



EQUALITY, DIVERSITY AND INCLUSION

Annual Report 2023–24

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FOREWORD

STAFFORDSHIRE – A PLACE TO CELEBRATE



Professor Martin Jones
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University of Staffordshire

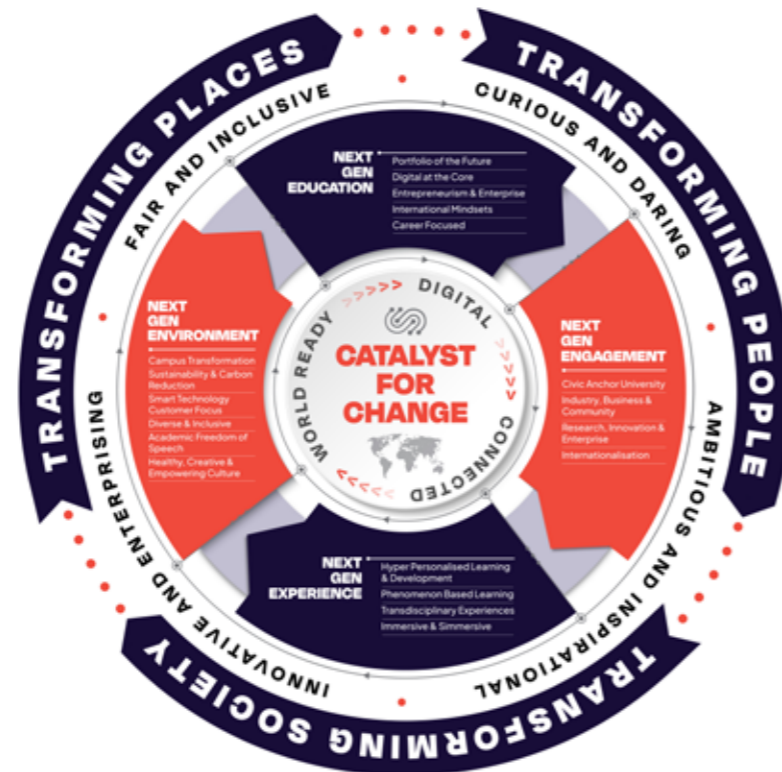
As a geographer, I understand the importance of placemaking as a driver for economic growth - attracting investment, tourism and businesses and ultimately fostering a vibrant and prosperous economy.

To achieve this University of Staffordshire has been involved with We Are Staffordshire from the outset, and we have seen the efforts that have gone into redefining “the Staffordshire Story” over the last three years to put our county on the map and change perceptions.

We see it as part of our civic responsibility to engage with organisations and employers who can make a sustainable difference to our regional economy.

As one of the largest providers of degree apprenticeships in the country, work-integrated learning is central to our aim to deliver a next generation education for diverse students and to help them to climb the ladder of opportunity.

But more than that, we want to play our part in celebrating what many people accept is our county’s greatest asset – its people! This is why University of Staffordshire is a ‘Catalyst for Change’ – a force for social good that transforms the lives of people, who will transform our society and the places in which we live as demonstrated in our flywheel; by living our values and delivering our strategic objectives.



INTRODUCTION

University of Staffordshire Equality, Diversity, and Inclusion Annual Report 2023–2024 demonstrates how we continue to be a 'Catalyst for Change' by living our values in delivering our EDI commitment.

As a fair and inclusive employer, education provider and partner, we will be curious and daring, ambitious and inspirational to ensure we are the 'Catalyst for Change' in delivering innovative and enterprising services for all our students, staff, and our communities, to enable them to have equal chances to learn, work and live free from discrimination, harassment, and prejudice.

To make our EDI vision a reality, in 2022 we aligned our Strategic Plan Objectives with our EDI priorities and embraced the Local Governments Equality Framework (LGEF) to develop our EDI work. The LGEF framework sets out clear criterion across the five themes

- Leadership, partnership and organisational commitment

- Knowing your staff, students, and our communities
- Involving your staff, students, and communities
- Responsive services, access, and improving satisfaction levels
- A progressive and diverse staff and student cohort

Against these themes an organisation can be assessed as 'developing', 'achieving' or 'excellent' in respect of their equality and diversity practices and impacts. These levels of organisational maturity reflect the ability of an organisation to move beyond the minimum 'legal compliance' approach of making commitments through policy and strategic statements, and into a more embedded and systemic evidenced-based approach that delivers tangible and continuous improvements in employee and student attraction and employee and student experience



HOW OUR STRATEGIC PLAN OBJECTIVES AND PRIORITIES ALIGN WITH OUR EDI THEMES:

Leadership, Partnership and Organisational Commitment

This theme supports our strategic objective 'Next Generation Environments' and links in with our strategic priority 'Building Enterprise' that ensures leadership are accountable for EDI and there is a commitment to address this across the organisation by having the right strategies, policies, processes, and systems in place and by working in partnership to ensure we are delivering our 'civic university and levelling up' priorities that address local and regional inequalities

Knowing Our Staff, Students and Communities

This theme supports our strategic objective 'Next Generation Experience', our strategic priorities of 'Winning and Sustaining our Undergraduate and Postgraduate Market Share' together with being an Employer of Choice. To achieve this, we need to build an understanding and awareness of the profile of our staff, students, and communities. To deliver inclusive services, we must understand how we are performing against the sector, where we may have disparities that need to be addressed and how we use intelligence led data to prioritise our strategic objectives.

Involving Our Staff, Students and Communities

This theme supports our strategic objective 'Next Generation Engagement' and our strategic priority of 'Accelerating Research Impact, Culture and Reputation'. This means not only understanding who our staff, students and communities are on the surface

through the collection of monitoring data, but also involving them in developing projects that gain insight into their behaviours and preferences and using this intelligence to drive strategic and operational decisions.

Responsive Services, Access, and Improving Satisfaction Levels

This theme supports our strategic objective 'Next Generation Experience' and our strategic priority 'Transforming Student Outcomes and Experience' in delivering fair and equitable services to our students and contributing positively to our communities.

We will continuously monitor the participation in our educational provision to ensure we are responsive and accessible together with regular monitoring and evaluation that ensures our services are continuously improving.

A Progressive and Diverse Staff and Student Cohort

This theme aligns with our strategic objective 'Next Generation Education', our strategic priority of 'Igniting Work Based Learning', and our values to create fair and inclusive student and staff experience.

The data reported and analysed within this report shows that although we are making progress, we still have some disparities within our staff experience and student experience, particularly in relation to ethnic minorities.

To ensure we address these disparities and that we are providing a fair and inclusive staff and student experience, University of Staffordshire has developed

EDI targets that are within our Key Performance Indicators (KPIs) which we aim to deliver within the next five years.

These are:

- Staff demographic profile that mirrors the regional profile (with an aim of 17% of our staff profile to be drawn from ethnic minorities by 2026–2027).
- Student demographic profile that mirrors the post -92 sector norms (with an aim to reach 29% of our student profile to be drawn from ethnic minorities by 2026–2027).
- Reduction in the awarding gaps to be less than 10%, (with a particular focus upon our black students) by 2026–2027.
- 5% of Staffordshire's young people progressing into Higher Education at University of Staffordshire.

The EDI work delivered during the past 12 months shows that we are making a positive impact on our EDI priorities, and a desktop audit demonstrates we will be entering the Local Government Equality Framework 'achieving stage' by 2024/2025 academic year, as we continue to address some of the underlying challenges in our staff and student experience.

University of Staffordshire's Annual Equality, Diversity & Inclusion Report 2023 – 2024 seeks to provide an update on how we are performing and delivering against our EDI priorities. It also provides an insight into our governance, staff and student experience, using Higher Education sector data and Office of National Statistics 2011 & 2020 data for comparative purposes. This report also contains our pay gap analysis.



LEADERSHIP, PARTNERSHIP AND ORGANISATION COMMITMENT- WHAT HAVE WE DELIVERED IN 2024

In our EDI Annual Report 2022-2023 we explained what our priorities were for 2023-2024, and the following information shows how we have performed against our EDI themes on delivering some of our commitments.

BOARD OF GOVERNORS PROFILE DATA

Our Commitment - To continue recruiting to vacancies within the Board of Governors, developing positive action approaches wherever possible to ensure we continue to increase the diversity of our board.

University of Staffordshire recognises that championing inclusion and diversity together with role modelling appropriate behaviours, must happen at all

levels of the University. The Board of Governors play a central role in embedding and safeguarding, equality and diversity within the University's strategy, culture, and values. We have been proactive in our marketing approach to recruiting an inclusive and diverse membership profile of governors. Our board of governors' data shows that in 2023 we had 14 members and due to the overlap of appointments and resignations, we currently have 17 board of governors in 2024. To capture their profile data correctly we have updated the board profile data capturing form to ensure this aligns with the diversity data being captured by the census data and HESA regulation requirements. To ensure that our governors diversity profile is reflective of the sector, or even more reflective of broader society, we have benchmarked our governors profile data against the Diversity

of Governors in Higher Education Report findings. This will help us to assess how we are performing within the sector and show us where we have disparities that need to be addressed. University of Staffordshire Governors data is as follows:

Age Profile of University of Staffordshire Governors Comparison 2020/2021 To 2023/2024

The governors age data illustrates that our governors are relatively younger in age profile with 35.29% being under the age of 45 years compared to the sector data of 20.3% and with 64.71% being over the age of 46 years, in comparison to 79.7% of the HE sectors governors. Overall, our governors age profile shows that we have a diverse age group of governors appointed, and we have made progress under the age of 45 years.

Profile	2021-22		2022-23		2023-24		HEI* with 15 to 19 Governors 2020/2021
	No	%	No	%	No	%	
Age	No	%	No	%	No	%	%
25 & under	1	6.25%	2	14.29%	1	5.88%	6.50%
26-35	2	12.50%	0	0%	1	5.88%	3.90%
36-45	3	18.75%	2	14.29%	4	23.53%	9.90%
46-55	8	50%	8	57.14%	8	47.06%	25.7%
56+	2	12.50%	2	14.29%	3	17.65%	54%
Total	16	100%	14	100%	17	100%	100%

University of Staffordshire's Governors Sex Profile Comparison From 2020/2021 to 2023/2024

The governor's sex (gender) data illustrates that we have slightly fewer female governors at 41.18% compared to the HE sector of

43.5% however this has increased from 35.71% in 2022/23 due to the overlap of the 3 additional governor's, with 2 reporting their gender as female. Our 2023 governors profile form also illustrated that we did not capture non-binary gender data. This has now been addressed as a part of our Data Integrity Project

which was launched in January 2024. No members reported their gender as non-binary. As we undertake future appointments to the board for the new academic year, we will aim to address any gender disparity through positive action recruitment and shortlisting.

Profile	2021-22		2022-23		2023-24		HEI* with 15 to 19 Governors 2020/2021
	No	%	No	%	No	%	
Sex	No	%	No	%	No	%	%
Male	9	56.25%	9	64.29%	10	58.82%	56.50%
Female	7	43.75%	5	35.71%	7	41.18%	43.50%
Total	16	100%	14	100%	17	100%	100%

University of Staffordshire's Governors Ethnicity Profile Comparison From 2020/2021 To 2023/2024

The governor's ethnicity data in 2024 illustrates that 70.59% of Board of Governors are from a white ethnicity group and 29.41% are

reporting that they are from an ethnic minority background. Our data integrity project launched in January 2024 has also addressed the 14.49% of unknown ethnicity profile data reported in 2023 to 0% in 2024.

The data shows that our governors ethnic minority has

slightly improved from 2023 data due to the ethnic minority board membership overlap, from 4 members in 2023 to 5 members in 2024. The data also illustrates we are positively 16.2% higher than the HE sectors governors' ethnic minority being reported at 13.20%.

Profile	2021-22		2022-23		2023-24		HEI* with 15 to 19 Governors 2020/2021
	No	%	No	%	No	%	
Ethnicity	No	%	No	%	No	%	%
White	14	87.50%	8	57.14%	12	70.59%	74.20%
Ethnic Minority	1	6.25%	4	28.57%	5	29.41%	13.20%
Not known	1	6.25%	2	14.29%	0	0%	12.60%
Total	16	100%	14	100%	17	100%	100%

¹ Diversity of governors in higher education_1667380227.pdf

University of Staffordshire's Governors Disability Profile Comparison from 2020/2021 to 2023/2024

The Board of Governors disability data illustrates that two members of the Board (11.76%) have disclosed a

disability, which is higher when compared to the HE sectors governors' disability data at 5.50%. This shows that we have an inclusive and proactive approach in recruiting governors with disabilities. Our data also shows that by launching our

Data Integrity project in January 2024 we have addressed the 7.14% of the disability data that was unknown in 2023 as this now shows at 0% in 2024.

Profile	2021-22		2022-23		2023-24		HEI* with 15 to 19 Governors 2020/2021
	No	%	No	%	No	%	
Disability	No	%	No	%	No	%	%
No Known Disability	13	81.25%	11	78.57%	15	88.24%	94.50%
One or more disabilities	2	12.50%	2	14.29%	2	11.76%	5.50%
Not known/info refused	1	6.23%	1	7.14%	0	0%	0%
Total	16	100%	14	100%	17	100%	100%



Religion and Sexuality of Governor Members

The updated governors profile form has captured the religion and sexuality data for our board of governors in 2024.

The religion data reported shows that 52.94% of governors reported their religion as No Religion or belief, 29.41% as Christianity, 5.88% as Islam, 5.88% as Sikhism and 5.88% have refused to disclose this data.

Profile	2023-2024	
Religion	No	%
No religion or belief	9	52.94%
Christianity	5	29.41%
Islam	1	5.88%
Sikhism	1	5.88%
Prefer not to say	1	5.88%
Total	17	100%

The governor's sexuality data illustrated that 11.76% declared their sexuality as LGBTQ+ and 88.24% as Heterosexual.

Profile	2023-2024	
Sexuality	No	%
Heterosexual/Straight	15	88.24%
LGBTQ+ *	2	11.76%
Total	17	100%

Overall Summary

The overall analysis shows that we have an inclusive and diverse membership profile of governors when our data is compared to the HE sectors.

The work undertaken to review the governor's data profile capturing form to reflect the census data and HESA requirements and to address some of the data gaps as a part of our Data Integrity Project has produced positive results in eliminating the data gaps identified in our 2023 governors' data profile. As we continue to refresh the Board of Governors as terms of office expire, we will also continue our focus upon encouraging more diverse applicant pools from which governor appointments will be made, particularly in the areas of gender, sexuality, and religion.



MSc IN ENTREPRENEURSHIP (PETER COATES)

Our Commitment – Launching the MSc in Entrepreneurship (Peter Coates) programme that will offer emerging entrepreneurs the practical business education skills and support they need to start new businesses

University of Staffordshire launched the Peter Coates MSc in Entrepreneurship in 2022, with the aim to put Stoke-on-Trent on the map as a leading city for innovation and wealth creation.

The new MSc in Entrepreneurship has been made possible thanks to a collaboration with the City’s philanthropist Peter Coates and the Peter Coates Foundation. Over 31 students enrolled in 2022 and successfully completed the programme in July 2023 and a further 40 new students enrolled onto the course in September 2023.

These students are benefitting from excellent teaching and facilities including a dedicated start-up space as well as access to cutting edge technologies which make up the University’s Innovation Enterprise Zone and Smart Zone. Some of the business projects being developed and delivered are;

- Neurodiversity programme – Supporting individuals and organisations with neurodivergence. Helping students with their studies and staff to better prepare for job interviews and supporting employers to make reasonable adjustments
- Self-defence project – working with organisations and individuals by developing an online self-defence classes module
- Supporting Black – this project mainly focuses on increasing employment and/or training opportunities for black women within the African Caribbean communities.
- In theatre – project focusing on how we get younger people in Stoke-on-Trent into theatre.

University of Staffordshire is proud on being a ‘Fair and Inclusive’ employer and higher education and training provider and this is

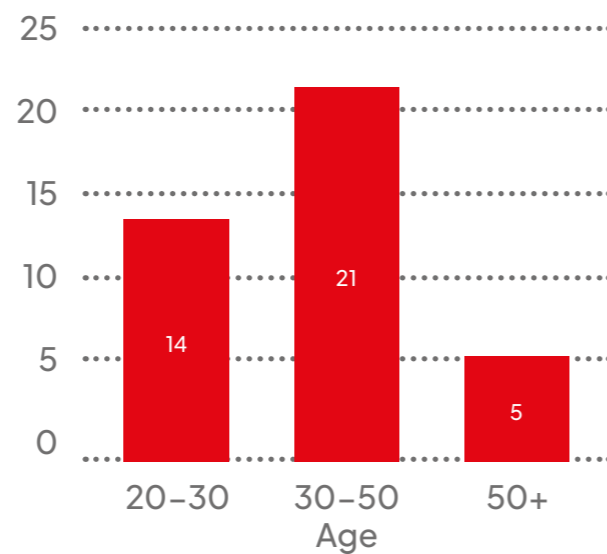
evidenced in the diverse profile of the 40 participants that were shortlisted and are participants on the September 2023/2024 programme.

University of Staffordshire MSc in Entrepreneurship programme participants profile data is as follows:

Age profile of MSc in Entrepreneurship participants comparison from 2023 participants to 2024

The participants age data illustrates that the participants are from a varied age range with the youngest participant being 20 years and the oldest being over the age of 60 years. Overall, the participants age profile data shows that we have a diverse age group of participants recruited and being supported within the programme

Year	2024	
Detail	No	%
20-30	14	35%
30-50	21	52.5%
50+	5	12.5%
Total	40	100%



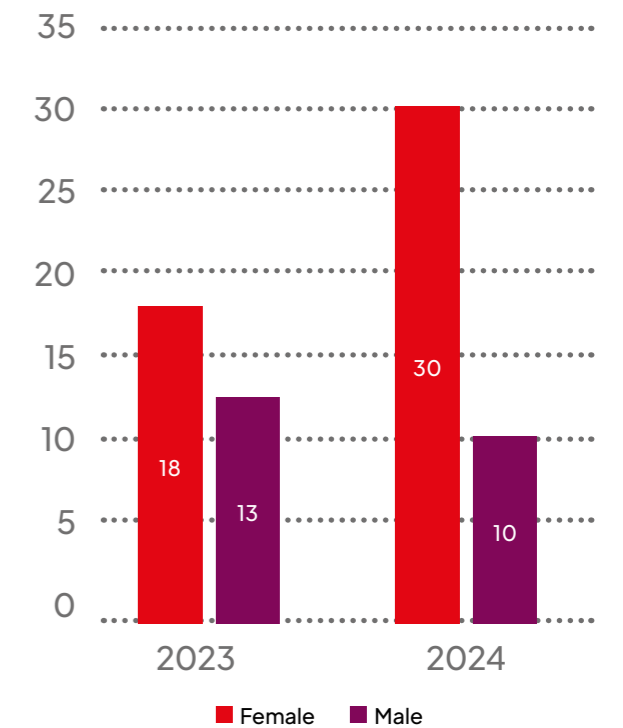
Gender profile of the MSc in Entrepreneurship participants comparison from 2023 participants to 2024

The participants sex (gender) data illustrates that we have

more female participants in the 2024 cohort at 75% compared to 58.06% in 2023. Male participants reduced to 25% in 2024 from 41.94% reported in 2023. This demonstrates that more women feel comfortable to join the entrepreneur’s programme, and this supports our gender pay gap

work and objectives. However, we recognise that we need to attract a diverse group of genders to the programme, and we will continue to promote this via our recruitment and selection programme. No participants reported a non-binary gender.

Year	2023		2024	
Detail	No	%	No	%
Female	18	58.06%	30	75%
Male	13	41.94%	10	25%
Total	31	100%	40	100%



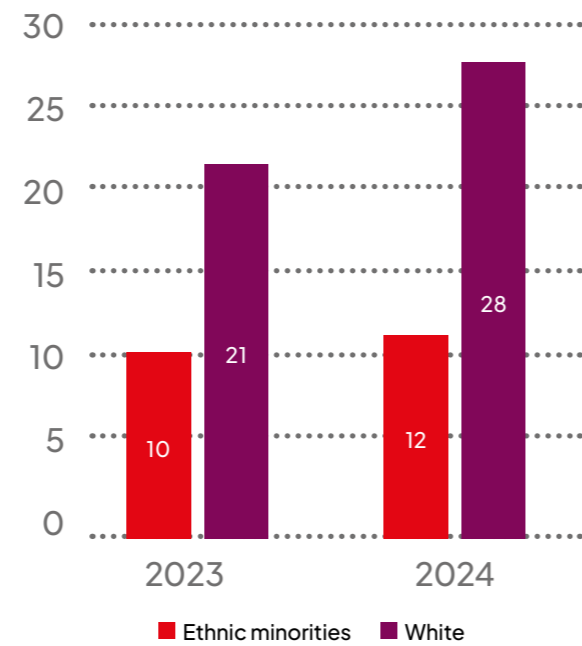
Ethnicity profile of the MSc in Entrepreneurship participants comparison from 2023 participants to 2024

The 2024 participants ethnicity data illustrates that 70% of participants are from the white

ethnicity group which is slightly higher than the 67.74% reported in 2023. 30% of participants in 2024 are from an ethnic minority background, this is slightly lower than the 32.26% reported in 2023. However, this shows that our ethnic minority participant rate at 30% is higher than the national average of ethnic minority population at

19%. This demonstrates that the work we have been delivering as a part of the Race Equality Charter principles and our inclusive recruitment methods training programme is making a positive impact on how we are marketing and recruiting within University of Staffordshire.

Year	2023		2024	
	No	%	No	%
Detail				
Ethnic minorities	10	32.26%	12	30%
White	21	67.74%	28	70%
Total	31	100%	40	100%

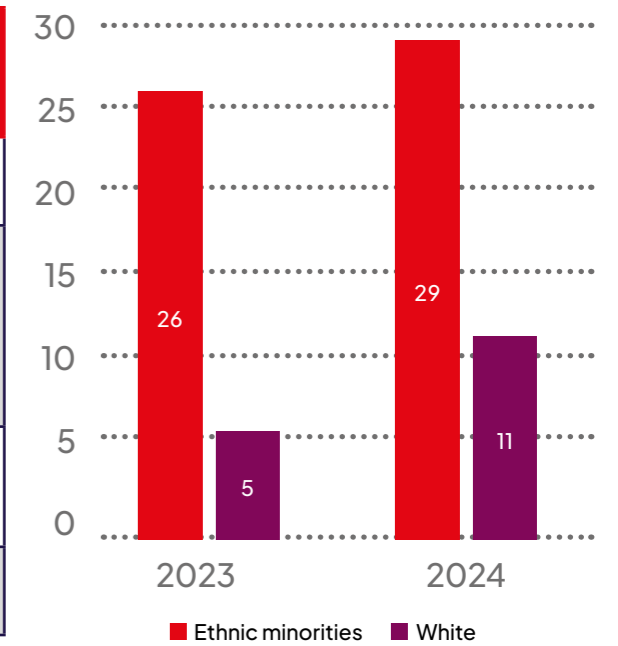


Disability profile of the MSc in Entrepreneurship participants comparison from 2023 participants to 2024

The 2024 participants disability data illustrates that 11 participants (27.5%) have disclosed a disability. This is higher than the 16.13% reported in 2023. The disabled participants have learning support in place, that provides tailored

support in meeting their inclusion needs. This shows that we have an inclusive and proactive approach in recruiting participants with disabilities and are delivering on our disability commitments.

Year	2023		2024	
	No	%	No	%
Detail				
No Known Disability	26	83.87%	29	72.5%
One or more	5	16.13%	11	27.5%
Total	31	100%	40	100%



Religion and Sexuality of MSc in Entrepreneurship participants:

At present no data has been reported for this profile area, we aim to address this as a part of the on-going Data Integrity Project.

Overall Summary

The overall analysis shows that we have an inclusive and diverse profile of MSc in Entrepreneurship participants and as we continue to progress this work, we will continue our focus on encouraging more

diverse applicants from profile groups such as i.e. disability, sexuality and religion.



CAREERS CONNECT

Our Commitment – Working with our partners and stakeholders, continue to identify ways we can support staff, students and our graduates with the local employment opportunities that supports the ‘cost of living’ challenges

Over the past two years, University of Staffordshire has made impressive strides in retaining graduates within the region, achieving a 3% increase in its graduate retention rate, now nearing 25%.

The university’s efforts are further underscored by an 8% increase in positive graduate outcomes, bringing the figure close to 80%. These outcomes reflect higher rates of employment, further study, and professional development among graduates, indicating the university’s success in equipping students with the skills necessary to thrive in their careers.

A standout indicator of University of Staffordshire’s impact is the average salary of its graduates. At £33,961, this figure significantly surpasses the West Midlands’ average of £25,693

(figures according to Prospects Luminate, 2024). This highlights the university’s effectiveness in enhancing the earning potential of its graduates, which in turn fuels the local economy through increased spending and investment.

University of Staffordshire is more than an educational institution; it is a catalyst for regional prosperity. The increased graduate retention and positive outcomes, higher-than-average graduate salaries, and strategic alignment of courses with regional needs all demonstrate the university’s significant impact on local employment and economic development.

University of Staffordshire’s Career Connect Team are also currently working on 5 strands of activity to ensure our provision and support is more inclusive in supporting employers to better understand

and support neurodiverse graduates and we are working with them to develop inclusive recruitment practices, especially being more neuroinclusive. This work has led to the development of targeted neurodivergent training that is being delivered to targeted groups and developing a toolkit that supports our partners in understanding graduates’ inclusion needs within the workforce

To summarise, University of Staffordshire is not just preparing graduates for the workforce; it is positioning them to drive innovation and growth in the region. Graduate attraction and retention are fundamental to this mission, providing a diverse skilled workforce that meets local demands and propels regional development.



ACCESS AND PARTICIPATION PLANS

Our Commitment – Delivery of the access and participation plans that sets out how we will improve equality of opportunity for underrepresented groups to access, progress and to succeed within their studies

In 2023 University of Staffordshire was selected to take part in ‘first wave’ of the new approach to access and participation being led by the Office for Students (Ofs), the higher education regulator. The new approach changes how the sector responds to its access and participation commitments. The focus will shift from the reduction of participation, attainment, and progression gaps to mitigating the risks of equality of opportunity. A national risk register called the Equality of Opportunity Risk Register has been created by the Office for Students (Ofs), to support the development of localised plans. University of Staffordshire Access and Participation Plan (APP) 2024 – 2027, is a four-year plan which sets out how we will ensure

quality of opportunity related to access, success, and progression for underrepresented groups in Higher Education. The APP outlines strategic interventions across four key strands of activity:

- enhancing access for disadvantaged students,
- supporting transitions from education to employment,
- transforming our curriculum to improve inclusivity and teaching practices, and
- redesigning student support through tailored work packages.

To operationalise the Access and Participation Plan (APP), University of Staffordshire’s Education Research & Evaluation team (EREV) have established:

- an APP Operational Board and Strategic Steering Board;
- a localised action approach for Schools and Services; and
- ways of meaningfully engaging students.

To summarise, University of Staffordshire is committed to empowering students as partners in shaping their educational experiences and is recruiting and training 5 students annually as APP Research and Evaluation Assistants. These APP-funded positions offer students the opportunity to contribute directly to the APP and enhance both their peers’ and own university experience, as well as enable students to professionally develop and gain employability skills.

EQUALITY, DIVERSITY AND INCLUSION FRAMEWORK

Our Commitment – Developing the new EDI framework that aligns with our strategic plan and strategic business priorities

The EDI Framework 2024–2028 has been developed in partnership with the University of Staffordshire Inclusion Group (SUIG) and aligns with our strategic plan objectives and priorities as follows.

- **Leadership, Partnership and Organisation Commitment**

This theme supports our Strategic objective ‘Next Generation Environments’ and links in with our strategic priority ‘Building Enterprise’ that ensures leadership are accountable for EDI and there is a commitment to address this across the organisation by having

the right strategic, policies, processes, and systems in place and by working in partnership to ensure we are delivering our ‘civic university and levelling up’ priorities that address local and regional inequalities.

- **Knowing your Staff, Students, and our Communities**

This theme supports our strategic objective ‘Next Generation Experience’, our strategic priorities of ‘Winning and Sustaining our Undergraduate and Postgraduate Market Share’ together with being an Employer of Choice. To

achieve this, we need to build an understanding and awareness of the profile of our staff, students, and communities. To deliver inclusive services, we are performing against the sector, where we may have disparities that need to be addressed and how we use intelligence led data to prioritise our strategic objectives.

• **Involving your Staff, Students, and our Communities**

This theme supports our strategic objective 'Next Generation Engagement' and our strategic priority of 'Accelerating Research Impact, Culture and Reputation'. This means not only understanding who our staff, students and communities are on the surface through the collection of monitoring data, but also involving them in developing projects that gain insight into their behaviours and preferences and using this intelligence to drive strategic and operational decisions.

• **Responsive Services, Access, and Improving Satisfaction Levels**

This theme supports our strategic objective 'Next Generation Experience' and our strategic priority 'Transforming Student Outcomes and Experience' in

delivering fair and equitable services to our students and contributing positively to our communities. We will continuously monitor that participation in our educational provision to ensure we are responsive and accessible together with regular monitoring and evaluation that ensures our services are continuously improving.

• **A Progressive and Diverse Staff and Student Cohort**

This theme aligns with our strategic objective 'Next Generation Education', our strategic priority of 'Igniting Work-Based Learning', and our values to create fair and inclusive student and staff experience. This framework draws together our Strategic vision, values and objectives and how those are embedded within our EDI Framework, policies and the activity of university life. Making University of Staffordshire 's Equality

Diversity and Inclusion (EDI) vision a reality requires us to rigorously understand potential and actual barriers together with considering our strategies, our practices, our culture, and our leadership. We will monitor our EDI progress in relation to this framework through detailed action plans to support key underpinning initiatives such as;

- Access and Participation
- Athena SWAN
- Race Equality Charter
- Stonewall Index
- Disability Confident Employer

To summarise, we plan to achieve our goals by embedding our core strategies throughout all University activity and development: transforming places, transforming people, and transforming society that we will address some of the underlying challenges in our staff, student and community experience.



KNOWING OUR STAFF, STUDENTS, AND COMMUNITIES – WHAT HAVE WE DELIVERED IN 2024

DATA INTEGRITY PROJECT

Our Commitment – Launch our data integrity project, which includes a full review of the profile categories to ensure we are collecting inclusive, sufficient, and appropriate staff/student profiling data to understand their diverse needs and expectations

The University of Staffordshire Inclusion Group (SUIG) worked closely with our Business Intelligence and Human Resources team in reviewing and updating profile categories to ensure we are collecting the appropriate staff and student profiling data that aligns with the census data categories and HESA regulation requirements.

The profile categories were approved in December 2023, and the staff and student data promotion campaign that encourages staff and students to provide and update their data especially on the profile groups with the largest data gaps, for example, disability, sexuality, and religion was launched in January 2024.

Since the launch of the Data Integrity project progress has been made on addressing the following data gaps;

Governors profile data – All data gaps have been eliminated for disability and ethnicity profile groups and for the first time in 2024 we have captured and reported our governors data on religion and sexuality.

Staff profile data – We have introduced a non-binary category in the staff data profile capture form to ensure we are providing inclusive options on sex and gender reporting. We have reduced staff disability unknown data from 2.91% to 2.5% and ethnicity unknown data from 3.22% to 2.79%.

Students profile data – We hold robust 100% student profile data for age, gender and disability and we have reduced the unknown religion data by 3.23% and sexuality by 3.91%.

To summarise, the Data Integrity Project has delivered positive results in improving governors, staff and student data capturing and reporting. We will continue to roll out the Data Integrity Project to ensure our data remains robust and helps us to develop inclusive services for all diverse staff, students and community groups.

A DIVERSE SKILLED AND COMMITTED STAFF AND STUDENT COHORT – WHAT HAVE WE DELIVERED IN 2024

A skilled and committed workforce:

University of Staffordshire aspires to be an Employer of Choice, this means that we wish to attract, retain, and develop the talent to the University, irrespective of background. By having a diverse workforce, this enables us to understand our students and our communities better and enriches

the staff experience for everyone. University of Staffordshire has 1,683 staff a decrease of 241 staff from July 2023, some of this is due to the remodelling of our Academic Schools and Professional Services that was undertaken in January 2024, where four of our schools were merged to create two new schools; Digital, Technical, Innovation and Business (DTIB) and Health, Education, Policing and

Sciences (HEPS). We have made positive progress on improving the diversity of our workforce as illustrated in the staff profile data section i.e an increase in ethnicity profile data from 8.89% in 2020–2021 to 15.9% in 2023–2024 a positive increase of 7.01% of minority ethnicities being employed within the organisation.

STAFF MAKES STAFFS CULTURE IMPROVEMENT PROGRAMME

Our Commitment – Ensuring our ‘staff makes staffs’ culture improvement programme, is developing an inclusive culture, incorporating and addressing the diverse needs of our staff

In accordance with commitments to increase self-awareness and effect culture change, mandatory ‘Consciously Inclusive Behaviours’ training has been rolled out across the organisation. The first cohort of this training programme focussed on Race/Ethnicity and was delivered to over 800 staff across the organisation. Further on-line training modules were developed that addressed ‘Unconscious Bias’ and is available for all staff to undertake on our on-line training platform.

The second cohort of the ‘Consciously Inclusive Behaviours’ programme focussed on Sexuality and in January 2024 a Stonewall consultant delivered LGBTQ+ Allyship webinar to University of Staffordshire Inclusion Group (SUIG) champions that in turn ensured the training principles and objectives were shared within their area of work. We will continue to roll out the ‘Consciously Inclusive Behaviours’ training programme to ensure this addresses positive behaviours and thinking towards how to support and develop our diverse staff and students Inclusion needs.

Furthermore, in line with our commitment to increase self-awareness, act on feedback and

effect culture change, the results of the Staff Make Staffs Culture Survey (Denison) were inclusively shared by Deans and Directors with the support of Human Resources & Organisational Development Team (HR&OD). This ongoing cultural development work ensures that everyone’s voice is heard and that there is engagement from across the organisation in creating, owning and delivering against the cultural action plans. This is aligned to our values of being Fair and Inclusive and enables open discussions, differing opinions and representation for all. The action plans developed are regularly reviewed, actioned and updated.

In addition, three key themes were identified by the steering group as a result of the analysis of the survey feedback:

- Leadership and Core Values
- Creativity and Innovation
- Empowerment

Some of the feedback from the steering group has been;

- To develop safe space and mechanisms for ideas generation, feedback and honest conversations
- To continue building our team dynamic, identifying ways to

support each other through an appreciation of individual work priorities and pressures and the complementary skill sets each member brings to the team.

- Behaviour & Appreciation - Raise awareness to the wider university community of treating staff with respect using examples through different forums and comms channels including possible visits to Schools and Services’ SMT meetings
- Hold quarterly all team meetings to focus on continuous improvement, share best practice and celebrate successes

We have also introduced a new Team Engagement and Development tool (TED) available to all leaders across the organisation to involve and empower their teams. This gives everyone a voice, addressing issues that people have with diverse viewpoints, further supporting our cultural development and aligned to our values especially around being Fair and Inclusive.

To summarise, we will continue to develop these workstreams to ensure we support an inclusive culture across all areas of our business.



PEOPLE STRATEGY

Our Commitment – Continue to embed the people strategy new approach on inclusion, key aspects within this will be the implementation of the equality targets, professional development for staff via the development of the values and behaviours framework and the YOURCareer@Staffs programme

The launch of our Values and Behaviours Framework and YOURCareer@Staffs programme is making a positive impact. The framework has been embedded into the Performance and Development Review to ensure that values-based career conversations take place with every member of staff during the PDR discussion.

As a part of YOURCareer@Staffs, resources continue to be developed and curated that support our values in being ‘fair and inclusive’ and in particular that ensure all staff have equal access to professional development to enhance their career progression.

To support all recruiting staff and managers, our value of ‘fair and inclusive’ in the hiring process, the Inclusive Recruitment online training

is assigned to all line managers and the recruitment process prompts those on the panel to complete or refresh this training.

This work has made a positive impact on the proportion of ethnic minority staff employed from 8.89% in 2020/21 to 15.9% in 2023/24. Our gender pay gap has reduced for female staff from 9% in 2020/21 to 8.1% 2023/24. This demonstrates that we are making positive progress towards our inclusive targets. More information on our EDI targets is provided in the staff data and pay gap section of this report.

With the support of the Human Resources and Organisational Development team, the Data Integrity Project was launched across the organisation in January

2024, allowing colleagues to view and update their profile data accordingly. This has empowered staff members to update their own personal information via self-service within MyView and has improved the accuracy of our staff profile data and has aligned with changes made to the requirements of our staff HESA return.

The Human Resources and Organisational Development team continue to work with staff members who have updated their details and have identified where further support is required through a disclosure. The department regularly reaches out to members of staff across the University via our internal Staff newsletter promoting colleagues to check and update their data on an annual basis.



STAFF PROFILE DATA

What does our staff data tell us?

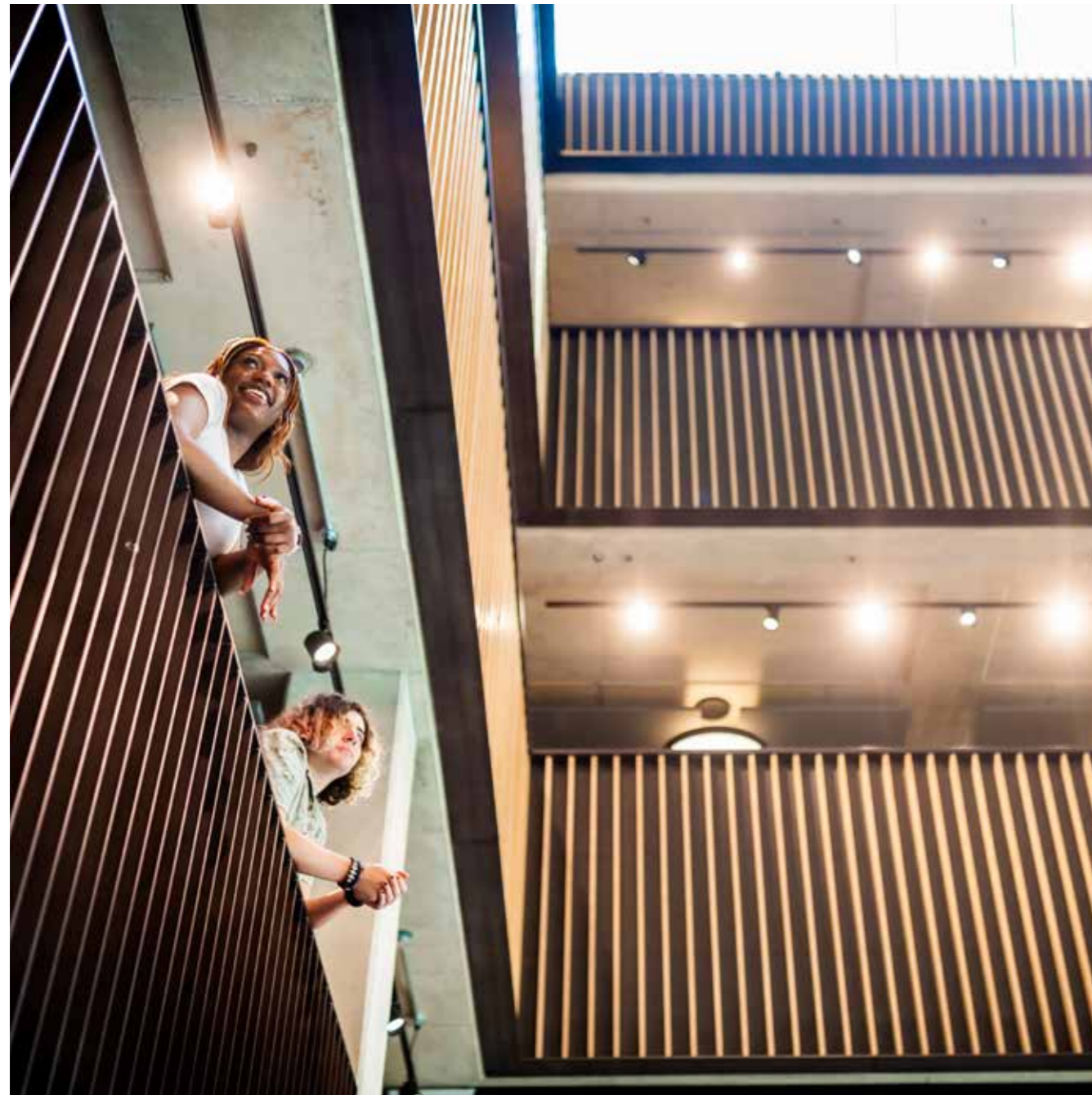
As a part of our EDI objectives and the People Strategy, one of the priorities is to build a more inclusive workforce. Within this we have been addressing the disparities found within our staff profile

which underpins our KPI of 'Staff demographic profile that mirrors the regional profile'.

To ensure that we have a staff demographic profile that mirrors the regional profile, we have used the Office of National Statistics (ONS) 2011 and where available

the 2021 data to assess the profile comparisons.

The ONS data comparison against our staff profile data will help us to assess how we are performing within the region and will show us where we may have disparities, that need to be addressed.



University of Staffordshire 's Staff Age profile data comparison from 2020/21 to 2023/2024

The staff profile age data illustrates that our staff aged 25 years and under has slightly decreased from 6.03% in 2023 to 4.75% in 2024. Some of this is mainly due to the remodeling of services that was undertaken in January 2024, which tended to focus on areas and grades where younger people may have been employed on a temporary basis to support the increase of our student intake in 2023. The ONS West Midlands employed population data shows that 9.4% of 25 years and under are in employment. The data also shows 2.14% of staff being over the age of 65+ years are in

employment compared with the ONS data of 4% of over 65+ in employment.

For the first time in history, there are five generations in the workplace ;

- Traditionalists – born 1927–to– 1946
- Baby Boomers – born 1947–to– 1964
- Generation X – born 1965–to– 1980
- Millennials – born 1981–to–2000

- Generation Z – born 2001–to– 2020

There are generational experiences and expectations that employers need to consider when they look to attract, recruit, select and manage new and existing employees, ensuring we are promoting an inclusive non-ageist culture

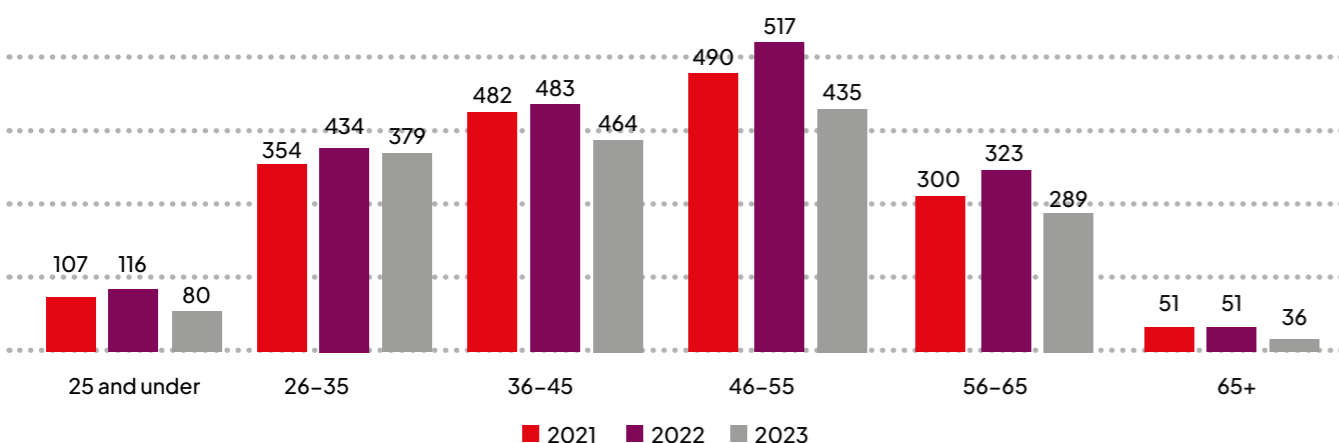
Our current data demonstrates that we are attracting a wider age range which means that selection decisions are broader, and this is leading to positive retention of different age -range s within our organisation.

Profile	2021-22		2022-23		2023-24		ONS data of UK population age 16 year and above
	No	%	No	%	No	%	
Age							%
25 & under	107	6%	116	6.03%	80	4.75%	9.4%
26-35	354	19.84%	434	22.56%	379	22.52%	13.4%
36-45	482	27.02%	483	25.10%	464	27.58%	14%
46-55	490	27.47%	517	26.87%	435	25.85%	13.7%
56-65	300	16.82%	323	16.79%	289	17.17%	11.7%
65+	51	2.86%	51	2.65%	36	2.14%	16.5%
Total	1784	100%	1924	100%	1683	100%	100%

² <https://www.forbes.com/sites/tracybrower/2022/08/28/what-the-generations-want-from-work-new-data-offers-surprises/?sh=c5ef1873f32>

Year	July 2022	July 2023	July 2024	Year	YoY % Change
25 & under	107	116	80	25 & under	-1.28%
26-35	354	434	379	26-35	-2.42%
36-45	482	483	464	36-45	-0.04%
46-55	490	517	435	46-55	-1.02%
56-65	300	323	289	56-65	0.38%
65+	51	51	36	65+	0.51%

Age Comparison Count



University of Staffordshire 's Staff Sex (Gender) data profile comparison from 2021/21 to 2023/24

The staff sex (gender) data illustrates that we have more female staff within our workforce at 55.67% and there has been a slight increase from our 2022/2023 data at 55.56%. We employ fewer male staff at 44.33% and we have seen a slight decrease from our 2022/23 data at 44.44%.

The ONS 2011 data shows 50.8% of people in the West Midlands reported as female, and 40.2% male and 9% as unknown/other. The data also showed 72.7% of working age females were in employment, compared to 80.1% of males in employment. This gender split is broadly reflected in our employment data with 55.67% female staff employed within our organisation, compared to 44.33% male.

Further analysis of this data has revealed that some of our Schools and Services have a higher proportion of one gender i.e. more female staff employed in Student Recruitment and Admissions (79%), Student and Academic Services (77%) and School of Health, Science and Wellbeing (72%). More male staff are employed within Digital Services (70%), Technical Services (62%) and Estates and Commercial Services. (55%). We are aware some of this data may be skewed by the small number of employees working within the area.

This Occupational Segregation i.e., more males working in Technical and Estates roles, more females in Health, Social and Wellbeing, where there are different job roles

and pay scales, may be one of the factors that is contributing to the gender pay gap, which is currently at mean 8.08% in favour of male staff. More information on the gender pay gap is provided within the pay gap section of this report. We therefore need to ensure that we do not reinforce occupational segregation in our recruitment or promotion practices.

The data analysis has also highlighted in 2023 that we are not capturing non-binary data. This is now being addressed as part of our Data Integrity Project which was launched in January 2024.

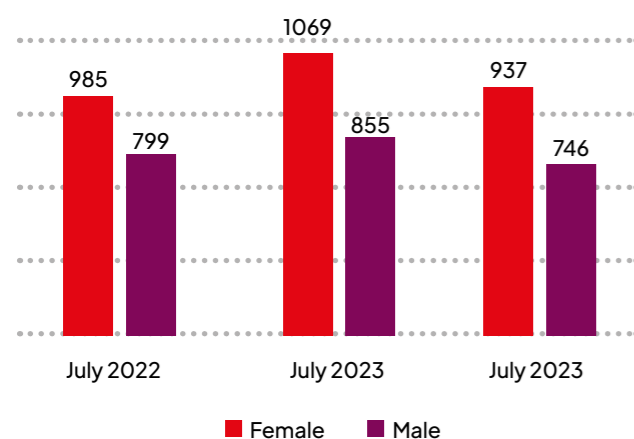
Profile	2021-22		2022-23		2023-24		ONC 2011 West Midlands sex profile	ONC gender in employment data
	No	%	No	%	No	%		
Sex	No	%	No	%	No	%	%	%
Female	985	55.21%	1069	55.56%	937	55.67%	50.8%	72.7%
Male	799	44.79%	855	44.44%	746	44.33%	40.2%	80.1%
Unknown/other	-	-	-	-	-	-	9%	
Total	1784	100%	1924	100%	100%	100%		

Year	July 2022		July 2023		July 2024	
	No	%	No	%	No	%
Female	985	55.21%	1069	55.56%	937	55.67%
Male	799	44.79%	855	44.44%	746	44.33%
Other	0	0%	0	0%	0	0%
Total	1784	100%	1924	100%	1683	100%

Year	July 2022	July 2023	July 2024
Female	985	1069	937
Male	799	855	746

Detail	YoY % Change
Female	0.11%
Male	-0.11%
Other	0%

Gender Comparison Count



University of Staffordshire 's Staff Ethnicity data profile comparison from 2020/21 to 2023/24

The staff ethnicity data illustrates that the white ethnicity group is 83.60% within the University staffing profile and the ethnic minorities equate to 13.61% of university staff. 2.79% of the data is not known, which is lower than the 3.22% reported in 2023.

The recent ONS 2021 data shows 77% of people reported their ethnicity as white and this is considerably lower than our staff white ethnicity profile at 81.28%. In addition, 23% of people have reported they are from an ethnic minority background, which is higher than our staff ethnicity profile at 13.61%. However, Stoke-on-Trent's population of white ethnicity figure is higher than the national average at 83.5% and the ethnic minority population is lower at 16.5%. The national and local ethnicity data has been aggregated to develop our target

to achieve a 'staff demographic profile that mirrors the regional profile (with an aim of 17% of our staff profile to be drawn from ethnic minorities by 2026-2027.

Further analysis of the ethnicity data has revealed that the 15.92% of ethnic minorities staff are not evenly distributed within the Schools and Services i.e., 23.6% ethnic minorities staff work in School of Digital, Technologies, Innovation and Business, 20% in Data and Business Intelligence

We have lower numbers of ethnic minorities employed in Financial Services at 7.4%, Marketing and Communications 2.6%. This may be an area that we need to do further analysis in order to understand what is causing this disparity i.e., low employee turnover, lack of interest from ethnic minorities in careers within

this area, being a less attractive employer of choice, or unintended bias within the recruitment and selection processes etc.

The ethnicity profile data from 2022-2023 to 2023-2024 illustrates that we have seen a positive increase of 0.56% of ethnic minorities being employed and this demonstrates that the work being delivered on 'inclusive recruitment, selection and retention' and working in partnership with our local communities, is now paying dividends. These activities have increased applications from ethnic minorities, and we are making positive progress in achieving our year-on-year ethnic minority recruitment and retention targets.

The Ethnicity pay gap data is provided within the pay gap section of this report.

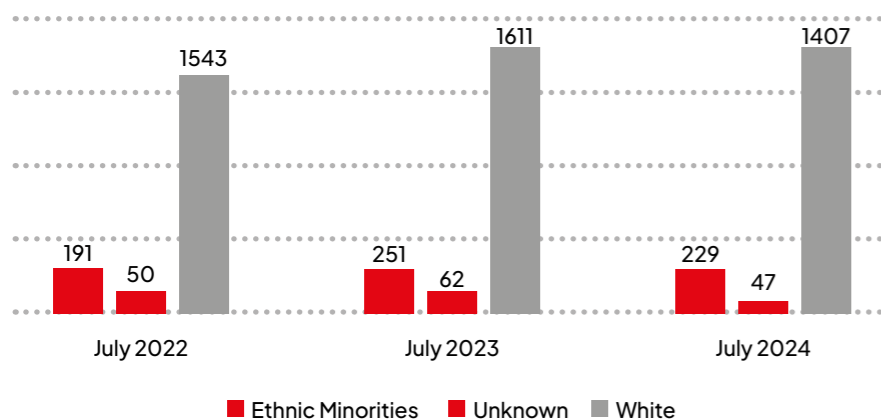
Profile	2021-22		2022-23		2023-24		ONS 2021 data on UK ethnicity
	No	%	No	%	No	%	
Ethnicity							%
White	1543	86.48%	1611	83.73%	1407	83.60%	77%
Ethnic Minority	191	10.71%	251	13.05%	229	13.61%	23%
Unknown	50	2.80%	62	3.22%	47	2.79%	0.00%
Total	1784	100%	1924	100%	1683	100%	100%

Year	July 2022		July 2023		July 2024	
	No	%	No	%	No	%
Ethnic Minorities	191	10.71%	251	13.05%	229	13.61%
Unknown	50	2.80%	62	3.22%	47	2.79%
White	1543	86.49%	1611	83.73%	1407	83.60%
Total	1784	100%	1924	100%	1683	100%

Detail	YoY % Change
Ethnic Minorities	0.56%
Unknown	-0.43%
White	-0.13%

Year	July 2022	July 2023	July 2024
Ethnic Minorities	191	251	229
Unknown	50	62	47
White	1543	1611	1407

Ethnicity (Detailed Grouping) Comparison Count



University of Staffordshire 's Staff disability data profile comparison from 2020/21 to 2023/24

The staff disability data illustrates that 9.51% of our workforce have disclosed a disability, this is higher than the 7.64% reported in 2022/23. This demonstrates that we are making an impact in creating an inclusive culture where people feel comfortable in disclosing a disability. As a part of the Data Integrity Project, we have also managed to reduce the disability unknown data from 2.91% to 2.5%

We are aware that our staff disability profile at 9.51% is considerably lower than the ONS data 2011–2015 that reports over 19% of the UK population have reported they have a disability. This is an area that we are continuously addressing by having a proactive approach in supporting people with disabilities within our recruitment and selection process as a Disability Confident Employer by ensuring we are

providing the necessary support required during the recruitment process and challenging attitudes towards disability and increasing understanding of disability needs, delivering the inclusion training programmes that is leading to developing a positive culture.

Profile	2021–22		2022–23		2023–24		ONC 2011 data on disclosed Disability in UK
	No	%	No	%	No	%	
Disability							
No Known Disability	1624	91.03%	1721	89.45%	1481	88%	81%
One or more disabilities	115	6.45%	147	7.64%	160	9.51%	19%
Unknown/ Info refused	45	2.52%	56	2.91%	42	2.5%	0.00%
Total	1784	100%	1924	100%	1683	100%	100%

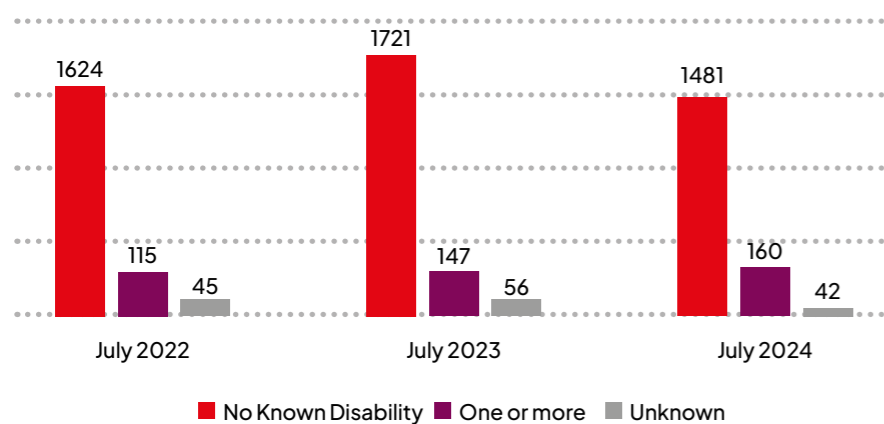


Year	July 2022		July 2023		July 2024	
	No	%	No	%	No	%
No Known Disability	1624	91.03%	1721	89.45%	1481	88%
One or more	115	6.45%	147	7.64%	160	9.51%
Unknown	45	2.52%	56	2.91%	42	2.5%
Total	1784	100%	1924	100%	1683	100%

Detail	YoY % Change
No Known Disability	-1.45%
One or more	1.87%
Unknown	-0.41%

Year	July 2022	July 2023	July 2024
No Known Disability	1624	1721	1481
One or more	115	147	160
Unknown	45	56	42

Disability Comparison Count



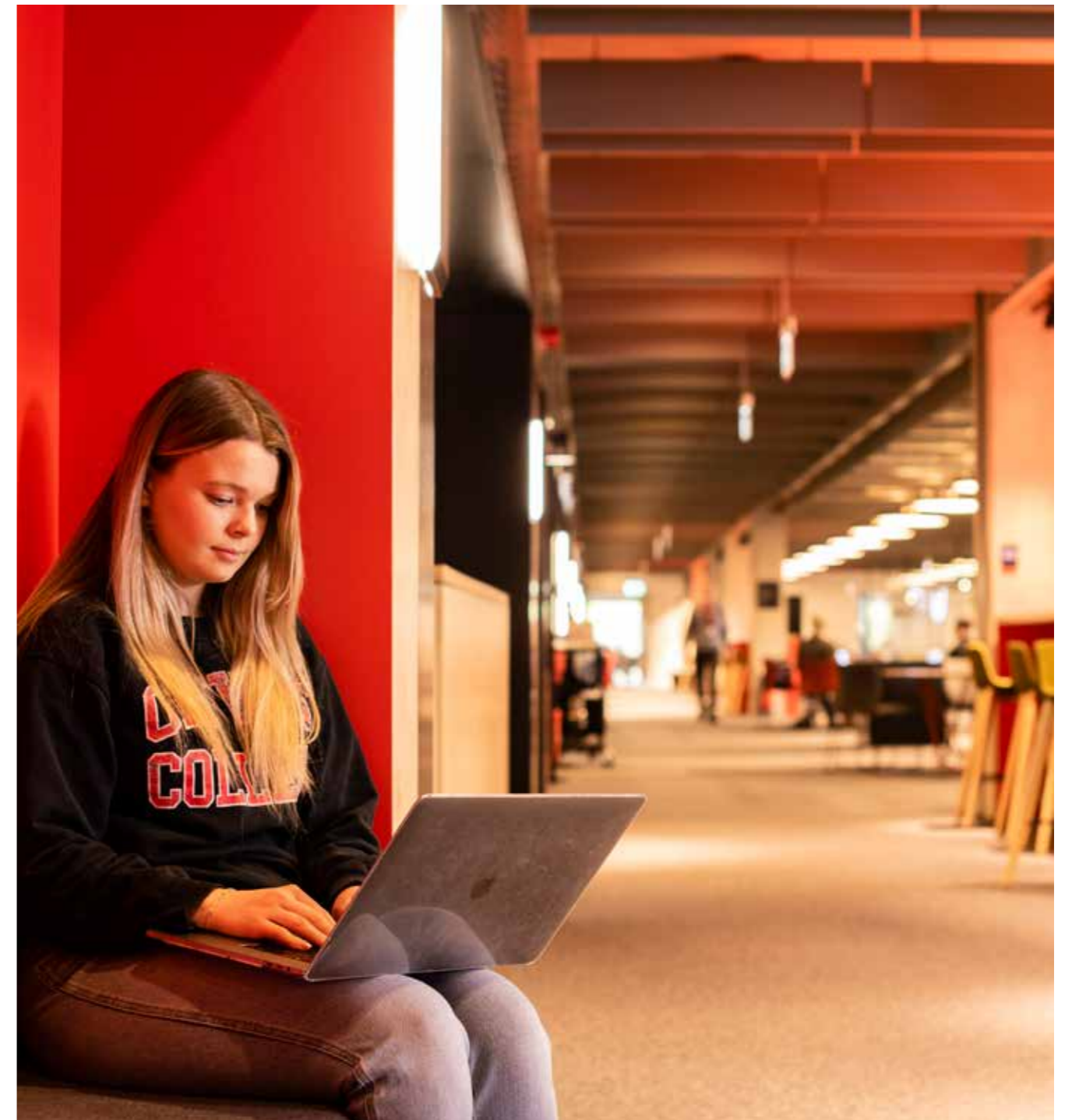
University of Staffordshire 's Staff Religion data profile comparison from 2020/21 to 2023/24

The staff religion data illustrates that we have seen an increase of 0.53% of Muslim staff being employed in 2023/24 at 4.69% from the 2022/23 data at 4.16%. This is important because after Christianity and no religion, the largest religion in the Staffordshire

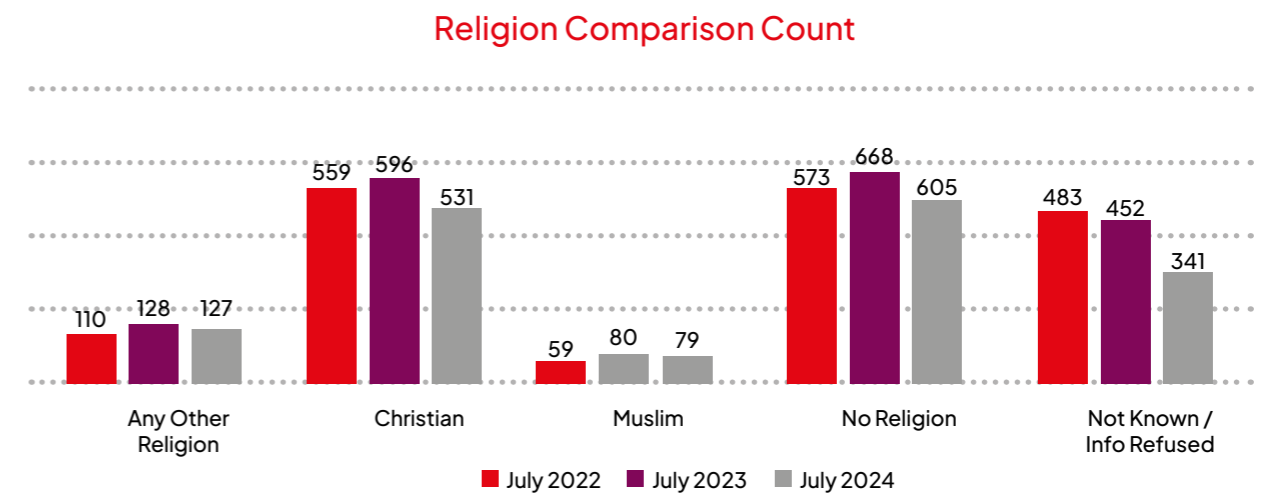
region and the UK is Islam (Muslim) at 4.4% and this religion is positively increasing within our organisation.

Our data also shows that our not known data has reduced by 3.23% from 23.49% reported in 2022/23

to 20.28% in 2023/24. We aim to address this area further as a part of our on-going Data Integrity Project.



Year	July 2022		July 2023		July 2024	
	No	%	No	%	No	%
Detail						
Any other religion	110	6.17%	128	6.65%	127	7.55%
Christian	559	31.33%	596	30.98%	531	31.55%
Muslim	59	3.31%	80	4.16%	79	4.69%
No religion	573	32.12%	668	34.72%	605	35.95%
Not known / Info refused	483	27.07%	452	23.49%	341	20.26%
Total	1784	100%	1924	100%	1683	100%



Detail	YoY % Change
Any other religion	0.9%
Christian	0.57%
Muslim	0.53%
No religion	1.23%
Not known / Info refused	-3.23%

Year	July 2022	July 2023	July 2024
Any other religion	110	128	127
Christian	559	596	531
Muslim	59	80	79
No religion	573	668	605
Unknown/ Info refused	483	452	341



University of Staffordshire 's Staff Sexuality data profile comparison from 2020/21 to 2023/24

The staff sexuality profile data illustrates that we have seen a slight positive increase of 7.02% of staff reporting they are LGBTQ+, this is an increase of 0.89% from the 2023 data of 6.13%. This figure is also higher than the ONS

data at 3% LGBTQ+ sexualities. This demonstrates that we are making an impact in creating an inclusive culture where people feel comfortable in disclosing their sexuality.

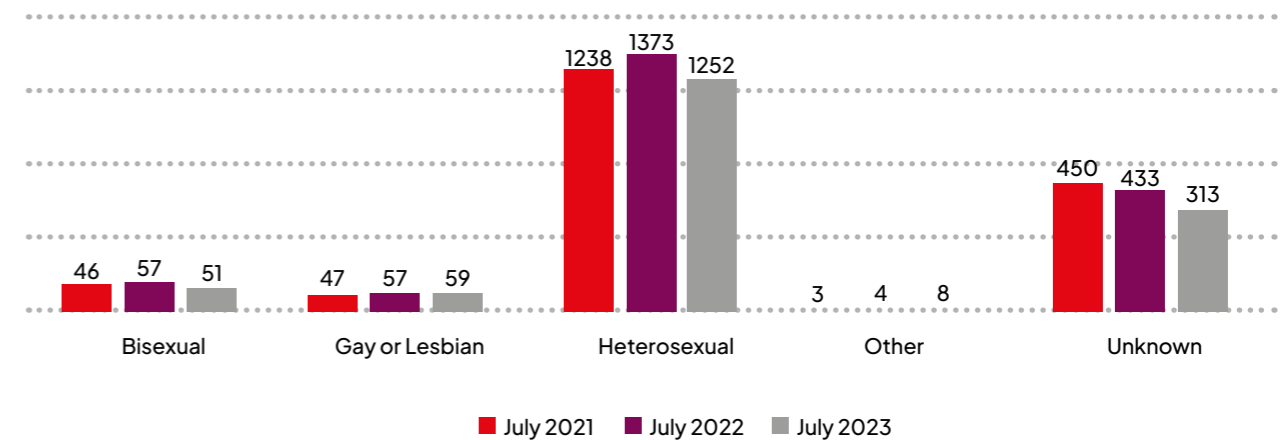
Our data also shows that 18.6% of the data is not known/information refused and this has reduced by 3.91% from the 2023 data at 22.51%. We aim to address this area further as a part of our ongoing Data Integrity Project.

Year	July 2022		July 2023		July 2024	
	No	%	No	%	No	%
Bisexual	46	2.58%	57	2.96%	51	3.03%
Gay Man or Lesbian	47	2.63%	57	2.96%	59	3.51%
Heterosexual	1238	69.39%	1373	71.36%	1252	74.39%
Other	3	0.17%	4	0.21%	8	0.48%
Unknown	450	25.22%	433	22.51%	313	18.6%
Total	1784	100%	1924	100%	1683	100%

Detail	YoY % Change
Bisexual	0.07%
Gay Man or Lesbian	0.88%
Heterosexual	3.03%
Other	0.27%
Unknown	-3.91%

Year	July 2022	July 2023	July 2024
Bisexual	46	57	51
Gay Women / Lesbian	47	57	59
Heterosexual	1238	1373	1252
Other	3	4	8
Unknown	450	433	313

Sexual Orientation Count



OVERALL SUMMARY

What has the staff data analysis illustrated

Our overall staff profile data analysis has illustrated that we have made positive progress within most profile areas i.e.;

Age

We are employing a diverse age range of staff. Our data shows we are attracting and retaining a wider age range, and this is leading to positive recruitment and retention of younger and older people within our organisation.

Gender

We employ more female staff within our workforce at 55.67% and our gender pay gap is lower than the average for the higher education sector as illustrated in the pay gap section. We have introduced the new non-binary category on the staff demographic profile capturing and reporting system as a part of our Data Integrity Project.

Ethnicity

We have made positive progress on our ethnic minority employment target and have seen a positive increase of 0.56% of minority ethnicities being employed in 2024, leading to the ethnic minority profile reaching 13.61%. We will continue working in partnership with the local community on promoting the Inclusive recruitment and selection campaign.

Disability

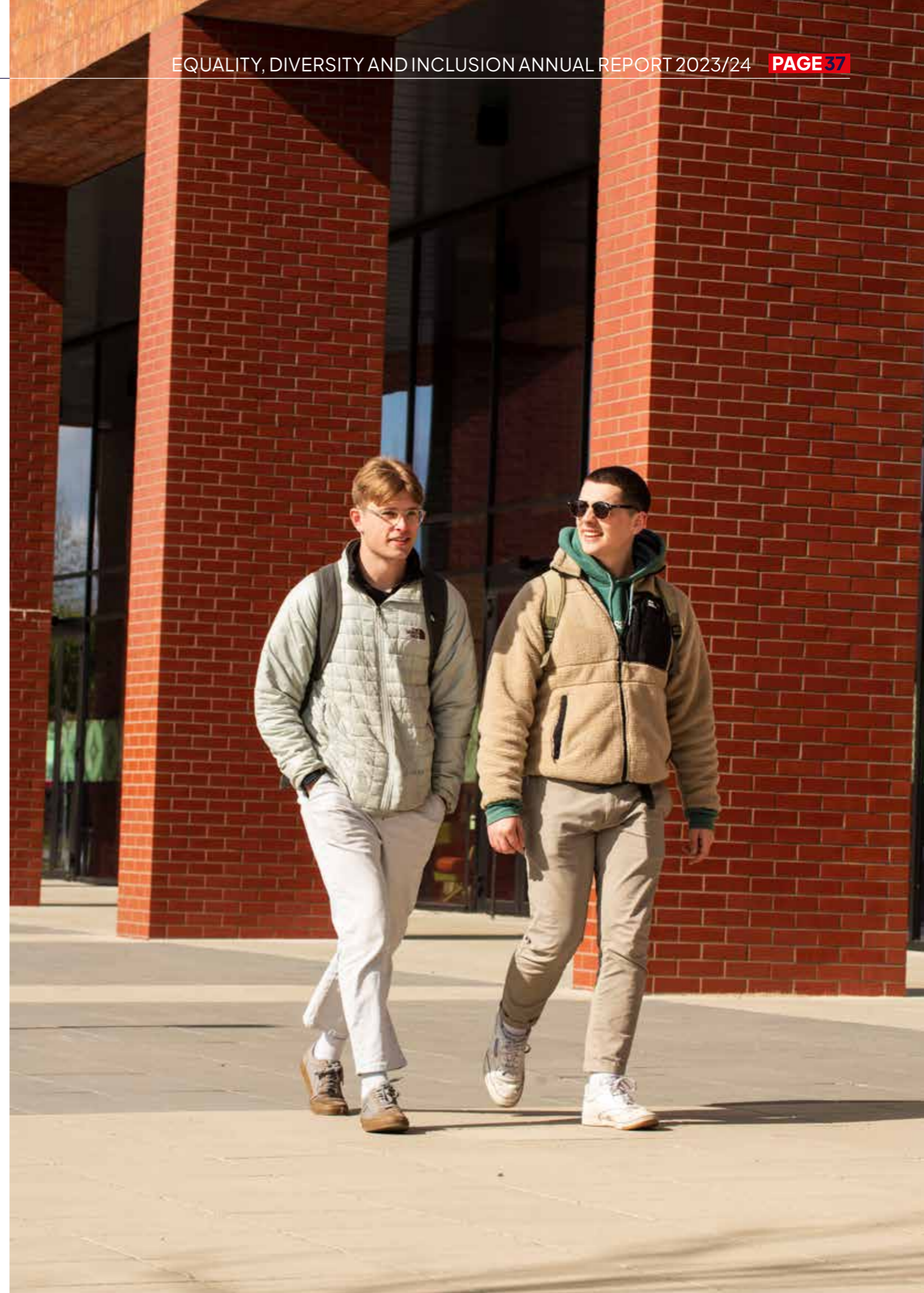
Our staff disability data profile at 9.51% is 1.87% higher than the 2023 data at 7.64% and our unknown data had reduced by 0.41% to 2.5% in 2024, which illustrates that the Data Integrity project is making a positive impact. We will continue our proactive approach in supporting people with disabilities within our recruitment, selection and progression process as a Disability Confident Employer.

Religion

The staff religion data shows that we have seen an increase of 0.53% of Muslim staff being employed in 2024. This is important because after Christianity and no religion, the largest religion in the Staffordshire region and the UK is Islam. The data also shows we have reduced our religion unknown data by 3.28% and we aim to address this further as a part of our on-going Data Integrity Project.

Sexuality

The staff sexuality data shows that 7.02% of staff are reporting their sexuality as LGBTQ+ and this figure is higher than the national average at 3% LGBTQ+ individuals. The data also shows we have reduced the unknown data by 3.91% from 22.51% in 2023 to 18.6% in 2024. We aim to address this area further as a part of our on-going Data Integrity Project.



PAY GAP REPORTING DATA 2023-2024

What is pay gap data and why is this important?

Pay gaps are indicators of embedded and systemic diversity and inclusion issues within organisations and many employers are now taking significant steps to identify and address the causes of the gaps. Pay gaps identify and acknowledge the percentage difference in the average hourly earnings for different groups of people, for example, male and female. Mandatory gender pay gap reporting was introduced by the UK Government in 2017 for all organisations employing over 250 staff, with the aim of narrowing and eventually eliminating the pay differentials between men and women. The Gender pay gap is reported by using mean and median calculations:

Mean Pay Gap

The mean gender pay gap is calculated by adding up all salaries and dividing the result by how many people were in the list. We can then compare the mean pay for men with the mean pay for women. The difference between the two figures is the mean gender pay gap.

Median Pay Gap

The median gender pay gap is calculated by listing all of the salaries in numerical order. The median is the middle number. We can then compare the median pay for men with the median pay for women. The difference between the two figures is the median gender pay gap. University of Staffordshire believes that it is important that we not only meet our legal obligations in reporting on the gender pay gap, but as a part of our values of being 'fair and Inclusive' we go beyond this legal requirement and report on how we are performing on pay differences across a range of characteristics. We have therefore used the mean and median format, reporting the pay gap for the following staff profile groups - gender, ethnicity, disability, and sexuality.



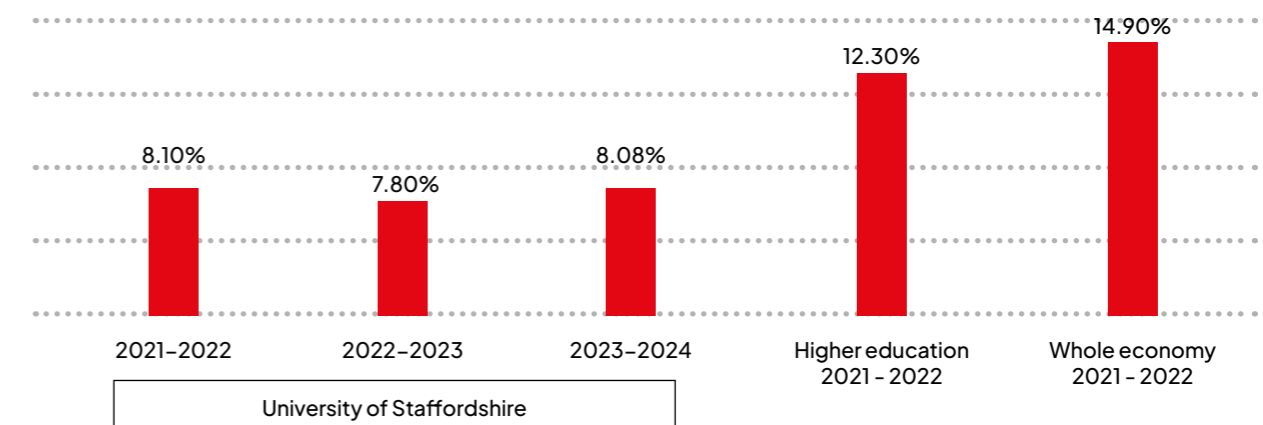
THE GENDER PAY GAP

Analysis of the gender pay gap data has revealed that the mean gender pay gap across University of Staffordshire for female staff is 8.08% and this is slightly higher than the data reported in 2023 at 7.80% but lower than the 2022 at 8.10% and the 2021 at

9%. Our gender pay gap is also 4% lower than the HE Sector at 12.3% and 7% lower than the whole economy data at 14.90% (latest available data is 2021-22). The median pay gap at University of Staffordshire is 0%.

Year	The Gender Pay Gap
2021-2022	8.10%
2023-2024	7.80%
2024-2025	8.08%
Higher Education 2021-2022	12.3%
Whole economy 2021-2022	14.90%

The Mean Gender Pay Gap



THE ETHNICITY PAY GAP

Although Ethnicity pay gap reporting is not mandatory, we believe the need to capture and report on our ethnicity pay gap data is important as this helps us understand where we may have disparities, and where we need to focus.

Analysis of the ethnicity pay gap data has revealed that the mean ethnicity pay gap for all ethnicities, when compared with White British is 1.21% and is slightly higher than the -1.91% reported in 2023. However, this is lower than the HE sector of 2.82% and the Gov.UK Ethnicity pay gap data reported in 2020 at 29.3%. The median ethnicity pay gap at University of Staffordshire

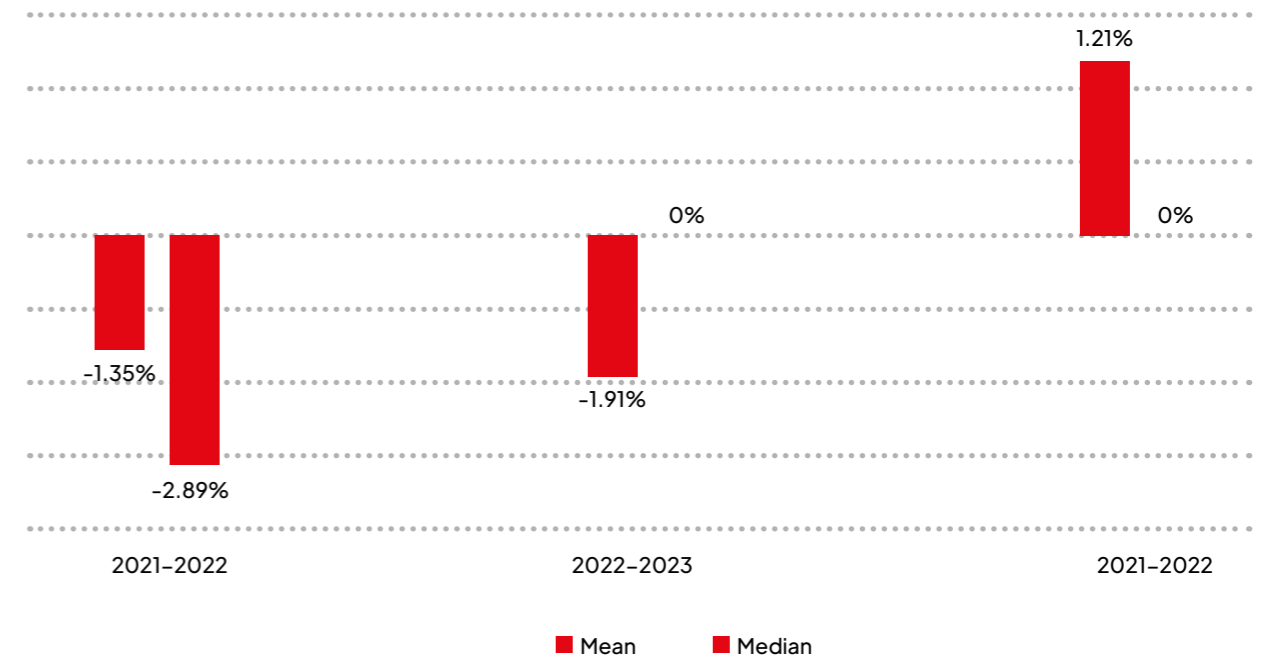
for all ethnic minorities compared to White British is 0%.

Further analysis of the data shows that we have increased our ethnic minority staff profile from 8.89% in 2021 to 15.92% in 2024, an increase of 7.03% and the increase in these numbers may have contributed to the slight increase in the pay gap. Therefore, we need to focus on ensuring ethnic minorities are employed within all job roles and pay grades, that will address any pay disparities and lead to a more representative organisation.



Pay Gap	Ethnicity Pay Gap	
	Mean	Median
Year		
2022	-1.35%	-2.89%
2023	-1.91%	0%
2024	-1.21%	0%
Higher Education 2022	2.82%	
Whole Economy 2020	29.3%	

The Ethnicity Pay Gap



THE DISABILITY PAY GAP

Analysis of the disability pay gap data has revealed that the mean disability pay gap across University of Staffordshire for disabled staff is 4.18% and is slightly lower than the 5.29% reported in 2023. Our disability pay gap is considerably lower than Gov.UK disability pay gap reported in 2021 at 13.8%.

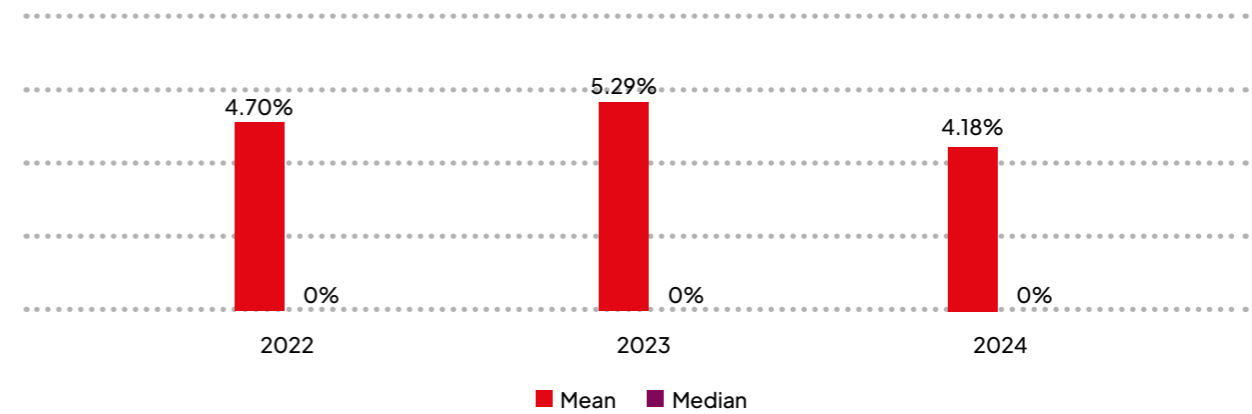
The median disability pay gap at University of Staffordshire is 0%.

This is positive, as our data shows that we have increased the number of disabled people employed at University of Staffordshire at 9.51%, this is higher than the 7.64% reported in 2022/23, however is lower than the national average at 22% of disabled people. Therefore, we need to focus on increasing the number of disabled staff employed within the organisation, within all job roles and pay grades to develop a more representative understanding



Pay Gap	Disability Pay Gap	
	Mean	Median
Year		
2022	4.70%	0%
2023	5.29%	0%
2024	4.18%	0%

The Disability Pay Gap



THE SEXUALITY PAY GAP

This is the third year that we are also publishing our sexual orientation pay gap. This provides a base line against which to measure progress, especially in ensuring higher representation of lesbian, gay and bisexual people within our organisation.

Analysis of the sexuality pay gap data has revealed that the mean sexuality pay gap across University of Staffordshire for LGBTQ+ staff is 10.04% and is considerably lower than the 17.89 % reported in 2023 and is lower than the 2022 pay gap data at 19.34%. The median pay gap is 0%. There is limited sexuality pay gap data available for us to benchmark our data against, however PWC reported in 2022 that their sexuality pay gap being around 19%. The data shows that our sexuality pay gap reflects a positive decrease of 7.85% in our sexuality pay gap for our LGBTQ+ staff.

Furthermore, the number of staff that have reported their sexuality as LGBTQ+ has increased in 2024 to 7.02% this is an increase of 0.89% from the 2023 data of 6.13%. Our data also shows that 18.6% of the data is

not known/information refused and this has reduced by 3.91% from the 2023 data at 22.51%. However, our LGBTQ+ staff sexuality profile is higher than the national average at 3% as reported in the 2019 Census data.

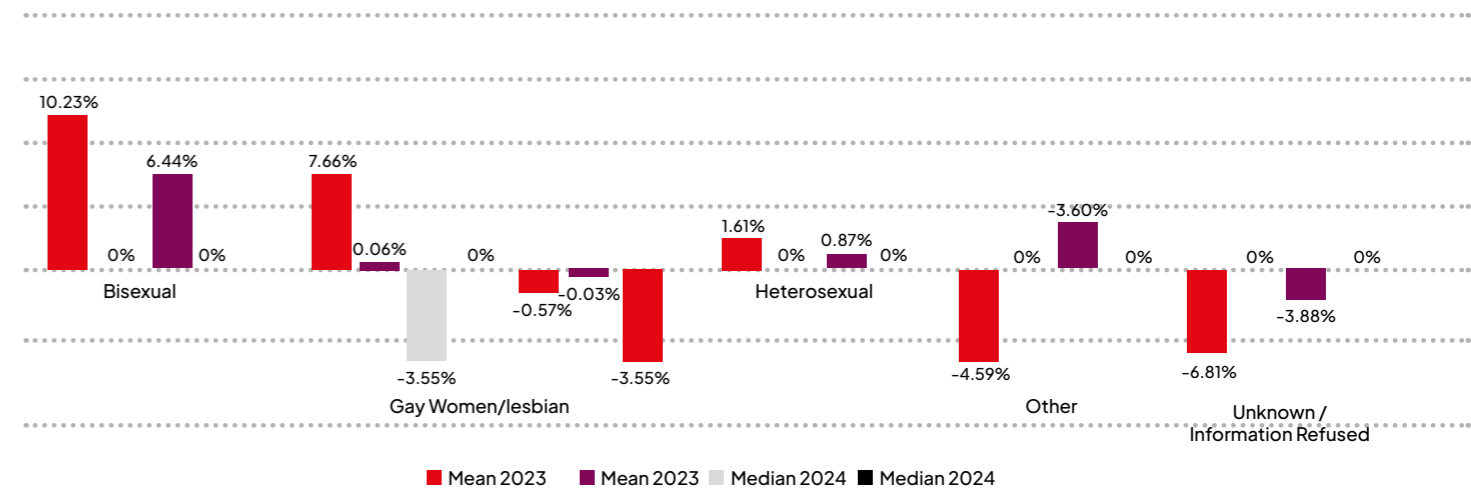
Census data has also illustrated the age profile 25 years and under are more comfortable in disclosing their sexuality as LGBTQ+, than other age groups. We need to undertake further analysis to assess if our LGBTQ+ staff numbers are also higher within this age group, as staff aged 25 years and under may be employed on lower pay grades, due to their developing career trajectory.

Therefore, we need to ensure we continue creating the conditions in which our staff are comfortable to share their personal details with us and data disclosure, collection and analysis will be priority for the year ahead and beyond, as a part of the on-going Data Integrity Project.



Category	2023		2024	
	Mean	Median	Mean	Median
Bisexual	10.23%	0%	6.44%	0%
Gay Man	7.66%	0.06%	Gay or Lesbian	0%
Gay Women/lesbian	-0.57%	-0.03%		
Heterosexual	1.61%	0%	0.87%	0%
Other	-4.59%	0%	3.60%	0%
Unknown/Information Refused	-6.81%	0%	-3.88%	0%

The Sexuality Pay Gap



³ <https://www.pwc.co.uk/who-we-are/annual-report/people-2022/diversity-data.html#sexual-orientation>
³ <https://www.ons.gov.uk/peoplepopulationandcommunity/culturalidentity/sexuality>

What Will Be Our Staff Development Priorities For 2024?

- As a part of our YOURCareer@Staffs, plans have been developed that support our values in being 'Fair and Inclusive' and ensure all staff have equal access to professional development to enhance their career progression.
- Working within Disability Confident, Stonewall and the Race Equality Chartermark principles we will deliver a more diverse workforce through refreshed inclusive approaches to attraction, recruitment and selection.
- Examine the recruitment journey from application, shortlisting, selection and offer stage to understand why some diverse groups may not be as well represented within particular jobs roles, pay grades and senior leadership level
- Continue providing bespoke training to staff on inclusive recruitment methods and how to promote 'Conscious Inclusive thinking and behaviours in our working practices, to bring to life for all staff our value of 'Fair and Inclusive'.
- The Data Integrity Project continues with addressing the staff profile data gaps by ensuring data disclosure and collection is promoted within the organisation on a regular basis.



STUDENT PROFILE DATA AND INFORMATION

What have we delivered and achieved so far for our students?

As a 'Catalyst for Change', University of Staffordshire has an opportunity to transform the lives of people, particularly our students, who in turn will transform our society and transform the places they live in and work, both within the UK and overseas. We must ensure that we are a welcoming, intercultural environment where students feel part of an inclusive university and broader local community.

Whilst we have developed a range of approaches to underpin an inclusive student experience, we recognise that there is more we need to understand and address. The below sections illustrates some of the work delivered in 2023/24 :

- Disability Workshop for applicants during August 2023 to support new students to transition to university.
- Reslife staff trained in Risk Assessments and Personal Evacuation and Egress Planning training. A total of 49 PEEPS and Risk Assessments were completed with students within the first 6 weeks of arrival at university managed accommodation.
- Quiet move in: to accommodate students with accessibility needs who chose to arrive earlier than the scheduled, busier, move-in days. Notably, 15 early move-ins occurred before the primary move-in day, demonstrating our commitment to flexibility.
- Weekly Wellness Wednesday program - Overnight Residence Life Coordinators led activities designed to enhance independent living skills and reduce social isolation. Access to meditation and wellbeing workshops were provided for students. Over 390 students attended the 30 Wellness Wednesday events.

- Autism Transition - Student Inclusion Team and ResLife supported neurodivergent students joining the university. This event allowed students to make friends, as well as participate in ResLife and university support services
- Individual visits/calls/outreach were made by ResLife to students with additional needs, indicated by a medical marker on their accommodation application. A total of 22% of residents (212 students) were contacted by the team prior to arrival, and during the first 3 weeks of living in the accommodation.
- Wellbeing & Safeguarding support - this area has seen a positive increase in students accessing this service. Our data illustrates a positive increase for male students from 39.6% in 2020/21 to over 46.6% in 2023/23 and an increase of students from Black ethnic backgrounds, from 4.2% in 2020/21 to 6.4% in 2023/24 accessing the wellbeing service. This is important as national research has identified both groups as 'hard to reach' in accessing wellbeing support services. Whilst this data is encouraging the ethnicity of the staffing does not mirror that of the service users. Engagement with students from diverse ethnic and cultural backgrounds remains an area of focus for 2024/25, along with the recruitment of staff that reflect the student profile.
- Chaplaincy and Friends of Faith - Our multifaith chaplaincy offer support, encouragement and growth in all areas pertaining to the spiritual wellbeing of staff and students. One way our service seeks to achieve its aims is through the delivery of well run, inclusive religious festivals and celebrations. Some of our highlights include: - Christmas/Easter Gatherings, Hannukah and Diwali celebrations, support with Ramadhan fasting etc. More information on cultural events is available within the Inclusion and Promotion of Events section of this report on page 64.



Inclusion Work Delivered In Partnership With Our Students Union Representatives

In addition to the above developments, working in partnership with the Student Union we have delivered the following:

- Supported the development of Universities EDI framework and events calendar that promotes our diverse student body, their experiences, and their needs.
- The launch of the Citizenship Module that addresses a zero – tolerance culture on gender-based violence
- Recruited new Student Union members and have two new international students that are a part of the new Student Officers Team
- Consultation on refurbishment and development plans with the Student Disability Group

that has supported Disability living inclusion needs

- Consultation with the LGBTQ+ network and engaged students as well as North Staffs Mind to produce a training pack for LGBTQ+ students mental wellbeing needs.
- 'Pulse survey' findings on the impact of the 'cost of living' for students led to a three phased support framework that will support students by offering support workshops on employment opportunities, working with the Horizon Fund in fundraising to create breakfast and lunch clubs and warm banks.

What does our student's data tell us?

The data we hold regarding our student body is robust, with 100% data available on age, gender, and disability,

97.5% on ethnicity, 95% on religion, and 92.5% on sexual orientation. This demonstrates that we have strong data capturing systems in place. Where we have small gaps in this data, we will address this as part of the on-going Data Integrity Project.

Our Student data comparison has been made with the Post92 sector data for higher education organisations, where this has been available



University of Staffordshire 's Student Age Data Profile Comparison From 2020/21 to 2023/24

The student age profile data illustrates that our 18 years and under saw an increase of 1.07% and 36+ students saw an 1.11% intake in the academic year 2023–2024, compared with 2022–2023 data.

Post92 sector data on age is not available, as this is reported on age within the academic year so currently there is no data available that is suitable to compare our data set against.

Further analysis of the data has revealed that we have more '19 years and under' students as a percentage of students at University of Staffordshire London (41.14%), followed by Digital, Technology, Innovation and Business (DTIB) at 29.25%. We have a higher number of '26 to 35 years' in Health, Education, Policing and Sciences (HEPS) at 28.22%. This data demonstrates that we need a positive recruitment

drive to encourage a more inclusive approach to the age demographic across the academic portfolio. This area is being addressed by the Universities Student Recruitment and Conversion Strategy and action plan.

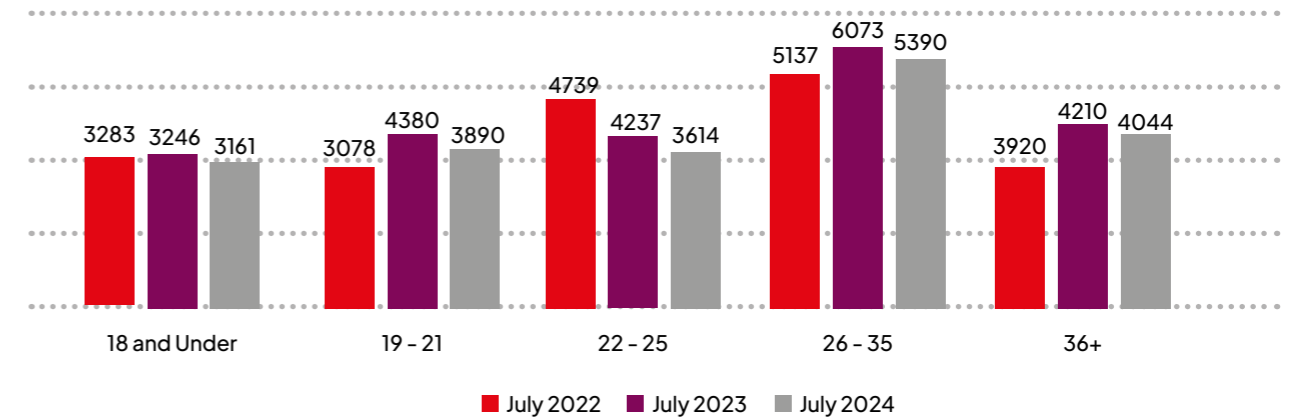
Year	July 2022		July 2023		July 2024	
	No	%	No	%	No	%
18 and Under	3283	16.29%	3246	14.66%	3161	15.73%
19–21	3078	15.27%	4380	19.78%	3890	19.35%
22–25	4739	23.51%	4237	19.13%	3614	17.98%
26–35	5137	25.48%	6073	27.42%	5390	26.82%
36+	3920	19.45%	4310	19.01%	4044	20.12%
Total	20157	100%	22146	100%	20099	100%



Year	July 2022	July 2023	July 2024
18 and Under	3283	3246	3161
19–21	3078	4380	3890
22–25	4739	4237	3614
26–35	5137	6073	5390
36+	3920	4210	4044

Detail	YoY % Change
18 and Under	1.07%
19–21	-0.43%
22–25	-1.15%
26–35	-0.60%
36+	1.11%

Age Comparison Count



University of Staffordshire 's Student Sex (Gender) Data Profile Comparison From 2020/21 to 2023/24

The student sex (gender) profile data illustrates that less male students enrolled in the 2023–2024 academic year (52.65%), an decrease of 0.66% from 2022–2023 data. The University had a slight increase in female students in the 2023–2024 intake at (52.65%), a increase of 0.58% from the previous year. 49 students declared their gender as other and this is

slight increase of 0.08% from 2022/23 data

Overall post-92 sector data figures for 2018 to 2021 has illustrated a higher trend of around 55% female students enrolling, compared to 52.65% for University of Staffordshire .

Further analysis of the data has revealed that we have more male students as a percentage at DTIB at (73%) and more female at 64% within HEPS. This suggests that certain aspects of our academic portfolio attract an imbalance of students based on their gender. This will be addressed through the Student Recruitment Conversion Strategy.

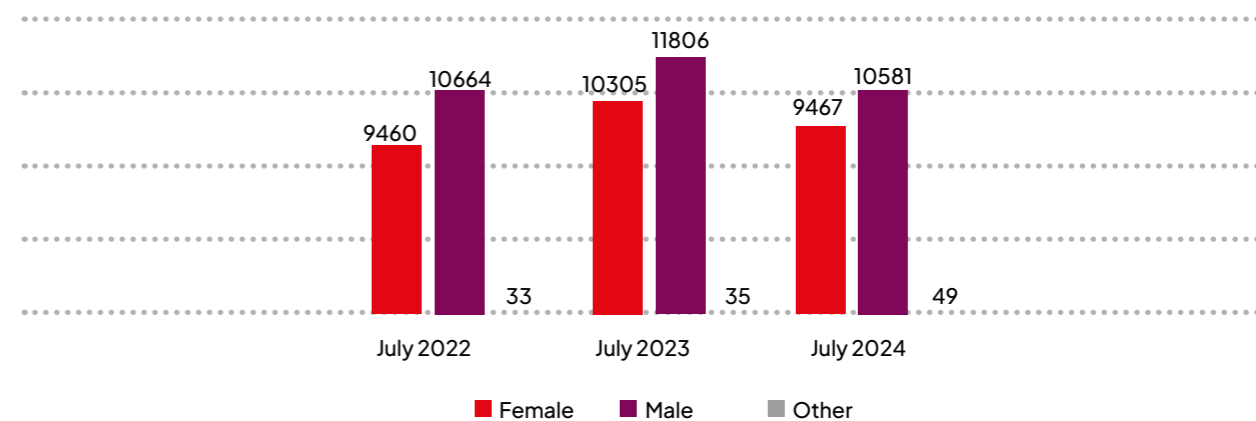


Year	July 2022		July 2023		July 2024	
	No	%	No	%	No	%
Female	9460	46.93%	10305	46.53%	9467	47.11%
Male	10664	52.90%	11806	53.31%	10581	52.65%
Other	33	0.16%	35	0.16%	49	0.24%
Total	20157	100%	22146	100%	20097	100%

Detail	YoY % Change
Female	0.58%
Male	-0.66%
Other	0.08%

Year	July 2022	July 2023	July 2024
Female	9460	10305	9647
Male	10664	11806	10581
Other	33	35	49

Sex Comparison Count



University of Staffordshire 's Student Ethnicity Data Profile Comparison From 2020/21 to 2023/24

The student ethnicity profile data illustrates that we have seen a positive increase of 5.89% of minority ethnic students enrolment in the academic year 2023-2024 at 30.79% compared to 26.61% in the previous academic year. This demonstrates we are making progress on delivering upon our KPI on 'Student demographic profile that mirrors post -92 sector norms'.

The post92 sector data illustrates approximately 28.9% of students are from ethnic minorities and our intake of 30.79%, although positive, may have several contributing factors i.e. the proportional size of international student cohorts, and more focus may be needed on more diverse regional populations for domestic recruitment and potentially portfolio mix.

Further analysis of the data has revealed that we have more ethnic minority students as a percentage at DTIB at 41%, then at HEPS at 24%. Again, this suggests that our academic portfolio attracts an imbalance of students from different ethnic backgrounds. This area will be addressed in our Student Recruitment and Conversion Strategy and action plan.

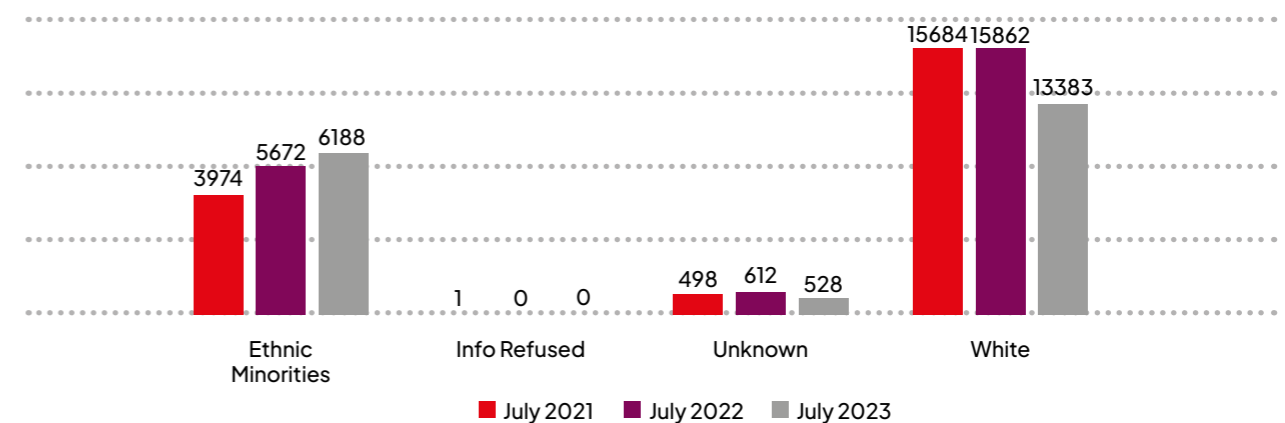


Year	July 2022		July 2023		July 2024	
	No	%	No	%	No	%
Ethnic Minorities	3974	19.72%	5672	25.61%	6188	30.79%
Info Refused	1	0.00%	0	0.00%	0	0%
Unknown	498	2.47%	612	2.76%	528	2.63%
White	15684	77.81%	15862	71.62%	13383	66.59%
Total	20157	100%	22146	100%	20099	100%

Year	July 2022	July 2023	July 2024
Ethnic Minorities	3974	5672	6188
Info Refused	1	0	0
Unknown	498	612	528
White	15684	15862	13383

Detail	YoY % Change
Ethnic Minorities	5.18%
Info Refused	0%
Unknown	-0.13%
White	-5.03%

Ethnicity (Broad) Comparison Count



University of Staffordshire 's Student Religion Data Profile Comparison From 2020/21 to 2023/24

The student religion profile illustrates that we attract students from a range of religions and beliefs, and our student profile religion data is comparable to the national religion data illustrated by ONC 2011.

Post92 data on religion/belief is not available and higher education

data across the sector has been used as a comparator instead. This illustrates Christianity (32%), no religion (48%) and Muslim (10%) are the highest recorded religion/belief for the last three years. Our organisation data shows No Religion (50.74%), Christianity (28.4%), and Muslim (8.71%) to be the most frequent responses.

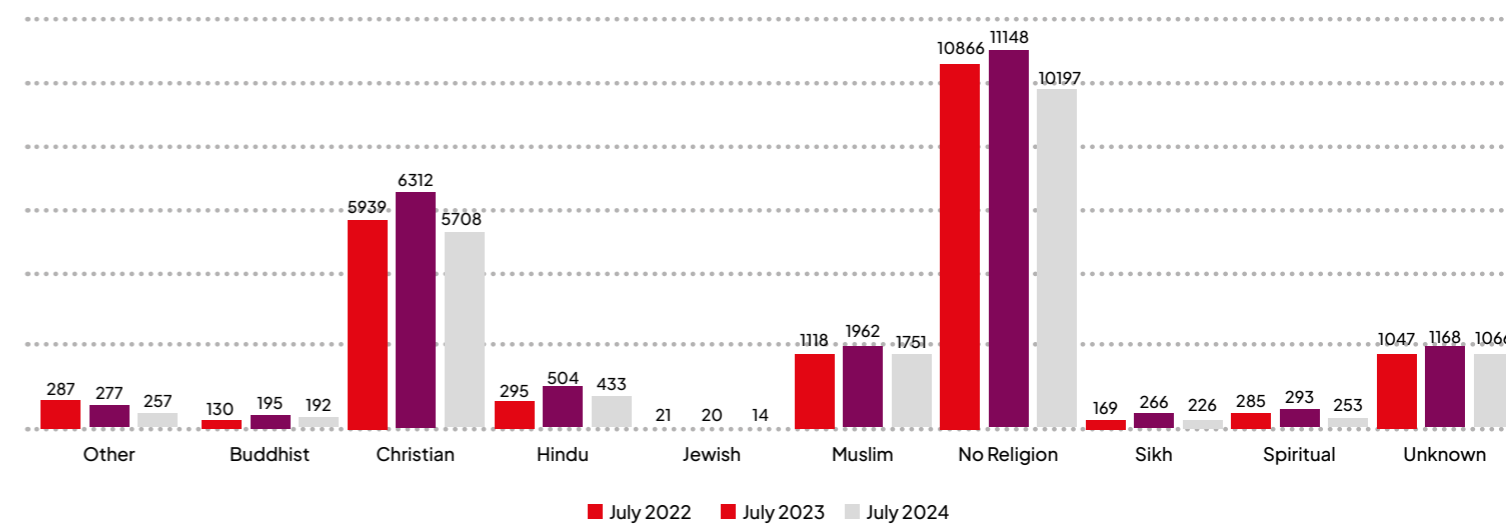
The percentage of unknown religion data is at 5.30%. This will be addressed as a part of the on-going Data Integrity Project.

Year	July 2022		July 2023		July 2024	
	No	%	No	%	No	%
Other	287	1.42%	277	1.25%	257	1.28%
Buddhist	130	0.64%	195	0.88%	192	0.96%
Christian	5939	29.46%	6312	28.50%	5708	28.40%
Hindu	295	1.46%	504	2.28%	433	2.15%
Jewish	21	0.10%	20	0.09%	14	0.07%
Muslim	1118	5.55%	1962	8.86%	1751	8.71%
No Religion	10866	53.91%	11148	50.34%	10197	50.74%
Sikh	169	0.84%	266	1.20%	226	1.12%
Spiritual	285	1.41%	293	1.32%	253	1.26%
Unknown	1047	5.19%	1168	5.27%	1066	5.30%
Total	20157	100%	22145	100%	22097	100%

Detail	YoY % Change
Other	0.03%
Buddhist	0.08%
Christian	-0.1%
Hindu	-0.13%
Jewish	-0.2%
Muslim	-0.15%
No Religion	0.4%
Sikh	-0.08%
Spiritual	-0.06%
Unknown	0.03%

Year	July 2022	July 2023	July 2024
Other	287	277	257
Buddhist	130	195	192
Christian	5939	6312	5708
Hindu	295	504	433
Jewish	21	20	14
Muslim	1118	1962	1751
No Religion	10866	11148	10197
Sikh	169	266	226
Spiritual	285	293	253
Unknown	1047	1168	1066

Religion Comparison Count



University of Staffordshire 's Student Disability Data Profile Comparison From 2020/21 to 2023/24

The student's disability profile data illustrates that we have seen an increase of 3.95% of students that have reported a disability at enrolment in the academic year 2023-2024. The number of students that have declared a disability is now at 23.31% and is higher than the national average at 19%.

Post92 sector data shows that on average 14.5% of students declared a disability, when compared to our data. This illustrates that our organisation has a far higher declared disability rate at 23.31%.

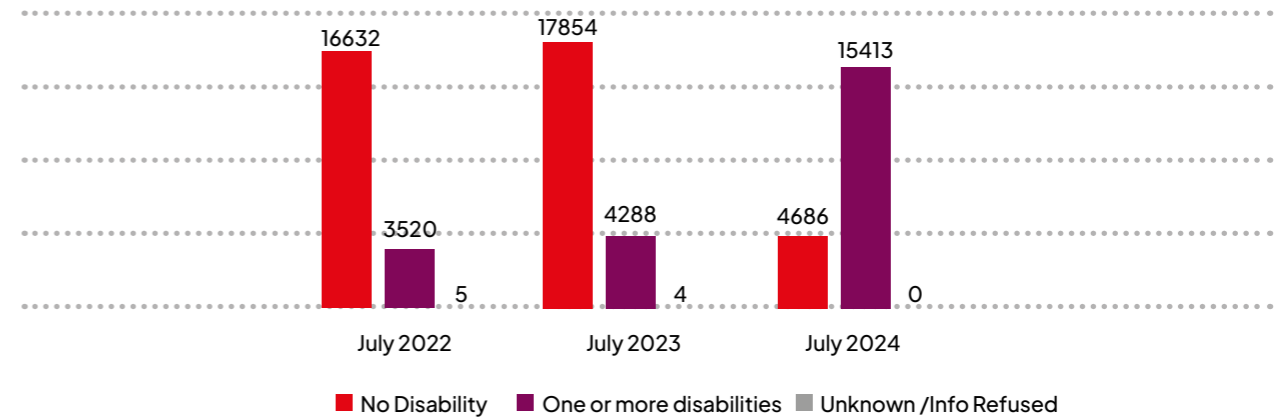
Further analysis of the data has revealed the disabled students are evenly disturbed within the schools with 23% at HEPS and 22% at DTIB.

Year	July 2022		July 2023		July 2024	
	No	%	No	%	No	%
No Disability	16632	82.51%	17854	80.62%	15413	76.69%
One or more disabilities	3520	17.46%	4288	19.36%	4686	23.31%
Unknown /Info Refused	5	0.02%	4	0.02%	0	0%
Total	20157	100%	22146	100%	20099	100%

Year	July 2022	July 2023	July 2024
No Disability	16632	17854	15413
One or more disabilities	3520	4288	4686
Unknown /Info Refused	5	4	0

Detail	YoY % Change
No Disability	-3.93%
One or more disabilities	3.95%
Unknown /Info Refused	-0.02%

Disability Comparison Count



University of Staffordshire 's Student Sexuality Data Profile Comparison From 2020/21 to 2023/24

The sexuality profile data illustrates that we have seen a slight positive increase of 0.61% in the numbers of students reporting in the academic year 2023–2024 they are from the LGBTQ+ sexuality, now at 11.98%

Post92 sector and higher educator sector data is currently not available on the sexuality profile of students for us to make a comparison

ONS sexuality data illustrates that people aged '16 to 24 years' continue to be the most likely to identify as LGBTQ+ in 2020 (8.0%) reflecting an increasing trend for this age group since 2014; this breaks down to 2.7% identifying as gay or lesbian, and 5.3% identifying as bisexual. Our LGBTQ+ sexuality data is 3.98% higher than the ONS data and this demonstrates that our students feel comfortable in

disclosing their sexuality within the University.

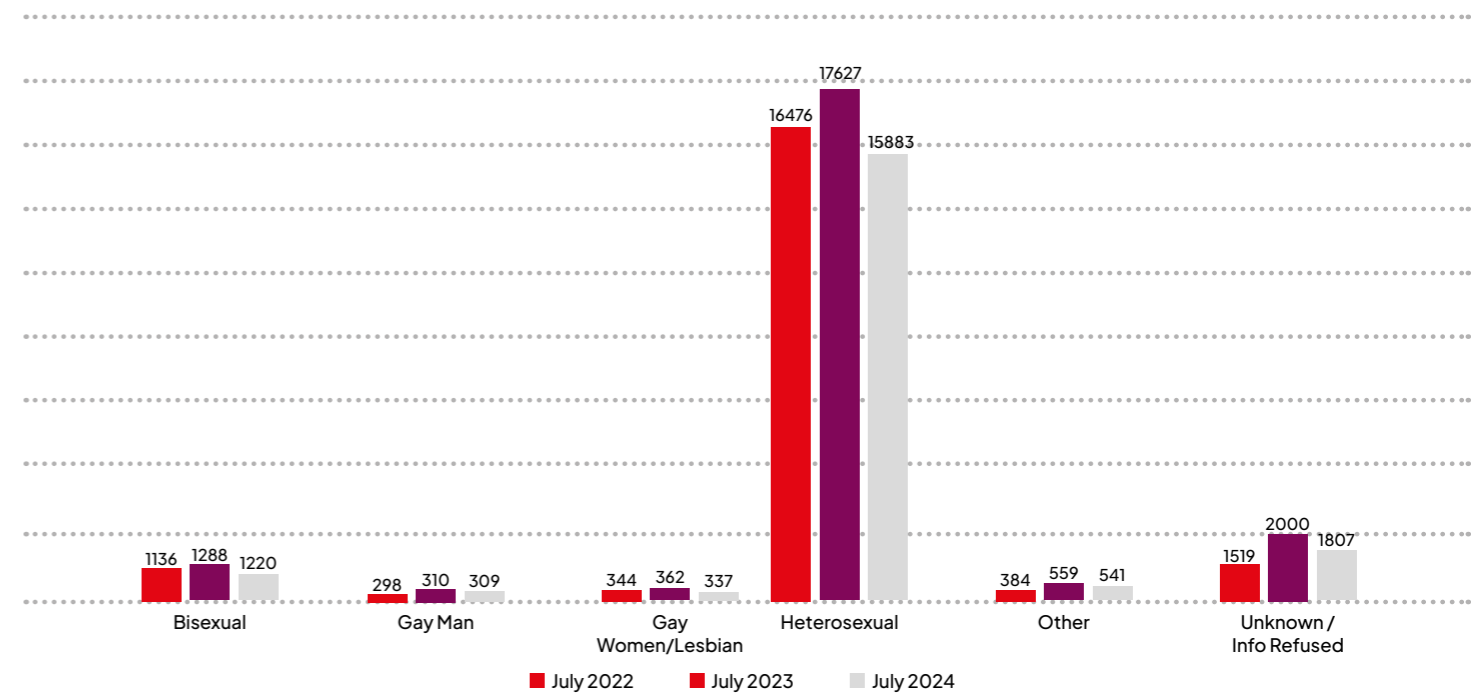
Our sexuality data also reveals that 8.99% of the data is not known/ information refused and due to this the true sexuality figure may vary. We aim to address this area as a part of our on-going Data Integrity Project.

Year	July 2022		July 2023		July 2024	
	No	%	No	%	No	%
Bisexual	1136	5.64%	1288	5.82%	1220	6.07%
Gay Man	298	1.48%	310	1.40%	309	1.54%
Gay Women/lesbian	344	1.71%	362	1.63%	337	1.68%
Heterosexual	16476	81.74%	17627	79.59%	15883	79.03%
Other	384	1.91%	559	2.52%	541	2.69%
Unknown/Information Refused	1519	7.54%	2000	9.03%	1807	8.99%
Total	20157	100%	22146	100%	20097	100%

Year	July 2022	July 2023	July 2024
Bisexual	1136	1288	1220
Gay Man	298	310	309
Gay Women/lesbian	344	362	337
Heterosexual	16476	17627	15883
Other	384	559	541
Unknown/Information Refused	1519	2000	1807

Detail	YoY % Change
Bisexual	0.25%
Gay Man	0.14%
Gay Women/lesbian	0.05%
Heterosexual	-0.56%
Other	0.17%
Unknown/Information Refused	-0.04%

Sexual Orientation Comparison Count



⁵ <https://www.ons.gov.uk/peoplepopulationandcommunity/culturalidentity/sexuality/bulletins/sexualidentityuk/2020>

What Do We Need To Deliver In 2024:

Further targeted training for staff to ensure that reasonable adjustments are identified, and those adjustments are suitable for addressing student accessible needs.

Early communication with applicants who have shared a disability under the HESA codes.

Capturing additional needs information in registration form to ensure smoother transition for students with a shared disability.

Continue using CX D365 – Microsoft case record management system, to track all cases related to DSA (Disabled Students Allowance), to identify students' demographics.

Robust induction/ welcome and support continued throughout the year.

Work more closely with our international student support colleagues to be part of events to widen awareness of team to this cohort of students.

Continue with activities & events annual programme. Improved outreach and transition support into higher education to better emulate the ways in which College's support students with inclusion needs in progressing their education. These developments are

already underway in collaboration with the student admission and transition team.

Delivery of the Student Recruitment and Conversion Strategy and action plan that seeks to firmly place the university as sector leading 'Next Generation Education' provider and ensuring a hyper-personalised recruitment and admissions service that will meet our strategic priorities in winning and sustaining undergraduate and postgraduate market share and will address demographic differences in student recruitment across the portfolio.

Delivery of the Internationalisation Strategy and action plan that will support our diverse international students within their education aspirations and broader student experience.

Renewal of complaint process to ensure it is inclusive and easier to navigate, especially for our students with diverse needs.

Delivery of access and participation actions plans that ensures underrepresented groups are supported entering higher education and progress successfully within their education.



INVOLVING OUR STAFF, STUDENTS, AND OUR COMMUNITIES

University of Staffordshire Inclusion Group

University of Staffordshire aspires to involve our staff, students, and our communities as we develop. This is embedded in our values in

being 'fair and Inclusive' and our four priorities of Next Generation Education, Next Generation Experience, Next Generation

Engagement and Next Generation Environment.

Our Commitment – Further develop the work of the SUIG forum, focusing on addressing diversity and equality within the workplace and embedding and delivering the schedule of business.

The University of Staffordshire Inclusion Group (SUIG) has helped to develop some targeted work over the past 12 months. SUIG membership was enhanced in January 2022 with over 30 nominated members (staff, students, chaplaincy office and

Union representatives) supporting the Chair, the Chief Operating Officer and, Director of EDI to oversee and shape our approach to EDI. Over the past year the group has scrutinised the EDI delivery plans and has helped to shape our EDI commitments that

resonate with staff, students, and our communities. This work has supported the development of the targeted and focused KPIs that support monitoring of EDI objectives via the Schedule of Business.

Our Commitment – Coaching and supporting SUIG members in being the ambassadors on 'consciously inclusive behaviours' development and promotion across the organisation.

Members of SUIG have made sure that they provide a voice of honest open challenge to the organisation to do better where we need to and be able to raise any topic in an inclusive and supportive

environment. We are committed to ensure all our staff and students have a voice and SUIG has open membership meaning anyone who wishes to participate can. SUIG members have been champions

for and been a part of the 'consciously inclusive behaviours' training programme and have been proactive in promoting the 'Inclusive language Guide' across the organisation.

Our Commitment – SUIG members actively developing, delivering, and championing EDI events and promotions across the organisation.

Members of SUIG have shaped the design and content of the Staff EDI survey and are monitoring the progress of our staff and student KPIs by bi-monthly scrutinizing the

staff and student profile data per school and department
Along with this SUIG members have participated in our EDI promotional events, which have

included raising awareness on Mental Health, Black History Month, LGBTQ+ Pride, Eid & Diwali festival, plus many more.

Some of the Inclusion and promotional events staff, students and SUIG members have supported in the development and delivery of are:

1 – 28th February: LGBTQ+ history month

The university promoted the student connect podcast on diversity which showcases an episode on LGBTQ+ and the various resources available via Stonewall. The following events took place during this month:

- LGBTQ+ Bingo Night
- Decolonising Clinical practice – LGBT+ people's contribution to the field of medicine and healthcare both historically and today.
- LGBTQ+ History Month Refreshments & Snacks Slots

8th March: International Women's Day

The theme for this years International Women's Day was 'Inspire Inclusion' in which the university hosted a free Barbie Night. People were encouraged to dress up with something purple to commemorate the day. The Institute of Policing developed a diverse programme of content celebrating and raising awareness of International Women's Day. The university also recorded a special episode of Level of Detail, featuring a line-up of extraordinary women from the University of Staffordshire Games Institute.

13–17th March: Diversity Week

The university promoted various events taking place including, 'our stories' exhibition where students and staff were invited to join in on a informal chat with 'our stories' students/ 'Our Stories' provided students with the opportunity to share their own inspirational journeys, life-changing opportunities and experiences with our community.



11 March – 9 April: Ramadan

A competition was held for both staff and students to win an advent calendar. Iftar bags were also regularly for those staying behind after working/ university hours in order to break their fast. The Institute of Policing also held an iftar event in conjunction with the university.

29th March – 1st April: Easter

The university chaplaincy celebrated Easter with the children at the Woodlands Nursery with music, singing, and arts & crafts.

13th April: Vaisakhi

On Monday 15th April staff and students were invited to the local Sikh temple (the Guru Gurdwara and Sikh Cultural Centre) to celebrate the Vaisakhi festival with the Sikh community. The visit incorporated the sampling of cultural food, cooking lessons and a brief update on the Vaisakhi festival.

11th April: Eid celebration

The university invited both staff and students to join the celebrations of Eid. There was henna, delicious food served by Chaiwala, sweets, games, a prize quiz, prayer bead-making and much more.

May: Mental Health Awareness Week

For this years mental health awareness week the university focused on the theme of 'Moving more for Mental Health'. A webinar was hosted in partnership with Staffordshire County Council on Resilience and Mental Health Fitness. Top tips and resources were shared across staff channels and colleagues were also signposted to the support available.

1–30 June: Pride Month

On 15th June the Student Union with university attended Stoke-on-Trent Pride in Hanley Park. This was a day full of celebrations with street performers, dancers, singers and local artists. The

university also recorded a special episode of the Student Connect Podcast to talk to students about their experiences in the LGBTQ+ community at university.

13th November – Diwali

The University hosted a Diwali celebrations with staff, students and the local community. The evening included craft stalls (henna art, rangoli art and diyas/ candle making), followed by ethnic food and dancing and the lighting of candles outside The Catalyst building to conclude the evening.

We also recognised and promoted:

February: Sexual Abuse & Sexual Violence Awareness Week

March: International Transgender Day of Visibility

October: Black History Month

November: Remembrance Day

December: Hannukah

December: Christmas Day on Campus Party, with the Chaplaincy, Student Union, ResLife and Campus Security.



HOW ARE WE INVOLVING AND WORKING WITH OUR COMMUNITIES

Our Commitment – Deliver our new communities’ strategy which will provide innovative ways in which we provide services and how we communicate with our diverse communities needs that promote our civic and levelling up commitments

University of Staffordshire has Civic at the heart of its strategy and has a long history of collaborative working between communities, civic and civil society partners, staff and students to make a difference to our place.

As part of our commitment to Next Generation Engagement, Connected Communities encompasses a range of activities, approaches and underpinning principles, developed in partnership with our community partners, that help our university to maximise our economic and social impacts across our regions.

Our approach has three priorities for action:

Co-creation

Meaning Connected Communities is a collaborative effort between staff, students and community partners.

Community Giving

Meaning we want to give back to our place, to ensure our community members and partners can benefit from our facilities, research and resources.

Place Shaping

Meaning we work with partners to understand our place, raise

aspirations for its future and work together to create a vibrant place for all residents to live, work and study. The driving force behind Connected Communities is Staffs CAN, University of Staffordshire’s Community Advisory Network. This diverse network is made up of members of the public, civic partners and community and voluntary sector representatives. The network has set a vision for our Connected Communities partnership and feeds ideas into the Connected Communities staff Operations Group and Student Community Advisory Network.

What we have delivered so far

People at the heart of our university: Staffs CAN

Staffs CAN (University of Staffordshire’s Community Advisory Network) is a diverse network of over 70 local residents and representatives from voluntary, community and civic partners. The group is diverse in terms of ethnicity, age, socio-economic background and sexuality. The network meets four times a year and in 2023–2024 have:

- Contributed to the Connected Communities 2022–2023 Impact Evaluation Report through participatory dialogue sessions.
- Codesigned and contributed to Embrace Your Place: a project designed to connect communities to research through playfulness and community-based

- conversations.
- Joined University of Staffordshire staff on the National Civic Impact Accelerator programme, contributing to national understanding of how universities can create civic impact.
- Influenced a national debate on the term ‘civic’ in relation to higher education.
- Secured funding for collaborative projects.

University of Staffordshire is committed to delivering high quality community engagement that has an impact on people, places and society. In 2023–2024 these have included:

Raising Voices: Taking Action

Raising Voices: Taking Action is a collaboration between All the

Small Things, Expert Citizens and University of Staffordshire, funded by the Civic Power Fund and Poverty Truth Network. The project is led by a steering group of people with lived experience of poverty and aims to create positive changes to how poverty is discussed and addressed in Stoke-on-Trent. The project held a series of Chat for Change events to understand the scale and impact of poverty in the city and explore the opportunities for a Poverty Truth Commission in Stoke-on-Trent. A Poverty Truth Commission would bring community commissioners together with civic commissioner to make real and meaningful system changes that will have a positive impact on the lives of people live in the city.

Action on Poverty Conference

In September 2023, University of Staffordshire hosted the second Action on Poverty Conference. The two-day conference welcomed people from across the country to share the actions they are taking to address hardship, poverty and destitution in the communities they live and work. The conference covered the economic and social inequity faced by different communities including asylum seekers and refugees, survivors of gender-based violence and people using foodbanks.

Participatory Action Research programme

University of Staffordshire support an annual Participatory Action Research programme. Participatory Action research works alongside people with lived experience of the research topic as community researchers. The PAR programme supports staff from academic schools and professional services to deliver PAR projects with communities through a training and small grants programme. In 2023–2024 they have delivered a range of projects that tackle inequalities:

Dr Laura Walton-Williams (Associate Professor of Gender Based Violence and co-founder of University of Staffordshire’s Violence Against Women and Girls Hub) has collaborated with SARAC

(Sexual Abuse and Rape Advice Centre in Burton-upon-Trent) to build an exhibition, as part of their PAR research project.

Dr. Amy Burton delivered a project that encouraged venues in Stoke-on-Trent and Staffordshire be breast-feeding friendly and delivered specific breast-feeding support to parents who are least like to get the support they need including Muslim parents.

Dr Fiona Cust held an event to explore the rising numbers of women/mothers who are challenged by perinatal mental health issues. Perinatal mental health issues refer to mental health challenges that occur during pregnancy and up to a year after childbirth.



RESPONSIVE SERVICES, ACCESS, AND IMPROVING SATISFACTION LEVELS – WHAT HAVE WE DELIVERED IN 2024

University of Staffordshire is committed to putting our staff, students, and our communities first. Our work should make our staff, students, and our communities' lives easier, and they should have an experience that meets their aspirations and ours. University of Staffordshire is

determined to deliver fair and inclusive higher education experience and employment to our communities.

To fulfill our vision, we aspire to deliver 'Next Generation Education' training and an employment

experience that reinforces that we are there to make our staff, students and our communities lives better and easier, helping them to achieve their ambitions and life goals.

EQUALITY DIVERSITY AND INCLUSION SURVEY

Our Commitment – Analysis of the EDI survey feedback to fully understand lower satisfaction levels for the different protected characteristics and use the feedback to develop bespoke actions plans that will reshape service delivery culture

To capture insight from our staff, an EDI Survey was developed in partnership with the University of Staffordshire Inclusion Group (SUIG) members. The survey consisted of 47 quantitative and qualitative questions that captured the individuals profile details (age, gender, ethnicity, disability, sexuality, religion etc), place of work, and themed questions on;

- EDI Plans, processes, and systems.
- Being fair and inclusive and, being respected and valued.
- Recruitment, Selection and Promotion
- Supporting staff with caring duties
- Awareness and attendance at EDI events

The EDI survey was launched across the organisation on 12th December 2022 and closed on 4th February 2023. A total of 904 individuals (60.2%) of our staff across the organisation participated in the

survey. The Race Equality Charter consultants commented that the rate of participation in the survey is very positive and is higher than the average rate of an EDI survey participation which is normally around 25 to 40%.

The EDI survey results have helped us to understand where we are making positive progress and where we may have disparities within satisfaction levels, and where we need to focus and improve our culture and services

The results from EDI survey have been analyzed and bespoke action plans have been developed on how to address the disparities identified by each School and Directorate.

Some of the actions in the plans will address:

- Inclusive recruitment and selection criteria is being applied within our recruitment process

- Regular monitoring of staff profile data on starters, leaver's and analysing complaints and grievances data to ensure there are no discrepancies within the profile groups
- Ensuring mandatory EDI training is undertaken by all staff once every 3 years
- Bespoke training programmes are developed that will assist in promoting an inclusive culture across the organisation, that will assist managers on how to support the diverse workforce

The next steps will be the on-going monitoring of the EDI survey action plans, along with the Staff Culture Survey master action plan that will help us to make improvements within this area. Further information on the work delivered on the Staff Culture Survey will be provided in the People strategy progress update

Our Commitment – Launch of the National Student Survey (NSS) that will help us to provide institutions with data to continually improve on student experience

The NSS is an independent survey that gathers final year undergraduate students' opinions on the quality of their course. The findings help prospective students make informed choices and provide institutions with data to continually improve on student experience.

Areas of best practice highlighted by this year's survey include:

- accessible and responsive teaching staff for their support

and encouragement in overcoming challenges.

- engaging course content, relevant to future careers, with practical elements like simulations highly appreciated.
- the development of industry-relevant skills and personal growth throughout their courses.
- valuable opportunities for personal and professional development through placements, industry contacts, and events.

- The University has made some real gains against the sector this year; overall positivity has improved by 2.2% against a sector improvement of 1.14%. The next steps will be the on-going analysis of the NSS results and creating bespoke action plans that will help us to continually improve the student experience.



AN OVERVIEW OF OUR KEY EDI PRIORITIES FOR 2023/24

As our EDI report illustrates, we have had a challenging and exciting year with the delivery of our EDI commitments that link with our Strategic plan and values. The report data has also demonstrated that we are making positive progress in meeting some of our EDI targets and KPIs;

The Gender Pay Gap at 8.08%, this is lower than the HE sectors average of 12.3%. This demonstrates our recruitment, retention and progression work and activities are delivering positive results in closing the pay gap for female staff.

Staff demographic profile that mirrors the regional profile. We have increased our ethnic minority staff profile from 8.89% in 2021 to 13.61% in 2024, exceeding our 2023/24 target, which was set at 10.80%

Student demographic profile that mirrors the post92 sector norms. We have increased our ethnic minority student profile from 18.24% enrolment in 2021 to 19.72% in 2022, to 25.61% in 2023 making positive progress towards achieving our KPI

We want to ensure that we continue building upon this work by delivering the following focused and targeted pieces of work in 2024/2025.

LEADERSHIP, PARTNERSHIP AND ORGANISATION COMMITMENT

Promoting the MSc Entrepreneurship and the Peter Coates Fast Forward Programme that offers emerging entrepreneurs the practical business education skills and support they need to start new businesses.

Continuing recruiting to vacancies within the Board of Governors, developing positive action approaches wherever possible to ensure we continue to increase the diversity of our Board, especially within the female and non-binary categories.

Working with our partners and stakeholders, continue to identify ways we can support staff and students with the current 'cost of living' challenges.

Delivery of the Access and Participation plans that sets out how we will improve equality of opportunity for underrepresented groups to access, progress and to succeed within their studies.

KNOWING OUR STAFF, STUDENTS, AND COMMUNITIES

Ongoing progress on the Data Integrity project, to ensure we are collecting inclusive, sufficient, and appropriate staff/student profiling data to understand their diverse needs and expectations.

Regular staff and student data promotion events that will encourage staff and students to provide their data especially on the profile groups with the largest data gaps, for example, disability, sexuality, and religion.

INVOLVING OUR STAFF, STUDENTS, AND COMMUNITIES

Further develop the work of the SUIG Forum, focusing on addressing diversity and equality within the workplace and embedding and delivering the Schedule of Business.

SUIG members actively developing, delivering, and championing EDI events and promotions across the organisation.

Coaching and supporting SUIG members in being the ambassadors on 'consciously inclusive behaviours' development and promotion across the organisation. Deliver our Communities Strategy plans which will provide innovative ways in which we provide services and how we communicate with our diverse communities needs that promote our 'civic and levelling up' commitments.

RESPONSIVE SERVICES, ACCESS AND IMPROVING SATISFACTION LEVELS

The ongoing analysis of the National Student Survey (NSS) results that will continue our collection and analysis of student experience data to further develop a data-driven decision-making culture.

Delivery of the staff culture survey/ EDI survey master plan that will address the disparities identified in the satisfaction levels for the different protected categories and assist us in reshaping service delivery that meets the inclusion needs of all our diverse staff.

A DIVERSE SKILLED AND COMMITTED STAFF AND STUDENT COHORT

Ensuring our 'Staff makes Staffs' culture improvement programme, is developing an inclusive culture, incorporating and addressing the diverse needs of our staff.

Race Equality Charter principles and develop SMART action plans that support our values in providing fair and inclusive services for all our diverse employees Continue the roll out of inclusive recruitment methods and how to promote 'Conscious Inclusive thinking and behaviours to all key staff.

Continue to embed the People Strategy approach on inclusion, key aspects within this will be the implementation of the equality targets, professional development for staff via the Values and Behaviours Framework and the YOURCareer@Staffs programme. Working within Disability Confident, Stonewall and the

Promote the staff profile capturing platforms that ensure data disclosure and collection will be priority for the year ahead and beyond.



APPENDIX

Staff demographic profile data comparison from 2023 to 2024

Grouping	Detail	July 2023		July 2024	
		%	Count	%	Count
Age	25 and under	6.03%	116	4.69%	79
Age	26-35	22.56%	434	20.14%	339
Age	36-45	25.10%	483	27.45%	462
Age	46-55	26.87%	517	26.32%	443
Age	56-65	16.79%	323	18.60%	313
Age	65+	2.65%	51	2.79%	47
Disability	No Known Disability	89.45%	1721	88%	1481
Disability	One or more disabilities	7.64%	147	9.51%	160
Disability	Unknown/IR Disability	2.91%	56	2.50%	42
Ethnicity (Broad grouping)	BAME	13.05%	251	13.61%	229
Ethnicity (Broad grouping)	Unknown/IR	3.22%	62	2.79%	47
Ethnicity (Broad grouping)	White	83.73%	1611	83.60%	1407
Ethnicity (Detailed grouping)	Asian	5.82%	112	6.42%	108
Ethnicity (Detailed grouping)	Black	3.27%	63	3.27%	55
Ethnicity (Detailed grouping)	Other BAME	3.96%	76	3.92%	66
Ethnicity (Detailed grouping)	Unknown/IR	3.22%	62	2.79%	47
Ethnicity (Detailed grouping)	White	83.73%	1611	83.60%	1407
Gender	Female	55.56%	1069	55.67%	937
Gender	Male	44.44%	855	44.33%	746
Religion	Any other religion	6.65%	128	7.55%	127
Religion	Christian	30.98%	596	31.55%	531
Religion	Muslim	4.16%	80	4.69%	79
Religion	No religion	34.72%	668	35.95%	605
Religion	Unknown/IR Religion	23.49%	452	20.26%	341
Sexual Orientation	Bisexual	2.96%	57	3.03%	51
Sexual Orientation	Gay or Lesbian	2.96%	57	3.51%	59
Sexual Orientation	Heterosexual	71.36%	1373	74.39%	1252
Sexual Orientation	Other	0.21%	4	0.48%	8
Sexual Orientation	Unknown/IR Sexual Orientation	22.14%	426	18.60%	313

Student demographic profile data comparison from 2022 to 2023

Student demographic profile data comparison from 2023 to 2024

Grouping	Detail	2022/23		2023/24	
		Count	%	Count	%
Ethnicity (Broad)	Ethnic Minority	5672	25.61%	6188	30.79%
Ethnicity (Broad)	Information Refused	0	0.00%	0	0.00%
Ethnicity (Broad)	Unknown Ethnicity	612	2.76%	528	2.63%
Ethnicity (Broad)	White	15862	71.62%	13383	66.59%
Ethnicity (Grouped)	Asian	2974	13.43%	2748	13.67%
Ethnicity (Grouped)	Black	1563	7.06%	1550	7.71%
Ethnicity (Grouped)	Information Refused	0	0.00%	0	0.00%
Ethnicity (Grouped)	Other Ethnic Minority	1135	5.13%	1890	9.40%
Ethnicity (Grouped)	Unknown Ethnicity	612	2.76%	528	2.63%
Ethnicity (Grouped)	White	15862	71.62%	13383	66.59%
Sex	Female	10305	46.53%	9467	47.11%
Sex	Male	11806	53.31%	10581	52.65%
Sex	Other	35	0.16%	49	0.24%
Age on Entry	18 and Under	3246	14.66%	3161	15.73%
Age on Entry	19-21	4380	19.78%	3890	19.35%
Age on Entry	22-25	4237	19.13%	3614	17.98%
Age on Entry	26-35	6073	27.42%	5390	26.82%
Age on Entry	36+	4210	19.01%	4044	20.12%
Disability	No Disability	17854	80.62%	15413	76.69%
Disability	One or more Disabilities	4288	19.36%	4686	23.31%
Disability	Unknown / Info Refused	4	0.02%	0	0.00%
Sexual Orientation	Bisexual	1288	5.82%	1220	6.07%
Sexual Orientation	Gay Man	310	1.40%	309	1.54%
Sexual Orientation	Gay Woman / Lesbian	362	1.63%	337	1.68%
Sexual Orientation	Heterosexual	17627	79.59%	15883	79.03%
Sexual Orientation	Unknown / Info Refused	2000	9.03%	1807	8.99%
Sexual Orientation	Other	559	2.52%	541	2.69%
Religion	Any other Religion or Belief	277	1.25%	257	1.28%
Religion	Buddhist	195	0.88%	192	0.96%
Religion	Christian	6312	28.50%	5708	28.40%
Religion	Hindu	504	2.28%	433	2.15%
Religion	Unknown / Info Refused	1169	5.27%	1066	5.30%
Religion	Jewish	20	0.09%	14	0.07%
Religion	Muslim	1962	8.86%	1751	8.71%
Religion	No Religion	11148	50.34%	10197	50.74%
Religion	Sikh	266	1.20%	226	1.12%
Religion	Spiritual	293	1.32%	253	1.26%

