

Kindred.

EDI Reporting

2024 Data

March 2024

Positive change is serious business.

We believe that collecting and sharing our equality, diversity and inclusion (EDI) data is vital to understanding where we are now and holding ourselves accountable to where we want to get to. This is the fifth time we have captured this data and what follows is our 2024 report.

The focus is on eight of the nine protected characteristics as set out in the 2010 Equality Act (our survey doesn't include questions on pregnancy/maternity status) 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 (31 people) completed our EDI survey in January 2024. All the data provided is anonymous. Where comparisons are made to UK national statistics, we've used the latest 2021 Census data, unless specified otherwise.

Our EDI strategy outlines six key areas we believe are important to building and maintaining an equal, diverse and inclusive workplace;

1. Monitoring EDI

We believe that collecting and sharing our data is vital to holding ourselves accountable.

2. Inclusive recruitment and diversifying the industry

We believe democratised recruitment processes are an important part of diversifying the PR and comms industry.

3. Pay equity

We believe people should be paid fairly for the work they do, and that being more transparent with pay will contribute to overcoming gender and ethnicity pay gaps.

4. Nurturing talent and equal opportunities

We believe that people can thrive and do their best work when they know what they're working towards and are supported to achieve it from day one. We recognise that everyone is individual, and that to be truly equitable, we occasionally need to adapt ways of working to account for people's differences.

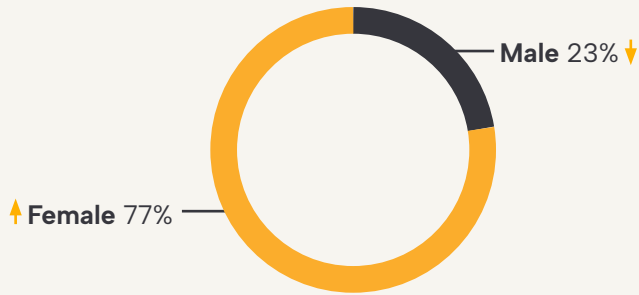
5. Educating ourselves

We believe that educating ourselves on inclusive practices and different cultures is the best way to make culturally rich, inclusive work. We recognise that what's considered best practice can change quickly, and we're committed to continuous education to remain at the forefront of this.

6. Knowledge-sharing with clients, suppliers and the industry

We believe who we choose to work with says a lot about us. As a B Corp, we're committed to improving ethical business practices, for us and our supply chain, and will routinely share knowledge and EDI best practice with clients, suppliers and the wider industry.

Monitoring EDI



- Our gender identity split is 77% female to 23% male. Male representation has increased from 15% last year.
- While this is an improvement, we still over-index on women compared to the wider industry. CIPR's 2024 report shows 40% of the industry is male.
- We have a better balance at the top; our Exec team is 60% female to 40% male.
- 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

We believe that collecting and sharing our data is vital to holding ourselves accountable.

Our ambition is to continue being an industry leader in collecting and sharing this data.

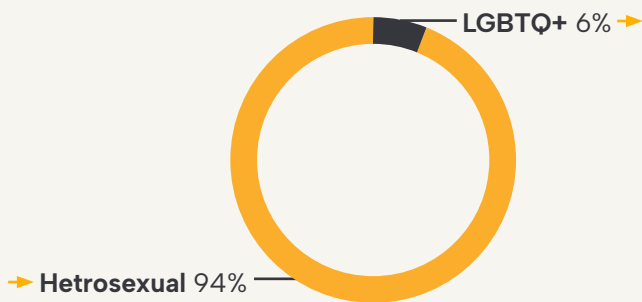
What we've done

- Reviewed and reported on our gender pay gap for the third year running, via PRWeek.
- Launched inclusive new policies to support those who menstruate, those experiencing menopause and perimenopause, and those on the path to parenthood.
- 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.
- Switched PMI provider to AXA to ensure better provision for female health.
- Provided period products in each toilet cubicle in the office.

What we're doing

- Reviewing and updating our inclusive policies annually to ensure they're still industry-leading.

Sexual Orientation



- 94% of our staff are heterosexual, roughly the same as last year. 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 12% (CIPR, 2024).

Our ambition

We want to continue to show up for, and support, our LGBTQI+ colleagues and provide an inclusive, welcoming environment

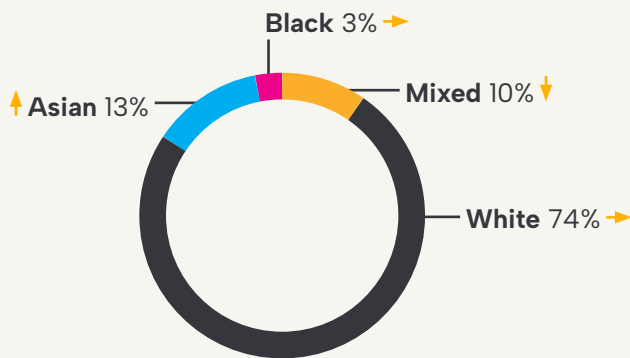
What we've done

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

What we're doing

- Further training with Creative Equals.
- Sharing additional resources on being an ally.
- Resurrecting Kindred's Culture Club to subsidise cultural activities and events to enable people to learn about different cultural moments and celebrate them together.

Ethnicity



- Our racial demographic is 74% white (same as last year), 10% mixed, 13% Asian, and 3% Black.
- Our exec team is 80% white and 20% mixed.
- This is ahead of current industry standards (CIPR 2024 report = 80% white, 5% mixed, 12% Asian and 2% Black) and nationwide benchmarks (2021 Census = 82% white, 3% mixed, 9% Asian, 4% Black) but behind our ambition to be as representative as London (2021 Census= 54% white, 6% mixed, 21% Asian, 14% Black, 6% other).

Our ambition

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. Our ambition is to be as ethnically diverse as London.

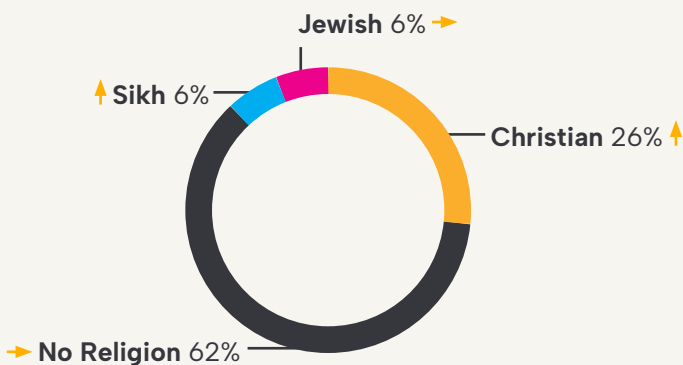
What we've done

- 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 for the third time, via PRWeek.
- Provided Active Allyship training via Creative Equals for senior staff.

What we're doing

- Continuing with inclusive recruitment practices and reviewing these annually to ensure they remain industry-leading.
- Reporting our ethnicity pay gaps annually and publicly calling on other agencies to do the same.
- Publishing our EDI data annually.
- Continuing to support People Like Us' campaign to make ethnicity pay gap reporting mandatory.

Religion or Belief



- Just over three-fifths of our team are agnostic, atheist or non-religious (unchanged from last year).
- The remaining two-fifths is split between Christian, Sikh and Jewish. We have no staff who are Muslim, Hindu or any other religion.
- We are significantly less religious than London, where only 27% of people have no religion (Census 2021), but we're more in-line with the industry, where 51% of people have no religion or belief, 37% are Christian, 1% Sikh, 1% Hindu, 2% Jewish, 2% Muslim and 6% other religion.

Our ambition

We want to make sure that people with any religious belief feel welcome and that their needs are accommodated at Kindred.

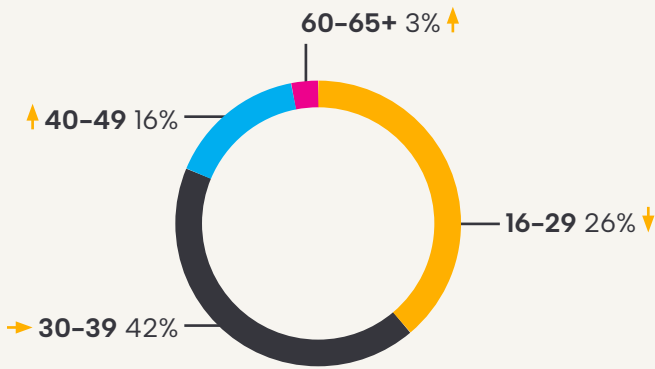
What we've done

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

What we're doing

- Developing an inclusive calendar to make religious festivals visible, and encourage everyone to learn more about different cultural and religious events by marking them at relevant points.
- Resurrecting Kindred's Culture Club to subsidise cultural activities and events to enable people to learn about different cultural and religious beliefs and celebrate them together.

Age



- The median age at Kindred is 33.0, up from 31.1 last year, but still below the London average (35.6) and industry average measured in the PRCA 2021 Census (38).
- We don't have any staff in the 50-59 age bracket.
- Despite this improvement, 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 this benefits individuals, the agency and the work we create.

What we've done

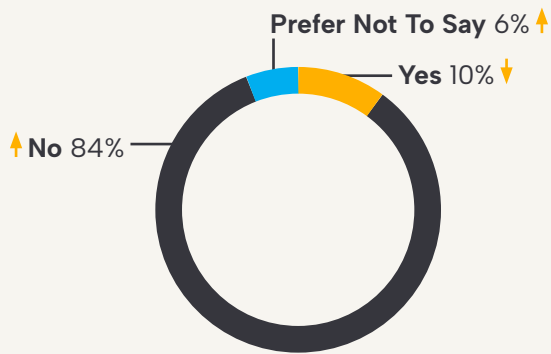
- Our inclusive recruitment practices (blind CVs and offering flexible working as standard) are considered best practice for recruitment of older employees.
- Offering PMI from day one of employment, as poor health is one of the biggest reasons for economic inactivity among those in their 50s (CIPD, 2018).
- Introduced flexible working from day one.
- 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, bringing entry-level salaries in line with the London Living Wage.
- Introduced a new policy to support those experiencing menopause.

What we're doing

- Continuing with inclusive recruitment practices.
- Continuing to review our policies on an annual basis to ensure they're industry-leading.

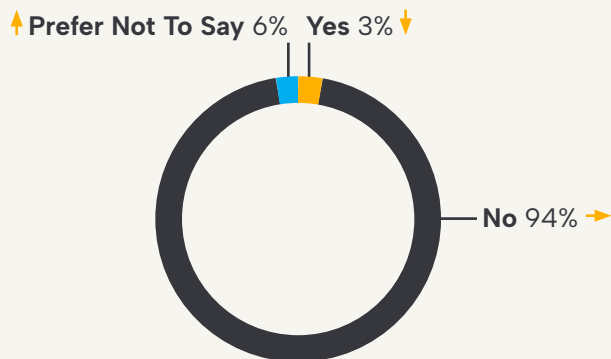
Disability & Neurodivergence

Disability



- 10% of our team have disclosed a disability, with 6% preferring not to say, compared to 21% disclosure last year.
- This is lower 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



- 3% of our team are neurodivergent, and 3% prefer not to say.
- 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).

Our ambition

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

What we've done

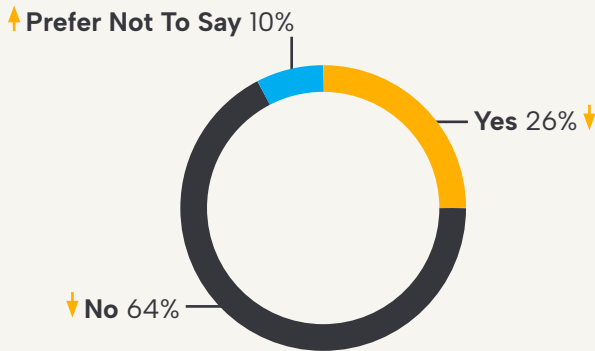
- Become a certified Disability Confident Committed Employer (level 1).
- Extended PMI cover from day one of employment.
- Offered (and will continue to consider) feasible, reasonable adjustments for all types of disabilities, be that physical, mental or neurodiverse.
- Made flexible working available from day one of employment.

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 one and sharing these beyond line managers and with each team lead.
- Introducing a new ways of working meeting for each account team when someone new joins the account. This gives the team the opportunity to openly discuss how they like to work and how teams can get the best out of each other.
- Exploring becoming a level 2 Disability Confident Employer (level 2) to challenge attitudes, increase understanding of disability and demonstrate our commitment to inclusivity.

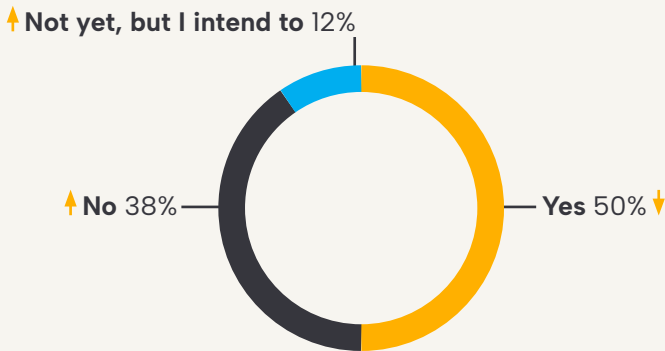
Mental Health and Disclosure

Mental Health Condition



- Over a quarter of our team have a mental health condition, down from a third last year and roughly in line with national averages (Mind).
- Not all of these conditions are affecting people right now. Of those who answered 'yes' or 'prefer not to say', 50% say that this condition is both 'historical and current', 25% class it as 'historical', 25% say they're currently affected, and 13% prefer not to say.

Mental Health Disclosure



- 50% of those with a mental health condition have disclosed it, and a further 12% are intending to do so.
- Approximately 50% of people with a mental health condition across the UK feel able to disclose this. (Mind, 2019).
- While the proportion of people who haven't disclosed their mental health condition has doubled on last year, this isn't necessarily a negative; in the last 12 months we've hired lots of new staff who haven't taken this survey before, which may have caused this shift along with several leavers.

Our ambition

We're committed to ensuring that everyone feels supported and like they can thrive at Kindred, via our industry-leading mental health programme, Kindhead.

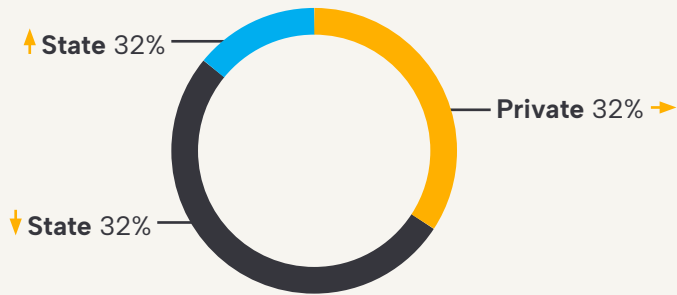
What we've done

- Extended PMI cover from day one of employment and chosen a provider with mental health requirements in mind.
- Further roll out of Mental Health Action Plans supported by feedback from those who have completed them.
- Created the Mental Health at Work training video series to give everyone at Kindred a better understanding of our approach to mental health and support our colleagues with mental health conditions.

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.
- 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.
- Rolling out a new Kindhead 'Deep Breath Pack' – a quick guide to the support we offer if you're struggling with your mental health.
- Training another Mental Health First Aider, bringing the total to 3 to reflect Mental Health First Aid England's ambition to have 1 in 4 people trained.

Education, working patterns and caring responsibilities



- We significantly over index on those privately educated. There's been a 10-percentage point decrease in those who are state school educated on last year.
- A third of our team attended a private school, compared to a 20% industry average (PRCA, 2021) and 7% nationally.
- 87% of our team attended university (down 3-percentage points on last year), compared to an 82% industry average (CIPR, 2024), and 34% nationally.

Our ambition

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

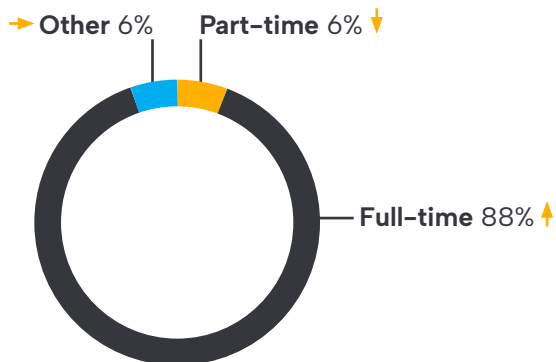
What we've done

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

What we're doing

- Continuing to track EDI data on candidates interviewed.
- Continuing to offer paid internships for people from underrepresented backgrounds in comms, subject to being in profit.

Working Patterns



- The vast majority (87%) of our staff work full-time. This is above the industry average of 80% (CIPR, 2024), the national average (74%) and London average (82%).

Caring Responsibilities



- A fifth (19%) of our team have caring responsibilities, down from 26% last year.
- Removing childcare, this drops to 3%, which is closer to both the national average (9%) and London average (8%), according to Census 2021 data.