Inclusion & Diversity.

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The BIMA Tech and Inclusion Report (2019) found out that mental health, stress and anxiety are challenges within the industry and for marginalised groups, such as the neurodiverse, the figures are deeply upsetting with incidences of anxiety and depression appearing much higher at 84%. The report also revealed that 40% of Afro-Caribbean and those of mixed heritage, 31% of Asian and South East Asian and 35% of women have reported experiencing discrimination. Whilst we make efforts to bring people from diverse backgrounds into the industry, we are also driving them away.

These insights compel us to action and for the first time provide a clear sign-post on what to do next.

Introducing the BIMA Inclusion & Diversity toolkit – a playbook made up of a number of guides to get you started. Each guide, focuses on a different aspect of Inclusion & Diversity and is backed up with compelling research, outlining why you should tackle this topic within your organisation. The guides provides essential ‘What you need to know’ information and ‘How to get started’. They give practical assistance to get you going on your I&D journey, the rest is down to you!

Due to the intersectional nature of a person’s identity (how the combination of their gender, race, class, sexuality, religion, disability etc impacts their experience of discrimination and/or privilege in the workplace) we would recommend that you take a broad view of diversity by reviewing a number of the guides in this toolkit (rather than viewing each guide as a siloed topic).

I’d like to thank all of the BIMA Inclusion & Diversity Council team and their networks in realising this vital toolkit resource for all BIMA members. The guides will be reviewed and updated annually but if you’d like to make suggestions for improvements please reach out to diversity@bima.co.uk.

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How to get Started

The business case for Inclusion & Diversity is, by now, hopefully well understood. Like any change management programme we recommend organisations take a strategic approach to inclusion and diversity in order to drive the desired outcomes. We recommend the desire for change is discussed with those who set the culture, primarily your leadership team, but also employees across the business. Like all business imperatives, you should establish a clear view of the current state (through primary and secondary research) before establishing a vision for the change you want to see and the priorities that are right for your business along with the key performance indicators (what you will measure) over time. Inclusion & diversity is a long game but it is proven to drive both employee engagement, innovation and performance so having a long term plan is not only the right thing to do but also makes good business sense!

Pregnancy and Parenthood

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Inclusion & Diversity Toolkit: Pregnancy and Parenthood

A Business case for supporting Pregnancy in both Genders

The BIMA Diversity and Inclusion report found that 36% of parents did not return to their current company after taking parental leave. The figure does suggest that balancing the requirements of parenthood with the demands of work is a challenge that workplaces need to help address.The report also highlighted that 71% of returning parents within the last twelve months felt high levels of stress upon their return.

In a Digital space, we employ highly skilled individuals that are hard to replace, so losing such a high amount of talent after parental leave means that we have to go through the potentially costly process to replace and train them. Furthermore, the talent that is returning are mostly feeling stressed and need better support.

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How to get Started

Parental leave inclusivity

Just 9,200 (1%) of new parents took up shared leave in 2018 out of more than 900,000 who were eligible according to research by The TUC. According to BEIS research around 49% have heard of shared parental leave, but only 8% claim to know a lot about the policy. Shared Parental Leave has failed to make an impact since 2015 for reasons around; lack of knowledge around options, cultural stigma around mothers being the primary caregiver and it typically being more financially prohibitive and having a bigger impact on men's careers to take leave.

Employers need to do their best to make employees aware of the options available to them and ensure paternal leave processes, benefits and bonuses are equal regardless of gender or sexual orientation to help promote equality in parental leave.

Flexible working- for everyone

According to the Labour Force Survey (LFS) 2017 3 out of 5 mothers would like to find a part time job, while 56.2% of working mothers have had a change to their employment hours for childcare reasons. [1][2]
But it's not just parents who are looking for flexibility, in a FleJob survey 74% of respondents said they seek out flexible work options, not just for childcare but to achieve work life balance. [3]

Companies need to be open to part time work, compressed hours, job shares, term time working and core hours in order to attract and retain the best talent.

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Interview without Bias and Adequate training:

PTS and HR Magazine in 2019 conducted a survey of HR executives that found that 29% of them didn't know what the right conversations to have to mums before and after maternity leave, 18% admit they know management push out mums, and 1 in 10 know at least 1 returning mum who received a payout to leave the company and had to sign an NDA. [4] Dads also suffered with 25% of fathers suffering verbal abuse or mockery after taking time off to look after their child, 17 percent suffering job loss and nearly 20 percent receiving a demotion.

Unconscious Bias training is needed for all hiring managers, and interview training to ensure that the right person is hired for the right job, no matter if the person is in child bearing/rearing age, a parent or not. In the 'Who Are We' report published by the Advertising Diversity Taskforce, only 47% of the over 2500 respondents think their company goes out of their way to hire diverse talent. [5] This clearly highlights the problems we have in finding the best talent for our agencies.

Working Parents Group

As employers, we think we know the issues working parents, and expectant parents encounter but it's best to get together a working parents group to help guide and streamline the conversation. Guidelines and operational structures need to be changed in order to best retain talent, and it's best to hear about the issues directly from those experiencing it. Also, not all families are structured in the same ways so will encounter different issues.

Buddy ups

Returning to work after any huge shift needs to be managed, as the person who left the company and the one that returns are different people. Buddying up with someone who has gone through the experience before, and can help guide you through the changes of coming back to perhaps an altered working pattern as trailed [6]

Signpost to other sources of information

[1]https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/articles/familiesandthelabourmarketengland/2017
[3] https://www.workpartnersblog.com/how-core-hours-can-increase-your-productivity/
[4] https://pregnantthenscrewed.com/research-and-insights/
[5] https://www.adforum.com/news/pioneering-advertising-diversity-taskforce-census-find-the-industry-still-failing-under-represented-talent
[6] https://employeebenefits.co.uk/issues/february-2011/benefits-can-ease-mothers-back-to-work/

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Signpost to other sources of information

[1]https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/articles/familiesandthelabourmarketengland/2017
[3] https://www.workpartnersblog.com/how-core-hours-can-increase-your-productivity/
[4] https://pregnantthenscrewed.com/research-and-insights/
[5] https://www.adforum.com/news/pioneering-advertising-diversity-taskforce-census-find-the-industry-still-failing-under-represented-talent
[6] https://employeebenefits.co.uk/issues/february-2011/benefits-can-ease-mothers-back-to-work/
https://www.tuc.org.uk/news/tuc-calls-overhaul-shared-parental-leave
https://www.gov.uk/government/news/new-share-the-joy-campaign-promotes-shared-parental-leave-rights-for-parents
https://www.bbc.co.uk/news/business-43026312
https://www.thehrdirector.com/business-news/legal-law/half-uk-dads-experience-discrimination-accepting-parental-leave2182019/

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Thank you.