



Round Up for 2020 & Plans for 2021

2020 was the watershed year for Diversity & Inclusion in the Marketing, PR and Sports Marketing Sectors.

As advocates of our work, you will know we have two core goals. Our activity focuses on achieving the following two outcomes -

To attract 20% of talent into our sector from a black, Asian or minority ethnic background and to retain this 20% in the sector until they reach the very top board level roles.

Latest News:

**LAUNCH OF EARLY YEARS
JOB ZONE TO ATTRACT YOUNG
DIVERSE TALENT INTO
THE SECTOR**

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**NEW ADVISORS AND
YOUNG AMBASSADORS
ANNOUNCED**

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**2021 SCHOOL, COLLEGE
& UNIVERSITY OUTREACH
PROGRAMME**

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**RECRUITMENT,
RETENTION AND
INCLUSIVE CULTURE**

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Attracting young diverse talent into the sector

2020 has been one of the most challenging years ever for school/college leaver and graduates to find trainee and entry level roles in our sector. January 2021 sees the launch of the No Turning Back Job Zone:

[NO TURNING BACK 2020 JOB ZONE >](#)

The Job Zone is for Early Careers only (salaries up to £30k) and will showcase school and college leaver trainee roles, apprenticeships, paid internships and graduate entry job opportunities. The Job Zone is specifically targeted at black, Asian and minority ethnic applicants. It is FREE to advertise roles on.

A search on Google for BAME jobs in Marketing, PR and Sports Marketing places our website on the front page of search results. The Job Zone will signpost young talent (17-23 year olds) to those companies that can evidence their long term commitment and more importantly their action plans for the Recruitment, Inclusion, Retention and Promotion of diverse talent.

By taking a page on the Job Zone you will build your long-term reputation as an Employer of Choice.

Showcase your company as an inclusive employer

[REGISTER >](#)

2021 school college & university outreach programme

Our 2021 Outreach Programme to schools & colleges is led by Advisor Ammer Ishaque and Michael Lee and our new Ambassadors. We will partner with other school and university outreach programmes including RO2K, The Ideas Foundation, The Social Mobility Foundation, My Big Career, Speakers for Schools. We will also go directly to state sector schools & colleges across the UK where there are a high % of students on free school meals and a high % of black, Asian, minority ethnic communities. Students will hear from our Ambassadors about their lived experiences in our sector and will be inspired by their stories. Students are then signposted to our Careers and the Job Zone.

Supporting through action not words

f1 recruitment ltd (Amanda Fone) and Brands with Values (Adrian Walcott) have financed the BAME2020 No Turning Back movement since July 2016. The equivalent of 40% of their company's profits each year have gone towards delivering and managing the support structure behind all our programs. With f1's experience over the last 17 years in attracting and recruiting talent from diverse backgrounds and Brands with Values' expertise in decoding Culture & Inclusion and business transformation for the FTSE250 the No Turning Back 2020 Movement is poised for powerful Change across the Marketing, PR and Sports Marketing sector in 2021.



New advisors & young ambassadors announced

Since September we have appointed and welcomed 14 talented new young Ambassadors and 5 new Advisors to the movement.

Ambassadors

Xenia Hughes, Vik Khagram, Toks Ayorinde, Emily Chow, Dakota Branch-Smith, Shahin Rasti, Jason Jung, Hephzibah Kwakye-Saka, Sheeraz Gulsher, Amber Barco, Kerry Sorhaindo, Lawrence Gordon, Toluwani Farinto, Akin Fashol, Rubainya Oozeer.

Advisors

Katie Mark, Patience Nyange, Chi Evi-Parker, Ammer Ishaque, Michael Lee, Tanwa Edu.

[NO TURNING BACK >](#)



Recruitment, retention & an inclusive culture

There has been a sea change in the last 6 months for companies requesting their recruitment suppliers to evidence the diversity of their candidate portfolios as well as their recruitment consultancy teams, something we have been lobbying for, for many years. The recruitment market is a predominantly middle-class white profession and has needed to get its own house in order.

We are advocating that companies only use recruitment consultancies that can evidence and measure a 15% minimum candidate portfolio from a black, Asian, minority ethnic background; contact frances@f1recruitment.com for more insight.

[F1 DIVERSITY STATS >](#)

We advocate that Companies must treat D & I as a culture change programme and be able to demonstrate how they are tracking changes to their culture. Evidencing tangible KPI's on how they are managing cultural health and growing perceptions among employees that their environments are more inclusive.

[LEARN MORE ABOUT MANAGING AND MEASURING CULTURE CHANGE & DOWNLOAD OUR LATEST REPORT ON CULTURE POST COVID 19 HERE. >](#)



‘Where are they Now?’

Our popular soundbite series on our what’s happening pages and on social media.

We post regularly about industry events, other diversity programmes and above all we shine a light through the ‘Where are they Now’ videos and blogs about diverse talent already performing and getting ahead in their careers in the Marketing, PR & Sports Marketing sector.

[VISIT THE SOCIAL MEDIA HUB >](#)

Introducing: No Turning Back

Adrian Walcott and Amanda Fone (our 2 co-founders) took the decision to trademark **No Turning Back 2020** and we will transition from **BAME 2020** to being known as **NO TURNING BACK 2020**.

We will continue to use the **BAME 2020** name alongside our activities.

