

Tech Talent Charter (TTC) Signatory Spotlight: Sky Betting & Gaming
[Open Playbook](#)

The issue

In early 2020 Sky Betting & Gaming ran a census to close their diversity data deficit and better understand the makeup of their business. With over 80% survey completion rate for the majority of diversity characteristics, the organisation were better able to understand the key areas of underrepresentation which are gender, ethnicity and disability.

The strategy

The organisation launched a self-funded version of the Government Kickstart scheme to provide exciting career experiences and opportunities to young people in their local communities who were facing barriers to employment. They created 13 roles across the business in UX, Delivery, Design, Marketing, People, Finance and Social Media, particularly encouraging applicants from underrepresented groups.

The method

The organisation worked with a number of job centres, charities and community organisations to engage with young people across Yorkshire and Solihull to help them prepare and apply for the roles. They avoided advertising these roles on LinkedIn or on the Careers site and used networks to get out and meet people in communities, raising awareness of the different career opportunities available to them. Sky Betting & Gaming required no prior experience or knowledge of the industry, simply young people who wanted to learn new skills and build an exciting career.

All of the young people are paid the real living wage and attended a 3 week onboarding programme before starting their roles which covered wellbeing, safer gambling training, budgeting with a new salary and workplace etiquette. People were initially hired into 6-month placements. While Sky Betting & Gaming hoped to convert all placements to permanent roles, they recognise that some people will use the opportunity to gain experience and build their employability and move onto something else in the next stage of their career.

The impact

Through this scheme, the organisation has successfully hired 13 enthusiastic, intelligent and committed young people with lots of potential (originally 10 roles but they signed off 3 extra as applications were all so good!).

The demographic breakdown of the young people on this scheme was approx 30% female, 50% are from ethnic minority backgrounds, 50% shared some form of disability neurodivergent condition or mental health condition and over 40% were in receipt of free school meals.

'There are so many brilliant people out there you just have to challenge yourself to do things differently and look in different places. We're big on testing, learning and adapting so we'll be reviewing how the programme is going each month to see if it's been successful, for both the young people and us, in the hope we'll run the scheme again next year on a larger scale. When we first launched the scheme it was all done virtually due to covid restrictions which made it really difficult to get out and engage with different communities. We made the decision to push back the scheme until restrictions lifted and we could do sessions in job centres, colleges and community centres for example. Even though it delayed the start date this was completely the right decision as we saw applications and representation increase massively' says Holly Straker at Sky Betting & Gaming.

Shared by Holly Straker, Inclusion, Wellbeing & Community Senior Manager at Sky Betting & Gaming.