

**Use our expertise to improve  
outcomes for society and  
the communities we serve.**

*Society*



# Society

**The way we develop our people, give back to our communities and choose what to campaign for, all have a bearing on society and in turn how we remain a force for good. The actions we take are all focused on making a tangible impact which leads to lasting change.**

## **Our commitment to Social Mobility**

Our diversity makes us stronger. We are a business employing thousands of people throughout the UK who all possess a variety of skills, experiences and crucially bring different perspectives to our work.

We pride ourselves on a culture that celebrates difference and authenticity, where colleagues can bring their whole self to work.

Celebrating difference, however, is more than simply catering for a multitude of voices. A person's background should never act as a barrier, but like other companies we know that people still feel held back from making progress.

The reasons can be complex and specific for each individual. That's why we have a renewed sense of purpose in supporting people throughout their career. It's not simply about attracting people into the Direct Line Group family, but also what happens once they have joined so that people can be helped to fulfil their career potential.

That's why "Getting In, Getting On, Getting Ahead" is how we think about social mobility as a company – creating an environment where people feel confident whatever their start in life.

## **SoMo DNA Strand**

Our newly established Social Mobility Employee Network – known across the business as "SoMo" – is a driving force behind how we talk about the issue. What started as a small group is now growing with over 100 active members.

SoMo seeks to raise awareness of social mobility issues, establish role models to inspire others from similar backgrounds, and encourage more open conversations about social mobility in the workplace. It has provided an open forum for people to speak about barriers and inspire confidence, as well as driving some of the Group's outreach activity.



## Society *continued*

### Putting the Social Mobility Pledge into Action

We've backed up our decision to sign the Social Mobility Pledge by looking at practical measures we can now take. We are working towards publishing our own bespoke Social Mobility action plan which will provide an assessment of our current approach, building on some of our existing activity:

- We are exploring how to take advantage of remote working so we can open up new recruitment areas, starting with a pilot of over 20 apprentice home workers
- We are reviewing our recruitment approach to target social mobility 'cold spots' where our main offices are based
- We have surveyed colleagues to understand what our social make-up is across the business because we know that with meaningful data our interventions will have more impact

#### Insight Day

This year we partnered with the Social Mobility Business Partnership to run our first virtual Insight Day for students who would like to attend university and hear directly from companies about what they offer graduates. It was a pleasure to add to their knowledge and support their future career aspirations by explaining what life is like at Direct Line Group.



#### AutoRaise

We're delighted to have contributed a corporate donation to AutoRaise, a long-standing charity partner that supports youngsters who wish to enter the bodyshop industry and receive relevant qualifications so they become the vehicle repairers of the future.



#### Teach First

We've partnered with Teach First to put an end to wasted potential and build a fair education for all. Teach First seek, develop and support teachers and leaders who are determined to make a difference where it's needed the most. Our support has enabled 17 additional inspiring teachers to enter the classroom this year, reaching over 2,000 pupils. Our colleagues will also be hosting work experience placements at our offices, helping pupils to access new opportunities, and coaching trainee teachers as they start in school.



# Our Community Fund

We immediately responded to the Covid-19 crisis by establishing our very own Community Fund, targeting much needed resource to charities and local authorities where our main office sites are based. It was a small way of providing a helping hand to a variety of causes throughout the UK.

## Phase 1: April

£2m distributed to 13 charities supporting the most vulnerable in society.

## Phase 2: June

£500,000 distributed to 180 local causes nominated by our people.

## Phase 3: October

£1m donated to 18 charities focused on four pressing challenges: social mobility, marginalised groups, food poverty and public health.

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**£500k**

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**£1m**

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### KidsOut

Following our immediate crisis support to refugees, we have funded 700 laptops for KidsOut to distribute to children to support their education.

### Making it personal

Colleagues have taken advantage of our popular Community Cashback initiative and nominated charities to receive £250.

### ABI Covid Support Fund

Donated £3.6m to the ABI's Covid Support Fund which has supported hundred of charities across the UK.

### Community Fund 2021

We know that Covid-19 will continue to dominate our lives throughout 2021 and we have allocated £1.5million to support charities across the year.

Leeds  
Community  
Foundation

Elm Tree Farm  
A Sustainable Food Enterprise

envision

BUSINESS  
IN THE  
COMMUNITY

Covid-19  
Support  
fund  
Supported by the insurance  
and long-term savings industry

STAND  
UP TO  
CANCER

St Christopher's  
More than just a hospice

mind  
for better mental health

KidsOut  
THE FUN & HAPPINESS CHARITY

KALEIDOSCOPE  
INTERNATIONAL TRUST

children's hospice  
SOUTH WEST

THE UK  
SEPSIS  
TRUST

Quartet  
Community  
Foundation



## Society *continued*

### Road Safety Campaigners

As one of the UK's leading motor insurers we have a long tradition of campaigning for improved road safety.

Over the last few years we have collaborated with the Parliamentary Advisory Council on Transport Safety (PACTS) to highlight increased numbers of road deaths and serious injury where people do not wear a seat belt.

The more we look at seat belt-wearing rates, the more concerning the picture is. As a result of commissioning research we have discovered:

- Almost a third (31%) of those who died in vehicles on Britain's roads in 2018 were not wearing a seat belt compared to 26% in Government-recorded road safety data
- Practices vary between police forces, but causes of crashes and injury are not routinely published or used to prevent further deaths and serious injury
- An overwhelming 72% of the British public back the introduction of penalty points for those caught not wearing a seat belt

We believe there is a need to drive up seat belt-wearing rates, to enhance road safety and ultimately prevent unnecessary deaths, by increasing the penalty for failing to do so.

In Northern Ireland the introduction of three penalty points in 2007 made an impact on wearing rates, which is why we believe the time is right to do the same in England, Scotland and Wales.

