



EDI Strategy and Action Plan

March 2022

At Place2Be we believe in the value of diversity and inclusion, not only in our workplace and in the school communities we support, but as an integral part of everything we do. Diversity makes us stronger. In an inclusive environment, everyone is able to be their best self and experience the full richness of their colleagues as no one feels the need to suppress who they are.

Our dedicated teams work in the heart of some of the most marginalised communities of the UK, supporting the mental wellbeing of children and families from a wide range of backgrounds, cultures, ethnic and socio-economic groups. We know that mental health issues disproportionately affect people from an ethnically diverse background and those from low-income families, where the stigma associated with mental health can create even greater challenges.

We are on a journey and totally committed to creating a fully inclusive Place2Be, where all of our community - whatever our background, colour, identity or beliefs - feel supported, nurtured, empowered and celebrated. We want to stretch ourselves, beyond what is comfortable, to make our organisation a place where everyone can thrive as individuals and feel they are part of something great.

We are therefore challenging ourselves to ensure that diversity and inclusion is fully embedded in everything we do, from our training and recruitment through to our clinical practice, our communications and organisational culture. We hope you will join with us on the journey, through the tough conversations and the smooth as step by step we grow in empathy and understanding and together build an organisation we are all proud of, delivering real impact for the children, families and communities we are here to support.

Simon Mackenzie-Smith
Chair, Place2Be

Catherine Roche
Chief Executive, Place2Be



Our staff voice ...

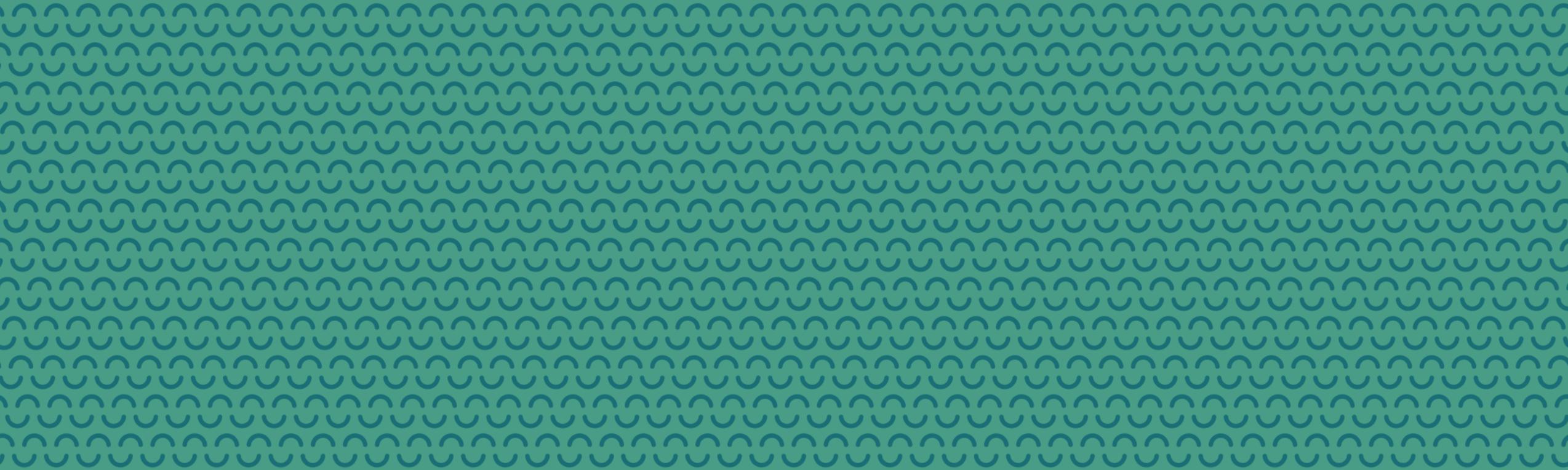
- We need to fully reach the local communities that we are working in
- We should make our voices heard within the broader mental health profession to challenge any form of discrimination and support action for a more diverse profession
- We have to create a fully inclusive organisation and to make sure that we give a voice to everyone across Place2Be
- We need to listen and understand your concerns, ensuring that issues highlighted are tackled as a community
- We have to hear and learn from our colleagues from diverse backgrounds, allowing them to share their experiences in a safe way

March 2022 - our work to date

Place2Be's [EDI Action Plan](#) launched in October 2020. It focuses on 5 commitment areas. These are outlined below, with an overview of actions completed in the past 6 months. The next phase will deepen and embed this programme of work.

1. **Our Practice:** Area teams discussed service accessibility to identify trends and issues. We are now developing plans to tackle under-representation in key areas. We have developed a schools' webinar on Talking about Race which is being promoted via the Staffroom online platform; and a Key Stage 3 group intervention with support from PWC, to explore issues of race, identity and diversity.
2. **Mental Health Workforce:** We established a bursary scheme which awarded 28 funded places across Levels 2, 3 and Pg Dip. We are chairing the sector-wide Diversity and Inclusion Coalition which aims to create a more inclusive training environment. EDI training modules are now mandatory for all Counsellors on Placement and trainers in addition to staff.
3. **Our People:** Racial diversity of our staff and Board of Trustees is now over 20%; the introduction of a new recruitment system has assisted in removing bias and implementation of the 'Rooney rule' to ensure representation of candidates from diverse groups. An updated EDI Policy has been published and staff feedback is gathered via surveys. A reciprocal mentoring programme has been trialed and will now be rolled out to the wider organisation.
4. **Learning:** EDI training modules are mandatory for all staff, the People and Culture Committee has been established and the EDI Steering Group meets 6 weekly.
5. **Communication:** We have increased the number of celebrity champions from diverse groups; increased representation of diverse groups in promotional materials and platforms; and are giving a voice to a broad range of perspectives through web/intranet blogs.

ACTION PLAN FOR 2022



1. Our Practice

1. Our Practice: Ensure our direct work in schools is accessible and delivers impact to the full school community

<i>Actions</i>	<i>Continued work</i>	<i>Date for completion</i>
<p>Use data to inform local practice and plans</p> <p>Tackling racism in schools</p>	<p>Targeted work in local schools to share good practice and address any significant service accessibility issues.</p> <p>Area action plan templates are being reviewed within regions to ensure consistency and good practice examples to be shared at March 2022 Research Advisory Group.</p> <p>Translation of relevant school materials to priority languages & use of available mental health resources readily available in other languages</p>	<p>August '22: Review take-up of services by ethnicity for Place2Talk and targeted support - measure for success will be representation in line with make-up of school community</p>
	<p>Better understand barriers and put strategies in place to address under-representation of Asian/Asian-British service users nationally.</p>	<p>As above</p>
	<p>Review and refresh resources and equipment used in clinical practice to ensure culturally appropriate. Working party in operation to bring a recommendation by May to Exec and revised equipment list published by July for new schools. Dedicated funding from Story of Christmas will support the replacement of equipment at existing schools.</p>	<p>July 2022</p>
	<p>Pilot PwC programme underway in 5 partner schools. An evaluation strategy is in place along with proposed delivery for years two and three, with continued support from PwC.</p>	<p>Review outcomes July 2022 and findings to inform Y2/Y3</p>
	<p>Anti-racism webinar for schools now tested and being promoted through the Place2Be Staffroom in 2022 with live events taking place throughout the year, 40 members have attended to date.</p>	<p>Review take-up & feedback July 2022.</p>

2. Mental health workforce

2. Mental health workforce: Promote the value of a diverse workforce and ensure that our training programmes are accessible to all

Action	Continued work	Date for completion
Review of all training programmes	The content review of training programmes has started and an action plan with specific milestones and goals is to be finalised to complete this work with the other programmes.	Revision schedule & responsibility assigned/agreed by end April 2022
Continuing to Chair and work with the Coalition of mental health sector training providers	Danielle Osjivbe-Williams and Marcelline Menjie have been commissioned to author the Equality, Diversity and Inclusion Toolkit for Counselling and Psychotherapy programmes, with the first draft due by September 2022 for peer review.	January 2023
Establish a bursary scheme	Current trainer make-up comprises 14% from diverse backgrounds. Recruitment of new trainers includes a specific focus on attracting candidates from diverse backgrounds – target 20% by June 2023 in line with wider Place2Be People commitment.	Target 20% by June 2023
	Continued support and engagement with 1 st bursary cohort of 28 participants. Create new qualifications along with an entry level position and a number of bursaries for trainee posts (July 2023)	July 2023

3. Our People

3. Our People: Create an inclusive workplace to attract, retain and develop a talented team from all backgrounds and cultures

Action	Continued work	Date for completion
Maintain minimum 20% of workforce from a diverse ethnic background	Maintaining 20% workforce target - now focussing on measuring through the staff survey on questions : 1) 'People here are treated equally irrespective of ethnicity, gender, disability, age, sexual orientation or religion' and 2) 'I feel a sense of belonging within Place2Be', aiming for 90% agree/strongly agree, up from 80% in December 2021	December 2022
Improving the racial diversity of Executive and Leadership Teams and Board of Trustees	Continue to ensure the recruitment of all trustee and senior role adverts are inclusive and targeted at diverse groups	Ongoing
Supporting career progression of staff from diverse groups	Wider roll-out of reciprocal mentoring to our leadership forum and executive team, expanding to the protected characteristics of race, disability and LGBTQ+. Continued implementation of the Coaching Apprenticeship.	December 2022 for Reciprocal Mentoring and December 2023 for Coaching
Better understanding of turnover	Direct staff feedback via surveys, combined with feedback through our exit interviews	Ongoing
Fostering a positive, open, transparent and inclusive workplace culture	Leadership Empowerment – specific focus on leaders from diverse groups Continue to promote staff engagement in our EDI Steering Group Create an LGBTQ+ Working Group Establish a closer link between our 'Our Practice' and 'Our People' strand by ensuring we hire and train a talented team from all backgrounds and cultures who serve as role models for inclusion in our school community.	Review progress in December 2022

4. Learning

4. Learning: Educate ourselves, establish and promote an open and honest dialogue about race, diversity and inclusivity within Place2Be

<i>Action</i>	<i>Continued work</i>	<i>Date for completion</i>
Develop cultural humility in all teams to maximise cross cultural understanding and engagement.	Delivery of Include Me at Work – a programme for Place2Be staff to participate and reflect, in a safe space, facilitated by PwC, includes two 90-minute sessions covering different types of bias, how colleagues might mitigate against bias and consider ways to maintain the conversation between the sessions. Introduce Team-based Include Me at Work sessions.	Review in December 2022 (staff survey)
Governance and staff voice	Ensure all new starters are completing the Inclusion Works modules as part of their induction. Run a programme of knowledge/learning webinars (3-4 speakers in a year to reflect the protected characteristics).	Review in December 2022 (staff survey)
	Staff Consultative Forum – continuing the office-based forum and commencing the school-based forum in March 2022.	Review in December 2022 – effectiveness of fora and via staff survey
	Staff survey and pulse surveys continue to ask questions on EDI	July & December each year
	Maintain focus on the Staff Consultative Forum and its roll out across the organisation before exploring set-up of a Black Workers Forum. Explore options to provide safe spaces for different groups and different protected characteristics. Resource, appetite, and implications for other groups need to be considered.	Review in December 2022

5. Communication

5. Communication: consistently demonstrate our commitment to inclusivity in our communications, both internally and externally

<i>Action</i>	<i>Continued work</i>	<i>Date for completion</i>
Inclusive terminology and broader representation	Continue to use inclusive terminology and broader representation of all groups in all materials and across platforms, such as the inclusive icon created to add to staff signatures to show support or solidarity with LGBTQ+ colleagues.	Ongoing. Photo shoots planned for end March 2022.
Mark and celebrate significant cultural events	Continue to mark and celebrate significant cultural events, suggested by staff.	Ongoing
Ensure materials are accessible to people with visual and hearing impairments.	Update website and brochure design and copy to make content accessible, in line with best practice	March – July 2022