

# Opening up a world of opportunity for all

**HSBC UK Inclusion**

January 2025



**HSBC UK**

Opening up a world of opportunity

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## How to move around this document

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# We're opening up a world of opportunity for all of our customers, colleagues and communities

Headquartered in Birmingham and supported by over 22,000 colleagues, HSBC UK serves 15 million customers across the UK.

We help millions of people look after their day-to-day finances and manage their wealth, and we partner with a variety of businesses to support their growth, international ambitions and sustainability transitions.

**Our commitment to inclusion helps us to be a better bank for everyone.**

We remain 100% committed to inclusion. We won't be successful without it.

For 160 years, HSBC's core strategy has been to serve and connect people and businesses across different geographies and cultures. We deliver better outcomes for our customers, colleagues and communities by having a culture anchored in diverse thinking and inclusion.

## We're focused on our 3R's: Representation, Respect and Reputation

- **Representation:** we aim for our workforce to reflect the UK population at all levels.
- **Respect:** we aim for a culture where everyone feels supported, valued for being themselves and able to reach their full potential.
- **Reputation:** we're building a positive reputation as an inclusive business which our colleagues can be proud of and that customers and communities across the UK can trust.

### **Our approach to inclusion is unsurprisingly inclusive.**

From branch to boardroom and beyond, we operate collaboratively. We bring together colleagues from across HSBC UK to work with external experts, wider industries and community groups.

### **We measure success by the difference we make, not by how much we do.**

Our 3Rs model helps us remain focused upon delivering measurable improvements for customers, colleagues and communities within our role as a bank, enabling us to meet our responsibilities.

### **We're making a difference but there is still more to do.**

Our approach is working. We're becoming a more inclusive business, recognised for the positive impact we're making. We've set good foundations and as we move into 2025, we'll continue to build a more inclusive business and deliver improved outcomes for many years to come.





“There is a lot to celebrate but the work does not stop here - we will continue to take action to build a truly inclusive workplace that delivers for all our customers and the communities we serve. Thank you to everyone across HSBC UK and beyond helping to build a truly inclusive bank for all our people and customers.”

**Ian Stuart**, CEO HSBC UK

# Representation

We aim for our workforce to reflect the UK population at all levels

We believe that customers, colleagues and communities should be confident that decisions being made by our business are made by people like them.

To achieve this, we're undertaking a wide range of actions:

## **Fair and inclusive recruitment**

Our Talent Acquisition team have embedded processes to ensure fair and inclusive hiring, which includes:

- Advertising in a wide range of media.
- Checking the process for fairness.
- Providing required training for all recruiting managers.

## **Opening up talent pipelines**

All of our colleagues should be able to reach their full potential.

- Inclusion and fairness are built into our talent management processes.
- We check that access to mainstream programs is inclusive.
- We offer career development support to colleagues facing particular barriers.



### **Holding leaders to account**

The bank's most senior leaders are accountable for inclusion.

- Our leaders are delivering inclusion throughout our business.
- Leaders provide sponsorship to our Employee Resource Groups and inclusion programs.
- Our leaders receive regular progress reports.

### **Driving action through data**

We understand the power of data to engage, target actions to where they're most impactful, and measure progress.

- We're evidence based in our approach, using workforce data, survey results and external assessments to shape plans.
- We're transparent, publicly reporting progress against our gender, ethnicity and disability pay gaps.

### **What's next?**

- We'll maintain our focus upon good representation during this period of transformation.
- We'll celebrate 'Real Models' amongst our colleagues.
- We'll seek to extend career development opportunities widely amongst colleagues.

**We'll know we've succeeded when our workforce reflects the diversity of the UK (as measured by the UK census) at all levels.**



## Taking an inclusive approach throughout our business

Making our leaders accountable and responsible for delivering inclusion, both across the bank and within their teams, is driving better ways of doing business for all.

### **Wealth and Private Banking**

In 2024, we launched a partnership with RNID, the national hearing loss charity, to find new ways to deliver good service to customers and colleagues with hearing impairments.

### **Commercial Markets**

This team is looking for ways to support growth across the UK. This includes our ongoing support of the Black Business Show, our commitment to the Disability Finance Code for Entrepreneurship, and our £250 million Women's Business Growth initiative.



## Technology

Our Technology team makes sure our technologies are accessible to all our customers and colleagues. Our app is designed in consultation with people with a wide range of disabilities, and we've made our accessibility training public to support others who are on this journey.

## Corporate Services

Views of different customers and colleagues are considered. Our ongoing refurbishment program aims to make our branches welcoming places for all potential customers and colleagues.

## People

Our People team aims to promote a culture of inclusion for all colleagues and apply an inclusion lens to policy decisions.

## Procurement

We aim for our business spend to include companies who are diverse and inclusive

## Risk, Compliance and Audit

Our Risk, Compliance and Audit teams hold us all to account. As part of our Risk Framework, every two years our Inclusion function is reviewed by our Audit team.



# How representative is HSBC UK?

We aim for our colleagues to reflect the diversity of the UK at all levels and track the makeup of our workforce to see how well we are doing. Our reporting is based upon information our colleagues choose to declare at the end of 2024 in our HR Database or annual employee survey.

<b>60%</b> Female	<b>40%</b> Male	<b>0.2%</b> Trans / Non-binary		
<b>18.3%</b> Asian	<b>5.3%</b> Black Heritage	<b>1.2%</b> Mixed ethnicity	<b>74%</b> White	<b>1.4%</b> Other
<b>13%</b> With a disability				
<b>6%</b> LGBT+				
<b>56%</b> Of Faith				
<b>46%</b> Age under 40		<b>54%</b> Age 40 and over		
<b>20%</b> Lower socio-economic background				





# Respect

We aim for a culture where everyone feels supported, valued for being themselves and able to reach their full potential

We want everyone who works for HSBC UK or who interacts with our business to feel respected.

As we focus upon being a customer-centric organisation, it's important that we continue to deliver a working environment that feels safe and allows people the opportunities to reach their potential.

To achieve this, we are undertaking a wide range of actions:

## **Creating opportunities to talk and listen to each other**

We encourage open dialogue and are focused upon creating a culture where colleagues feel safe to speak up.

- Our inclusion communications plan keeps conversations alive.
- We engage with colleagues through surveys, focus groups and round tables.
- Our Employee Resource Groups (ERGs) have over 20,000 members. They provide support to individuals, access to learning, and help the bank to become more inclusive.



### **Increasing inclusion confidence amongst colleagues**

We are helping our colleagues to be inclusion confident.

- We supplement mandatory training with options to access free resources through HSBC's virtual university.

### **Being consciously inclusive**

We are taking steps to ensure our everyday actions support accessibility and inclusion.

- We challenge ourselves in policy writing, communications and workplace design to make sure that they work for everyone.

### **Shining a spotlight where most needed**

We know some groups need additional support to address historic barriers.

- We have put in place programs to address barriers for disability, ethnicity, women and social mobility.

### **What's next?**

- In 2025, we'll run a series of focus groups to increase opportunity to listen to colleagues.
- We'll encourage colleagues and managers to know each other better.
- Our new Group Headquarters will be designed with consideration of inclusion and accessibility.

**We'll know we've succeeded when colleagues rate HSBC UK positively for inclusion in our employee survey and gaps between diverse groups are minimal.**



## EBOX

The EBOX (Empathy Box) is a great new initiative by the Distribution Customer Partnerships team in the UK. The EBOX helps frontline colleagues in branches and contact centres understand and empathise with customers who have certain visible and hidden vulnerabilities or disabilities. These include vision loss, hearing loss, autism and arthritis.

### What is it, and how does it work?

The EBOX is compact box designed for onsite demonstrations, allowing colleagues to have simulated experiences of a range of conditions. The box is made up of number of key elements:

- **VR headset:** allowing viewers to be fully immersed in a range of conditions.
- **Simulation gloves:** designed to simulate the reduced function ability of the hands.
- **Vision loss glasses:** simulating the experience of mild vision loss.
- **Shelter partnership:** ribbons used to simulate the space available to someone in temporary accommodation or who is homeless.

The EBOX is one of many innovations in place at HSBC UK supporting great customer service.

## Measuring respect at HSBC UK

Each year, HSBC asks all colleagues to take part in our Snapshot Survey. In 2024, 83% of HSBC UK colleagues completed the survey.

The Survey Includes an Index of questions designed to measure how inclusive HSBC culture is. Results for this section are assessed by diverse group.

**In 2024, HSBC UK achieved a 79% score in the Inclusion Index, an increase of 2 points from 2023.**



# Reputation

We're building a positive reputation as an inclusive business which our colleagues can be proud of and that customers and communities across the UK can trust

We want our colleagues to be proud to work for a business that looks out for everyone, and our customers and people in the wider UK to trust that we act inclusively.

To achieve this, we are undertaking a wide range of actions:

## **Supporting vulnerable customers and communities**

Colleague training and systems help us to identify and support vulnerable customers. We have specialist support for vulnerable customers, including:

- Our no-fixed-address accounts.
- Support for slavery survivors and refugees.
- In-branch safe spaces for those escaping domestic abuse.



## Making banking inclusive and accessible

We are making banking more inclusive and accessible for customers.

- Our online services are designed in consultation with people with disabilities.
- Our bank cards were designed with support from the RNIB and Alzheimer's Society.
- Our bank accounts provide an option for customers to state (or not) their preferred gender.
- We support the sunflower lanyard for customers and colleagues.
- Our branch refurbishment program aims to provide accessible spaces welcoming of all customers.

## Opening up opportunities for inclusive business

We're supporting businesses with their inclusion ambitions.

- We provide sustainable finance options to businesses looking to reinvest in projects tackling social issues.
- We are opening up our supply chains to businesses that share our values.

## Supporting diverse entrepreneurs

As part of our business offer, we support different types of entrepreneurs.

- We're committed to the Disability Code for Entrepreneurship.
- We sponsor the UK Black Business Shows.
- We have established a £250 million fund to support women owned business.



### Using our public position to champion change

Opening up a world of opportunities is our business aim.

- Our brand supports a range of voices.
- We partner with others to support inclusion in the UK community.

### Holding ourselves publicly to account

We hold ourselves to scrutiny.

- We test our progress through independent assessments.
- We regularly review our activities through internal audit.

### What's next?

- We'll continue to build products and services meeting different customer needs.
- We'll support our partners in cross-industry inclusion activities.
- We'll revise our immersive customer experience training and introduce new elements of the diverse customer experience.

**We'll know we've succeeded when we're recognised as a top performer for inclusion, our customers trust us as an inclusive bank, and our community partners tell us that our interventions are helping them to make a difference.**



## Design with customers in mind

Designed with customers in mind, our latest branch refurbishments aim to be our most accessible and sustainable ever.

Our improved design model builds upon our long-term commitment to setting standards for accessibility and inclusion, giving extra focus on four areas that matter most to our customers:



Our model also incorporates feedback from our customers, colleagues, ERG groups and industry experts.

In 2024, we applied our model in 20 branch refurbishments. We focused on simplifying the customer journey to create a more ambient atmosphere and more accessible teller counters with braille signage.

The changes are creating more accessible and inclusive spaces for both customers and colleagues. The new model builds upon existing work, including quiet hours, safe spaces and colleague training to recognise and support customers in vulnerable circumstances.

In 2023, our first updated branch in Sheffield was awarded the UK Construction Industry Council's Inclusive Environments Recognition and received further recognition in 2024 from the Disability Smart Awards.

**We're committed to applying high standards for accessibility and inclusion to all future builds and refurbishments.**





## Measuring HSBC UK's reputation for inclusion

We assess our inclusion performance through a range of external assessments. As of 2024, HSBC UK is:

- A top 10 employer in the Investing in Ethnicity Matrix, and winner of the Employer of the Year by the UK Ethnicity Awards.
- A Gold Standard Employer in the Business Disability Forum assessment, a Disability Confident Leader in the DWP standard, and winner of the Disability Smart award for Accessible Environment Design.
- An ongoing supporter of HM Treasury's Women in Finance Charter and a Menopause Friendly accredited employer.
- Ranked 3rd in the Stonewall Workplace Equality Index for LGBTQ+ Inclusion and winner of the LGBT Awards network of the year.
- Ranked 37th in the Social Mobility Index, an improvement from 67th in 2023.
- Reaccredited as a Gold standard for the Armed Forces Covenant Employer Recognition Scheme.

# 3Rs in numbers

## Representation



**5,606 workplace adjustments**

provided to colleagues in 2024



**101 colleague nationalities**



**100% of Globally set goals**

met for inclusion



**2,890 Recruiting Managers**

completed Fair and Inclusive Recruitment Training in 2024



**2,000+ colleagues**

joined one or more inclusive career development sessions



**60% of colleagues**

have shared their disability data, an increase of 13 percentage points this year

## Respect



**85% of colleagues**

say they can be themselves at work, according to our employee survey



**24,000 customer facing colleagues**

have received training to support diverse and vulnerable customers



**11,000 frontline colleagues**

have taken part in our EBOX training



**Colleagues complete mandatory inclusion training**

or join a mandatory inclusive induction



**20,000+ total membership**

of our Employee Resource Groups (ERGs)



**First UK Employer**

accredited as Menopause Friendly - reaccredited in 2024



**3 inclusion spotlights**

for ethnicity and disability and social mobility



**Free period products**

available at HSBC UK offices and branches

## Reputation



### **12,500 school children**

reached through our #Merkybooks partnership, bringing Black authors and financial education to schools



### **60 Black heritage "Stormzy Scholars"**

supported to attend Cambridge University through HSBC UK sponsorship



### **Awarded Outstanding Ethnicity Company of the year**

at the UK Ethnicity Awards



### **3rd best UK business**

for LGBTQ+ according to Stonewall



### **Disability Leader**

for Government's Disability Confident Scheme



### **Ranked 37th for Social Mobility**

in the Social Mobility Index, an increase of 30 places



### **£250 million fund**

to support women owned business



### **500 colleagues and community friends**

attended Birmingham Pride, sponsored by HSBC UK



### **Every bank card**

includes features designed in partnership with the Alzheimer's Society and RNIB



### **10,800+ customers**

supported across our No Fixed Address and Survivor Bank Programmes



### **Every branch provides a safe space**

for people escaping domestic abuse



### **50,000 Individuals**

supported through our partnership with Shelter, including 27,034 who reached out via the Shelter Emergency Housing Helpline



### **11,000+ attendees**

at Black Business Shows in Birmingham and London, sponsored by HSBC UK

# Accessibility

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There are also lots of other options available to help you communicate with us. Some of these are provided by third parties who are responsible for the service. These include a Text Relay Service and a British Sign Language (BSL) Video Relay Service, to find out more please get in touch. You can also visit: [hsbc.co.uk/accessibility](https://www.hsbc.co.uk/accessibility) or: [hsbc.co.uk/contact](https://www.hsbc.co.uk/contact).

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