

EDI REPORTING

2022 DATA

MARCH 2022

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 third time we have captured this data and what follows is our 2022 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.

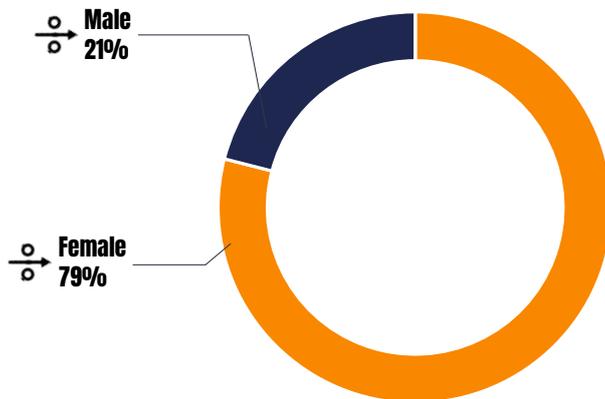
The results are benchmarked against both industry and national standards. Our overarching ambition, as set out in our EDI strategy, is for the makeup of our agency to reflect the diversity of the city we operate in.

Notes on the data: 95% of the Kindred team (38 people) completed our EDI survey in January 2022. All of the data provided is anonymous. Where comparisons are made to UK national statistics, we're using Census data from 2011. This presentation will be updated when the Census 2021 data is published in May 2022.

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. We review progress against the strategy each year to ensure 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

GENDER IDENTITY



- Our gender identity split is 79% female to 21% 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 2021 Census](#)) shows the industry is 67% 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 make sure people from underrepresented gender identities feel welcome at Kindred.

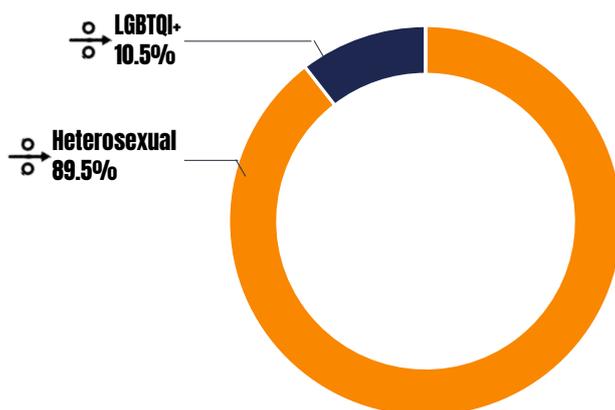
What we're doing

- Reviewed and reported on our gender pay gap
- Launched our Path to Parenthood policy to encourage further take-up of shared parental leave and better accommodate the needs of dads-to-be
- Introduced 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
- Extended our Breathing Space policy support to include paid time off for gender transitioning.

What we're doing

- Continuing to report on our gender pay gap on an annual basis
- Promoting Path to Parenthood (internally in recruitment pack and via external comms)

SEXUAL ORIENTATION



- Kindred tracks above national and London statistics.
- In 2019, 3.8% of people in London identified as lesbian, gay and bisexual ([ONS, 2021](#)).
- Industry wide, those identifying as LGBTQ+ range is recorded at 10% ([PRCA, 2021](#)).

Our ambition

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

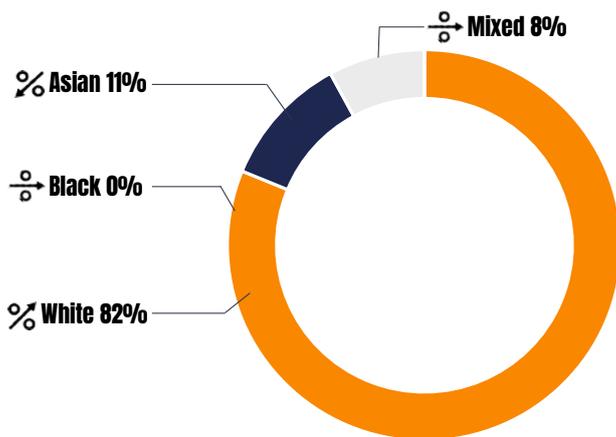
What we've done

- Launched our Path to Parenthood policy to which provides equality for both male and female same sex couples
- Introduced a flexible bank holiday policy, giving everyone the ability to swap a bank holiday for a different date of personal significance.

What we're doing

- Continuing to celebrate and mark events such as Pride and LGBTQ+ History Month.

ETHNICITY



- Our racial demographic is 82% white
- Our exec team is 75% white and 25% mixed
- This is ahead of current industry standards ([PRCA 2021 Census](#) 87%, [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.

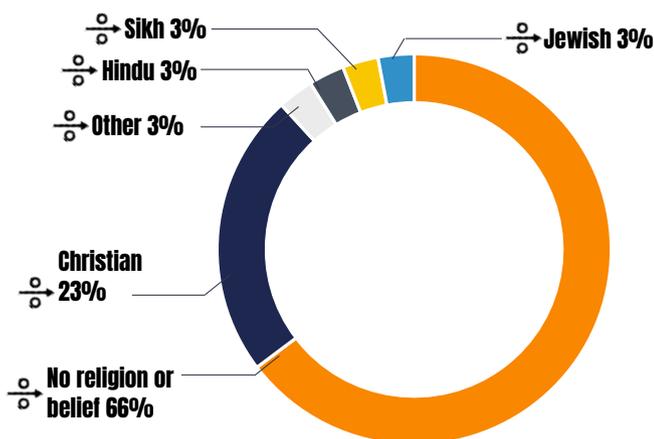
What we've done

- Overhauled our hiring practices to be more inclusive (blind CVs even when not using recruiters, adherence to the Rooney Rule and tracking data on candidates interviewed)
- Published our EDI data on our website to make this easily accessible for potential candidates
- Reviewed and reported on our ethnicity pay gap

What we're doing

- Continuing with inclusive recruitment, reporting our pay gaps and publishing our data
- Launching a new placement programme for people from underrepresented backgrounds later this year
- Researching training opportunities to address any biases and improve our culture

RELIGION OR BELIEF



- Two-thirds of our team are agnostic, atheist or non-religious
- The remaining third is split between Christian, Sikh, Jewish, Hindu and other 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.

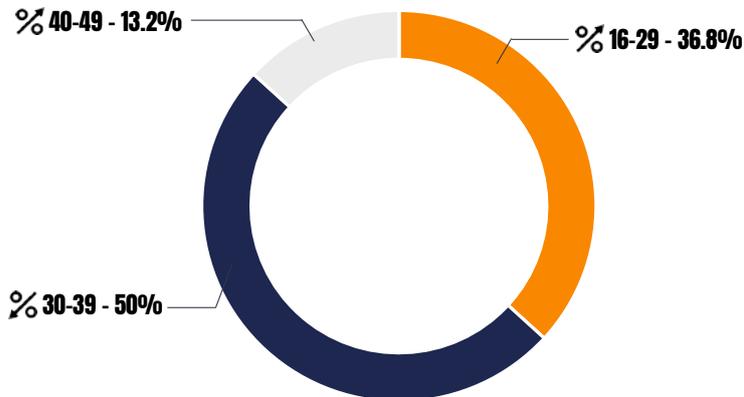
What we've done

- Introduced a flexible bank holiday policy, giving everyone the ability to swap a bank holiday for a different religious holiday.

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.

AGE



- The median age at Kindred is 34.5, up from 32.8 last year, and below the industry average measured in the [PRCA 2021 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.

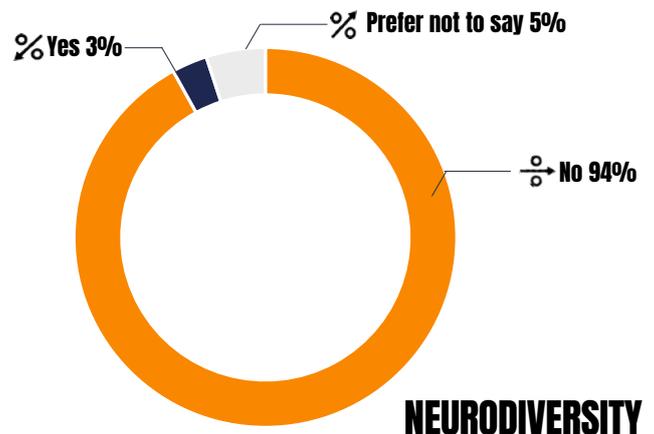
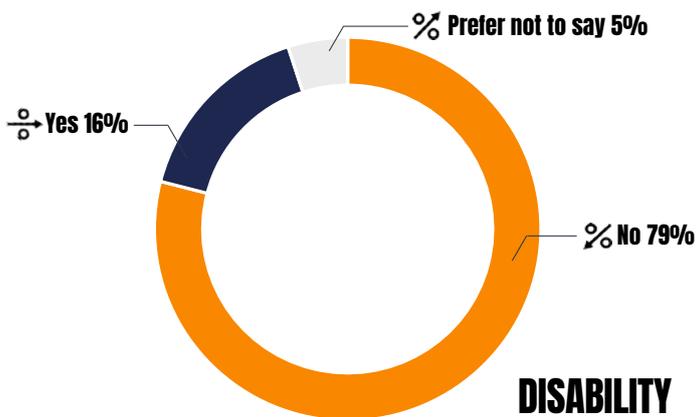
What we've done

- Our inclusive recruitment practices (blind CVs and offering flexible working as standard) are considered best practice for recruitment of older employees
- 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)
- Introduced flexible working from day 1
- Overhauled our flexible working policy to reflect the hybrid world and to highlight additional flexibility options, including for those working around families

What we're doing

- Implementing agency policy on menopause and looking at what's best practice for chronic/recurring conditions

DISABILITY & NEURODIVERGENCE



- 16% of our team have a disability
- This is in line with the national average of 14% of the working age population ([DWP, 2020](#))
- 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”.

- 3% 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](#)).

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’ve done

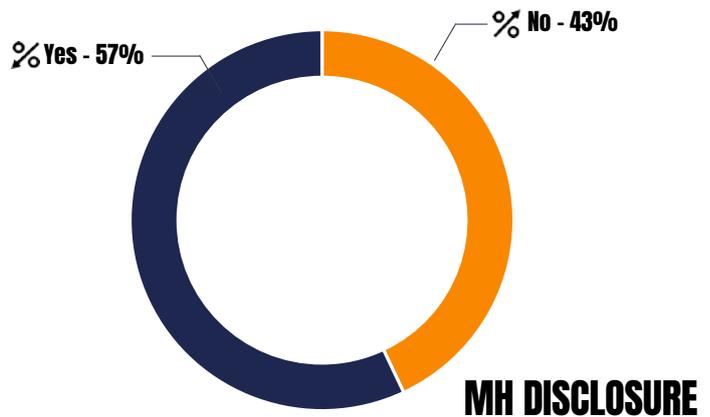
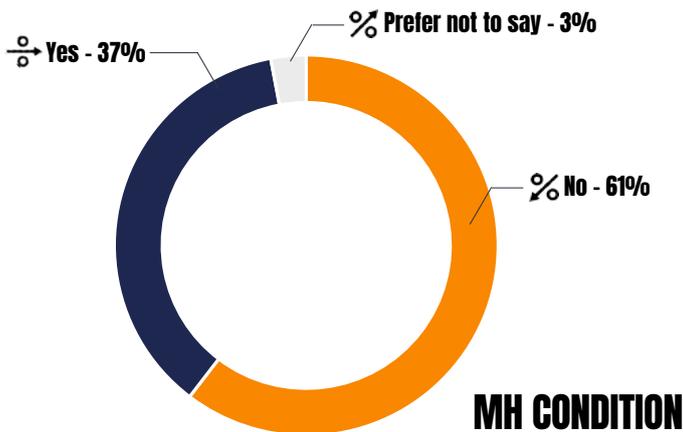
- Extended PMI cover from day 1 of employment
- Offered (and will continue to consider) feasible, reasonable adjustments for all types of disabilities, be that physical, mental or neurodiverse
- Made flexible working available from day 1 of employment

- Overhauled our flexible working policy to reflect the hybrid world and to highlight additional flexibility options, including for those working with disabilities and neurodivergence
- Tested new ways of working e.g. Deep Work Wednesdays

What we’re doing

- Continuing with concerted efforts to destigmatise disability in the workplace and promote a workplace culture which supports people to speak openly about any conditions which affect them
- Encouraging broader take-up of ‘Getting to know you’ forms so we understand how everyone feels like they work best from day 1

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 (64%) say that this condition is both 'historical and current', 36% 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 - 57% versus circa 50% nationally (Mind, 2019). Slightly (5%) more people this year felt unable to disclose information about mental health
- This data serves as a helpful reminder that many disabilities are invisible and that we shouldn't assume that all mental health conditions have/will be disclosed.

Our ambition

We're committed to ensuring that everyone feels supported and like they can thrive at Kindred

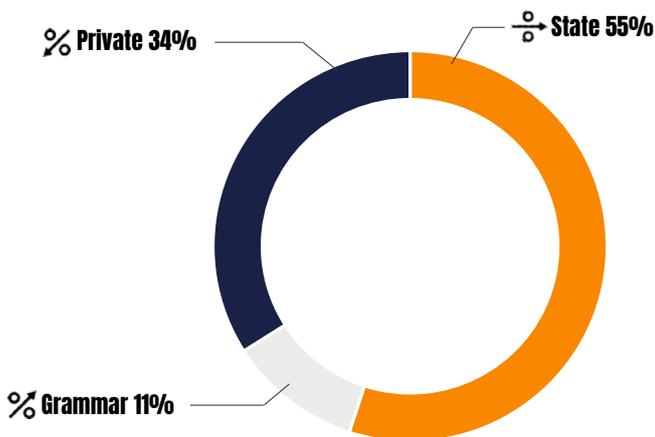
What we've done

- Extended PMI cover from day 1 of employment and chosen a provider with MH requirements in mind
- Further roll out of Mental Health Action Plans (MHAPs) supported by feedback of those who have completed
- Added further questions on MH into this year's GPTW/EDI survey to better track - and respond to - agency needs (this year it highlighted a desire for further training and further clarity on what the role of a colleague is and isn't)
- Updated flexible working policy to reflect hybrid working, enable flexibility from day 1 and allow additional flexibility
- Evolved Kindhead so additional consideration is given to wellbeing in our ways of working (e.g. Deep Work Wednesdays) and to put more focus on raising awareness of mental illnesses and providing learning opportunities

What we're doing

- Continuing with concerted efforts to destigmatise mental health in the workplace and promote a workplace culture which supports people to speak openly about any conditions which affect them
- Providing opportunities for everyone to learn more about mental health conditions, how to spot someone might be struggling and what support they can signpost
- 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 and investing in doubling the number of Mental Health First Aiders in the agency
- Encouraging broader take-up of 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
- 34% of our team attended a private school compared to a 20% industry average (PRCA, 2020) and 7% nationally
- 95% of our team attended university, compared to a 74% industry average PRCA, 2020), and 42% 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.

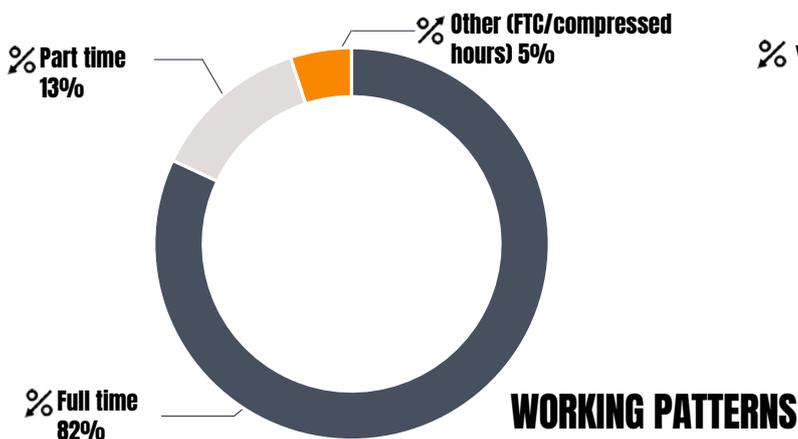
What we've done

- Removed education requirements from job ads and job specs, only asking for qualifications when it is a legal or regulatory requirement (e.g. finance or legal qualifications)

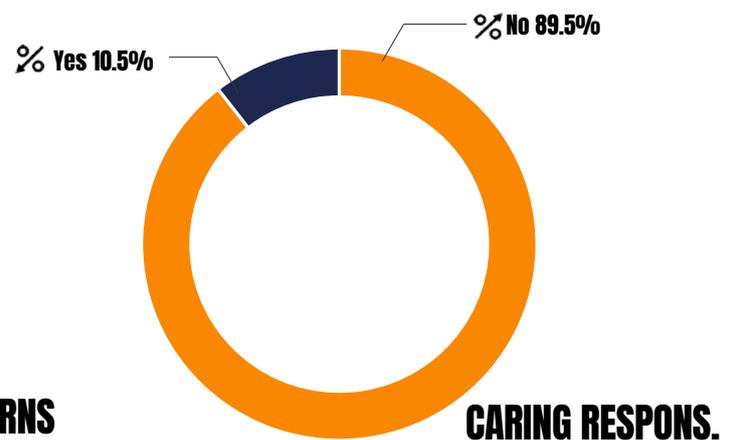
What we're doing

- Continuing to track EDI data on candidates interviewed
- Launching a new placement programme for people from underrepresented backgrounds later this year

WORKING PATTERNS & CARING RESPONSIBILITIES



- 82% of our team work full-time while 18% 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



- 10.5% of our team have caring responsibilities, down from 19% last year
- Looking at industry benchmarks, we over-index for those without caring responsibilities (70% in PRCA 2020 Census).

Kindred 