

The New Deal on Equality, Diversity and Inclusion

Equality, diversity and inclusion plan 2018-2023

Organisational
Development
Team



Purpose of this document

This document articulates the new Equality, Diversity and Inclusion (EDI) plan - its mission, purpose, key themes, timeframe and key performance indicators.

It's building upon the basis that was achieved by the 2015-2017 EDI plan which:

- increased cultural awareness
- built infrastructure and governance
- set an approach of data insights to shape and inform future activity

This will now allow us to have a new deal on EDI that moves us beyond equality to focus on the benefits of diversity and inclusion.

Glossary

Equality = Equality is about rights - our rights to be different but treated fairly, with dignity and without discrimination. Not only do we know that this is right and fair but we have a responsibility as an employer as part of the Equality Act 2010.

Diversity = the mix of individuals in society and the workplace – including people from different nations, cultures, ethnic groups, lifestyles and life-stages, generations, orientations, backgrounds and skills and abilities.

Inclusion = an environment/culture where everyone has an opportunity to participate and is valued for the distinctive skills, experience and perspectives they bring to the Alzheimer's Society as an employee, service user or member of the local community.

Equality Impact Assessments = Equality Impact Assessment is a systematic analysis of a policy, strategy, procedure, project or service that explores the potential for an adverse impact on a particular group or community (with particular reference to the protected characteristics) with a view to reviewing policies and practices to improve inclusion and accessibility of services.

WHY DOES IT MATTER?

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To all of us

Our mission and the role of EDI

Our mission is to create a society where EVERYONE affected by dementia is supported, accepted and able to live in their community without fear or prejudice.

In order to realise our aim of reaching EVERYONE we need to understand the diverse needs of those affected by dementia. And the best way to do that is to ensure that our people (volunteers and employees) are reflective of the wider UK society. That's why people will be the focus of this strategic plan.

Our values and behaviours underpin this mission and will act as the foundation for advancing our solid EDI basis towards an approach to

5 Diversity and Inclusion that champions and empowers others in our sector.



Leading the way

Just as we are leading the way in creating a new deal for people with dementia, we want to lead and inspire others to leverage diversity and inclusion. We know that this matters to others in our field because:

- The NHS has diversity and inclusion at the heart of the NHS strategy, focusing on a diverse workforce to enable them to deliver an inclusive service and improved patient care
- Clinical Commissioning Groups and Local Councils require Equality Impact Assessments to assess the quality of services
- We're already leading on Dementia Friendly Communities along side the DAA and we know that a key element of its success will be reaching diverse communities that represent the UK society.

6 Together we will beat dementia but we can only do that if we are united.



Why is it important to us?

Why are we expanding focus beyond Equality?

Our 2015-2017 EDI plan has enabled us to reach a point where all of our people are treated with respect and dignity in line with the Equality Act 2010. Equality is still just as important to us but now we're ready to excel.

Why Diversity of our volunteers and employees?

Research tells us that having a diverse group of people in an organisation provides increased innovation, knowledge, productivity, internal and external engagement, collaboration and helps us understand the needs of EVERYONE in the UK society.

Why Inclusion of our volunteers and employees?

In order to reap the benefits of Diversity we need Inclusion. If we have diverse people but they're not believed, respected and communicated with at all levels of the Society their voices, ideas and abilities won't be heard and used and the Alzheimer's Society won't have the benefits of their diverse experiences, thinking and abilities.



Having diverse employees and volunteers will enable:

New deal on support:

To reach EVERYONE with an offer of help we need to:

- Have employees and volunteers who are included and valued because of not in spite of their differences. An inclusive culture enables people to innovate, collaborate and achieve their true potential
- Increase not just the number of volunteers but the diversity of our volunteers to make us more appealing to all the communities and people who are affected by dementia
- Innovate in the way we reach people with our services - diverse people bring different ways of communicating and reaching people in society we haven't reached before.
- Represent and therefore reach new individual and corporate fundraising markets - especially taking into account the current corporate focus on diversity within tender submissions

New deal on society:

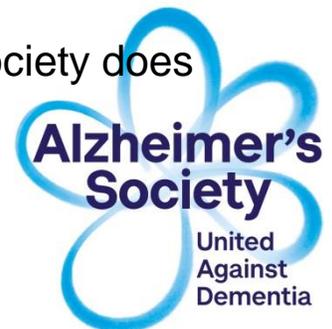
To bring dementia rights into the mainstream we need to:

- Increase the diversity of ways we reach people and take diverse needs into account - from accessible formats available in person and online to providing learning that takes into account the needs of EVERYONE affected by dementia
- Appeal to all aspects of society in the way that we market and communicate the great work the Society does

New deal on research:

To have our biggest investment in dementia ever, we need to:

- 8 • Consider a diversity of topics, institutions and methods to reach untapped knowledge and research areas in an inclusive and bias free way



WHAT WILL WE DO?

Key Themes

Key Themes

Creating a society where EVERYONE affected by dementia is supported and accepted

We get it

We will understand our people's diversity and inclusion data

Our people will understand what EDI means to the society and their roles

We are united

We will enable and educate our people to embed EDI in all of our roles

We will provide the tools to leverage EDI

We will do it

EDI will be embedded in our policies, processes and behaviours

EDI will help us achieve AS' objectives

Believe

Communicate

Respect

Society

We get it

We will understand our People

Our plan will be informed by robust people data at all points including:

- Diversity data - demographic data based on office of national statistics benchmarks
- Inclusion data - surveys telling us whether our people feel included
- Influencers of diversity and inclusion - measures that tell us the levers to pull to increase diversity and inclusion
- Directorate data - measures of how each directorate is increasing the diversity of their reach

This data will constantly re-inform the EDI action plan

We get it

Our People will understand EDI

We will enable our people to understand:

- What EDI means to the Society, the directorates and their roles with a focus on diversity and inclusion
- The value of employee, volunteer and service user diversity data and how it will be used
- How our equality, diversity and inclusion is woven through all of our values
- Leadership and management team responsibilities to Diversity and Inclusion
- The new role of the EDI Board
- Employee and volunteer diversity and inclusion responsibilities

We are united

enable

We will connect and enable our people

We will incorporate diversity and inclusion within:

- How we develop and engage our people
- Our learning, talent and recruitment pathways
- How we reward and recognise our people
- Leader and manager tools and learning support

empower

We will do it

Diversity and inclusion will be part of everything we do

Inclusion will be embedded in:

- Our policies, processes and behaviours
- Directorate plans and objectives

Diversity will be embedded by:

- Always having a diversity of views heard and empowered
- Being present at all levels of the society

Example Actions

Creating a
society where EVERYONE affected by
dementia is supported and accepted

We get it

We will decrease the 'prefer not to say' responses through an inclusive engagement plan

We will increase our understanding of recruitment, appraisal and hierarchal diversity data

This will be achieved through a learning, communications and awareness plan

We are united

We will develop the EDI learning tools to enable managers to manage and lead inclusively

We will scope and develop learning pathways specific to diversity groups where necessary e.g. to support female progression through the hierarchy

We will do it

We will embed inclusion and bias prevention in people policies such as ESPReSS, recruitment and management development

We will influence all directorates to embed inclusion in their practices to reach more diverse communities

Believe Communicate Respect

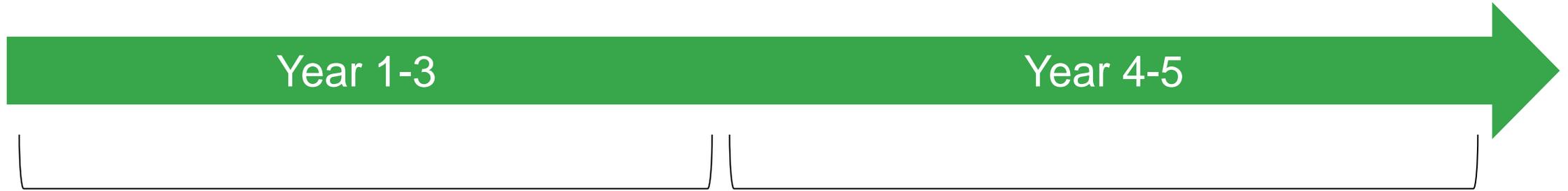
Society

WHAT DOES SUCCESS LOOK LIKE

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Priorities and
Excelling

Timeline



Priorities

Years 1-3 will focus on:

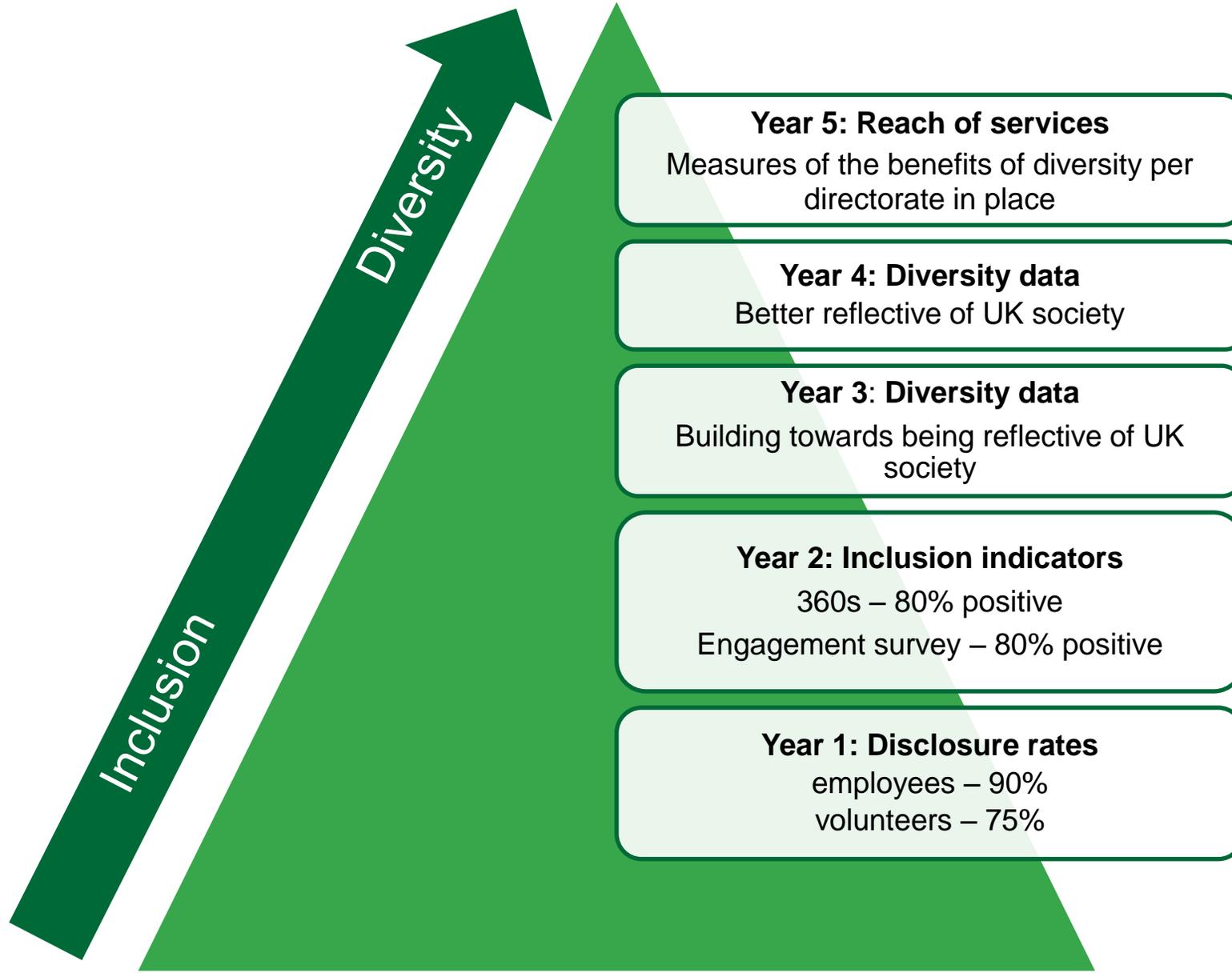
- Our employees and volunteers knowledge and skills
- Building inclusivity into our values, people processes and practices
- Even better data – building measures of inclusion, not just diversity

Excelling

Years 4-5 will focus on:

- Positive actions to develop and support specific diversity groups directed by the data
- Even better data – directorate data of reach beyond Equality Impact Assessments

Key Performance Indicators



Accountability and Delivery

