



The Diversity & Inclusivity Finance Forum Membership Pack

2024-2025 Membership Year



About DIFF

The Diversity and Inclusivity Finance Forum (DIFF) is an important gathering of industry peers in an inclusive network which aims to discuss and promote key ideas and initiatives to create a more balanced and fair mortgage industry.

The forum creates an environment designed to increase personnel variety and inspire a welcoming community; to help everyone feel supported within the business world regardless of race, ethnicity, gender, sexual orientation, ability or disability; to ensure everyone's hard work and ambition is rewarded with success; to promote learning and offer a valuable and safe networking space.

A balanced workforce is good for business – it is good for customers, for profitability and workplace culture, and we hope this series of events will provide the platform for positive change.

The forum is split into two membership tiers: leadership and executive.

Leadership Membership

The overall objective for this group is for members to be inspired, broaden their understanding and enhance their skills to become advocates for entrenching balance, diversity and inclusion in the mortgage market.

Each event features speakers from within the industry and parallel industries, who are both innovative thinkers and success advocates. Our hope is that each member will acquire new skills, grow in confidence, resilience and credibility to assert influence in their organisations and the wider market, then lead change and empower colleagues.

Executive Membership

Members will benefit from a developmental programme to help them understand what they should expect from a diverse and inclusive workplace, how to navigate diversity conversations with key stakeholders and how they can create an inclusive culture in their teams and among colleagues where everyone feels valued and understood. The sessions will ensure we build a community that helps members to collaborate, inspire each other and take ownership of positive change within their business. These events will provide access to innovative speakers, topics and industry experts.

We aim to build a networking framework that generates support, advice and ideas for members to promote diversity within their organisations and enable a pathway for diversity diversity and inclusion to succeed.

Our principles

1. Diversity, Equity and Inclusion is good for business. This is not just a crusade to make yourself feel better or to tick a box that confirms you are doing the right thing. It is proven that a business that is diverse and inclusive is more productive, more creative and more profitable. Many studies suggest at least 20% more profitable. Diversity in staff leads to broader thinking, a diversity of attitude, different views and more creativity. It positively impacts the bottom line and therefore we need diversity and inclusivity to thrive.
2. Attracting diverse talent to the mortgage market. We must improve the base from which we are inspiring people of all gender, race, ethnicity, sexual orientation, ability or disability, and any other minority groups into the market. The mortgage industry is an interesting, varied and rewarding industry to work in, and we need to do more to broaden the reach into diverse communities, show them the opportunities available and provide a supportive route to the top.
3. Being authentic and bringing your whole true self to work. Leaders need to create a work culture and framework that allows and encourages all employees to be themselves. We want everyone to respect themselves, respect each other and have a support framework in place that embraces diversity and difference. Employees of all levels should know what good looks like and what a supportive work environment should feel like.
4. Trailblazers. Role models of all gender, race, ethnicity, sexual orientation, ability or disability, and any other minority groups provide an important mechanism to inspire change. Trailblazers will educate and inform individuals or groups to provide a more rounded view of the challenges and opportunities of setting the right diversity and inclusivity agenda. They will be given the platform to be more visible and inspire more participants of all minority groups to get the recognition they deserve.

Event dates

Leadership Forums

Friday 15th November 2024

Tuesday 21st January 2025

Thursday 13th March 2025

Thursday 12th June 2025

10.30am – 2.15pm

Executive Briefings

Tuesday 19th November 2024

Friday 24th January 2025

Tuesday 18th March 2025

Tuesday 17th June 2025

10am – 1.10pm

Annual Lunch

Friday 9th May 2025

All members receive a place at this lunch

All events will take place in Central London. Full venue details and directions will be communicated before each event..

**Please note, timings are subject to change.*

Information required

Item Required	Deadline
<p>Company Profile - 100 words maximum Please send to Jordan.Green@ae3media.co.uk</p>	ASAP
<p>Company Logo in Jpeg and EPS format Please send to Jordan.Green@ae3media.co.uk</p>	ASAP
<p>Confirmation of your member(s) details. Please provide full name, job title, email address and contact number Please send to Jordan.Green@ae3media.co.uk</p>	23 rd September 2024
<p>A short (100-200 word) overview of your diversity and inclusion activities* Please send to Jordan.Green@ae3media.co.uk</p>	7 th October 2024

*We are keen to share different experiences and learnings in order to challenge each other to be the best diversity ambassadors possible. To that end, we are asking all of our members to share any practices or policies that your company has in place to promote and develop diversity within your organisation, or the wider market. Our plan is to then share these details between group members to inspire each other and broaden our thinking. We understand that the precise wording of some of your policies and measures will be confidential but we would like to ask for a short overview of your diversity and inclusion activities.

Making the most of your membership

1. Membership grants limited access to our Leadership and Executive events. To make the most out of your membership we suggest that each supporting company should put forward the most relevant member of their team to participate at each of the sessions. Please note that each session will focus on a different theme and companies may consider upgrading their package by adding extra member(s) to reap the full benefits.
2. Our members obtain exclusive access to our [DIFF LinkedIn group](#) – a useful platform dedicated to further enhancing knowledge, resource, and idea exchange between like-minded individuals.
3. As a member, we ask that you subscribe to our [Mortgage Solutions newsletter](#). By signing up for an account, you will receive unlimited access to our updates, not only relating to DIFF but the wider mortgage market, helping you stay informed.

4. We encourage our members to listen to our monthly [DIFF Podcasts](#) which is aimed at helping people from underrepresented groups get on in the mortgage and protection industry, and to help everyone understand why genuinely prioritising diversity is good for all of us individually, good for business and good for the mortgage market as a whole.

We aim to broadcast one episode per month, delivering a mixture of inspirational and informative content. Some episodes will feature interviews with industry trailblazers who will reveal the challenges they may have faced and the positive impact they are having on the industry. Other podcasts will look to broaden our understanding of different elements of D&I and how these manifest and impact both our personal and professional lives and make us think about how we conduct ourselves to better our industry and society.

If you would like to take part and feature on an episode of the DIFF Podcast, please contact Bharat.Sagar@ae3media.co.uk.

[Please click here to see the full list of available episodes.](#)

To subscribe so you never miss an episode, please use the links below:

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[Spotify](#)

[Google Podcasts](#)

[Soundcloud](#)

2023/2024 membership year

Post-event round ups

As part of your membership, DIFF releases a write-up from each session where key takeaways and main discussion outcomes are highlighted. This is circulated with all members, meaning that even if you couldn't attend an event, you can still stay informed about the topics covered and continue the discussion within your own business.

Buddy system

This year, we implemented the Buddy System for our executive briefings; an initiative aimed at enhancing our events by fostering new relationships and broadening networks. In the lead-up to each briefing, participants were assigned a buddy, and on the event day, efforts were made to introduce buddies on-site. Post-event, participants were encouraged to stay in touch and schedule an in-person or virtual meeting within two weeks to discuss their experiences. They shared insights on what they learned, what energized them, challenges they faced, and changes they planned to make. The initiative aimed to enrich event experiences, improve visibility in the industry, and create lasting connections.

Key statistics

Members rated
our events 9 out
of 10 overall

Members rated
our events 4.5 out
of 5 for overall
relevance to D&I
strategy

Our events
received 4.7 out of
5 for overall
interest

100% of buddies
found value in the
initiative and
would like to see
it again for future
events

[Click here](#) to view our 2023/2024 membership year overview!

DIFF Steering committee and Content Board

Our Steering committee was designed to act as a check and balance to ensure that we do not stray from core principals of our sector and the set objectives of DIFF. Our committee members are our flag bearers acting as ambassadors for DIFF, promoting our ideals, and informing their networks and peer groups about what we are doing and how we are endeavouring to increase engagement.

Our committee members will be confirmed in due course via our website and on our LinkedIn page.

In addition, we developed a content board, with whom we consult to elicit possible speakers, scope, and topics on which to focus, ensuring that our content remains relevant and engaging.

If you are interested in joining our Content Board this year or would like to learn more, please email Anna.Maynard@ae3media.co.uk.

Useful contacts



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