

Diversity & Inclusion monitoring report 2021

Introduction

This report measures our progress and impact as we implement “everyone”, our D&I Strategy, as well as our People Strategy and Customer Engagement Strategy.

Each year we carry out comprehensive analysis on the large amount of data available to us on our customers, employees and Board and Committee members covering all characteristics protected by the Equality Act 2010. However, in some areas, particularly in respect of our customers, we have some gaps in our data which we will be looking to close as part of the implementation of our strategy.

Unless otherwise stated, the analysis includes data that reflects non-disclosure of Protected Characteristics. We have looked at trends over time and compared our data to the UK overall, and the housing sector where possible, to better understand diversity and inclusion at Guinness.

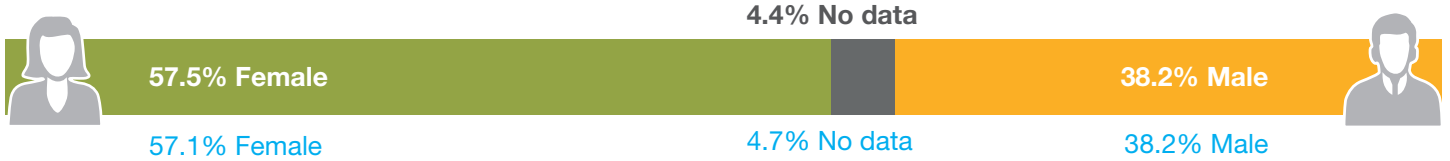
This monitoring report presents the key findings from the analysis.

For comparison purposes, 2020 figures are provided in blue.

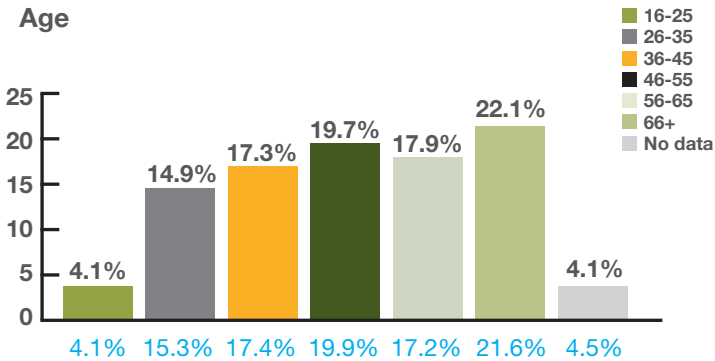
Our Customers

Part of being a customer service organisation means knowing our customers. We use the data we have about our customers so we can provide relevant services that feel really personal.

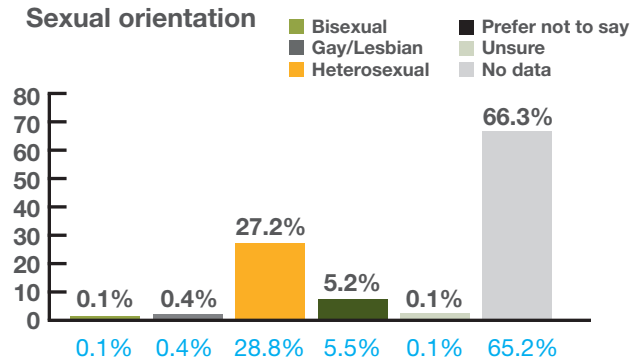
Gender



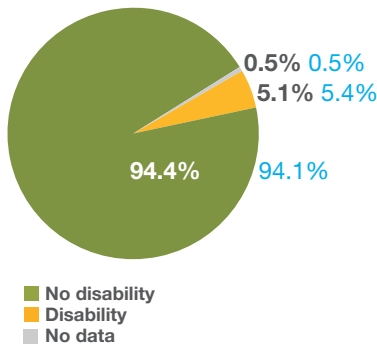
Age



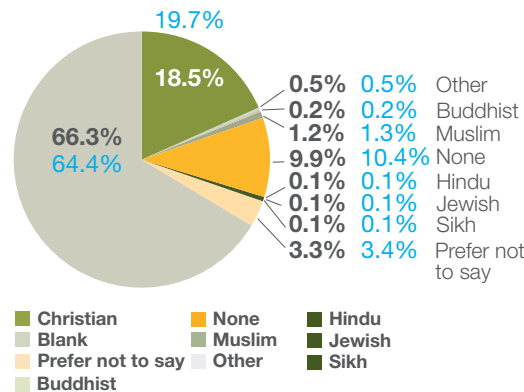
Sexual orientation



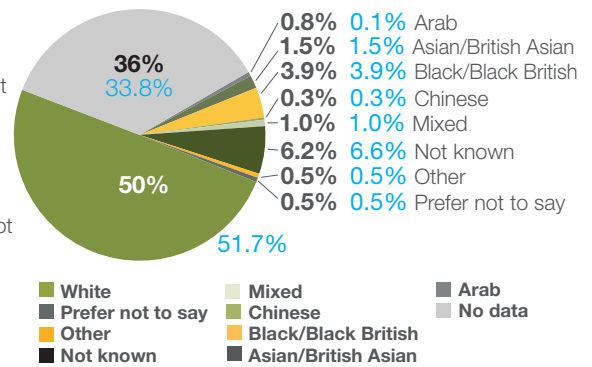
Disability



Religion or belief



Ethnicity



Who do we house?

The profile of customers we house has not changed significantly since last year. This is not surprising given the relatively low turnover of our homes.

Age

- New tenants who have moved into Guinness homes during 2020/21 are younger than current tenants (new tenants aged 16-35: 48.3%; current tenants aged 16-35: 19.8%). This is consistent with previous years.
- There has been an increase in new tenants aged 16-25 over the past five years and a decrease in new tenants in the middle and older age groups (tenants aged 36+).
- The age distribution of new Guinness tenants is similar to national lettings data. The highest proportion of new tenants is in the younger (under 35) age groups (Guinness new tenants: 48.3%; new housing association tenants nationally: 44%). The lowest proportion of new tenants is in the older (56+) age groups (Guinness new tenants: 22.3%; new housing association tenants nationally: 25%).
- When comparing the age distribution of current tenants to the most recent available data of heads of households nationally across the housing association sector, the age distribution is similar. The highest proportion of tenants are in the older age groups (Guinness tenants aged 56+: 40.6%; housing association tenants nationally aged 56+: 42%). There is an even spread in the middle age groups and around a fifth of Guinness tenants and tenants nationally are in the younger age groups (under 35).

- There has been an increase in older tenants (aged 56+) over the past five years.
- The highest proportion of homeowners are in the middle and older age groups. This continues the trends reported in previous years, where the percentage of homeowners in the younger age groups has decreased and the percentage in the older age groups has increased. These changes are statistically significant.

Ethnicity

- 37.5% of tenants have not disclosed their ethnicity information. 53.7%, of the 62.5% who have provided the information, are White British.
- Of the disclosed information, the largest minority groups of tenants are Black or Black British (4.4%), White Other (2.4%), Asian or Asian British (1.7%), Mixed (1.2%).
- In terms of lettings, excluding lettings to White customers, the largest number of lettings were to Black or Black British customers. This is consistent with the trend over the last five years.
- 66.5% of homeowners have not disclosed their ethnicity information. 31.3%, of the 33.5% who have provided the information, are White British.

Gender

- In common with the sector, more of our lettings are to female tenants than to male tenants (Guinness new tenants: 61.5% female; new housing associations tenants nationally: 61%).
- 60% current tenants are female. There has been little change in this gender balance over the past five years.
- 44.2% of Guinness homeowners are female, 46.1% are male. We do not have information on gender for the remaining 9.7%.

Are some groups of customers more satisfied than others?

This analysis considers whether certain groups of customers are more satisfied than others:

- Consistent with previous years, and in common with national data on life satisfaction, tenants in middle age groups tend to be less satisfied than younger or older tenants (% satisfied in each age group - 16-24 age group: 78.4%; 25-34 age group: 73.7%; 35-44 age group: 69.8%; 45-54 age group: 71.7%; 55-64 age group: 75.3%; 65-74 age group: 77.8%; 75+ age group: 82.2%)
- Similar to tenants, homeowners in the youngest and oldest age groups tend to be more satisfied, those in the middle age groups tend to be less satisfied (% satisfied in each age group - 16-24 age group: 90.0%; 25-34 age group: 54.0%; 35-44 age group: 50.6%; 45-54 age group: 45.8%; 55-64 age group: 47.8%; 65-74 age group: 54.2%; 75+ age group: 59.6%)
- There is very little difference in satisfaction rates by gender (male: 77%; female: 75%). In terms of homeowners, a slightly higher percentage of female customers were satisfied (male: 49%; female: 55%).

Access to the internet

As we extend our digital offer, levels of digital inclusion have been considered.

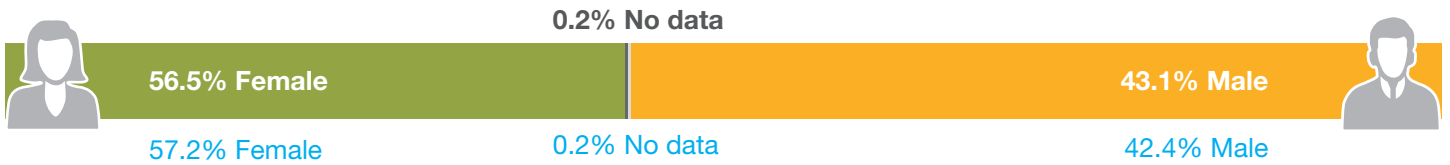
- Homeowners are more likely than tenants to have access to the internet (tenants: 75.0%; homeowners: 90.0%). This is slightly lower than national data which found that 79% of housing association social housing tenants and 93% of owner occupiers in England have access to the internet.
- Access to the internet varies by age. Over 90% of tenants in the 16-54 age group have access to the internet. This declines in the older age groups where 61.7% of tenants aged 65-74 and 43.0% of tenants aged 75+ have access to the internet. This pattern is similar for homeowners. Over 95.0% of homeowners in the 16-54 age group have access to the internet falling to 61.0% in the 75+ age group.
- Internet access has increased in all age groups for all residents over the past three years. The percentage increase has been largest in the 75+ age group. For tenants in this age group the change has been significant (from 32.1% in 2018/19 to 43.0% in 2020/21).

Our People

Guinness employed 2,628 people as at 31 March 2021. Understanding the diverse characteristics of our people helps to support our ambition to be a Great Place to Work and ensure we comply with our statutory and regulatory obligations.

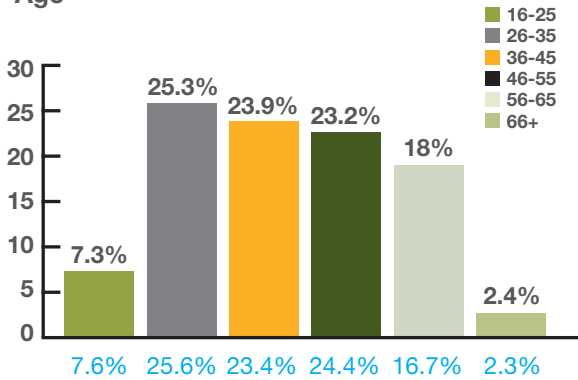
Over the last year there has been an increase in disclosure of Protected Characteristics from colleagues – and particularly in relation to ethnicity. Across all areas in the last year there has been a decrease in “blank” or “incomplete” data, allowing for more accurate insightful reporting.

Gender

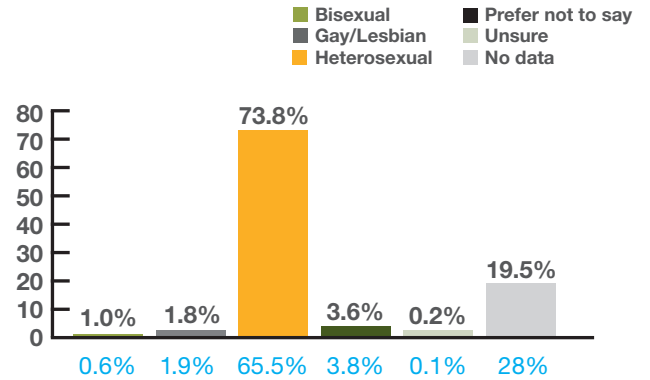


* 0.2% of Guinness employees are transgender. 0.1%

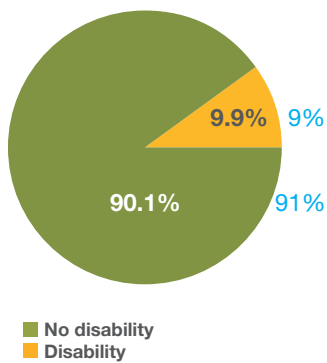
Age



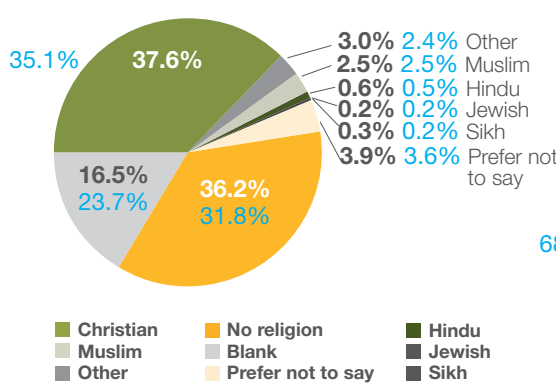
Sexual orientation



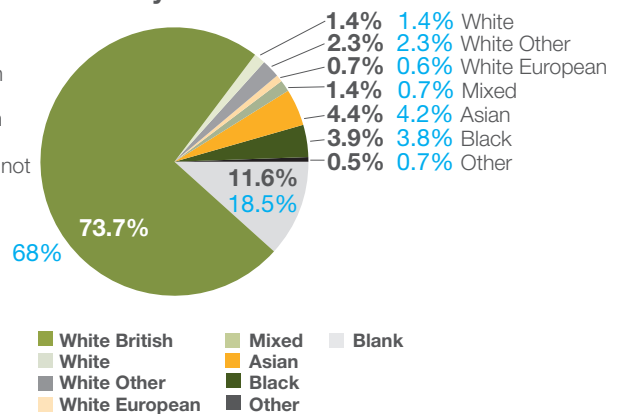
Disability



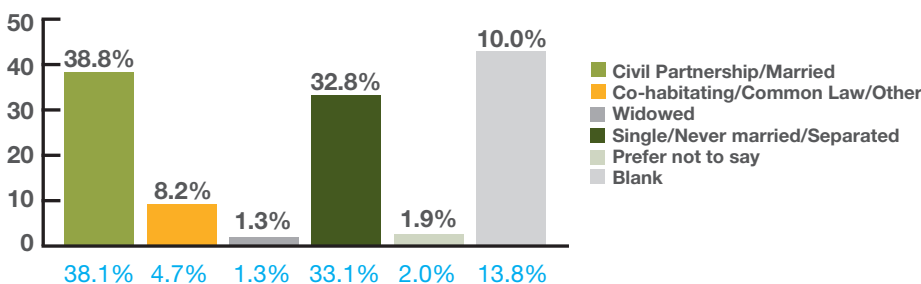
Religion or belief



Ethnicity



Marriage and Civil Partnership



Gender

The organisation employs more women than men, a trend consistent over the last five years however the proportion of women has decreased by 0.7% in the last year mostly in TGPL. Guinness Property has a predominantly male workforce at 87.8% and Guinness Care is predominantly female at 88.5%. There are more male 58.3% than female 41.7% colleagues in Director level roles.

Age

There has been a slight decrease in the percentage of 16-25-year olds employed by Guinness. However the age groups to which the largest percentage of employees belong are 36-45 and 46-55. The majority of Director-level colleagues also fall in these two age groups.

Sexual orientation

In the last year, the proportion of colleagues identifying heterosexual has increased by 8.3% to 73.8% in April 2021. 19.5% of colleagues have not provided information about their sexual orientation. The percentage of employees who identify as bisexual or gay/lesbian remains broadly the same. This year, 0.2% of employees have listed their sexual orientation as "other."

Disability

There has been a small (albeit statistically significant) increase in the percentage of colleagues who have a disability (from 9% in 2020 to 9.9% in 2021). Guinness Care has seen the largest increase in the percentage of employees who have a disability (from 5.2% in 2020 to 7.3% in 2021).

Religion or belief

There has been a significant increase in the completion rates for this data over the last year. There is an increase in the percentage of employees who identify as Christian and those who identify as having no religion or belief. This trend is seen across The Group.

Ethnicity

There has been a significant increase in the completion rates for this data over the last year. The proportion of White colleagues and colleagues from Ethnic Minorities increased across The Group. TGPL has the largest group of colleagues from Ethnic Minorities at 13.9% which is significantly higher than GC at 5.8% and GP at 6%. 51.7% of Guinness customers are White, compared to 78.1% of colleagues – however the completion rates for customer data are low and so the information should be viewed with caution. The largest group of colleagues from Ethnic Minorities work in roles at grades C-D (11.1%) however in the last year there was a 1.5% increase in grades E-F (to 8.1%) and a slight decrease of 2.8% at Director grade (to 8.3%).

Marriage and Civil Partnership

There has been an increase of 3.7% in employees who identify as either co habiting or common law partners. The proportion of colleagues who are married or in a civil partnership has not changed significantly. However those who are single or never married has decreased by 6.6% over the last five years.

Pregnancy and maternity

In the last year there was a 0.6% decrease in colleagues who took maternity leave across The Group. The majority of employees who were pregnant are employed in roles at grades A to D, a continuation in the trend from last year.

Gender reassignment

The disclosure rate in this area is low and has decreased by 7.9% from last year. However of the disclosed information, there has been no change in the number of employees whose gender is different to that at birth (2) and both are employed in TGPL.

Recruitment

We want to be attractive to a diverse range of talented people. To understand how we are progressing, we have analysed our general recruitment, as well as our recruitment for senior roles and director level roles. Each stage of the recruitment process is considered (application, interview, hire).

Our analysis focuses on age, disability, ethnicity, gender, marriage and civil partnership, religion or belief and sexual orientation. Gender reassignment and pregnancy/maternity have not been included as data is not available for these Protected Characteristics.

Age

- There is a slight increase in hires of people from younger age groups (aged 16 to 35) with 12.4% of hires being 35 or under, compared to 11.8% in April 2020.
- Whilst Guinness continues to receive high numbers of applications from people aged 16-25 (10.1%), they continue to make up smaller percentages of those interviewed (3.9%) and the hired (2.9%).
- Looking at hires to senior roles, a greater percentage of people in the younger age group (people aged 26-35) were hired to senior roles than those who applied or were interviewed.

Disability

- In 2020-21, a higher percentage of people with a disability were interviewed than those that applied, but the percentage of hires with a disability was lower than the percentage interviewed (2.0% applied, 2.3% interviewed, 1.1% hired).
- In senior roles, the percentage of people with a disability who applied for roles (2.6%) is broadly proportionate to the number of hires of people with a disability (2.4%).

Ethnicity

- In 2020-21, a lower percentage of people from White backgrounds were hired (20.8%) than were interviewed (30.1%) or applied (42.3%). This pattern is the same for people from BAME backgrounds (14.6% applied, 8.1% interviewed, 3.2% hired). This is because of an increasing proportion of applicants answering "Prefer not to say" (11.5% applied, 13.1% interviewed, 14.8% hired) or "Not asked to provide" (31.6% applied, 48.7% interviewed, 61.2% hired) at each stage of the recruitment process.
- In recruitment to senior roles, 19.5% of applicants were people from BAME backgrounds, but BAME candidates made-up 9.8% of hires. The pattern is the same for people from White backgrounds (56.0% applied, 34.1% hired). This is again because of an increasing proportion of candidates answering "Prefer not to say" (23.2% applied, 39.6% interviewed, 48.8% hired) or "Not asked to provide" to questions about ethnicity (1.4% applied, 3.0% interviewed, 7.3% hired) at each stage of the recruitment process.
- Although the number of candidates declining to disclose their ethnicity during the recruitment process has increased year-on-year, the number of colleagues who have disclosed their ethnicity subsequent to appointment has increased.

Gender

- In 2020-21, more females (12.9%) were hired than males (11.1%). This continues the trend seen in 2018-19 and 2019-20. This is driven by both GC and TGPL hiring a larger percentage of females than males over this period.

Marriage and Civil Partnership

- Over the last three years, the percentage of people hired who were married or in a civil partnership has decreased from 16.4% in 2018-19 to 7.8% in 2020-21.

Religion or belief

- Most people hired in 2020-21 had stated they 'Prefer Not to Say' (15.9%) or had No Religion (12.8%), in response to questions about religion or belief.
- Over the last two years there has been a decline in the percentage of hires who disclose their religion as Muslim during the recruitment process (1.9% in 2019-20, 1.0% in 2020-21). The proportion of the overall workforce disclosing their religion as Muslim has not changed.

Sexual orientation

- There has been a rise in the percentage of hires who identified as LGB compared to 2019-20 and 2018-19 (from 0.1% to 1.2%). The percentage of applications from, and interviews of, people who identified as LGB is higher than in 2018-19 and 2019-20.
- Within senior roles, LGB applicants made-up 2.6% of applications in 2020-21, but there were no interviews or hires of LGB applicants. Our director grade has the highest proportion of LGB colleagues at 8.1%.

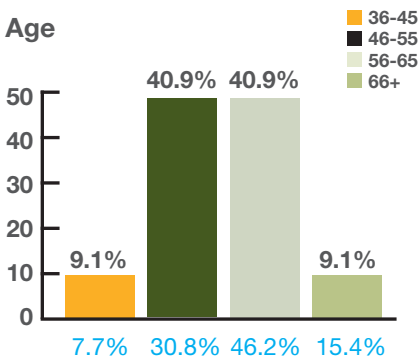
Our Board and Committee Members

The data below looks at the diversity data of the Board and Committee Members as at the 31 March 2021. The proportion of members who are female has increased slightly, ethnic diversity has increased, and the age profile of Board and Committee members has changed (with a lower proportion aged 66+ and an increased proportion aged under 46). No members have a disability and no members have disclosed they identify as LGB.

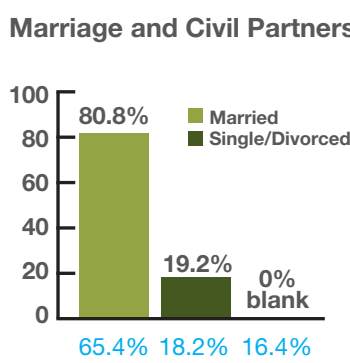
Gender



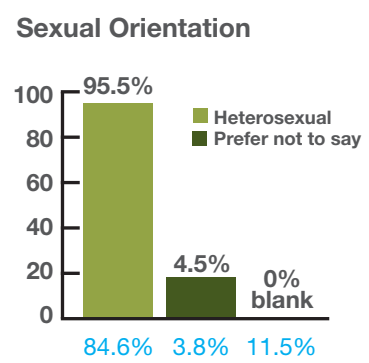
Age



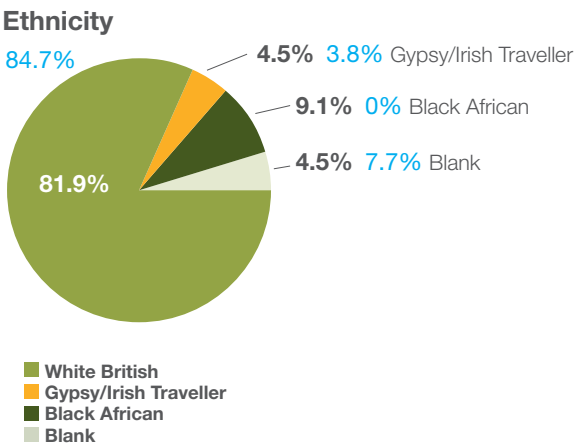
Marriage and Civil Partnership



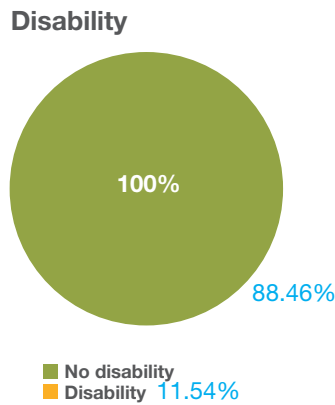
Sexual Orientation



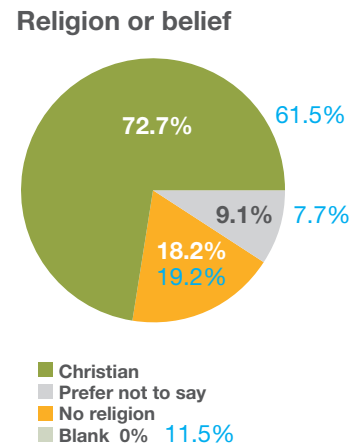
Ethnicity



Disability



Religion or belief



**great service
great homes
a great place to work
and a great business**



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