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Consumer Gradings and EDI

An analysis of grading narratives
June 2024 - November 2025

References to EDI in grading narratives

233

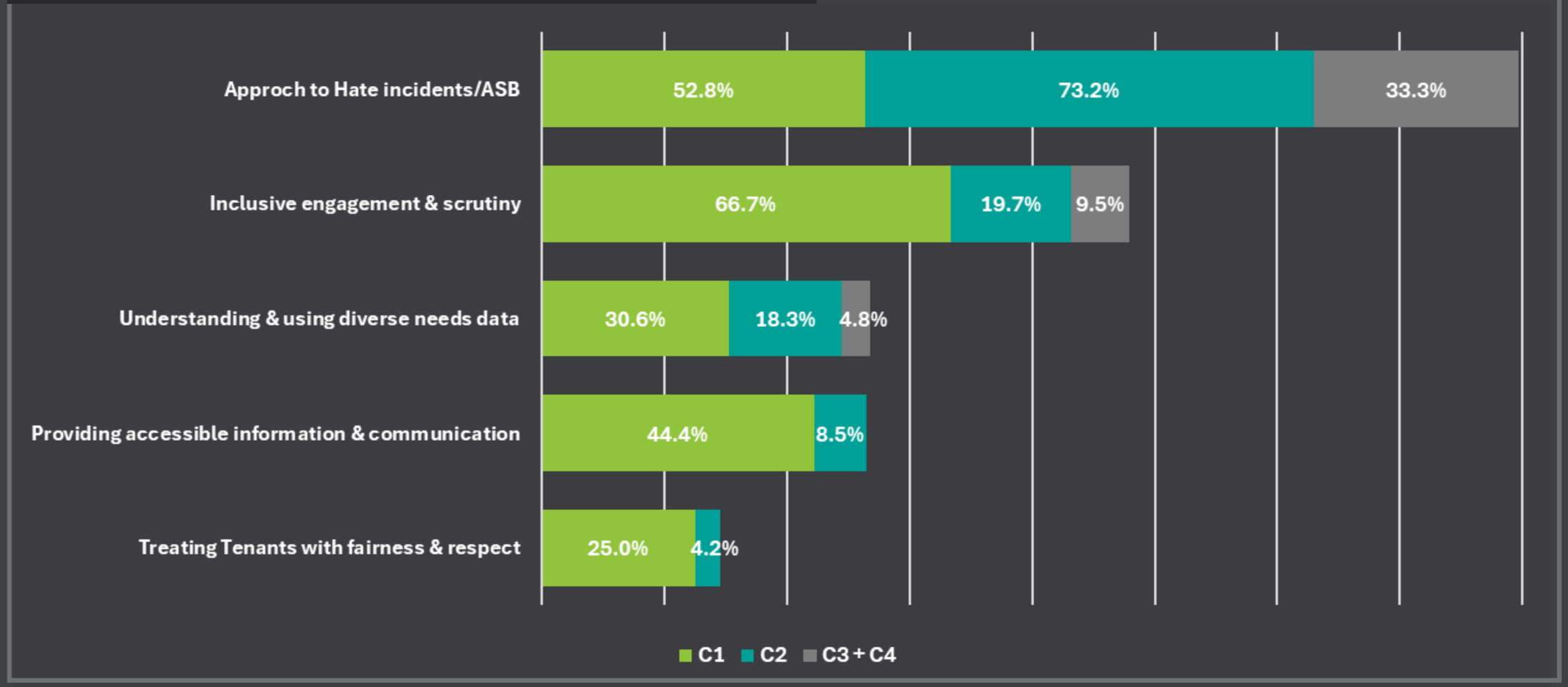
References to issues relating to Equality, Diversity, and/or Inclusion

187
Positive

46
Negative

Across the Consumer Grading narratives of **149 organisations**.

By grade (Positive)



By grade (Positive)

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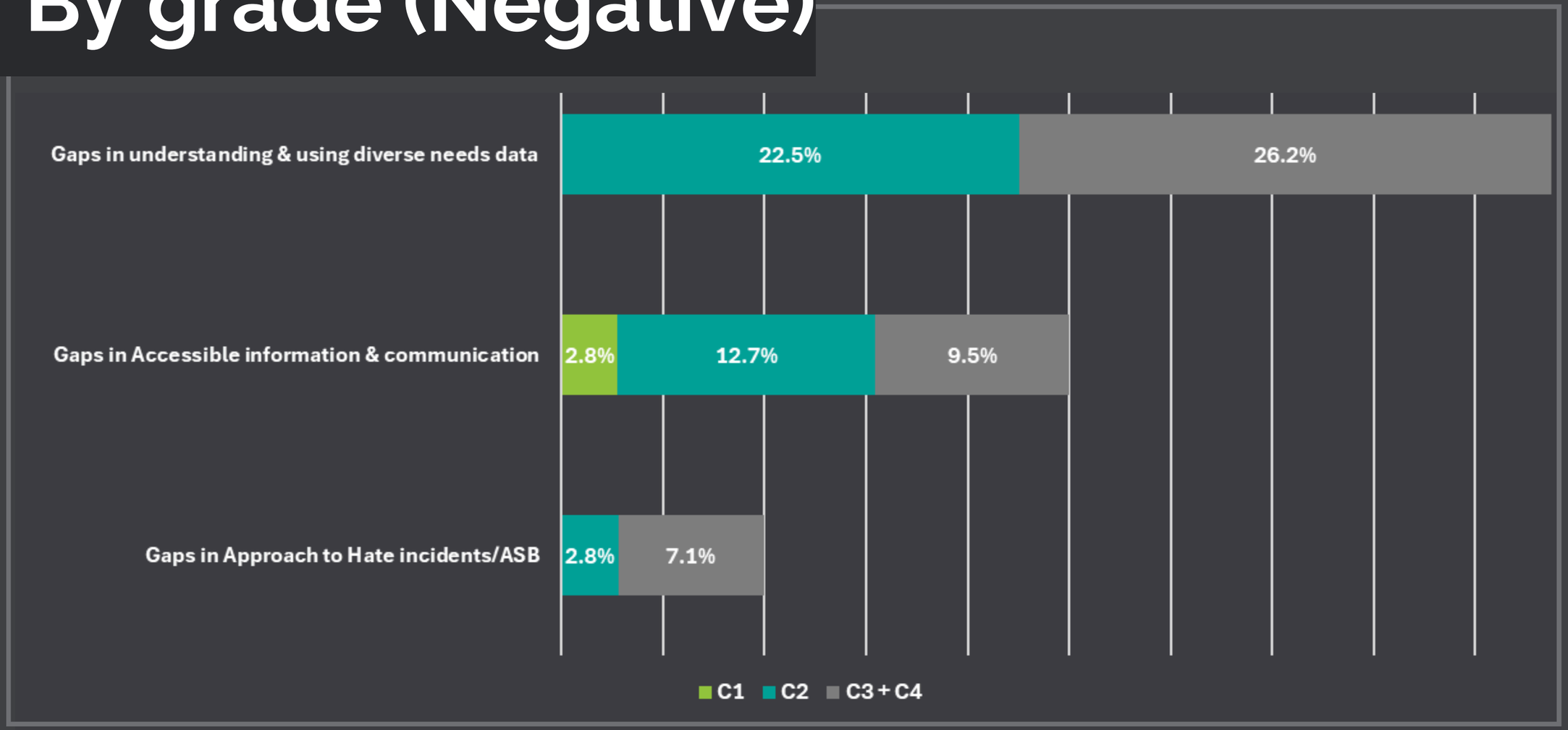
- Our analysis indicates that **5 common themes** were referenced in a **positive light** across consumer grading narratives.
- Segmentation of positive EDI references by grade shows that across the judgements, **significant proportions of organisations awarded C1** grades were recognised for their approach to/performance around EDI related issues, followed by (in all but one case, where the percentage was in fact higher) slightly lower proportions of organisations awarded **C2 gradings**.
- Unsurprisingly, across the organisations which failed to attain a satisfactory consumer grades (i.e. **C3 and C4**), there were **much fewer positive indicators** relating to EDI.
- The occurrence of some positive references to EDI in a small portion of C3/C4 grading narratives however (particularly relating to Hate Crime and ASB) may imply that in such cases poor gradings may have stemmed from **underperformance in other areas** of the standards - including those that are non-EDI related.

By grade (Negative)



By grade (Negative)

- While generally less common than positive references, identification of gaps in performance relating to EDI (**grouped into 3 general areas**) were present across grading narratives.

- Significant proportions of **both C2 and C3+C4** grading narratives identified gaps/areas for improvement relating to EDI (particularly in relation to **understanding and utilising data**). Only a **single C1** narrative contained a suggestion that improvement could be made, relating in this case to accessible communication (it is worth noting that this analysis has not measured the severity of criticism found within narratives).

- Critical references to organisations' approaches to EDI (or a lack thereof) across C2/3/4 judgements is indicative that these are areas among those where **progress is required for organisations to improve their consumer grading.**