

EDI REPORTING

2021 DATA

MARCH 2021

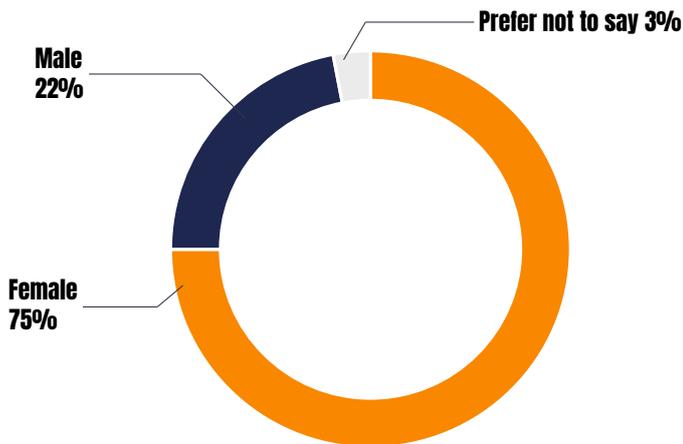
We believe that collecting and sharing our EDI data is vital to understanding where we are now and holding ourselves accountable about where we want to get to. This is the second time we have captured this data and what follows is our 2021 report.

The focus is on eight of the nine protected characteristics as set out in the 2010 Equality Act (our survey didn't include questions on pregnancy/maternity) but also goes further than this, delving into neurodivergence, education, caring responsibilities and working patterns.

The results are benchmarked against both industry and national standards. Our overarching ambition, as set out in our EDI strategy, is for the makeup of our agency to reflect the diversity of the city we operate in.

Notes on the data 100% of the Kindred team (36 people) completed our EDI survey in January 2021. All of the data provided is anonymous.

GENDER IDENTITY



- Our gender identity split is 75% female to 22% male
- There's balance at the top; our exec leadership team is 50/50 male/female
- We over-index even against industry data here (the [PRCA 2020 Census](#) shows the industry is 68% female)
- No respondents identified as gender diverse, 0.4% of the UK population identifies outside of the gender binary of male/female ([EHRC, 2016](#)).

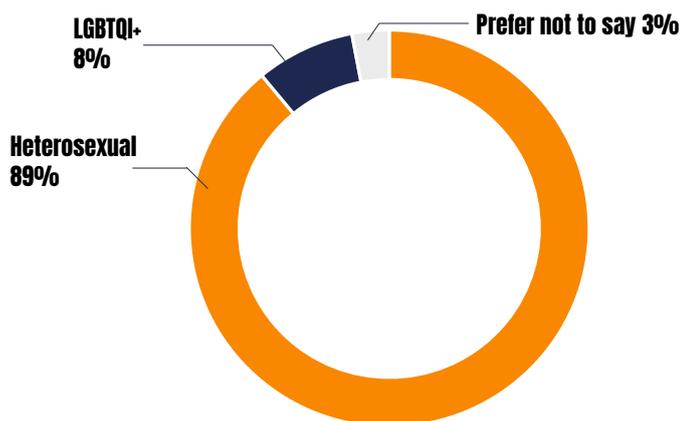
Our ambition

We would like to seek a better gender balance across our team and we also want to make sure people from underrepresented gender identities feel welcome and a sense of belonging at Kindred.

What we're doing

- Talking to recruiters about whether lower numbers of male candidates for recent roles is a broader pattern
- Reviewing and reporting on our gender pay gap on an annual basis
- Reviewing our parental policy to encourage further take-up of shared parental leave and better accommodate the needs of dads-to-be
- Introducing the option to add pronouns to email signatures to normalise discussion around identity and show we're allies to trans and gender non-conforming communities
- Extending our Breathing Space policy support gender transitioning to allow paid time off.

SEXUAL ORIENTATION



- Kindred tracks above national and London statistics.
- In 2018, 2.8% of people in London identified as lesbian, gay and bisexual ([ONS, 2018](#)).
- Industry wide, those identifying as LGB range is recorded at 7% ([PRCA, 2020](#)).

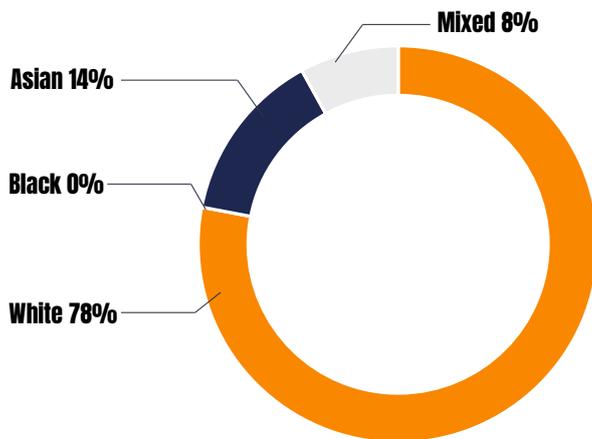
Our ambition

We want to keep showing up for and supporting our LGBTQI+ colleagues and providing an inclusive and welcoming environment.

What we're doing

- Continuing to celebrate and mark events such as Pride and LGBT+ History Month.
- Reviewing our parental policy to ensure it meets the needs of same-sex couples.

ETHNICITY



- Our racial demographic is 78% white
- Our exec team is 75% white and 25% mixed
- This is ahead of current industry standards (PRCA 2020 Census 88%, IPA 2019 86%) and nationwide benchmarks (2011 Census 86%) but behind our ambition to be as representative as London (60%)
- Ethnicities are not evenly represented as we have no Black employees currently.

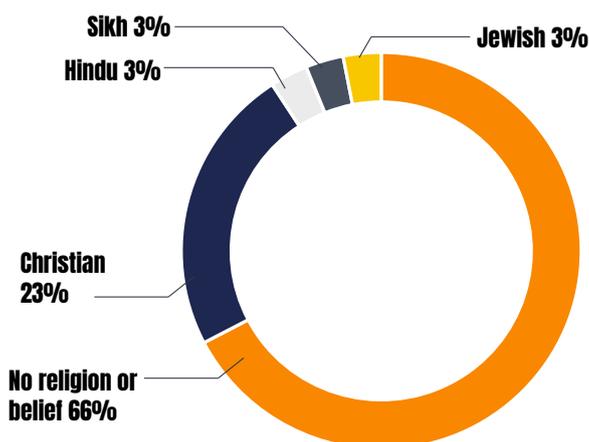
Our ambition

As set out in our EDI strategy, we are committed to increasing representation of non-white ethnicities at all levels across the business and want to make sure that people of colour feel welcome and supported at Kindred.

What we're doing

- Continuing with our inclusive hiring practices (blind CVs, adherence to the Rooney Rule and tracking data on candidates interviewed)
- Publishing our EDI policy on our updated website to make this easily accessible for potential candidates
- Reviewing and reporting on our ethnicity pay gap on an annual basis
- Delivering the annual commitments set out in our EDI strategy which this year includes a focus on:
 - Inclusive recruitment
 - Screening partners and suppliers
 - Partnerships to relaunch our internship/ placement programme
 - Training and education.

RELIGION OR BELIEF



- Two-thirds of our team are agnostic, atheist or non-religious
- The remaining third is split between Christian, Sikh, Jewish and Hindu beliefs
- We are significantly less religious than London, with only 29.4% of people having no religion (ONS, 2019).

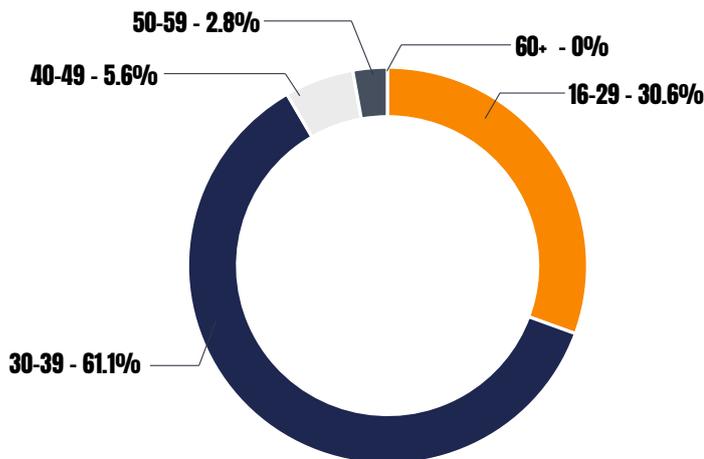
Our ambition

We want to make sure that people who affiliate with any religion represented feel welcome and that their needs are accommodated at Kindred.

What we're doing

- Continuing to celebrate an inclusive calendar to make religious festivals visible and celebrated. We have recently marked Shrove Tuesday, Jewish NY (Sept) and Diwali (Nov) have been identified as key dates.
- Encouraging everyone to learn more about different cultural and religious events by marking them at relevant points in company meetings.
- Introducing a flexible bank holiday policy, giving everyone the ability to swap a bank holiday for a different religious holiday.

AGE



- The median age at Kindred is 32.8 which is below the industry average measured in the [PRCA 2020 Census](#) as 38
- Nationally, we under-index on the over-50s with this demographic now making up 31% of the total workforce ([Aging Better, 2018](#)).

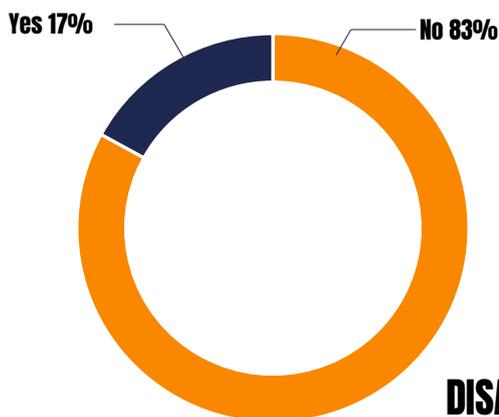
Our ambition

We want to be an age-diverse workforce as we recognise that this offers benefits both to individuals and their workplace.

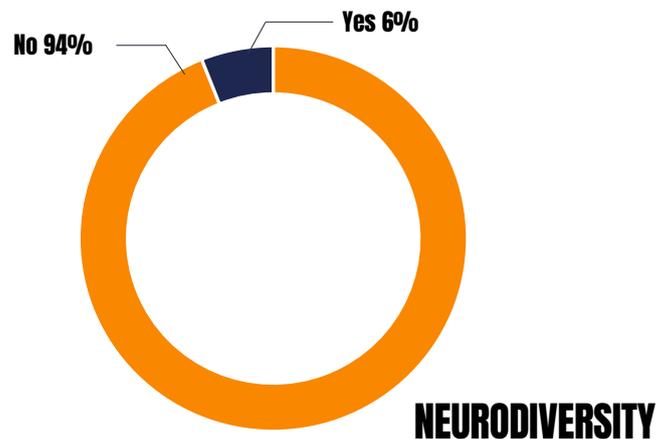
What we're doing

- Our inclusive recruitment practices (blind CVs and offering flexible working as standard are considered best practice for recruitment of older employees)
- Looking at offering PMI from day 1 of your employment (rather than after 12 months) which is important in this context as poor health is one of the biggest reasons for economic inactivity among those in their 50s ([CIPD, 2018](#))
- Pledging to not make assumptions about retirement intentions and instead having open and honest conversations with older workers about their plans and options
- As part of the policy review currently underway, we will look into best practice around things like menopause policies designed to support health and wellbeing.

DISABILITY & NEURODIVERGENCE

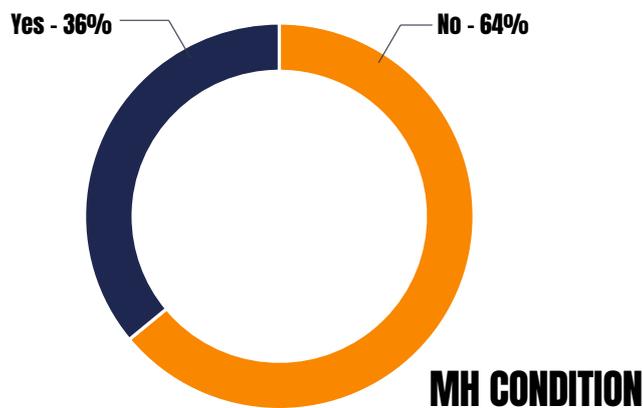


- 17% of our team have a disability
- This is in line with the national average of 19% of the working age population ([DWP, 2018](#))
- This is based on the DDA definition of disability: “a physical or mental impairment which has a substantial and long-term adverse effect on a person’s ability to carry out normal day-to-day activities”.

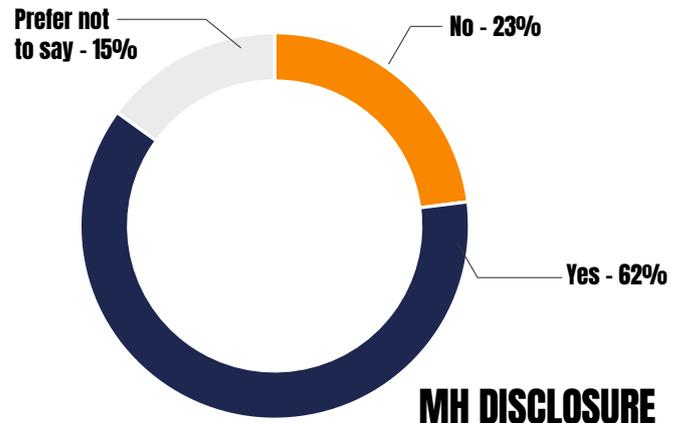


- 6% of our team are neurodivergent
- Neurodivergence means that the brain functions, learns and processes information differently. It includes Attention Deficit Disorders, Autism, Dyslexia and Dyspraxia.
- It is estimated that 15% of the UK is neurodivergent ([Acas, 2016](#)).

MENTAL HEALTH



- Just over a third of our team have a mental health condition
- Mind and NHS data says that 1 in 4 people will experience a mental health problem each year
- Not all of these conditions are affecting people right now. Of those who answered 'yes', over half (54%) say that this condition is both 'historical and current', 31% class it as 'historical'.



- We outperform both industry and national averages for people feeling able/willing to open-up about their MH health at work - 62% versus circa 50% nationally (Mind, 2019)
- This data serves as a helpful reminder that many disabilities are invisible and that we shouldn't assume that all mental health conditions have been or will be disclosed.

DISABILITY (INC. NEURODIVERGENCE & MENTAL HEALTH)

Our ambition

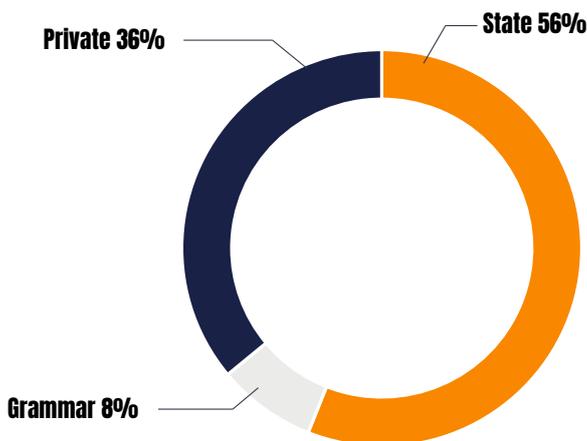
We're committed to being a disability-friendly workplace (whether that's physical, mental or neurodivergence), ensuring that everyone feels supported and like they can thrive at Kindred

What we're doing

- Continuing with concerted efforts to destigmatise disability and mental health in the workplace and promote a workplace culture which supports people to speak openly about any conditions which affect them
- Continuing to offer reasonable adjustments for all types of disabilities, be that physical, mental or neurodiverse
- Taking accessibility into account when looking for a new office location both in terms of office access and step-free tube access

- Looking at ways to evolve our 'Kindhead' platform designed to promote and protect good mental health including further training for line managers and partnership with wider industry initiatives
- Maintaining our Breathing Space policy which offers an additional 10 days of paid leave on top of sick leave for anyone struggling with their mental health
- Looking at extending PMI cover from day 1 of your employment and continuing to offer EAP 24/7 advice service
- Encouraging broader take-up of Mental Health Action Plans (MHAPs)
- Continuing to encourage completion of 'Getting to know you' forms so we understand how everyone feels like they work best from day 1.

EDUCATION



- We significantly over index on those privately educated
- 36% of our team attended a private school compared to a 20% industry average (PRCA, 2020) and 7% nationally.

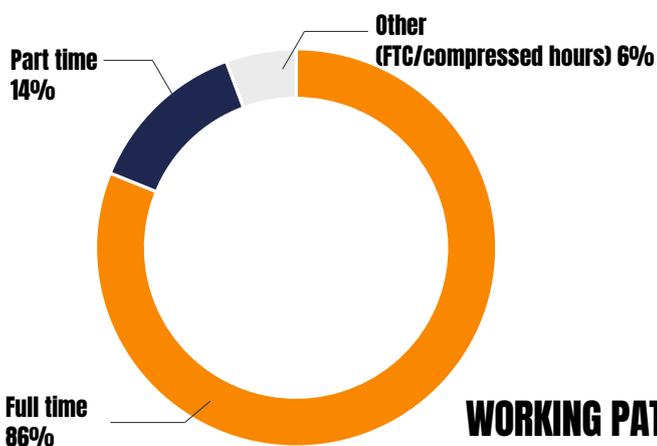
Our ambition

While education is not a protected characteristic, as part of our commitment to broader levels of diversity across the agency, this is a measure we will continue to track.

What we're doing

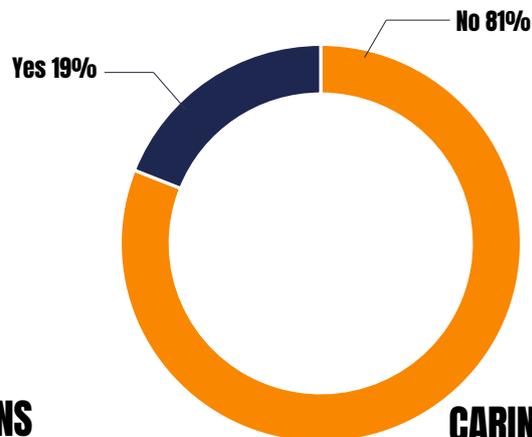
- Continuing commitment to job ads and job descriptions that remove education requirements and only asking for qualifications when it is a legal or regulatory requirement (e.g. finance or legal qualifications)
- Continuing to track EDI data on candidates interviewed.

WORKING PATTERNS & CARING RESPONSIBILITIES



WORKING PATTERNS

- 86% of our team work full-time while 14% work part-time or on a compressed hours basis
- In London 79% of the working population work FT (ONS, 2019). Industry benchmarking data isn't currently available for this metric
- Note: the working pattern question allowed selection of more than one answer so % total exceeds 100%.



CARING RESPONS.

- 19% of our team have caring responsibilities
- Looking at industry benchmarks, we over-index for those without caring responsibilities (70% in PRCA 2020 Census).

Sticking to our strategy

Our three-year EDI strategy was launched in August 2020 and exists to ensure Kindred is a diverse, inclusive place to work that's accessible to all. Moreover, the strategy ensures that positive EDI practices are a sustainable, viable part of the agency. The strategy outlines seven key areas we believe are important to building and maintaining an equal, diverse and inclusive workplace, and the actions we're going to take under each of them;

1. Monitoring EDI - collecting and publishing our data to hold ourselves accountable
2. Recruitment and retention - democratised recruitment processes are an important part of diversifying the PR and comms industry
3. Championing diversity - the diversity of the UK is what makes it a great place to work and live and should be championed and celebrated
4. Screening partners and suppliers - who we choose to work with says a huge amount about us as an agency and we will hold all our partners to high standards
5. Training and education - everyone at Kindred has a responsibility to learn more about the history of equality and diversity in the UK in order to improve our EDI
6. Pay equity - people should be paid fairly for the work they do. Being more transparent with pay will contribute to overcoming gender and ethnicity pay gaps
7. Progression - our people can thrive and do their best work when they know what they're working towards.

Delivering against actions

This year's data has surfaced new actions as well as things to be continued. These will be rolled out in the coming weeks and months.

Looking forward to 2022

For the first time, the 2021 Census asks questions on sexuality and gender identity, thus providing representative national data (that is otherwise quite difficult to find at the moment).

We will be making some tweaks to our survey format for 2022 to mirror the phrasing of this year's Census, thus making it easier to benchmark our results.

Kindred 