

Kindred.

EDI Reporting

2023 Data

March 2023

We are Kindred. We are Positive Change.

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 fourth time we have captured this data and what follows is our 2023 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.

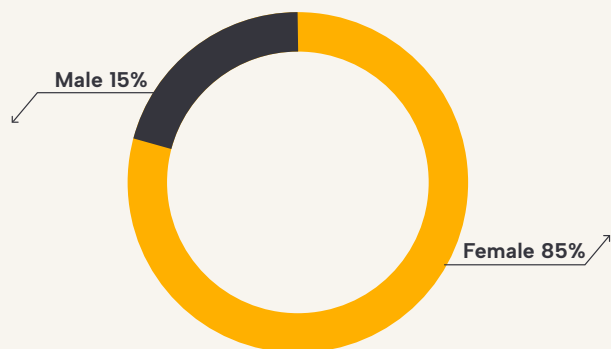
Notes on the data: 100% of the Kindred team (39 people) completed our EDI survey in January 2023. All of the data provided is anonymous. Where comparisons are made to UK national statistics, we've used latest 2021 Census data, unless specified otherwise.

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 85% female to 15% male. Male representation is down 6% on last year. We over-index even against industry data here (the [PRCA 2021 Census](#) shows the industry is 67% female).
- But there's balance at the top; our exec leadership team is 50/50 male/female
- No respondents identified as gender diverse, but 0.5% of the UK population and 0.9% of the London population does identify this way.

Our ambition

To seek better gender balance across our team and ensure people from underrepresented gender identities will always feel welcome at Kindred.

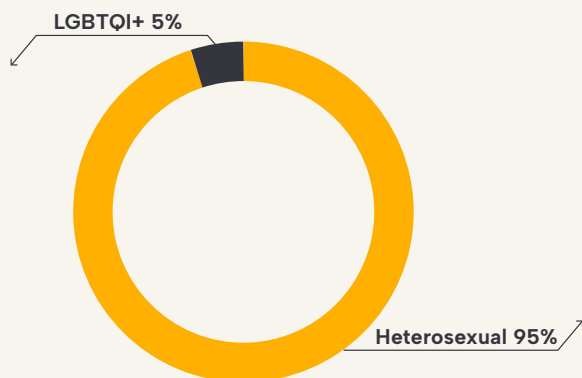
What we're done

- Reviewed and reported on our gender pay gap for the second time, via PRWeek.
- Launched the inclusive Path to Parenthood policy
- Introduced a new pregnancy risk assessment form
- 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

- Introducing new policies to support those who menstruate and those who experience menopause
- Period products provided in each toilet cubicle
- Better promotion of Path to Parenthood policy across the industry – our offering for new dads is noteworthy

Sexual Orientation



- Nationally, 89% of people identify as heterosexual, 3% as LGBTQI+ and 7% prefer not to say.
- In London specifically, 86% identify as heterosexual and 4.3% as LGBTQI+ (note that 9.7% of people didn't answer the question)
- Industry wide, those identifying as LGBTQ+ 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.

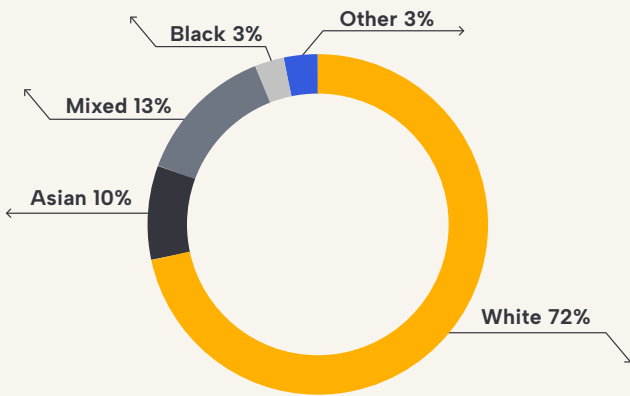
What we've done

- 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.
- Active Allyship training with Creative Equals for senior staff.

What we're doing

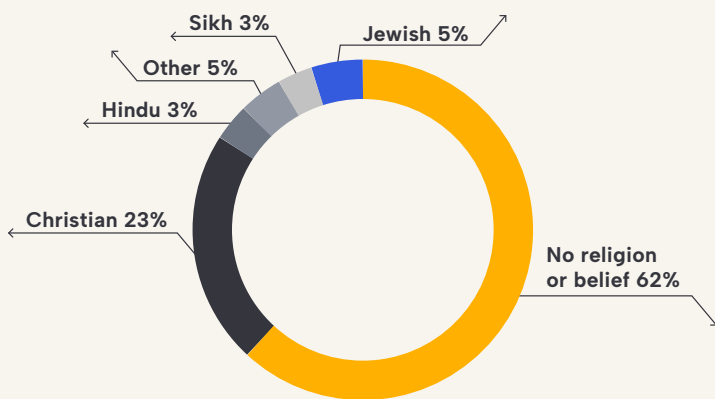
- Further training with Creative Equals for all staff levels.
- Sharing additional resources on being an ally.

Ethnicity



- Our racial demographic is 72% white (down 10% on last year), 13% mixed, 10% Asian, 3% Black and 3% other
- Our exec team is 75% white and 25% mixed
- This is ahead of current industry standards (PRCA 2021 Census 87% white, IPA 2019 86% white) and nationwide benchmarks (2021 Census = 82% white, 3% mixed, 9% Asian, 4% Black) but behind our ambition to be as representative as London (= 54% white, 6% mixed, 21% Asian, 14% Black, 6% other)

Religion or Belief



- Three-fifths of our team are agnostic, atheist or non-religious
- The remaining two-fifths is split between Christian, Sikh, Jewish, Hindu and other beliefs
- We are significantly less religious than London, with only 27% of people having no religion (Census 2021)

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 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 for the second time, via PRWeek
- Active Allyship training via Creative Equals

What we're doing

- Continuing with inclusive recruitment, reporting our pay gaps and publishing our data
- Further training via Creative Equals
- Sharing further resources on being an ally
- Supporting People Like Us' petition to make ethnicity pay gap reporting mandatory

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.

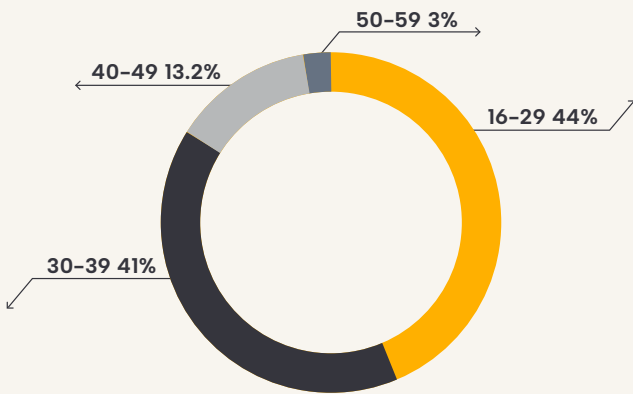
What we're done

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

What we're doing

- Developing an inclusive calendar to make religious festivals visible and celebrated, and encouraging everyone to learn more about different cultural and religious events by marking them at relevant points.

Age



- The median age at Kindred is 31.4, down from 34.5 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 28% of the total workforce ([Aging Better, 2022](#)).

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 done

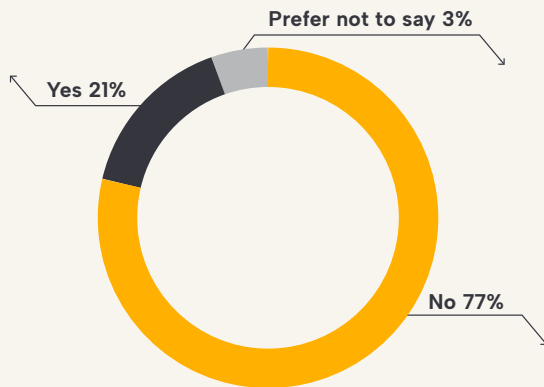
- Our inclusive recruitment practices (blind CVs and offering flexible working as standard) are considered best practice for recruitment of older employees
- Offering PMI from day 1 of your employment (rather than after 12 months) which is important in this context as poor health is one of the biggest 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
- Became a Living Wage Employer, to support

What we're doing

- Introducing new policies to support those who experience menopause.

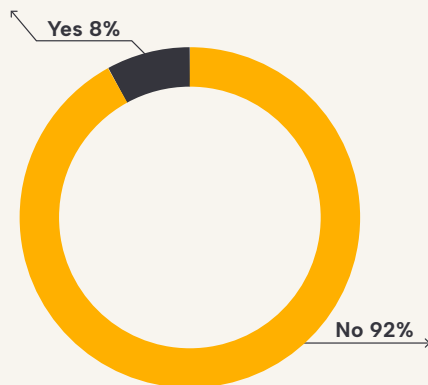
Disability & Neurodivergence

Disability



- 21% of our team have a disability
- This is higher than the London average of 16% and the national average of 18%
- 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”

Neurodivergence



- 8% 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 ([Mentalhealthatwork.org](https://www.mentalhealthatwork.org))

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 done

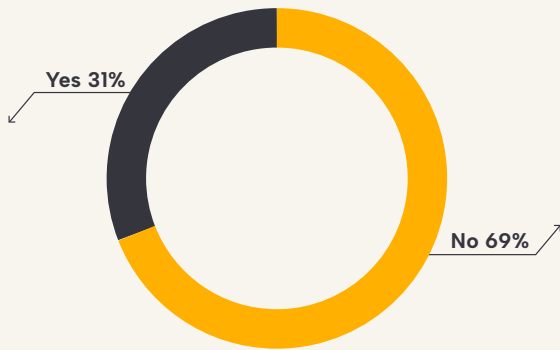
- Prioritised finding an office with a lift and the option of step-free access
- Extended PMI cover from day 1 of employment
- Offered (and will continue to consider) feasible, reasonable adjustments for all types of disabilities, be that physical, mental or neurodiverse
- Made flexible working available 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
- Introduced 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
- Exploring becoming a Disability Confident employer now we’re in the new office.

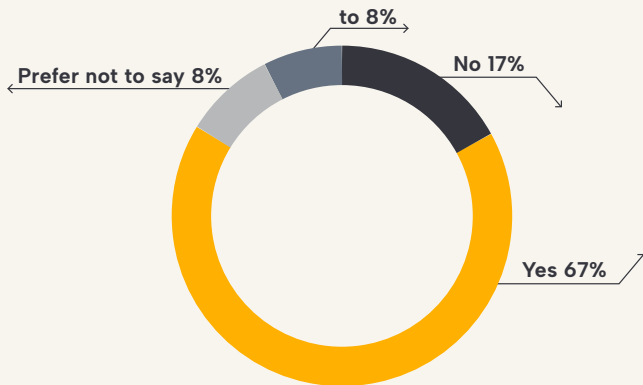
Mental Health

MH Condition



- Almost 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', 75% say that this condition is both 'historical and current', 17% class it as 'historical'

MH Disclosure



- We outperform both industry and national averages for people feeling able/willing to open-up about their MH health at work – 67% versus circa 50% nationally (Mind, 2019). 17.5% more people this year felt able to disclose information about their 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.

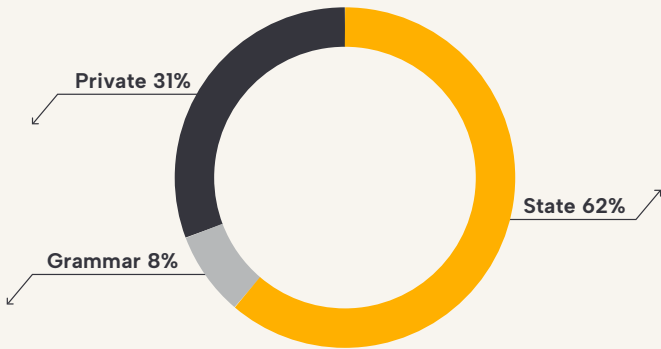
What we're done

- 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
- Created the Mental Health at Work training video series to help everyone at Kindred have a better understanding of our approach and to support our colleagues
- Two more of our team became Mental Health First Aiders (bringing the total to 4 – this reflects Mental Health First Aid England's aim to have 1 in 4 people trained)

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
- Encouraging broader take-up of 'Getting to know you' forms so we understand how everyone feels like they work best from day 1
- Rolling out a new Kindhead 'Deep Breath Pack' – a quick guide to the support we offer if you're struggling with your mental health

Education



- We significantly over index on those privately educated, although there’s been a 7-percentage point increase in those who are state school educated
- 31% of our team attended a private school, compared to a 20% industry average (PRCA, 2021) and 7% nationally
- 90% of our team attended university (down 5-percentage points on last year), compared to a 74% industry average (PRCA, 2021), and 34% 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.

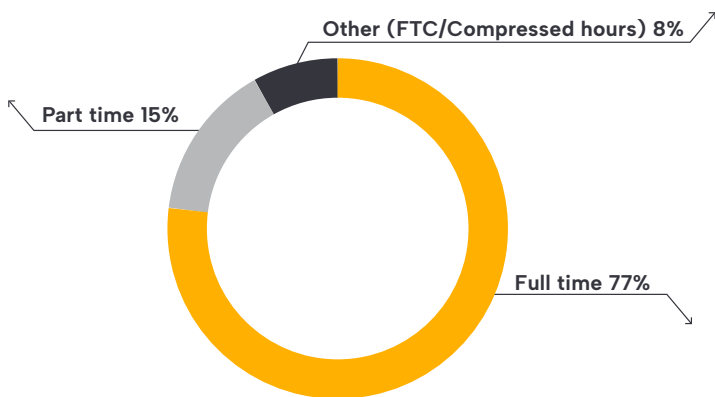
What we’re done

- 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)
- Launched a new internship for people from underrepresented backgrounds – with no qualification requirements.

What we’re doing

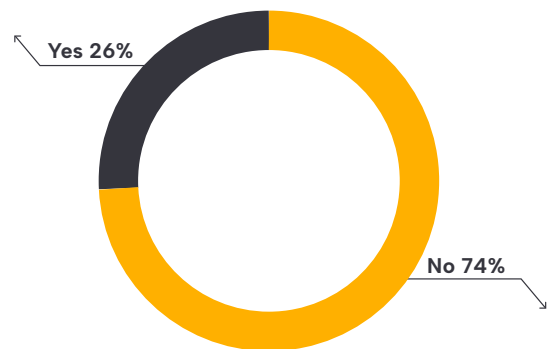
- Continuing to track EDI data on candidates interviewed

Working Patterns



- 77% of our team work full-time while 23% work part-time or on a compressed hours basis
- In London, 82% of the working population work FT (ONS, 2020). Industry benchmarking data isn’t currently available for this metric

Caring Responsibilities



- 26% of our team have caring responsibilities, up from 11% last year
- Removing childcare, this drops to 10%, which is closer to both the national average (9%) and London average (8%), according to Census 2021 data.

Our current EDI strategy runs until July 2023 and will be reviewed, revisited and relaunched to cover the next three to five years.

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