

## Our NSPCC Equality, Diversity and Inclusion Charter

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.

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 and the part they play. 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.

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

We believe that *together, we can remove real and perceived barriers for anybody who wants to volunteer with, work for, support or benefit from our work.*

Our EDI efforts are led by the following five principles:

- A. **Transparency** – we publicly share our diversity data; in relation to our workforce and, where we can, those we are here to serve and support.
- B. **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.
- C. **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.
- D. **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.
- E. **Focus** – we'll use what we learn by collecting evidence and understanding the experiences of our people, our partners and those we 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.

### 2. Our story

Our EDI Action Plan 2022-2025 is unapologetically internally referenced. Unless we have our 'own house in order', we will not achieve the impact for children and young people we seek. The greater proportion of our EDI actions have initially been focussed on ourselves. The following

three priorities are informed by our EDI data and the lived experience of our people; employees, volunteers and those who support us and who benefit from our services:

- i. diversify the leadership of the NSPCC
- ii. identify and remove any barriers to entry who want to work for or volunteer with the NSPCC
- iii. improve the lived experience of those self-declaring as having a disability

Every year, we submit our EDI data and the results of our annual inclusion survey to an independent consultant who revalidates our priorities, based on our progress made as evidenced through data trends and changes in the lived experience of our people. The consultants' assessment in 2024 was that our three priorities remain the correct ones, and that our efforts are delivering positive results. Their assessment is that we now need to embed progress consistently across the NSPCC in order for them to deliver legacy. Earlier in the delivery of the EDI action plan 2022-2025, the consultant encouraged us – in addition to the three priorities - to shine a spotlight on the lived experience of our Black, Asian and minoritised ethnicity colleagues. In response, we carried out the Flair Racial Inclusion Survey and, acting upon the findings, we introduced several initiatives outlined below.

### **3. Achievements so far, 'in' the NSPCC:**

- We recognise the imbalances in the access to the NSPCC today; both in our services and our supporter base. A central part of the evidence base for our ten-year 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.
- The impact goals of our strategy draw on theories of change that specifically consider marginalised groups and those that are more at risk of abuse or neglect.
- As a result of our focussed efforts in the action plan, we have seen an increase in the proportion of individuals from our three key communities of interest across the organisation. This is the case for our volunteer base as well as our employees; and it is also the case at every layer in the organisation - our board of trustees, our leadership team and our wider workforce, employees and volunteers.
- 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 design and deliver the NSPCC’s Equality, Diversity and Inclusion priorities with:
  - our Lived Experience Networks which includes: our Black Workers’ Support Network; our mental health Network - Thrive; our LGBTQ+ Network, PINCC; our D/deaf and disabled Network, ADDAPT; our Menopause Network; our Family Network and our Muslim Colleagues and Allies Support Network
  - our directorate diversity representatives, and
  - our nearly 200 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 and the creation of a culture of belonging 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 publish our workforce diversity statistics and trends on our intranet for all our volunteers and employees to read and hold us to account, we also publicly share the data on our website. We present our progress against plan and the impact of our actions at a quarterly EDI webinar where all our volunteers and employees are invited to join.
- We have delivered a programme of Inclusive Leadership training to our trustees, executive board and our leadership team. Inclusive Leadership forms a central premise of our management development programme, which is mandatory for all people managers 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.
- Related, we created ‘young trustee’ roles on our board, only available to those under 25 years of age. Through this initiative, we enhanced ‘the voice of children and young people’ shape our organisational priorities and our direction of travel.
- Again, related, we have created a Young People’s Board for Change to shape and meaningfully inform our work, ensuring we live our value *Putting Children First*.
- We anonymously sift all applications received, in an effort to strengthen the likelihood that recruitment is always merit-based. We also share competence-based interview questions with all shortlisted candidates before interview and, as part of our Disability Confident Level 2 accreditation, we guarantee an interview to any candidate who evidences meeting the entry level requirements for a role and who self-declares as having a disability.
- We carried out a full accessibility audit on all our premises and, working with our lived experience networks, we have created an action plan per building. We repeat this exercise each year.
- From the Flair Racial Inclusion survey results, we introduced:

- The Reciprocal Learning Programme (RLP) which is now into its third cohort. The programme matches Senior Leadership Team/Executive Board members with colleagues from across the organisation. They meet four times over four months and are afforded time, space and support for quality conversations and to learn about lived experiences different to their own.
  - Platform is our aspiring manager programme, currently exclusively available for our Black, Asian and minoritised, ethnicity colleagues. The programme successfully completed its first cohort in September 2024 and following an evaluation and review process will launch again in January 2025.
  - Delivering an NSPCC - wide virtual event entitled 'Racism in the NSPCC- Where we stand and how we grow' to bring all staff and volunteers together to reflect on why racial awareness and racial inclusion matters, what we're doing and where we still need to make progress, and what they can start doing / do differently to ensure the NSPCC is an inclusive place to work for all our people.
  - An organisation wide eLearning module to ensure all staff and volunteers have a collective baseline understanding of microaggressions. All staff will be invited to facilitated workshops from 2025 to build on their understanding of what microaggressions are and the impact they have on marginalised individuals and communities, developing the skills necessary to confidently act if a microaggression is witnessed either directly or indirectly.
- We have added questions in our existing workforce experience surveys to measure levels of psychological safety across the NSPCC, before introducing measures where necessary to increase these.
  - We have also developed a Psychological Safety Assessment Tool for leaders, which is an evolution of the existing Inclusive Leadership 360. The assessment will launch in late January 2025, ahead of the end of year performance review cycle.
  - In addition to our Gender Pay Gap, we have expanded and published wider diversity pay gaps including but not limited to ethnicity, disability, religion and sexuality. Furthermore, our most recent report included the intersectionality between age and working pattern.

#### **4. Achievements so far, 'as' the NSPCC:**

- Supporting colleagues to reach **all** children, young people and families is so important to us at the NSPCC. To enable this our cross-organisational SEND Forum has developed some guidance for staff to use when developing new products and services, or scaling-up. It aims to ensure that accessibility is built in and budgeted for from project inception. The development of this guidance has also meant that we have reviewed and updated the language we use around disability. The SEND Forum has also launched 'Widgit' resources in the charity – enabling staff to tailor external-facing documents for audiences who would benefit from symbol-based systems. As a SEND Forum, as well as sharing best practice, we

seek to identify gaps in our current SEND/ASN/ALN offer as an organisation and have discussions that enable us to be at the forefront of issues.

- The NSPCC has initiated a British Sign Language (BSL) workstream, which aims to implement best practice across the organisation in light of the BSL Language Act (2022). Rather than waiting for the Government's guidance to charities, we want to be at the forefront of defining what best practice looks like now.
- We have adapted our Talk PANTS resources to support more children to be able to access these important messages. Responding to research which highlighted that parents of children who have additional needs had felt unable to use the Talk PANTS resources, we used Makaton symbols and signs to help children who have additional communication needs to be able to understand the PANTS rules and to be able to share any concerns or worries. More recently we have also created Talk PANTS resources using Singalong to support even more children.
- We have developed a guide to help Muslim parents have important discussions with their children. Our (un)comfortable conversations guide developed with Approachable Parenting, aims to support Muslim families talk to children about difficult topics in a way that is age-appropriate, culturally sensitive and supportive. We share tips, advice and resources to help keep children safe by making uncomfortable conversations feel comfortable.

## 5. Recognition

While awards and accolades are not what drives us, external validation of our efforts is encouraging. We've received the following recognition:

- Reward & Employee Benefits Association (REBA) finalists in the Best Mental Wellbeing Strategy category in both 2021 and 2022.
- Employers Network for Equality & inclusion (enei) Inclusivity Excellence Awards - NSPCC won the 'Enhancing Wellbeing and Belonging at Work' award in 2022.
- In 2024, we were accredited as an 'Inclusive Excellence Leader' by Inclusion UK for our commitment to EDI in our policies and procedures, accessibility, engagement, learning and development, and strategic planning.
- BQF Excellence Awards 2024 – finalists in the Excellence in Equality, Diversity & Inclusion category (award ceremony to take place in March 2025).

## 6. Codes and Pledges

- We are committed to the Halo Code which champions the right for our people to embrace all Afro hairstyles without suffering discrimination and prejudice.
- We are a Disability Confident Level 2 Employer.

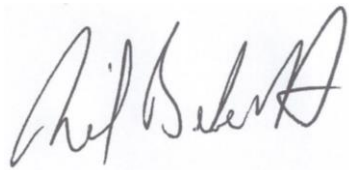
- Our Workforce Menopause Charter aims to normalise discussion about menopause at work and provide the right information, guidance and practical support to those needing help to manage their own menopause journey.

## 7. Our next action plan

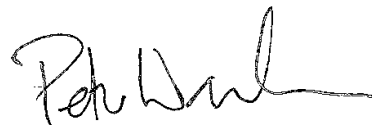
We are currently working on our second EDI action plan. While the approach of using our EDI data and lived experience will not change, we will deliberately ‘tilt’ the focus of this action plan, 2025-2028, to being more balanced in terms of internal and external-facing actions and priorities.

## 8. Resolute

We believe the path we are on will help us ensure we have diversity among our employees 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  
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