

Mitie named SRAG Ambassador for inclusive recruitment

2 months ago



[Mitie](#) has been awarded Ambassador Level status under the Social Recruitment Advocacy Group (SRAG) Chartermark, the highest level of recognition for best practice in providing opportunities to support employability and help people from disadvantaged backgrounds into jobs. Mitie is one of just four organisations nationwide to be awarded Ambassador Level status following the Charter's appraisal of its activity.

Established by PeoplePlus, a UK-based organisation focused on improving lives through employment support, skills training and workforce development, SRAG celebrates organisations that drive meaningful change around the recruitment of people from underrepresented groups. This includes the long-term unemployed, veterans and those with disabilities. To achieve Ambassador Level status, organisations must demonstrate clear and measurable action to support these individuals as they enter the workforce whether that be through apprenticeships, work experience or inclusive employment.

Central to achieving Ambassador Level status is Mitie's 'Plan Thrive' strategy which launched in July 2025 with the aim of uplifting one million lives and transforming 1,000 communities over a three-year period, prioritising supported hiring and skills development. More widely, the Mitie Foundation has been the cornerstone of Mitie's social impact initiatives since 2013, contributing to £316 million in social value during FY25 alone, as measured through Thrive Platform. The Foundation's Ready2Work programme promotes inclusive recruitment through partnerships with charities, social enterprises, DWP, welfare-to-work providers, and local authorities, including Essex County Council, to provide support for people facing barriers to employment, such as care leavers. This employability and work placement initiative has already helped 347 people from underrepresented groups enter the workforce.

Achieving Ambassador Level status positions Mitie as a national benchmark for its conduct around inclusive recruitment, creating employment and offering apprenticeship opportunities for underrepresented groups across the UK. Mitie will collaborate with organisations across all levels of the Charter to provide mentoring and workshops which promote best practices and advance shared goals of inclusivity and social impact.

Helen Longfils, Group Director, Social Value, Mitie said: "We are proud to be one of four organisations to achieve Ambassador status on the SRAG Chartermark, reflecting our unwavering commitment to inclusivity and meaningful social impact. This milestone demonstrates the progress we have already made through our 'Plan Thrive' strategy and reinforces our ambitions to create opportunities that uplift lives and help communities thrive across the UK."

People Plus said: "We are delighted to formally congratulate Mitie on being awarded SRAG Ambassador status. This recognition is a testament to the outstanding commitment, innovation, and depth of work demonstrated throughout Mitie's Charter Mark submission process.

We were particularly inspired by Project Thrive, which, although still relatively new, shows great promise for contributing Social Value to a multitude of beneficiaries.

We also want to acknowledge and thank Mitie for their continued support of the Justice Recruitment Advocacy Group (JRAG) as we champion Social Recruitment for those who have experience of the Criminal Justice System together."