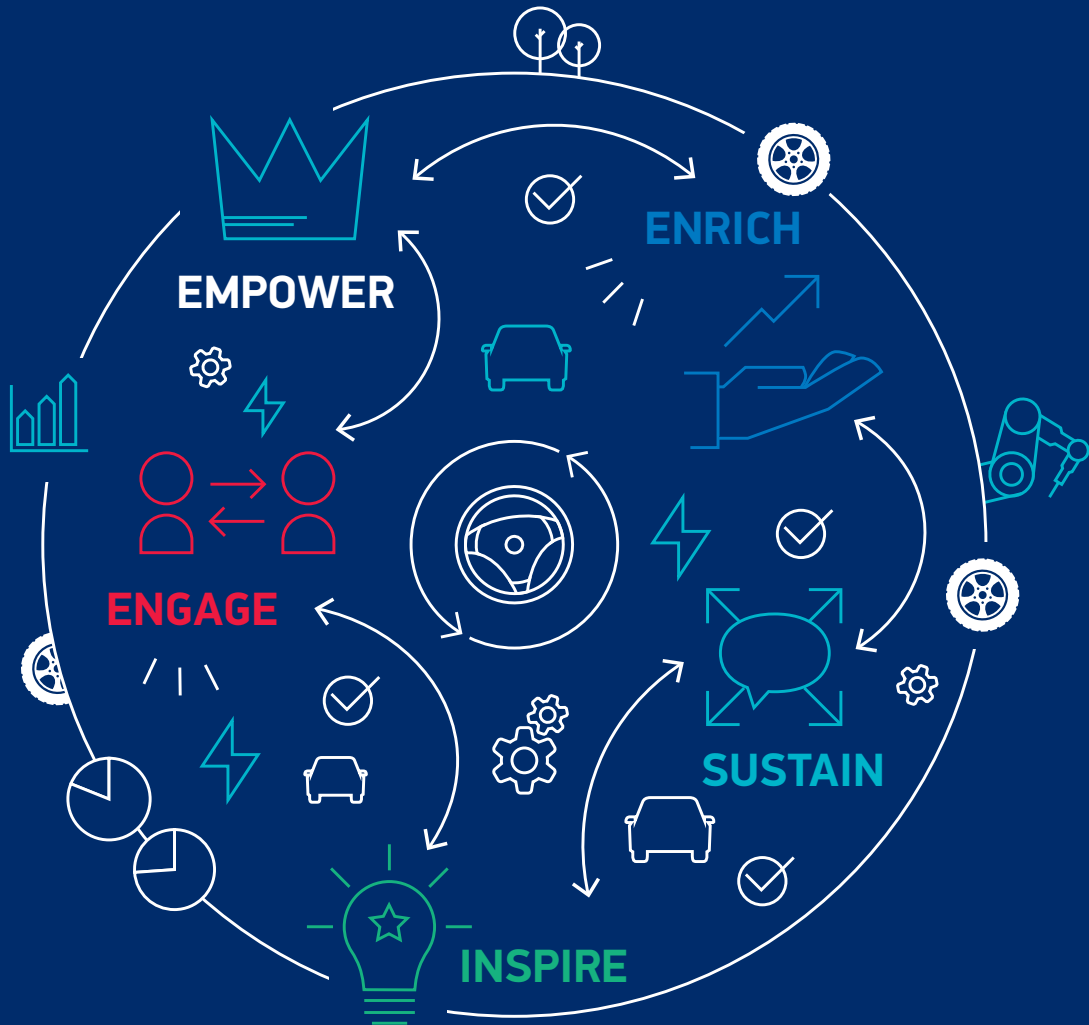
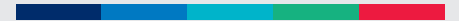


SMMT GROUP DIVERSITY AND INCLUSION STRATEGY 2021-2025





Mike Hawes
Chief Executive
The Society of Motor
Manufacturers and Traders
(SMMT)



“UK Automotive is undergoing an immense transformation and key to our success will be our people. A rich diversity of skills, perspectives and experience can give us a competitive advantage and that has to mean enhancing our diversity, never resting until everyone feels included and valued.

SMMT Group needs to be representative of the industry it champions and the consumers it serves so our own workforce must be a mirror to broader society. We are doing well in some areas but others need greater progress so there’s still much to do. This five-year strategy is our roadmap and there will surely be twists and turns on the way but the destination is clear. Above all, it is testament to our ambition and our commitment to create a culture where all can thrive and drive success together.”



Mike Baunton
Chairman
SMMT Industry Forum
(IF)



Bill Fennell
Chief Ombudsman and Managing Director
The Motor Ombudsman
(TMO)



INTRODUCTION

SMMT Group's Diversity and Inclusion Task Force (TF) has been created to ensure the development and delivery of the organisation's Diversity and Inclusion agenda. The TF represents the three organisations that make up SMMT Group: The Society of Motor Manufacturers and Traders (SMMT), SMMT Industry Forum (IF) and The Motor Ombudsman (TMO) and was founded by 38 volunteers from across SMMT Group. This is the first D&I Strategy designed to provide an up-to-date overview of SMMT Group's approach to increasing diversity and inclusion.

USING DATA COLLECTED FROM THE ANNUAL DIVERSITY AND INCLUSION STAFF SURVEY THE STRATEGY DOES THREE THINGS:

- ✓ Analyses the areas in need of improvement
- ✓ Identifies the actions required for improvement
- ✓ Proposes continued application of measures to encourage and ensure diversity and inclusion

By focusing on these three strategic priorities, SMMT Group seeks to break down the barriers that block progress within the organisation and wider automotive industry.

SMMT MISSION STATEMENT

“SMMT Group continually strives to create an environment where differences are celebrated, where all employees feel valued and where they can be their true selves. By being diverse and inclusive, SMMT Group can better represent the UK automotive industry and cater for its consumers.”



FOREWORD FROM FOUNDING DIVERSITY AND INCLUSION TASK FORCE CHAIR

Alice Seabrook-Martina
Diversity and Inclusion
Task Force Founding Chair
Senior Regional Engagement
Manager, SMMT

When we started our Diversity and Inclusion journey, we knew that we did well in some diversity areas, but we were unsure how we fared on inclusion and the feeling of belonging. Our first survey conducted in January 2020 showed that although we felt understood by our colleagues, we were reluctant to voice contrary opinions and we didn't feel that SMMT Group prioritised diversity and inclusion. Now, over a quarter of SMMT Group employees make up the Diversity and Inclusion Task Force, showing how much importance we place on creating a fairer future.

The work of this group together with useful insights from the staff survey have led us to develop this strategy, which we are hopeful will result in a more diverse and inclusive work environment. I am proud to be part of an organisation that takes equality, diversity and inclusion seriously and I look forward to improving the organisation still further.



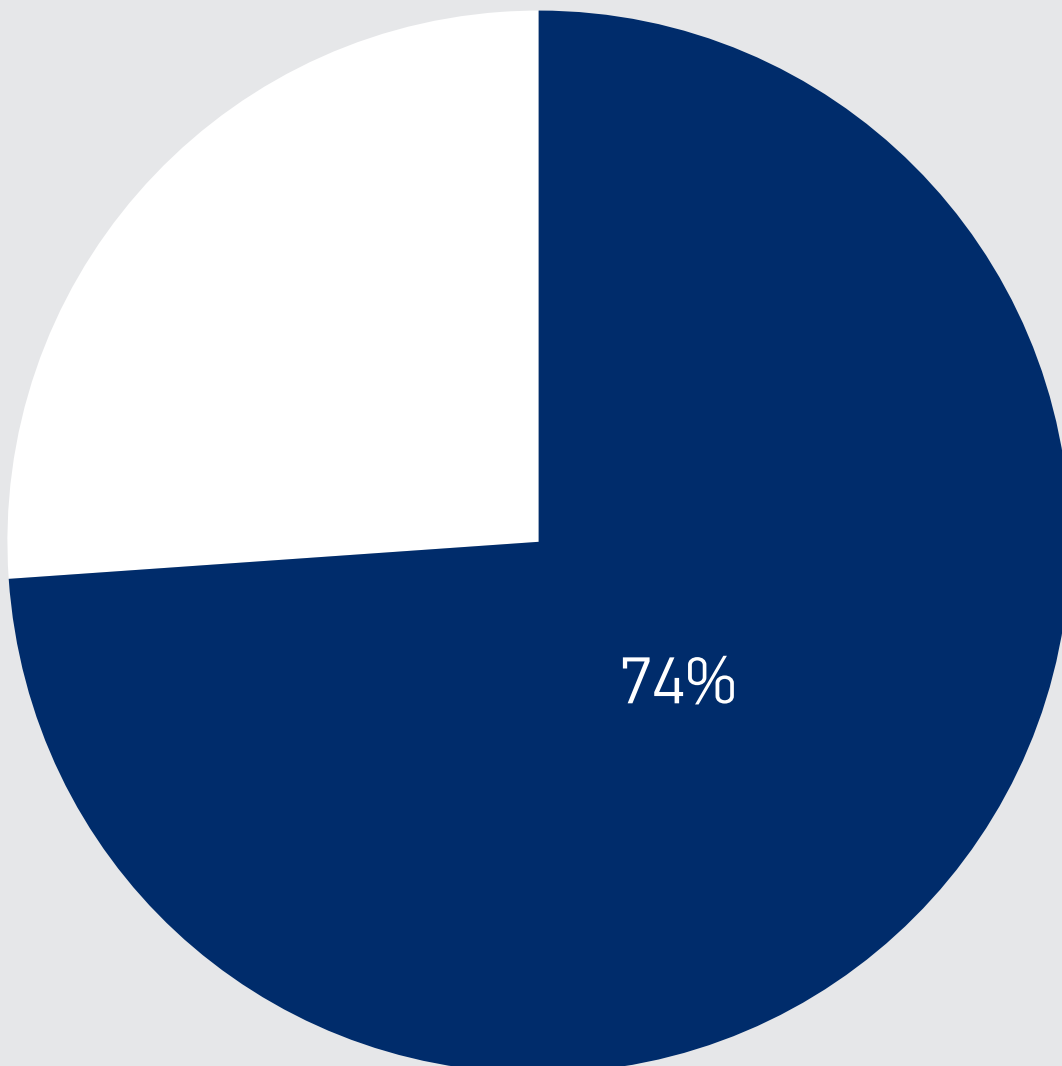
Founding Diversity and Inclusion Task Force members, January 2021

OVERVIEW OF SMMT GROUP DIVERSITY AND INCLUSION SURVEY RESULTS: WHAT WE ALREADY KNOW

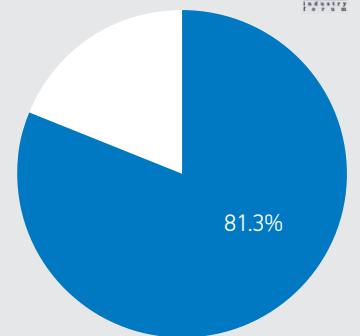
In early 2020 SMMT Group carried out its first Diversity and Inclusion staff survey, which provided insight into SMMT Group's workforce. SMMT Group aspires to be a fully representative workforce and, in some areas, it is already above national averages. The aim is to maintain these successes, as well as to make improvements where required.

What do we currently look like as an organisation? Please note that not all of the survey results are included in this section.

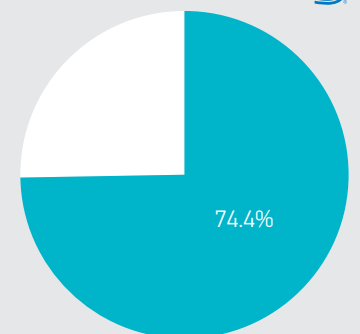
PARTICIPATION:
The 2020 survey was taken by 74% of people across SMMT Group;



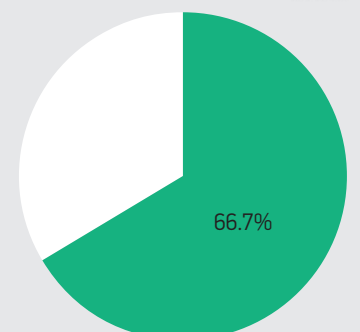
IF: (26) staff answered



SMMT: (67) staff answered



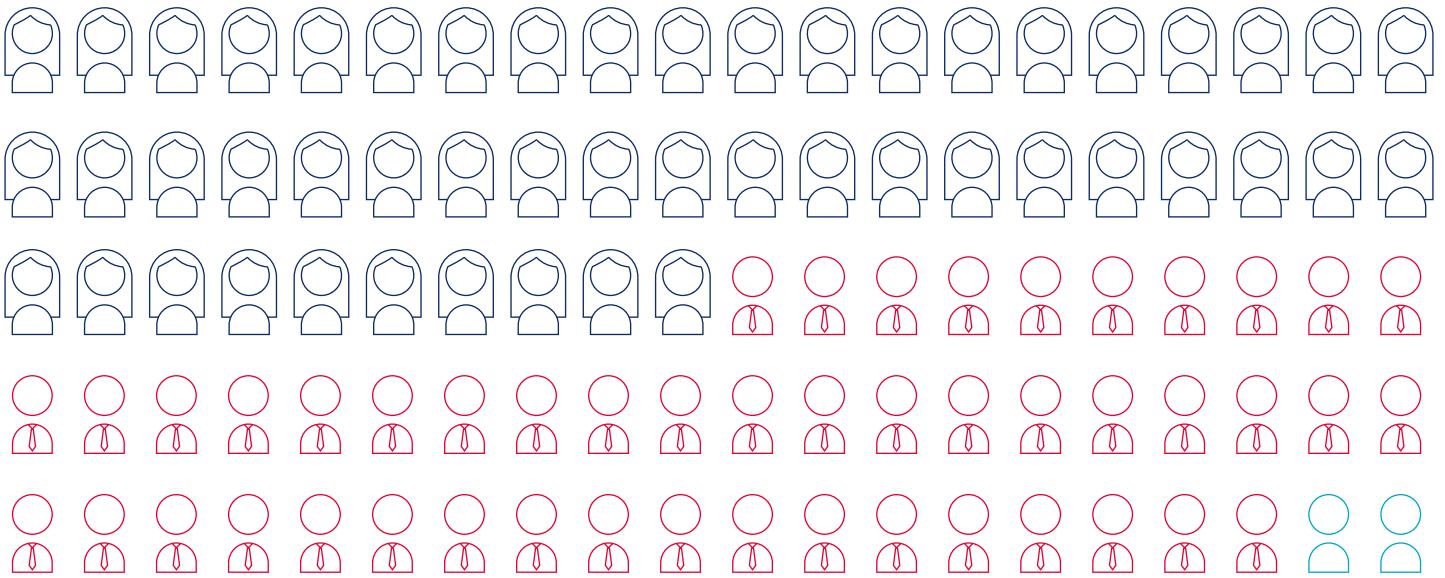
TMO: (18) staff answered



DIVERSITY

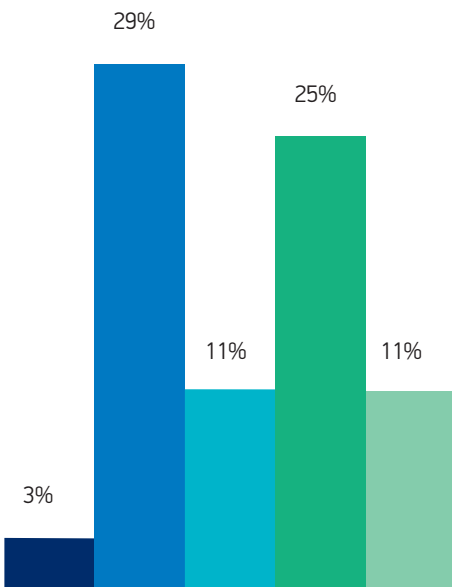
GENDER IDENTITY

Currently SMMT Group is made up of an almost equal split of male and female employees with 2% identifying as Agender.

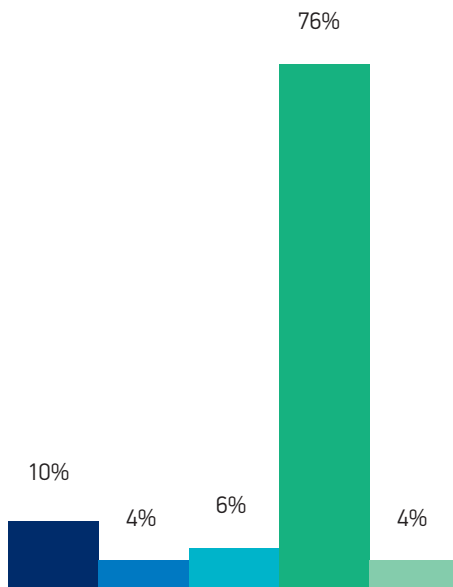
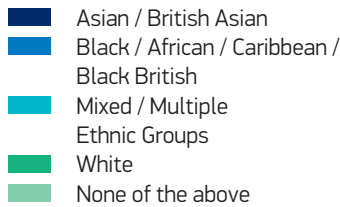


AGE

Over 80% of the workforce in the Group are between 25-54 years of age with only 11% above the age of 55 and 3% between the ages of 18 and 24.



RACIAL / ETHNIC IDENTITY



LANGUAGES

11 different languages are spoken across SMMT Group

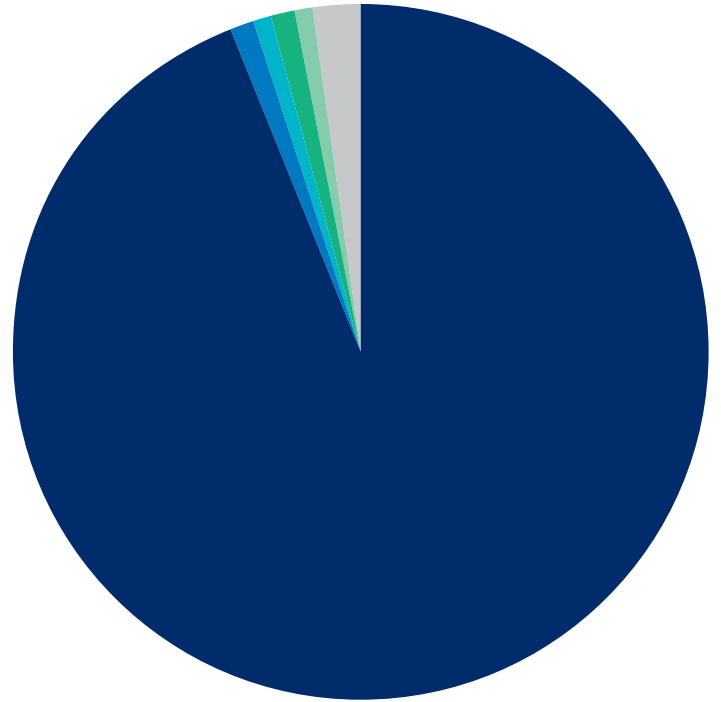
English
French
French Patois
German
Italian
Punjabi
Spanish
Turkish
Twi
Urdu
Welsh



DIVERSITY

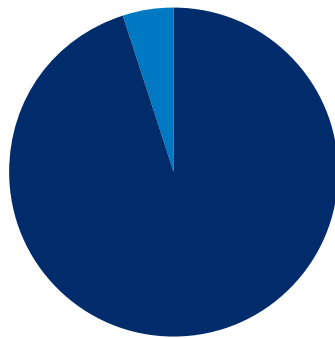
SEXUAL ORIENTATION

■ Heterosexual / Straight	94%	■ Pansexual	1%
■ Asexual	1%	■ Lesbian	0%
■ Bisexual	1%	■ Queer	0%
■ Gay	1%	■ None of the above	2%



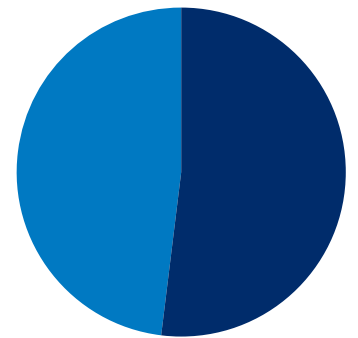
ARE YOU LIVING WITH A DISABILITY?

■ Yes	5%
■ No	95%



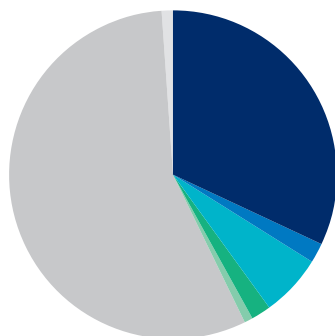
ARE YOU A PARENT OR CARETAKER OF CHILDREN?

■ Yes	52%
■ No	48%



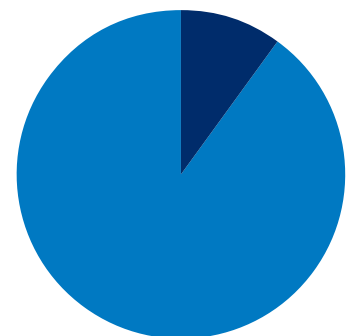
DO YOU IDENTIFY WITH OR PRACTICE ANY OF THE FOLLOWING RELIGIONS

■ Buddhism	0%
■ Christianity	32%
■ Hinduism	2%
■ Islam	6%
■ Judaism	2%
■ Sikhism	1%
■ No religion	56%
■ Other	1%



ARE YOU A CARETAKER OF ADULTS?

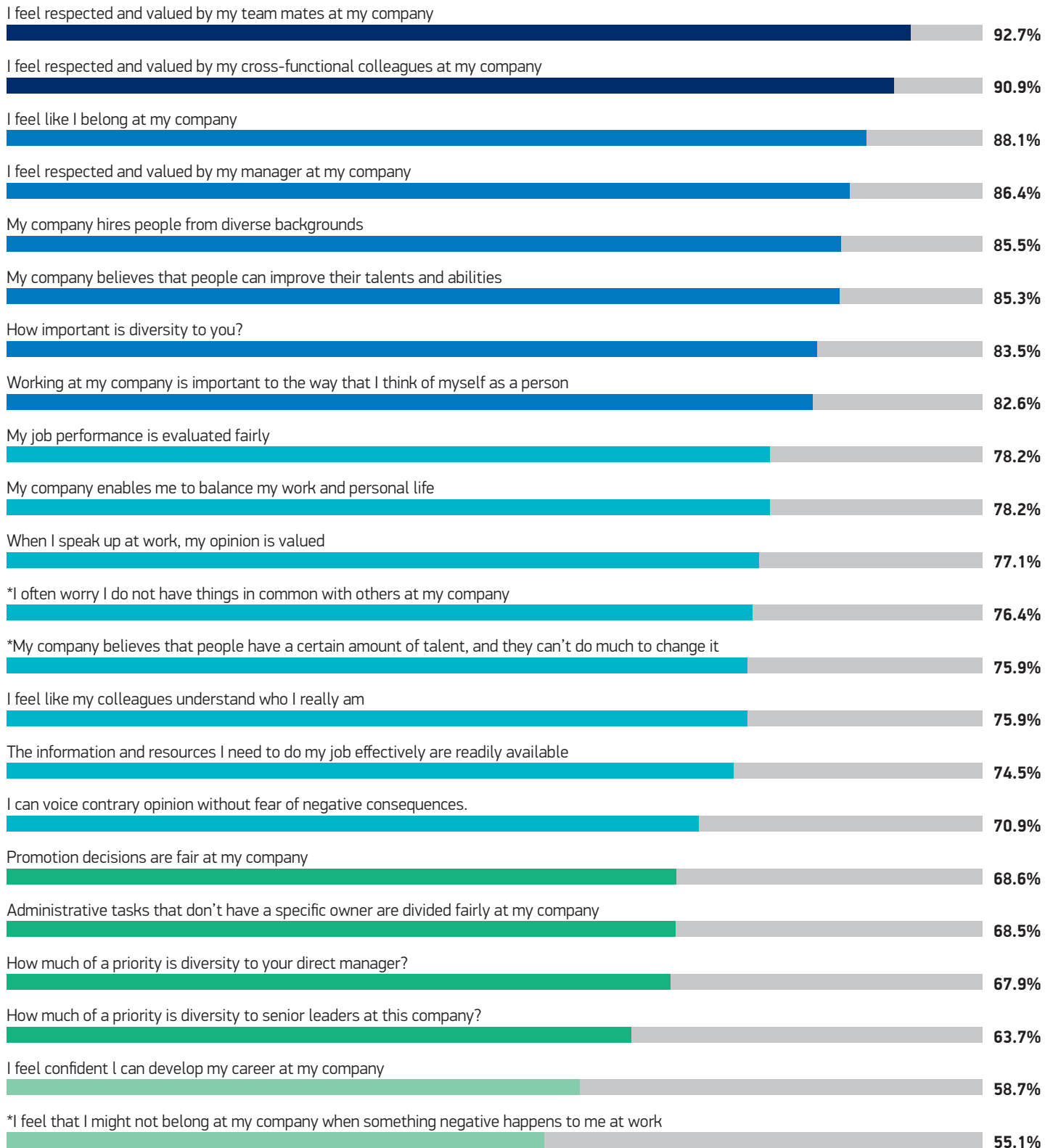
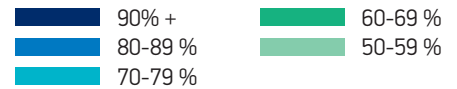
■ Yes	10%
■ No	90%





INCLUSION

KEY



Responses ordered from strongest to weakest subject areas* denote question has been rephrased to illustrate pattern.

DRIVING DIVERSITY AND INCLUSION: HOW TO GET THERE

EMPOWER, INSPIRE, ENRICH,
ENGAGE AND SUSTAIN

EMPOWER

INSPIRE

ENRICH

ENGAGE

SUSTAIN

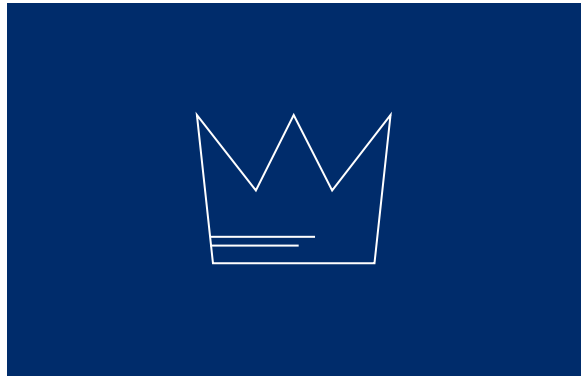
KEY THEMES

To ensure progress, SMMT Group’s strategy is underpinned by five pillars that we believe are necessary to achieve our Diversity and Inclusion goals.

These are:

- Empower
- Inspire
- Enrich
- Engage
- Sustain

EMPOWER



SMMT Group values differences and aims to empower all employees to be their true selves while at work. All staff should feel capable of reaching their full potential in the workplace and development opportunities should be made available fairly and consistently to all.

HOW WE WILL EMPOWER:

- Support to be true selves
- Help to reach full potential
- Fair and consistent development opportunities
- Exceed expectations
- Build an empowered and confident workforce



Beth Osborne,
Marketing Manager,
SMMT Industry Forum

"Having worked in male dominated sectors for the majority of my career, I have witnessed first-hand how much more challenging it is for women to rise to the top and how much harder they must work to achieve it. I’m incredibly proud to work for a group of companies that are taking great steps forward to redress the balance and deal with these issues head on."

INSPIRE



Creating opportunities for career development to attract new talent and fostering an environment of mutual respect and collaboration is key to making the SMMT Group, and the wider automotive industry, appealing to all voices, skillsets and backgrounds.

HOW WE WILL INSPIRE:

- ① Attract new talent
- ① Foster mutual respect and collaboration
- ① Create career development opportunities

ENRICH



SMMT Group is committed to strengthening and enriching its workforce by cultivating a supportive, welcoming, inclusive and fair work environment where differences are valued.

HOW WE WILL ENRICH:

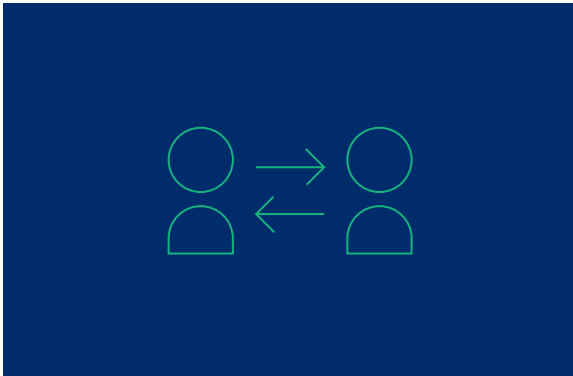
- ① Strengthen our workforce and enable cultural transformation
- ① Team building and staff motivation
- ① Provide support



Shaun Watson
Finance Administration Assistant,
SMMT

"I was born here to Jamaican parents, who moved to the UK in the early 60s. I'm no stranger to being different, but the most important thing to me is that I am judged on my ability to do a great job and show a positive attitude. Having worked at SMMT for almost 20 years I've seen plenty of change, but we need to do more! It's fundamental to our organisation, personal development and future generations to come."

ENGAGE

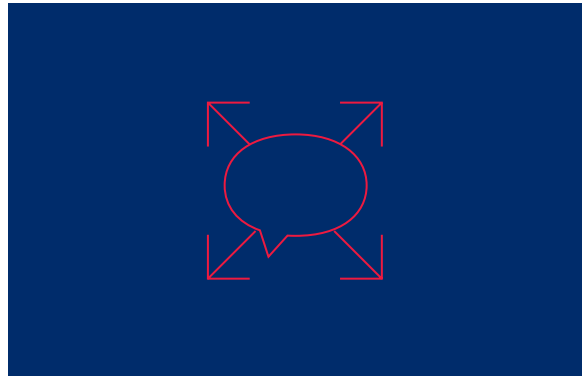


Engaging with its employees to identify areas for improvement helps ensure all employees feel involved and valued. SMMT Group will ensure that every employee’s voice is heard and respected throughout the company through education, engagement and encouragement.

HOW WE WILL ENGAGE:

- 🎯 Engage other organisations
- 🎯 Engage staff
- 🎯 Engage members

SUSTAIN



SMMT Group values the diversity of its workforce and works to ensure inclusion of all employees, members and visitors. Ensuring existing best practices, as well as new initiatives, are sustained and embedded into the culture of the SMMT Group.

HOW WE WILL SUSTAIN:

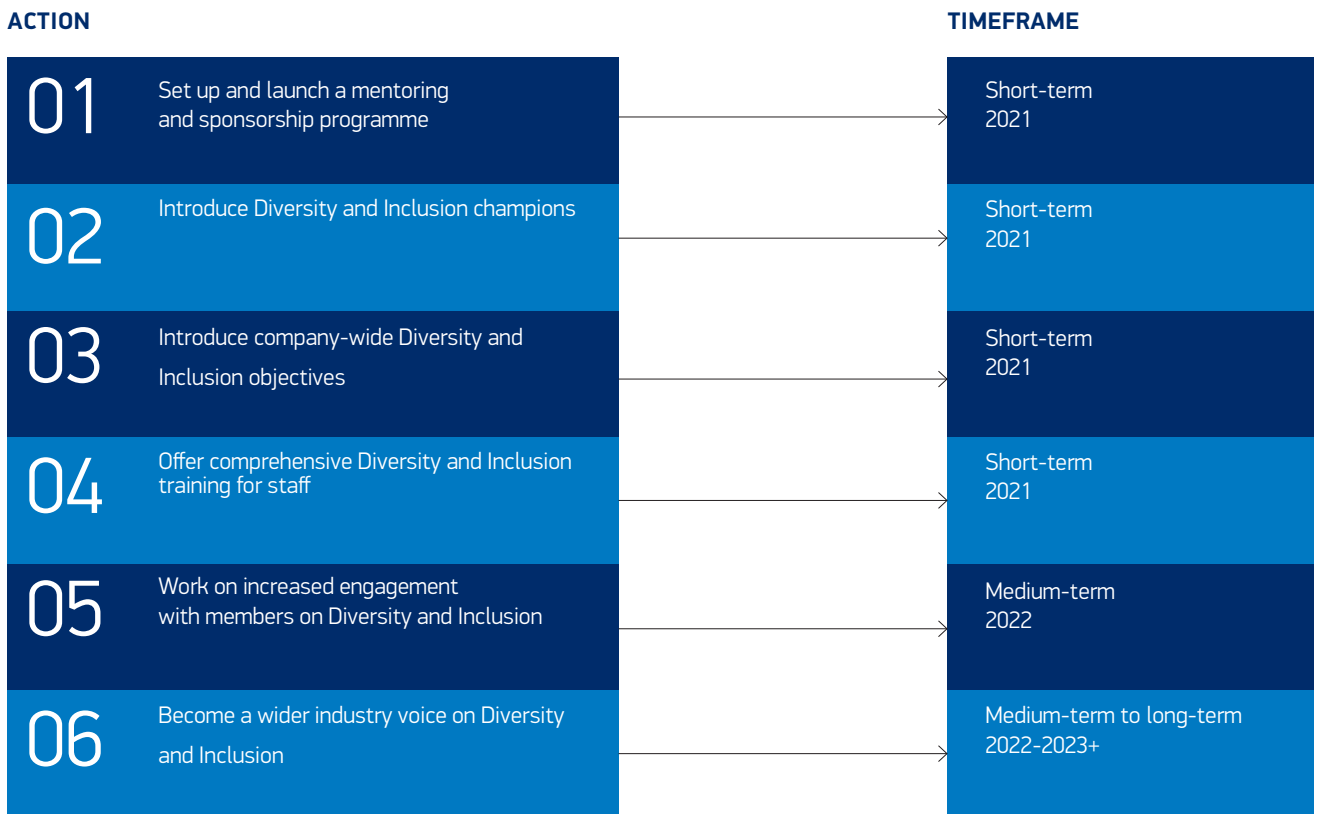
- 🎯 Open communication
- 🎯 Lead by example
- 🎯 Monitor performance
- 🎯 Ensure inclusion

HOW WE WILL MEASURE SUCCESS:

- ✅ Positive year-on-year improvement on staff survey results relating to: career development opportunities and progression; sense of belonging; mutual respect; talent improvement; and feeling valued
- ✅ Responses from staff survey demonstrating no staff feel excluded
- ✅ Increased participation rate for annual staff D&I survey
- ✅ Increased percentage of underrepresented groups across all levels of the organisation by 2025
- ✅ Increased stakeholder and member engagement

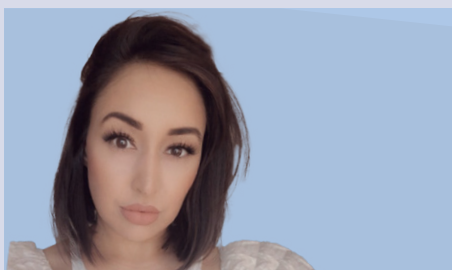
KEY ACTIONS TIMELINE

The Diversity and Inclusion TF has identified a set of key actions that fulfil multiple aspirations of what SMMT Group wants to achieve. These are:



MONITORING PROGRESS

SMMT Group’s Diversity and Inclusion TF will report at least bi-annually to the senior management team and the wider SMMT Group workforce on the progress of the strategy and action plan, as well as on an ad hoc basis as required.



Papia Begum
Adjudicator, TMO

"Diversity and inclusion in the work place is important for me as it helps create an environment of respect, understanding and appreciation of our differences. Celebrating diversity also helps remove barriers, intolerance and discrimination."

THE SOCIETY OF MOTOR MANUFACTURERS AND TRADERS LIMITED

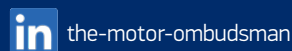
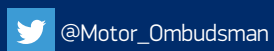
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