



**HELPING  
A BIGGER  
COMMITMENT  
TO INCLUSION  
& DIVERSITY  
HAPPEN**

**OUR PROMISE**

 **YORKSHIRE  
BUILDING SOCIETY**  
Helping real life happen



What is  
**OUR  
PROMISE?**

**We change the lives of millions of members by helping real life happen. And we also need to remember that behind our doors, in our branches and offices, and across our business, we're all real people with real lives too.**

Our Promise is our commitment to celebrating the diversity of our people and delivering lasting change for everyone - whoever they are.

**To build a better Yorkshire Building Society.**

# OUR PLAN

At Yorkshire Building Society you'll find identities from all areas of life, with different cultures, beliefs, ages, outlooks and more. Just like the communities we serve.

We're proud of our differences - they make us who we are. So, it's important for us to always go further when it comes to making inclusion and diversity a reality, for everyone at every level. And we're doing everything we can to make it happen.

So, we're working hard to remove barriers to career progression. We're addressing misrepresentation at every level. And we're striving to better represent our communities.

We're not quite where we want to be just yet, but we have a clear plan that will get us there. And our plan is at the heart of our Promise. It's about creating lasting change in our workplace offices and in our branches up and down Britain, with every colleague, in every environment.

**And, because we're committed to offering Real Help with Real Life, we know it's a plan that will work.**

## TO CREATE LASTING CHANGE IN OUR WORKPLACE

**We promise to build an environment where everyone feels safe, trusted and valued.**

## TO CREATE LASTING CHANGE WITH EVERY COLLEAGUE

**We promise to help people thrive, whatever their perspectives, identities, or backgrounds.**

## TO CREATE LASTING CHANGE FOR THE COMMUNITY

**We promise to become an organisation that adds real value to the communities we love to serve.**



**WE'RE  
HERE TO  
PROVIDE  
REAL HELP  
WITH REAL  
LIFE**

# OUR PURPOSE

## We've always been a purpose-led organisation

For over 150 years, we've been providing Real Help with Real Life. For us, as a building society, that means helping our 3 million members manage their finances, and supporting them at big moments in their life - from buying a home to saving for retirement.

We don't have shareholders. So, everything we do, and every decision we make, is for our members' benefit. We shape our mortgage and savings products to meet their ever-changing needs. And we're investing in new tech, so we can help them to take care of their money more easily.

We're conscious of the impact we make on society and the importance of acting responsibly. That's why doing the right thing is baked into everything we do - whether that's supporting our local communities, putting our members at the heart of our business, or prioritising our colleagues' wellbeing.

This is our purpose.

**It always has been. And it always will be.**

**Our purpose is driven by a number of ambitions.**

The following are where we can make the biggest contribution to the communities we serve.

**1.**

**Help people have a place to call home.**

**2.**

**Help people to build greater financial resilience.**

# WHAT DOING THE RIGHT THING LOOKS LIKE

We want to help our communities by offering the right type of support at the right time, to whoever needs it.

Here's just a taste of what we're doing:

- We're creating valuable products and programmes, including digital guides, colleague-led educational workshops, and one-to-one tailored support.
- We're empowering our branch colleagues to engage with their own local communities, and to drive the initiatives and support programmes that they believe will have the most impact.
- We're offering real help to people that focuses on skills, employment, financial education and wellbeing.
- We're continually measuring the potential impact of everything we do based on the difference it could make to someone's life.
- We're aiming to support 500,000 people for each of our purpose ambitions between 2020-2024.
- In 2021 we invested £1.8 million in our community programmes.

# OUR COLLEAGUE NETWORKS

Our five networks play an important part in our Inclusion & Diversity journey. Each is closely linked to our Inclusion & Diversity committee via their co-chairs, which means they've become an integral part of our business.

Right now, we have more than 200 colleagues helping drive lasting change, and we're committed to making

sure everyone has the opportunity to talk about their experiences and to shape change here at YBS.

What's more, we're always looking at whether we can create more new networks based on colleague feedback.



# OUR BEHAVIOURS



## WE CARE ABOUT PEOPLE

We celebrate everyone, and we want to level the playing field for all. We'll get there by focusing on addressing misrepresentation right up to director level, and by delivering more education in schools and colleges. Whoever you are, and whatever your background, we're committed to raising awareness and celebrating important and diverse subjects related to humanitarian, religious, health, wellbeing, cultural and social issues around the world.



## WE SAY IT STRAIGHT

We know that everyone deserves a voice. But saying it straight isn't always as easy as it sounds. So, we'll support our colleagues with initiatives to share their opinion and support Inclusion and Diversity learning to build confidence and empathy into every conversation. We'll be a business that really listens to anyone who speaks up.



# We know we can make lasting change happen if we all work together.



## WE REACH FOR BETTER

When we reach for better, we're a better business for everyone. So, we'll take responsibility for our actions, we'll encourage everyone to focus on growth and self-improvement, and we'll always look for fairer ways to do things. We'll also take the lead in important initiatives too - for example, we're currently working towards Disability Confident Leader Level 3, having already achieved Levels 1 and 2.



## WE MAKE IT HAPPEN

We want to live in a world where there are no barriers to progression, success, or inclusion. We believe that's about harnessing the power of togetherness through our colleague networks. And we're already on our way, as delighted owners of the third spot in the Top 100 Most Inclusive Companies from National Centre for Diversity and Financial Services Company of the year. It's about making sure our leadership is focused on everyone's development. Just as importantly, it's about us all playing our part in supporting every ambition - no matter how big or small.

# OUR GOALS

We know what we're already good at. But, more importantly, we know where we need to improve. So, we've set ourselves some big goals to aim for by 2023, which will help us deliver lasting change, and we're already working hard to meet them.

Our Women in Finance Charter aims to make sure that

**50%**  
of our senior colleagues are women

We want to remove all barriers to entry so that

**38%**  
of our IT team are women

Our gender balance goals mean that

**40%**  
of our customer facing colleagues should be men

Our gender balance goals mean that

**25%**  
of our branch colleagues should be men

We want to better reflect the UK's population, so at least

**14%**  
of our colleagues should be from Black, Asian and ethnically diverse backgrounds

We want to better understand our colleague split, so we're **increasing** the amount of data we gather to drive initiatives for underrepresented groups

We want our decision makers to be more diverse, so

**8%**  
of our senior colleagues should be from Black, Asian and ethnically diverse backgrounds

We're committed to helping colleagues grow into director roles, and

**15%**  
of those people should be from Black, Asian and ethnically diverse backgrounds

You'll see from the lines that we are getting closer to our 2023 goals and we'll do everything we can to hit them.

# HELPING LASTING CHANGE HAPPEN

**With our plan and our behaviours in place, we have everything we need to deliver lasting change.**

This change is in our policies and processes, our accreditation awards and partners, in our networks and in our working groups. It's in our decision making and our leadership. You'll see it in every corner of our business.

And it will make a huge difference to the way we work too. Whether that's growing as one team, building better relationships with our partners, creating exciting new products or connecting with our customers in the diverse communities we love to serve.

**Our promise is simple: To build a better Yorkshire Building Society.**





 **YORKSHIRE  
BUILDING SOCIETY**

Helping real life happen

[www.ybs.co.uk](http://www.ybs.co.uk)

