

## Equality, Diversity and Inclusion at the NSPCC

We believe that every individual has the right to be their true self and to live a full life without prejudice, fear or barriers. This is the starting point for all our commitments and actions and underpins our commitment to be there for **all** children.

### Our Equality, Diversity and Inclusion (EDI) Vision

Eighteen months ago, we created our EDI vision:

**Together, we can remove real and perceived barriers, valuing everybody who volunteers with, works for, supports or benefits from our work**

We are committed to play our part in creating and fostering a society that promotes mutual respect and that truly values individuality and difference. A society that embraces individuals for who they are. A society that nurtures richness of our collective diversity and what we can each uniquely contribute.

Our commitment to play our part in understanding and breaking down systemic and institutional barriers and prejudice and creating an equal and fair society must start with us. We are led by the following five principles:

- 1. Transparency** – we publicly share our diversity data; in relation to our workforce and, where we are able to, those we are here to serve and support.
- 2. Accountability** – we may not always get it right but we promise to learn from this so as to avoid repeating the same mistake. We acknowledge when we get it wrong.
- 3. Humility** – when we do not have all the answers, we ask the right questions and work with the right people to become better informed. By doing this, we hope to be more relevant to and better support our people – volunteers, staff, supporters, and people who work with children for the benefit of children and young people.
- 4. Partnership** – we work with and alongside others in partnership, championing and learning from their experiences, expertise and insight. We engage our partners in the design and delivery of our services and activities and how we measure their impact, creating a cycle of continuous improvement. By standing with and amplifying the work of others we achieve far more than we can alone.
- 5. Focus** – we'll use what we learn by collecting evidence and understanding the experiences of our people, our partners and those we are here to support to make positive change. And we will be focused and committed to doing this: aligning and amplifying our resources and efforts to increase their impact.

## **Our story**

### **Achievements so far:**

- We recognise the imbalances in the access to the NSPCC today (our services and our supporter base). A central part of the evidence base for our new strategy was a series of conversations with organisations representing diverse and marginalised groups including Black and Minority Ethnic communities, faith groups, LGBTQ+ communities and D/deaf and disabled children. We took care to consult with a range of children and young people as part of the strategy development: including children of different ages, ethnicity, faith, gender, disability, sexuality, geography, experience of the child protection system and levels of deprivation.
- We engaged a diversity-specialist consultancy to help us review NSPCC research and data relating to our service user demographics to understand which groups we reach less through our work. This review helped us to understand where we have some barriers and gaps today in our understanding of the reach and quality of the services, activities and advocacy we provide for children and families with particular demographic characteristics.
- As we plan how we'll deliver our next organisational strategy from April 2021, we are developing theories of change that specifically consider marginalised groups and those that are more at risk of abuse or neglect.
- We have created and publish on our intranet our Equality, Diversity and Inclusion action plan and we report regularly on our progress.
- As a standard part of every change programme, we assess the impact on diversity in respect of our staff, volunteers, service users or communities within which we operate. We have not always done this in the past.
- We have created an Unconscious Bias training module which is mandatory for all our staff and strongly encouraged for all our volunteers. This is the first of a series of bias awareness training we will design and deliver in our learning programme.
- We design and deliver the NSPCC's Equality, Diversity and Inclusion priorities through:
  - our Lived Experience Network Groups – which includes our: Black Workers' Support Group; mental health group - Wellbeing in the NSPCC; our LGBTQ+ network; D/deaf and disabled group
  - our directorate diversity representatives, and
  - our nearly 100 Equality, Diversity and Inclusion Champions.

These diversity representatives and champions ensure that each directorate has its own local Equality, Diversity and Inclusion action plan, aimed at increasing inclusivity within the NSPCC. They also ensure that each directorate plays its part in bringing the NSPCC's Equality, Diversity and Inclusion vision to life – within the NSPCC and through its work and efforts externally.

- We present our Equality, Diversity and Inclusion data, as well as our completed and planned actions to our board of trustees for discussion and review each year.
- We publish our workforce diversity statistics and trends on our intranet for all our volunteers and staff to read and hold us to account. We review these each quarter and challenge our performance against national benchmarks.
- We have developed and are delivering a programme of Inclusive Leadership to our trustees, executive board and our leadership team. Inclusive Leadership forms a central premise of a new management development programme we are designing for all of our managers who manage people at the NSPCC.
- We routinely conduct an equality audit in respect of our board of trustees and our sub-committees. This informs our recruitment activities when filling vacancies.
- We advertise every role on a range of diversity job boards to try to attract a broad range of applicants.
- We anonymously sift all applications received, to ensure that recruitment is always merit-based and to reduce / eliminate unconscious bias, and enable appointments to be made from a range of communities who can bring diversity to the NSPCC.
- Our efforts in respect of mental wellness have been recognised by the Reward & Employee Benefits Association (REBA), where we have been finalists in their Best Mental Wellbeing Strategy category for the last two years. We have also signed the Time to Change pledge.

### **Work in progress**

- We are refreshing our Young Person's Advisory Board to shape and meaningfully inform our work, ensuring we live our value *Putting Children First*. We intend to create a deliberately diverse board. We will, over the autumn, be undertaking a full equality audit of our workforce. This insight will inform our revised equality and inclusion action plan.
- We will continue to hold open and engaging equality and inclusion conversations with our people, providing a safe space for honest and robust discussion and debate on diversity issues that matter to our people – staff, volunteers, supporters and service users.

- We are reflecting on the insights from the communities we consulted with as part of the strategy development to create a prioritised set of actions and plans for responding to the gaps in access today and ensuring that the actions we take under the new strategy strengthen equality, diversity and inclusion for everybody who volunteers with, works for, supports or benefits from our work.

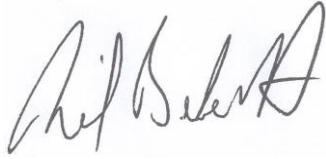
### **Next steps**

We will continue to ensure, as far as possible, that our services and activities are accessible and relevant to *all* children and young people. Our aims are to:

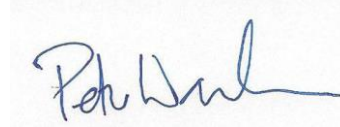
- increase our reach and improve our accessibility so more children can engage with our charitable purpose and feel supported by what we do
- respond to the needs of children and families not only across the protected characteristics, but also in respect of other demographics, including deprivation
- make sure that, as far as possible, every child, family and adult we work with can engage positively with our efforts, whatever their background, identity and individual characteristics
- work to strengthen the evidence base to reflect the needs and experiences of all children
- make sure that our staff are confident and competent in working with children and adults with diverse identities and backgrounds
- We will have our organisational policies, including employee and volunteer policies relating to the employee and volunteer life-cycle, independently reviewed. This will help us identify any unintended bias, prejudice and barriers to individuals joining our Society, or fulfilling their full potential once with us. We will report the independent review and publish the rolling action plan to further strengthen our organisational policies and practice.
- We will set ourselves equality, diversity and inclusion goals and targets and regularly report on these in our internal reporting, on our website and in our annual report.
- We already publish our key workforce diversity data relating to our workforce internally, and we will do so also on our website and in our annual report.
- In addition to our Gender Pay Gap, we will publish wider diversity pay gaps including but not limited to Black and Minority Ethnic, disability, sexuality and gender identity.

We believe the path we are on will help us ensure we have diversity among our staff and volunteers, but it will also strengthen our efforts to reflect and represent all the children and young people we seek to serve and support, and the diverse communities in which they live and

grow up. We believe every childhood is worth fighting for and we are committed to leading the fight until every child can be their true self and live a full life.



Neil Berkett  
Chair of Board of Trustees  
NSPCC



Peter Wanless  
Chief Executive Officer  
NSPCC