

Fact Sheet: Understanding Social Mobility

Unlocking Potential, Beyond the Postcode

1. What is Social Mobility?

In simple terms, social mobility is about ensuring that a person's background (where they grew up, which school they went to, or what their parents did for a living) does not determine their future.

In an ideal world, talent and hard work should be the only factors in success. However, in the UK today, many young people face "invisible barriers" that have nothing to do with their ability.

2. Why This Matters to Our Business

As an SME, we thrive on agility and fresh ideas. By focusing on social mobility, we:

- **Access Untapped Talent:** We find brilliant people who have been overlooked by larger firms focusing only on "top-tier" universities.
- **Increase Loyalty:** Research shows that employees from disadvantaged backgrounds often show higher levels of resilience and long-term loyalty to employers who support them.
- **Reflect Our Customers:** A diverse team understands a wider range of perspectives, helping us serve our community better.

3. The "Did You Know?" (The Reality in the UK)

- **The Zip Code Lottery:** People from affluent backgrounds are **60% more likely** to end up in professional jobs than those from working-class backgrounds.

- **The "Hidden" Network:** 50% of internships in the UK are never advertised; they are filled through "who you know," leaving talented young people without connections behind.
- **The Cost of Working:** Many young people cannot afford the "entry costs" of a job (transport, clothing, or the month-long wait for the first paycheck).

4. Myth-Busting: Setting the Record Straight

The Myth	The Reality
"It's a charity project."	No. It is a talent strategy. We are looking for the best person for the job, but we are widening the search to find them.
"They won't be 'work-ready'."	Everyone needs an induction. Many young people from disadvantaged backgrounds have high levels of "soft skills" like grit and problem-solving developed through life experience.
"It's too risky for a small team."	With our Specialist HR Support and our Mentorship Guide , we have the safety net in place to ensure success for both the business and the hire.