

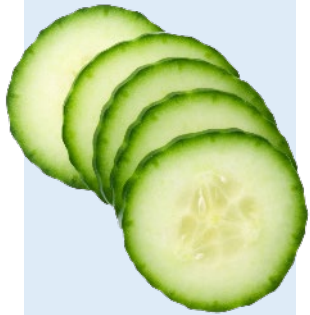
# Diversity and inclusion survey

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# Introductions and icebreaker

- Please provide your name, organisation and chilli preference:

Keep it cool!



Mostly mild



Moderate and moreish



Nice and spicy



Hot, hot, hot



Virtually volcanic



Inadvisably incandescent



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# What has diversity got to do with...

Communicating in  
an era of constant  
**CHANGE** ?

- Change requires resilience
- Diverse organisations are more resilient
- Diversity > Resilience > Change

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**What do you think are the  
benefits of diversity in  
organisations?**

**In your team....?**

**“A diverse mix of voices leads to better discussions, decisions, and outcomes for everyone.” – Sundar Pichai**

**“We need diversity of thought in the world to face the new challenges.”  
– Tim Berners-Lee**

**“In diversity there is beauty and there is strength.” – Maya Angelou**

**“Cultural differences should not separate us from each other, but rather cultural diversity brings a collective strength that can benefit all of humanity.” – Robert Alan Arthur / Mahnaz Afkhani**

**“No matter who we are or what we look like or what we may believe, it is both possible and, more importantly, it becomes powerful to come together in common purpose and common effort.” – Oprah Winfrey**

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**“Public relations is one of many professions that has a skills shortage. Yet this research suggests that a more diverse approach to the background of candidates may hold the key to both solving that shortage and ensuring that the messages the industry gives out more accurately reflect all of the perspectives in the world around it.”**

- Natalie Gasson-McKinley MBE, Federation of Small Business, from **CIPR**  
**Levelling up the Public Relations Profession**

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**Does your team reflect the  
community it serves?**

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UNCLASSIFIED

# The survey

- Survey undertaken in July 2022
- An online survey promoted extensively through social and professional networks
- 733 responses
- All UK nations and regions
- Responses from comms professionals at various career stages working for a wide range of local public sector organisations



# Objectives

- **Secure a comprehensive and useful dataset** that can be used by the organisation and its members to design and implement effective and focused interventions, programmes and other activities to promote diversity in the profession and to track progress.
- We will build a **better understanding of opportunities and obstacles** for a diverse range of individuals in the profession.
- We will understand how well **communications professionals reflect the communities they serve**.
- To support (and promote) **LGcomms commitment to diversity and inclusion**.
- To **prompt wider conversations** about diversity and inclusion in our profession.

# LGcomms commitment to diversity and inclusion

“Creating an inclusive future for public sector communications. Representing, valuing and celebrating diverse backgrounds and experiences.”

- *Mission statement* -

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# Approach to analysis

- Survey responses compared to:
  - CIPR – State of the profession, 2022
  - PRCA – UK Census, 2021
  - LGA - Heads of Communications survey, 2021
  - ADASSOC – All-in Census, 2022
  - Census 2021
- In addition to comparing like-for-like responses with other datasets, responses were also analysed by career stage

# Protected characteristics

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation

*Equality Act 2010*

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# Qualification of findings

- “Would rather not say” (WRNS)
- Number of respondents vs confidence
- Evaluation of diversity:
  - Positive = over-representation of traditionally under-represented characteristics
  - Neutral = matches general population
  - Negative = under-representation of traditionally under-represented characteristics

# Observations - general

- Perception of diversity in LPS comms teams is low
- However, there is a genuine appetite to contribute and improve

# Findings - general

- ‘Positive’ diversity in gender, birth gender, sexuality
- Under-representation of non-white ethnicities
- Disabilities align to general population, however representation reduces as career level advances
- Higher proportions have dependent children and/or caring responsibilities
- Socio-economic background – unclear, although higher level qualifications

# Reflections and recommendations

- *Over*-representation of traditionally *under*-represented groups
  - Taking the 'equality' away from diversity and inclusion?
- A 'female' profession?
- Perceptions of diversity in the profession
- Deeper understanding required, including:
  - Ethnicity and experience
  - Disaggregating 'disability'
  - Socio-economic background
  - Who cares? (how does caring impact on career)



# Thoughts on findings?

# Checking in with our objectives

- *A useful dataset –*

# What are we doing about it?

- Understanding the obstacles
- Develop resources for inclusive employment
- Build inclusive pathways
- Telling the story

# Understanding the obstacles

- Learn from the experts / other organisations
- Understand standards of recruitment practice across the profession (what are other organisations doing / recommending)
- Identify unnecessary obstacles

# Develop resources for inclusive employment

- **Case studies** – could be presented as blogs, webinar, vlog, podcast episodes
- **Inclusive employment toolkit** for comms managers
  - Sample questions
  - Ideas for how to identify and specify requirements
  - How to advertise, shortlist, interview, evaluation, award, induct and develop
- **How to win at Job Evaluation** – (e.g. how to achieve the right scores with inclusive JDQs despite weightings given to experience and qualifications)

# Build inclusive pathways

- We are working hard to do this with **Future Leaders** – can we apply similar principles elsewhere? Are there opportunities with other organisations?
- How do we ensure that people from diverse backgrounds can see themselves in a LPS comms career at an early stage:
  - Work experience? – a standard suggested itinerary would be really helpful- as would targeting
  - Internships?
  - Apprenticeships?
  - Job swaps?

# Telling the story

- National campaign activity targeting recruiting managers
- National campaign activity targeting people from under-represented groups to help them see LPS comms as a great career for them
- LGcomms inclusive employers' programme?

**What do you think?**