

# INVESTING ETHNICITY

## OUR NATION IS DIVIDED: IT'S TIME TO COME TOGETHER



Sarah Garrett MBE founded the Ethnicity Awards to amplify positive change for BAME people in Britain

**Recent reports paint a bleak picture of what it means to be a black, Asian, or minority ethnic (BAME)**

**employee in the UK.** Despite nearly 100 per cent of British employers enforcing a zero-tolerance policy against racist bullying or harassment, one in four BAME people are still subject to it in the workplace.<sup>1</sup> This can materialise in many forms, from being asked ignorant or tactless cultural questions like “Is that your natural hair?”, to being continuously passed over for a promotion; hearing racist jokes; receiving verbal abuse, or even physical violence.<sup>2</sup> For BAME people who move up the ladder of seniority it doesn't get much better: disappointing figures from executive search company Green Park show that the number of ethnic minority appointments to company boards has increased by a total of only one in the last three years.<sup>3</sup>

As an Asian woman who is also part of the LGBT community, I understand that assumptions will automatically be made about my identity and culture, and

I anticipate that people will often make mistakes when faced with them. It was *The Good Place* actor Jameela Jamil who recently commented that “progress is more important than perfection” when it comes to approaching the intricacies of identity like race, class, gender, ability, religion, body type and age. This attitude is particularly important in the midst of ‘cancel culture’, (a boycott of a person, brand or company, either socially or financially, that has made a moral or cultural mistake). While it's important to call out racist behaviour, it's also important to understand the intention of the person making assumptions and to share insight and knowledge. We all make mistakes during the process of learning, but when those mistakes aren't addressed, they become barriers to success. Identifying when a person or an organisation is making progress is incredibly important if we are to become a truly inclusive society that celebrates its multiculturalism.

Having worked with hundreds of organisations through the initiative *Investing in Ethnicity* and the *Ethnicity Awards*, our research has shown that a fear of honest conversation about ethnicity and race in the workplace is a crucial

component of why progress often falters. Other barriers include unconscious bias; micro-aggressions, a lack of senior role models; broken recruitment processes and a lack of leadership buy-in. Each of these points is addressed in the Maturity Matrix – a simple toolkit we created to progress equality in the workplace which is endorsed by the All Party Parliamentary Group for Governance and Inclusive Leadership. It outlines an easy-to-use checklist to start conversations, move the dial, measure success and above all, keep things simple.

When the Government's response to the Ethnicity Pay Reporting consultation is published, it will aid the work we've already started and help to create real change. In the meantime, Investing in Ethnicity will continue to engage with organisations and people in the public eye who are committed to improving the BAME agenda; and the Ethnicity Awards will continue to shine a light on the progress that has been inspirational in addressing inequality. We've seen real improvements from the employers engaged with us on this journey, and our Official Partner, HSBC UK, have been integral to advancing the work we do. Without the full support of the UK's biggest

companies like HSBC UK, positive change in the workplace would be a lot harder to achieve.

This year the nominees across the Ethnicity Awards' categories show how progress can be achieved. From Future Leaders to Diversity Champions and our new Entrepreneur category, we look at the BAME people furthering opportunity in business. Our public categories celebrate stars like Raheem Sterling, Moira Stewart and Stormzy, who have each made stands against racism.

What unites our winners and shortlisted Top 10 nominees is a set of stories that deserve to be recognised, publicised and documented in the fight for equality.

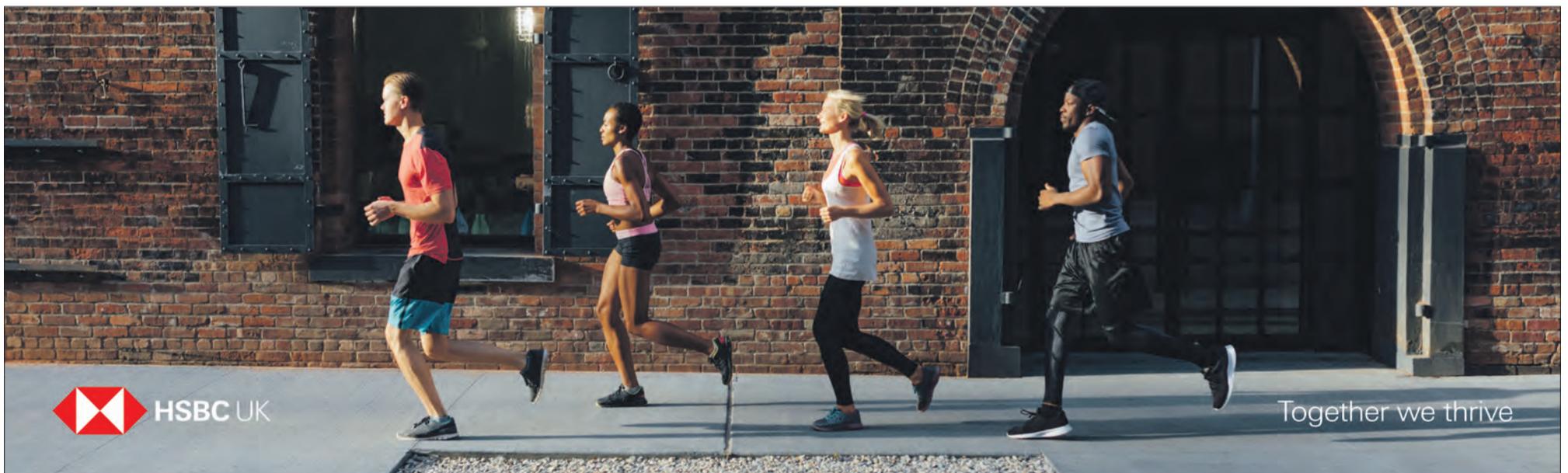
At a time when our nation is so divided, it's important to bring people together to celebrate a more inclusive future. On the following pages, you'll find the full list of winners of the Ethnicity Awards 2019.

**To find out more, visit [ethnicityawards.com](http://ethnicityawards.com). To learn more about progressing equality in the workplace, please visit [investinginethnicity.com](http://investinginethnicity.com).**

<sup>1</sup> 2019 Race at Work Report, BITC

<sup>2</sup> Survey, 2016-2017 Trade Union Congress Racism at Work

<sup>3</sup> BAME 100 Business Leaders index



# INVESTING IN ETHNICITY AWARD WINNERS AND TOP 10s



Lord Mayor Cllr Anna Rothery

## Political Figures

### WINNER

#### Lord Mayor Cllr Anna Rothery

In 2006, Anna Rothery was elected Councillor for Liverpool, becoming the city's first ever black female Councillor. This September, she made history once more becoming Liverpool's first black Lord Mayor. In her role as councillor, she has sought to demystify politics (particularly for women and BAME people) and highlight minority

community issues. In her first speech as Lord Mayor she reinforced her motivations to "continue to fight for others; for race equality, gender equality, social mobility and much more."

### Top 10s:

#### David Lammy MP

Labour MP for Tottenham since 2000 and outspoken campaigner, frequently using his platform on social media to speak out on issues like Windrush and Grenfell Tower.

#### Marsha De Cordova MP

As Labour MP for Battersea and Shadow Minister for Disabled People, De Cordova, who is registered blind herself, has put inclusivity at the heart of her politics.

#### Marvin Rees

Bristol's Mayor and founder of The Bristol Leadership Programme, Rees is the first mixed-race mayor in Europe.

#### Cllr Muhammed Butt

A member of the Labour Party and the leader of Brent Council since 2012 he has acted in the role ever since.

#### Dr Rosena Allin-Khan MP

A registered NHS GP and MP for Tooting, Khan also works as Shadow Minister for Sport, she regularly speaks out about discriminations in all forms.

#### Sadiq Khan

Mayor of London since 2016 and formally a human rights lawyer, Khan's politics are often described as 'famously inclusive'.

#### Tariq Mahmood Ahmad

The Baron of Wimbledon and the son of Pakistani immigrants is a Conservative Peer and a member of the House of Lords.

#### Baroness Valerie Amos

Born in Georgetown, Guyana, Baroness Amos is a Labour Life Peer, Leader of the House of Lords and first black female member of UK Cabinet.

#### Lord Waheed Ali

Labour Life Peer and media executive, he regularly uses his platform to campaign for LGBTQ+ rights and equality.

## LGIM Charity or Community Initiative

### WINNER

#### UK Black Pride



UK Black Pride's mission statement is 'Strength through unity'. This group represents Europe's largest celebration for LGBTQ people who are also BAME. Their main focus is a Black Pride annual celebration during pride month, but UK Black Pride also put on other activities and events to continuously advocate for the wellbeing of the communities they represent. The latter is tackled through social media, community outreach, advocacy and growth in order to create a sense of safety for BAME LGBTQ people. They are well known for their #stoprainbowracism campaign that encouraged the white LGBTQ community to show solidarity, as well as forging

a stronger and more secure space for BAME LGBTQ people throughout the UK.

### Top 10s:

#### Anthony Walker Foundation

Founded as a legacy to Anthony Walker, created by his family after his racially motivated murder in 2005. The foundation works to encourage racial harmony and celebrate diversity.

#### Creative Access

A social enterprise that finds creative roles and opportunities for young people from BAME and other underrepresented backgrounds.

#### Girl Dreamer

An online platform that aims to educate, elevate and empower the next generation of women of colour through leadership programmes, community initiatives and online resources.

#### Mandela 8

This Liverpool-based initiative aims to construct an art installation and memorial site to commemorate Nelson Mandela.

#### ReachOut

ReachOut is a youth mentoring charity working with young people from disadvantaged communities. It is the largest mentoring charity in the UK.

#### Refugee Action

An initiative that works throughout the UK offering advice services, tackling poverty and resettling refugees.

#### Runnymede Trust

A charity dedicated to ending racial and classist institutional justice and acting as the UK's leading independent race equality think tank.

#### Chineke! Foundation

The foundation aims to provide career opportunities to young BAME classical musicians in the UK and Europe.

#### The Other Box

An organisation dedicated to celebrating people of colour and underrepresented backgrounds in the creative industry.

## Lloyds Banking Group Inspirational Leader

### WINNER

#### Chief Inspector Karen Geddes

Born in Wolverhampton, Karen moved to Jamaica at the age of 4 and returned to the UK at the age of 11. She joined WMP in 1992 and was quickly promoted to Sergeant and then Inspector in 2009. In 2019, she became the first black female to become a Chief Inspector in WMP - One of the proudest moments of her life'. Karen experienced challenges but the support she received from the Black and Asian Police Association inspired her to help others and change the culture within policing. In 2013, she became BAPA Chair, working to raise its profile, improve the environment of BAME staff and enhance the

nationalgrid

# Engineering a career path for all

It's our people that make National Grid a great place to work. Our ambition is to operate and develop our business in a way that results in a more inclusive culture. We are committed to building a workforce that represents the communities we serve – creating an environment where each individual feels respected, fairly treated, valued and able to reach their full potential.

careers.nationalgrid.com

quality of service delivered to the BAME community. Karen is a registered coach, mentor, federation representative, school governor and has ran several marathons for charity.

**Top 10S:**

**Sarah Nelson**

As Head of Logistics Finance for *Sainsbury's*, Sarah is the most senior black colleague and role model.

**Mandeep Heer**

Driving culture change by encouraging diversity awareness through her role as People & Culture Transformation Consultant at *Telefónica UK Limited*.

**Syed Bashir Ahmad**

Ahmad consistently promotes equal opportunity and fair representation of minorities in senior positions as CEO of *Halkin Investments*.

**Edleen John**

As Director and Co-Head of Inclusion & Social Equality for *KPMG*, Edleen is passionate about BAME representation.

**Rupal Kantaria**

*Oliver Wyman* Director who also founded Mission INCLUDE, an innovative cross-industry mentoring and inclusion movement.

**Jatin Patel**

Products & Digital Director and the driving force behind raising awareness of *TSB's* cultural diversity.

**Asif Bhatti**

Director of Internal Audit and Risk for *Whitbread Group Plc* and a previous executive in various industries.

**Judy Kawaguchi**

*Refinitiv's* Senior Technology Executive is passionate about progressing the D&I agenda, especially for minority females.

**Geeta Nanda OBE**

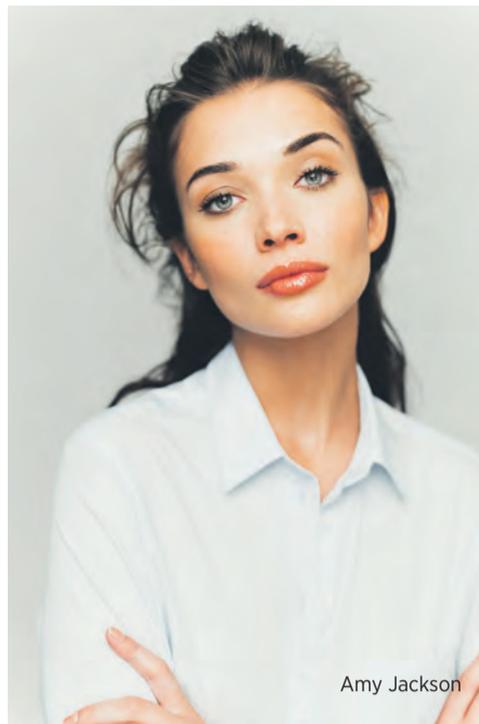
Passionate change-maker, BAME mentor and Chief Executive for *Metropolitan Thames Valley*.

**Influencer**

**WINNER**

**Amy Jackson**

Liverpool-raised Amy Jackson started her prosperous career as a model



Amy Jackson

before venturing into the world of Indian film as a highly-successful actor. In 2017, her success continued as she landed her first American role in *Supergirl*. But it is how Jackson has used her platform that marks her as an influencer. For the past few years, she has taken an active role in promoting the wellbeing of India's disadvantaged communities, representing *The Sneha Sargar Orphanage in Mumbai* and *St Judes Hospice*. She has also acted as an advocate for gender equality on a global scale, representing *UN Women*.

**Top 10S:**

**Edward Enninful OBE**

As the first black editor-in-chief of *British Vogue*, Edward Enninful is a true icon of fashion journalism.

**Henry Golding**

Golding is best known for his ground-breaking lead role in ground-breaking rom-com *Crazy Rich Asians*.

**Jourdan Dunn**

In 2008, Dunn became the first black model to walk the Prada runway in over a decade, and has since collaborated with Marks and Spencer and Missguided.

**KSI**

Starting out as a gaming YouTuber, KSI has now successfully ventured into boxing through his platform.

**Leigh-Anne Pinnock**

As 1/4 of Little Mix, Pinnock is a world renowned artist, influencer and fashion inspiration, who continuously speaks out against all forms of discrimination.

**Reggie Yates**

From children's TV to radio presenter, Reggie now works on ambitious and culturally relevant documentary film-making, the most recent of which explores the rise of the black narrative on TV.

**Rochelle Humes**

From young pop star to regular host on *This Morning*, Rochelle also collaborates with multiple fashion retailers and has released a children's book which celebrates all hair types, with emphasis on the beauty of natural curls.

**Stormzy**

Grime artist Stormzy consistently champions the BAME community, most recently through his new publishing imprint, Merky Books. He was the first black British solo artist to headline Glastonbury Festival in 2019.

**Tinie Tempah**

Award winning rap artist and prominent fashion figure, who launched What We Wear at LFWM in 2017 The collection is inspired by the positive impact of cultural diversity.

**RBS Future Leader**

**WINNER**

**Dennis Owusu-Sem, BMO Global Asset Management**

Dennis is the founder of *Success Talks*, a platform which showcases BME leaders across the UK and beyond in order to equip BME professionals with the knowledge and skills needed to advance within their careers. Speakers have included Sir Ken

Dennis Owusu-Sem



Olisa, Karen Blackett MBE, Vanessa Kingori, Dr Sandie Okoro, June Sarpong, Carla Harris, Sir Damon Buffini and more. *Success Talks* has held over 30 events and workshops, including large conferences held at RBS and Morgan Stanley. He currently works as a Senior Analyst at BMO Global Asset Management.

**Top 10S:**

**Alan Leung**

Promotes a safe, healthy forum for BAME employees to participate in cultural diversity awareness at *Macquarie*.

**Aneesa Khan**

Spearheaded a BAME Working Group focusing on the diversity agenda at *Ashurst* whilst fulfilling role as Solicitor.

**Christine G Ondimu**

Role model and Regulatory Risk Compliance Manager committed to progressing diversity at *HSBC*.

**Donna Fraser**

Founder of diversity advocacy group at *UK Athletics* and committed Equality Diversity & Engagement Lead.

**Guled Yusef**

Organiser, contributor and instigator of multiple diversity initiatives as a Senior Associate at *Allen & Overy*.

**Katie George**

BAME mentor, diversity and inclusion advocate and Specialised Programs Lead for *Amazon UK*.

**UNDERSTAND THE PROBLEM. BUILD THE SOLUTION**

When we design investment solutions, our clients' objectives come first.

**lgim.com**

The value of investments and any income from them may fall as well as rise, and investors may get back less than they invest.

**Legal & General**  
INVESTMENT MANAGEMENT



Chief Inspector Karen Geddes

**Kush Unadkat**

Marketing Manager and founder of *Denstu Aegis'* first ever multicultural network aiming to integrate cultural diversity.

**Movell Dash**

The Technical Specialist who affects change on *FCA's* Executive Diversity Committee – challenging, influencing and providing advice.

**Shalah Akhtar**

Manager at *PwC* and leader of their Muslim Network who engages non-BAME staff on cultural challenges faced.



ASOS

**hijabs) in order to expand the diversity of their product range in accordance with their customer base.**

**Brand**

**WINNER ASOS**

**As a globally-renowned online fashion retailer, ASOS has long represented models and creatives of colour. In 2018, the brand launched their Made in Kenya collection, collaborating with four black, UK-based designers and SOKO: a socially and environmentally responsible clothing manufacturer in Kenya. Furthermore, ASOS continues to partner with the LGBTQ+ charity GLAAD to create a size and gender inclusive clothing range. This collaboration frequently promotes cultural and racial diversity in its choice of designers and models. Also, this year, the brand released a line of fashionable modest clothing (including a range of**

**Top 10S:**

**Fenty Beauty**

Pop-sensation Rihanna launched the brand in 2017 with a ground-breaking forty foundation shades and has transformed the beauty industry's attitude towards diversity and inclusivity.

**Huggies**

Huggies became the first big-brand to depict black fatherhood on baby products with their "Special Delivery" range, championing the diversity of parenthood and challenging damaging stereotypes based on race and gender.

**L'Oreal**

L'Oreal promotes their inclusive ethos internationally, founding the French Diversity Charter, and German INTERNgration Project.

**Monzo**

For a relatively young company, Monzo has worked hard to make sure that it is "an incredible place to work for everyone" and has successfully demonstrated how workplace inclusion and diversity should be managed.

**Netflix**

Netflix consistently commits to promoting BAME storytelling on an international scale, through various shows and films. In 2018, their 'A Great Day in Hollywood' campaign celebrated the excellence of actors and filmmakers of colour.

**Nike**

Since 2017, the brand has encouraged us to "dream crazy" regardless of race, ethnicity, gender or disability through their ad campaign with NFL player and civil rights activist, Colin Kaepernick.

**Sky**

Sky has fostered a range of diversity and inclusion initiatives, particularly when it comes to BAME representation.

**Vodafone**

Vodafone recently launched its "Be Yourself and Belong" campaign, that aims to promote diversity and inclusion in order to make a significant and positive contribution to society.

**Zara**

A brand that puts "multiculturalism and diversity" at the core of everything they do. Their Autumn/Winter 2018 campaign featured a diverse range of models wearing scarves and head wraps.

**encourage our BAME lawyers to be empowered to bring their whole selves to the firm, as well as generating a greater appreciation of diversity matters.**

**Top 10S:**

**Gift Ajimokun**

Early Careers Coordinator and founder of 'Colour[full]' BAME network at *Penguin Random House*.

**Isabella Silvers**

Associate Editor and leading member of Hearst's Diversity & Inclusivity Steering Group at *Hearst Studio*.

**Sandra Clough**

Spearheading multiple BAME initiatives in the workplace, Sandra works as *BNP Paribas'* Database Manager.

**Adegboyega Akin-Deko**

Communications Manager at *Santander* and founding member of the Santander Ethnicity at Work network.

**Sharon Salmon**

Commercial Analyst and ambassador for change at *Network Rail*, Sharon also participates in BAME mentor schemes,

**Yinka Bolaji**

Yinka pursues her passion in supporting BAME progression through her work as Senior Audit Manager for *RBS*.

**Sheree Atcheson**

Internationally acclaimed for services to Diversity & Inclusion in industry and UK Consulting Inclusion Lead for *Deloitte*.

**Sereena Abbassi**

Diversity trailblazer and creative superwoman, Sereena is *M&C Saatchi's* Head of Culture and Inclusion.

**Rina Madlani**

Rina is mentor, STEM Ambassador and minority role model, as well as a Sales Leader at *Fujitsu*.

**Media Impact**

**WINNER**

**Moira Stuart OBE, first black female African-Caribbean newsreader**

In 1981, Moira Stewart presented the BBC News, becoming the first African-Caribbean female newsreader on British television. Now, this year, she celebrates forty years as a broadcaster. After spending the best part of four decades at the BBC as both a television and radio newscaster, Stewart moved to radio station Classic FM late last year to present the news, as well as her own show. The daughter of a Dominican mother and a Barbadian father, Stewart truly is a national treasure.

**Top 10S:**

**Pose on FX**

FX's *POSE* depicts the LGBTQ and gender non-conforming African-

**LLOYDS BANKING GROUP**

**ANTHONY**

**"I'M INSPIRED BY THE PEOPLE AROUND ME."**

Whether he's mentoring future leaders of the BAME community or delivering national IT projects, Anthony is helping Britain prosper. He's passionate about helping BAME colleagues realise their full potential, taking part in a number of internal and external events on intersectionality as a Group Ethnicity Role Model. His dedication and determination to promote diversity and inclusion have earned him a place on the 2019 Financial Times EMpower list, as one of 50 Top BAME Future Leaders. Join us, and like Anthony, we'll help you prosper as you help others.

**TOGETHER WE MAKE IT POSSIBLE**  
Find out how at [www.lloydsbankinggroup.com/careers](http://www.lloydsbankinggroup.com/careers)

**Viacom Workplace Hero**

**WINNER Jat Bains**

Jat was born and raised in Southall, west London, which is where his parents settled after arriving from the Punjab in the 1970s, much like many immigrants from India at the time. After a successful time, locally at Greenford High School and then a couple of bus rides away from home at Richmond-upon-Thames Sixth Form College, he studied law at the University of Birmingham – another urban and diverse environment. Jat joined Macfarlanes as a trainee in 1999 and progressed to become the firm's first BAME partner in 2011. Jat's practice focuses on a range of finance transactions including corporate restructuring and insolvency, acting for a wide variety of international clients. Jat is a dedicated member of the firm's Diversity Committee, the Trainee Solicitor Committee and a partner champion of the BAME & friends staff network, using his position to influence and



Jat Bains



Moira Stuart

American and Latino ballroom scene of 1980s Harlem, with the majority of the cast being people of colour. *Pose* also saw Janet Mock become the first transgender woman of colour to write or direct any episode of television.

**Himesh Patel in 'Yesterday'**

Patel plays a young musician who wakes up to a world that never knew The Beatles. The casting of Patel has been widely celebrated owing to the rarity of South Asian leads in comedies.

**Ava Duvernay's 'When They See Us'**

Duvernay tells the story of five young men of colour who were falsely convicted of sexual assault. The four-part series is a harrowing exposé of the impact racial bias and discrimination can have on the lives of peaceful citizens of colour.

**Coronation Street's first black family**

Britain's longest-running soap, *Coronation Street*, made the much-needed step to introduce the Baileys, their first black family in 58 years of the television show being broadcast.

**Ben Hunte, LGBT+ correspondent**

At the end of 2018, Ben Hunte became the BBC's first LGBT+ correspondent, reporting on issues and debates surrounding sexuality and gender.

**Jorja Smith's Brit performance**

Jorja Smith's performance of "Don't

Watch Me Cry" at the BRIT awards demonstrated her effortless, powerful vocals as one of the UK's biggest up-and-coming artists. She often talks about being proud to be able to inspire other mixed-race musicians and young people.

**Adil Rashid, "Allah was with us"**

English cricketer Eoin Morgan's quote from Adil Rashid that "Allah was with them" epitomised the cricket team, sending out an important message about unity and inclusion across cultures, both within and outside of the world of sport.

**The Big British Asian Summer**

The BBC ran a season of programmes to represent the experiences of the British Asian demographic, the largest minority group in Britain, numbering over three million.

**Michelle Obama tops the UK Christmas book chart**

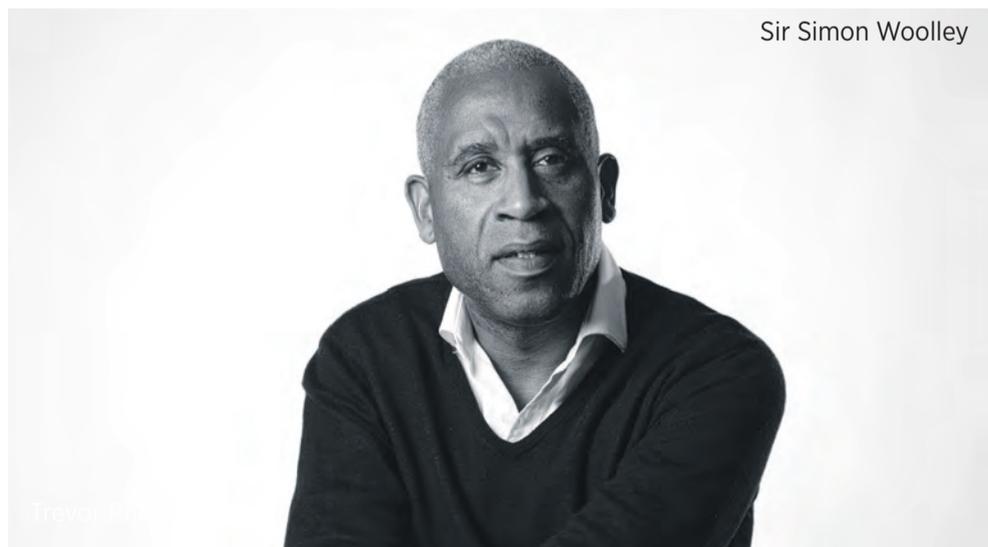
Michelle became the first BAME person to top the UK Christmas book with her autobiography, *Becoming*.

**Outstanding Contribution**

**WINNER**  
**Sir Simon Woolley**

**Sir Simon Woolley is a political and equality activist, best known as the director and one of the founders of**

Sir Simon Woolley



Trevor Phillips

**Operation Black Vote. He is also a commissioner for race on the Equality and Human Rights Commission. Woolley is seen as one of the inspirations and architects for the UK government's Race Disparity Unity, and serves as the Advisory Chair. As well as his work and commitment to race and equality, he writes for The Guardian, Huffington Post and The Independent.**

**Top 10s:**

**Adam Abdullah**

As the Young Mayor of Lewisham, Abdullah represents Lewisham in media around issues facing young people.

**Patrick Vernon OBE**

As an activist and a diversity advisor, Patrick works on various projects including those related to Windrush.

**Phyll Opoku-Gyimah**

Widely known as Lady Phyll, she is the nucleus of the award-

winning celebration, UK Black Pride.

**Dr Anne-Marie Imafidon MBE**

Head Stemette and co-founder of STEMettes, a social enterprise inspiring the next generation of females.

**Nimco Ali OBE**

Ali is a social activist who co-founded Daughters of Eve and works consistently to end FGM.

**Akeela Ahmed MBE**

Ahmed is an equalities campaigner specialising in youth and gender issues.

**Trevor Phillips OBE**

A writer, broadcaster and former politician, Phillips' commitment to racial equality has been prominent throughout his life.

**Samantha Asumadu**

Former documentary filmmaker and journalist, Asumadu founded Media Diversified and Bare Lit Festival.

**Shelina Janmohamed**

Best-selling author of *Love in a Headscarf* and VP of Oglivy Noor.

**Sportsperson**

**WINNER**  
**Raheem Sterling**

**Born in Kingston, Jamaica, Raheem Sterling**



Raheem Stirling

**Doing less yourself is better for business**

Using external expertise can be commercially smarter. That's why we're rethinking business with our local Boost events, connecting you with experts in areas such as Marketing and HR, and freeing up time so you can focus on what you do best.

**We are what we do**

**Search NatWest Rethinking Business**

Claim based on the theory of 'Core Competency', originally introduced by Prahalad and Hamel in the Harvard Business Review.

has gone on to become one of the most recognisable names in English football. Since the start of his professional career in 2012, he has represented both Liverpool and Manchester City, as well as the England team in both the 2014 and 2018 World Cups. What's more, Sterling has used his platform to speak out about the levels of racism that exist in the world of football and how such forms of discrimination can be fuelled by media representations of black footballers. Following the Grenfell Tower disaster in 2017, Sterling made a substantial donation to those affected by the fire.

**Top 10S:**

**Ama Agbeze MBE**

Netball goal keeper and defence, who helped win England a gold medal at the 2018 Commonwealth Games.

**Anthony Joshua OBE**

The first British heavyweight boxer to win both an Olympic gold medal and a major world title.

**Denise Lewis OBE**

Athlete and household name after winning a gold medal in the heptathlon in the 2000 Sydney Olympics.

**John Barnes MBE**

Having represented Watford, Liverpool and England football teams, John is a legend of British football.

**Katarina Johnson Thompson**

A track and field athlete specialising in

the heptathlon who represented Team GB in the Rio Olympics.

**Mo Farah CBE**

Dubbed the most successful British track athlete in the history of the modern Olympic games.

**Natasha Jonas**

Gold medal EU Boxing champion and the first female British boxer to compete in the Olympic Games.

**Nicola Adams OBE**

Known as the first female boxer, and openly LGBTQ+ person to win a boxing Olympic gold medal.

**Nikita Parris**

An England's Lioness, who this year played for England in the Women's Football World Cup.

**Entrepreneur**

**WINNER**

**Seema Malhotra**

**Seema Malhotra is the co-founder of Forever Unique, a luxury women's fashion brand that specialises in affordable occasion wear. Inspired by supermodels of the 80s, Seema was determined to reinvent glamour that was available to everyone. Forever Unique is now a successful fashion brand, which is also stocked by retailers such as ASOS and Very.**



Seema Malhotra

**Top 10S:**

**Amit Gudka**

Co-founder and COO of *Bulb*, which homes to save on bills and reduce carbon emissions.

**Umar Kamani**

Co-founder of fashion retailer *PrettyLittleThing*, which he started with his brother when he was 24.

**Steven Bartlett**

CEO of *Social Chain Group* – a global social-first marketing agency and production house.

**Chieu Cao & Saurav Chopra**

Founders of *Perkbox*, Europe's fastest-growing employee experience platform.

**Eddie Lim**

CEO of the *Mango Tree Group*, which consists of 10 restaurants throughout England.

**Jimmy Choo**

One of the most well-known female shoe designers in the world and co-founder of *Jimmy Choo Ltd.*

**Ozward Boateng**

A fashion designer specialising in tailoring, aiming to amplify his customers' voices through style.

**Rajeeb Dey MBE**

Founder of the English Secondary Students' Association, Enternships.com, Learnerbly and co-founder of *StartUp Britain.*

**Rami Ranger CBE**

Founder of *Sun Mark* who started out with £2, turning it into an international



marketing company.

**Tesco Network Group**

**WINNER**

**Race To The Top**

The Race to the top G6/7Network was established in 2016 with the specific aim of supporting BAME colleagues in the feeder grades to the Senior Civil

Service (G6/7s) to thrive and progress helping to address the prominent lack of ethnic diversity at senior government levels. The Network's flagship G6/7 – SCS Shadowing Programme enabling hundreds of BAME employees to shadow senior leaders each year. This includes exciting opportunities to shadow Permanent Secretaries, DGs, Ambassadors overseas and roles in No 10. They recently published a Charter for Change setting out quick wins and more concerted approaches for departments and professions in supporting their BAME G6/7 colleagues. They deliver a wide programme of leadership development and networking activities providing access to senior leaders, contributing directly to the Civil Service fulfilling its SCS BAME flow targets

**Top 10S:**

**The Collective**

Channel 4's Employee Network Group committed to creating positive change for BAME staff at C4.

**ONE**

National Grid's multicultural network, representing BAME employees and Faith@Work groups.

**African & Caribbean Pioneers Network**

Rolls-Royce's first employee resource group that has broken barriers, paving the way for other minority ERGs.

**Kaleidoscope**

The Cultural Diversity network at L&Q, promoting an atmosphere that reduces non-inclusive behaviours.

**CBAME Network**

Capgemini's network group that helps to include and empower individuals, whatever their race or ethnicity.

**GMB Race**

Ensuring that race is always on the agenda at GMB, organising, recruiting and promoting equality at work.

**Adobe Black Employee Network**

Aiming to enable groups to come together to celebrate the power of unique differences and shared similarities.

**The Accenture African Caribbean Network**

Accenture's diversity network focusing on including those with African and Caribbean heritage.

**Multi-Cultural Affinity Network**

Esteemed for its work at Balfour Beatty to improve BAME representation through various initiatives.

**Inspirational Public Figure**

**WINNER**

**Gemma Chan**

Gemma Chan is a British actress, most famous for her roles in Channel 4's *Humans* and the romantic comedy *Crazy Rich Asians*. This year, she starred alongside Margot Robbie and Saoirse Ronan in the historical drama, *Mary Queen of Scots*. Chan has spoken up about racism in the entertainment industry, claiming that she didn't think being an actress was a viable option



Everyone's welcome.

It's a belief that means whoever you are, wherever you work, whatever you do, at Tesco, you feel welcome, safe and valued.

We are very proud to support and invest in the Ethnicity Awards.



tesco-careers.com



Gemma Chan

after being turned away from auditions because they were “only going to see white women”. Contrary to this, Chan is enjoying a highly successful career that continues to flourish on an international scale.

**Top 10S:**

**Alesha Dixon**

Dixon is a singer, rapper, model, presenter, talent show judge and, most recently, a children’s author.

**Dev Patel**

From *Skins* to *Slumdog Millionaire*, Patel’s acting career continues to evolve and progress.

**Idris Elba**

Actor and DJ, most recently starring as the protagonist in BBC’s *Luther*.

**Sir Lenny Henry**

A true legend of British comedy, Henry is most well-known for the establishing of charity ‘Comic Relief’.

**Meghan Markle, Duchess of Sussex**

From her role on *Suits* to the British monarchy: Meghan continues to work as an active philanthropist and is thought to be the first mixed-race woman to marry into the British royal family since the 18th century.

**Pat McGrath OBE**

The make-up artist for everyone who is anyone, known for inciting trends and her adventurous experimentation.

**Riz Ahmed**

Actor, rapper and activist. Riz most recently landed roles in *Rogue One* and HBO’s *The Night Of*.

**Steve McQueen**

Director and screenwriter best known for his work on *12 Years a Slave*, amongst other films.

**will.i.am**

From The Black Eyed Peas to *The Voice UK*, will.i.am’s creative talent continues to grace our screens.

**Champion (Ally)**

**WINNER**

**Fiona Cannon OBE**

Fiona is responsible for the development and

implementation of LBG’s responsible business, sustainability and inclusion strategies. In addition, she manages the relationship between the Group and its four charitable Foundations, collectively one of the largest charitable foundations in the UK. Fiona is also Director of the Agile Future Forum. The AFF purpose is to support UK businesses to become more agile. Fiona is author of *The Agility Mindset*, which proposes a new model of work for organisations in the 21st century. Since the early 1990’s, Fiona has held several public positions and external appointments and has been involved in developing equality legislation over the past 20 years.

**Top 10S:**

**Paula Stannett**

Chief People Officer passionate about curating a diverse and inclusive culture at *Heathrow*, which has been at the heart of her priorities during her 17 years at the company.

**Martin Etheridge**

Co-founder of the ‘Allies’ pillar of *Bank of England*’s Ethnic Minority Network and Head of Notes Operations.

**Ileana Sodani**

Executive chair of *BNY Mellon*’s multicultural employee resource group, IMPACT, which supports the company’s commitment to diversity.

**Paul Holland**

Leverages his position as Head of Banking and Finance at *Dentons* to support and advance diversity.

**Sarah Aitken**

Through her senior roles at *LGIM*, Sarah advocates for the increase of ethnic diversity throughout the business.

**Georgia Arnold**

Senior Vice President of Social Responsibility at *Viacom* and instrumental in multiple inclusivity initiatives.

**Jackie Uhi**

Head of Mortgages & Wealth, Jackie is instrumental in evolving *HSBC UK* into a more inclusive workplace.

**Ben Tidswell**

As Chairman of *Ashurst*, Ben focuses on ethnic diversity and the retention of BAME lawyers.

**Claude Brown**

As a Partner at *Reed Smith*, he is a committed ally and champion of diversity.



Fiona Cannon OBE

**BE YOU. BELONG. AT VIACOM**

Reflecting modern day society on-screen and off-screen. To find out more about job opportunities go to: [careers.vimn.com](https://careers.vimn.com)

Logos for: MTV, BET\*, VIVA, Paramount Channels, colors, VIACOM INTERNATIONAL MEDIA NETWORKS, COMEDY CENTRAL, Spike, nickelodeon, 5, VH1, creative diversity network, TOP 10 OUTSTANDING EMPLOYER, RACE AT WORK CHARTER, disability confident

**Black man over 45?**  
You have an increased risk of prostate cancer.

Early diagnosis can make a difference. Speak to your GP.

**PROSTATE CANCER UK**

Men, we are with you.

Photos: © Dennis Morris assisted by Bolade Banjo  
5872 Prostate Cancer UK is a registered charity in England and Wales (1006541) and in Scotland (SC039332). Registered company 02653887.

**Outstanding Employer**

**WINNER**  
RBS



**It's our ambition at RBS to be number one for customer service, trust and advocacy by 2020 and the work we do as part of our multicultural agenda is incredibly important to helping us achieve that. Whether it's working to improve the ethnic balance of our organisation or bringing focus to the value that our people can add when they bring their whole selves to work, there is no doubt this agenda is playing a key role in helping make RBS even more representative of the customers and communities that we serve.**

**Top 10S:**  
**Allen & Overy**

An international law firm committed to

building a balanced workforce where everyone feels supported and where diversity is one of the 'strategic priorities'.

**Channel 4**

The publicly owned but entirely commercial and self-sufficient network brings new creative ideas to life and supporting hundreds of independent companies across the UK.

**Freshfields**

A global law firm that aims to be a diverse and inclusive workplace with equal opportunities, who are "committed to increasing BAME representation at all levels".

**HSBC**

An incredibly diverse global organisation focused on attraction, retention, engagement and inclusion to ensure everyone can fulfil their potential.

**KPMG**

A leading provider of professional services underpinned by BAME inclusion and Inclusion, Diversity and Social Equality.

**Lloyds Banking Group**

Winner of Outstanding Employer at the Ethnicity Awards 2018, the FTSE 100 company is committed to ensuring that

their workforce reflects the diversity of their customer base, with public goals to increase BAME representation.

**Macfarlanes LLP**

A distinctive London-based law firm, delivering excellence in the international legal market as well as BAME inclusion.

**National Grid**

Committed to delivering electricity and gas safely and creating an environment where each individual feels respected.

**Viacom**

The world's premier youth entertainment brand and a pioneer in innovative programming for young people.

**Vanguard Award**

**WINNER**  
**Emeli Sandé**

**Multi-award winning singer-songwriter Emeli Sandé inspires people across the world with her powerful music, finding influences in iconic artists such as Nina Simone and Lauryn Hill. Having grown up in Aberdeenshire in Scotland, Sandé has spoken openly about how difficult it was to be the only mixed-race family in the**



**village, and how she found her identity in music. Now, having performed at the White House and the Olympics, she continues to trailblaze in the stead of her heroes.**

**For full biographies on all of our Top 10 nominees and to find out more, please visit [ethnicityawards.com](http://ethnicityawards.com)**

Produced by	<b>ETHNICITY AWARDS</b>
	37 IVOR PLACE, LONDON NW1 6EA <a href="http://ethnicityawards.com">ethnicityawards.com</a>

PAID ARTICLE

# HSBC: DIVERSITY IS IN OUR ROOTS

No one is an island. We believe that the people, communities and businesses in the UK thrive most when connected and open. Whilst everyone is capable of making it on their own, there is so much more that can be accomplished when working together.

Diversity is in our roots. For more than 150 years HSBC has connected customers to opportunities globally, enabling businesses to thrive and economies to prosper, helping people to realise their ambitions and we continue to bring different people and cultures together.

According to BEIS Analysis (2016)<sup>1</sup> the potential benefit to the UK economy from



Coral Taylor,  
Head of Diversity & Inclusion UK

full representation of BAME individuals across the labour market, through improved participation and progression, is estimated to be £24 billion a year – a powerful business case for BAME inclusion.

Our home in the UK, Birmingham, is one of the most diverse cities in the UK, and we want HSBC UK to mirror that. We want to reflect the community we seek to serve and to promote a culture within our company in which all individuals are valued, respected and supported to fulfil their potential. We believe diversity brings huge benefits for our customers, our business and our people. A diverse and connected workforce contributes different ideas and perspectives which in turn helps us to innovate and improve the service we deliver to our customers.

We want HSBC UK to be a place where people are valued, respected and supported to achieve their full potential. Our aim is to build an environment where people feel they can speak up to help us remove barriers to success, and collaborate to put the best ideas into practice.

The larger variety of perspectives we have, the better equipped we'll be to meet the demands of our hugely diverse global customer base – whether they are starting a business for the first time, exporting to new markets, planning for their retirement, or looking for financial products compliant with their religious beliefs.



That's why, as an employer, we are striving for true diversity. We're creating a working environment that is open, supportive and inclusive at every level. One where individuality is embraced, doors are opened and recruitment and progression are based on what you can do, and how you do it.

HSBC UK serves around 14.5 million customers across the UK, supported by 32,000 colleagues. So for a business like ours which reaches so many people, I know that what we do, what we offer and how we behave, really matters. And for us, attracting, retaining and engaging diverse employees gives us a competitive advantage.

We have made great progress on BAME inclusion, helping the organisation be more comfortable when speaking about race and understanding the experiences of our BAME employees – progress but there is plenty more to do! HSBC UK wants to advocate for a world where everyone, everywhere, feels valued, respected and supported.

**We want everyone to feel they have the opportunity to fulfil their potential at HSBC UK. If you are interested to learn more, take a look at our careers pages to learn more: <https://www.hsbc.com/careers>**

<sup>1</sup> BEIS Analysis (2016) <https://www.gov.uk/government/statistics/bme-individuals-in-the-labour-market-analysis-of-fullrepresentation>