
- To augment staff knowledge on all areas of diversity especially age and raise awareness internally and externally of the organisation's commitment to stamp out age discrimination in the workplace.

Business drivers

The formation of the 'Everyone Welcome' (diversity) project team

The approach taken

Tesco has always been an equal opportunities employer, providing support and rigorous policies to protect staff and customers from discrimination. However they recognised a few years ago that more was needed. They researched best diversity practice in both the public and private sectors and talked to staff about how they felt about working for Tesco. It became clear that it was time to move away from simple compliance to the various equality regulations and to active engagement.

As a result the 'Everyone is Welcome' at Tesco (EW) project team was formed. The EW team has worked to raise awareness on age issues both internally and externally since October 2006.

Initially the EW team looked at how they could use existing internal communications channels. They decided to partner with the editorial team who produce the internal bi-monthly magazine 'One Team' and its annual specialist supplement 'One Team 2'. The 'One Team' magazine has a circulation of 200,000 and is a useful mechanism for sharing information and

communicating success stories featuring people of all ages and stories about diversity issues, including age.

In addition the EW team also worked with an external media company on a number of articles which have been included in various magazines with a diverse audience.

Barriers

There were no significant obstacles to overcome since the company had a well-established diversity platform.

Impact

- Positive feed back that age is not a barrier to progressing at Tesco
- The portfolio of case studies featuring employees at all levels and of all ages has been highly effective in publicizing the company's values
- Employees actively participate in spreading the 'Everyone Welcome' at Tesco message by coming forward to share their experiences and act as role models for colleagues

Monitoring

The annual Tesco Employee Satisfaction Survey includes questions like the '*People in my workplace are treated with respect*' and '*I have the opportunity to get on if I want to*'. The responses from different age groups are analysed to track change for each age group and measure against the company average score for each question.

Tesco also monitors response to a quarterly random staff survey for the question '*I look forward to coming to work*' by each age group.

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