

# Bird And Co Website Wins National Award



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Author: [Bird and Co](#)

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A Bird and Co website, 360 Diversity, has helped Core Assets Group win the EFA and EFB Best Small Organisation award.

The Employers Forum on Age (EFA) and Employers Forum on Belief (EFB) Awards were established to reward companies that have been prominent in tackling workplace discrimination against age and religion or belief.

The award was open to all employers who have shown innovative ways to overturn outdated work practices and have strongly tackled prejudice.

Launched in 2009, 360 Diversity is a solution that enables companies to show their commitment to diversity, exceed targets set out in legislation and to encourage communication. The site also provides news, events and internal policies. It is split up into six sections, each covering one of the main strands of diversity: age, disability, ethnicity, gender, religion and sexual orientation.

Bird and Co created a comprehensive [CMS web design](#) for the website that integrates with the company's intranet, active directory infrastructure and the company's whole computer network.

Nick Downton, web services manager for Bird and Co, said: "Working with Core Assets on the 360 Diversity project has been an enjoyable experience.

The technical challenges involved in turning Core Assets' ideas into reality were significant, but a close working relationship between themselves and our expert technical team meant we could turn each one into a working feature. We are delighted to be considered at the forefront of innovative technical solutions."

Core Assets Group was complimented on its work in providing lifelong learning to its staff and beyond. The company has professionally supported 4000 foster carers and 2700 children. Its entry showed how they support children and young people to overcome the dual labels of age and being in care, while also covering other diversity policies.

**About Bird and Co:**  
Bird and Co is a company specialising in creative [graphic design in Worcestershire](#). It combines the work of its teams of graphic designers, [ecommerce Web Design](#) and online marketing to create unique websites for its clients.

Bird and Co's portfolio includes [business web design Birmingham](#) with work for Foster Care Associates, Core Assets Group and Royston Ffrench.

**About Core Assets:**  
Core Assets Group is the parent company of several social care businesses which include foster care, adoption and disability services. It employs 913 staff. The main focus of its business is foster care.

**For more information on this PR or on Bird and Co in general, please contact:**

Paul Ajao  
Bird and Co Creative  
Senate House  
Saxon Business Park  
Hanbury Road  
Bromsgrove  
Worcester  
B60 4AD  
01527 573770  
[www.birdandcocreative.co.uk](http://www.birdandcocreative.co.uk)

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