



DIVERSITY AND INCLUSION STRATEGY

This diversity and inclusion (D & I) strategy is our comprehensive plan to make D & I an integral part of our everyday work culture. We aim to work to build a more inclusive workplace. This strategy outlines key roles and responsibilities and how we will track our progress, measure success and identify systemic barriers to inclusion and diversity within our organisation.

We aim to attract and retain a diverse workforce that represents our audiences and reflects the population of the North West where we work, and the global marketplace where we compete for commissions. We will create a workplace where people from diverse backgrounds are not just physically “in the room”; they are included in our companies’ conversations, and they feel that their voices are heard.

WE AIM TO FOCUS ON 5 MAIN AREAS

- 1. Create leadership engagement and accountability**
- 2. Improve entry level workforce diversity**
- 3. Improve mid and senior level diversity**
- 4. Work towards an Inclusive culture**
- 5. Improve on screen diversity**

AIM 1 : LEADERSHIP ENGAGEMENT AND ACCOUNTABILITY

OBJECTIVE	ACTION	ACCOUNTABILITY	MEASURE OF SUCCESS
<p>Ensure leaders and senior managers understand the communicate the importance of D and I and are working to make it part of business as usual.</p>	<ul style="list-style-type: none"> • Take the lead on diversity: Develop an individual action plan using the suggestions below and share this with your team, including Head of Departments and the people they hire. • Ask for diversity to be made part of every conversation both on and off screen before the programme starts and through production - make it business as usual • Articulate inclusion – what does it mean to you? • Know your people (numbers and diversity data) and quote often 	<p>CEO, senior leadership team</p>	<p>Improved engagement with Diversity and Inclusion across your business</p>

AIM 2: IMPROVE ENTRY LEVEL WORKFORCE DIVERSITY

OBJECTIVE	ACTION	ACCOUNTABILITY	MEASURE OF SUCCESS
To ensure that we are attracting and recruiting people from a wide range of backgrounds at entry level	<ul style="list-style-type: none"> • Advertise new vacancies across a wide range of places, freelancer facebook groups • Take part in entry level industry schemes • Widen networks 		

AIM 3 : MID – SENIOR LEVEL DIVERSITY

OBJECTIVE	ACTION	ACCOUNTABILITY	MEASURE OF SUCCESS
Improve mid-senior level diversity within production teams and in our core business	<ul style="list-style-type: none"> • Track promotions and hires across the business • Ensure that talent managers and hiring managers always provide mixed long list • Ensure people from all backgrounds have access to information about opportunities within the business • Widen talent pool whilst not in production by attending networking events and meeting talent 		Improved diversity off screen at mid and senior levels

AIM 4 : WORK TOWARDS AN INCLUSIVE CULTURE

OBJECTIVE	ACTION	ACCOUNTABILITY	MEASURE OF SUCCESS
<p>Work towards a workplace culture that actively enables collaboration, flexibility and fairness, where employees are able to contribute to programme content and overall company goals.</p>	<ul style="list-style-type: none"> • Inclusive leadership training rolled out to all managers. • Unconscious bias training for all employees and (where practical) freelancers. • We will conduct a confidential, anonymised company culture survey: use the Pact Diversity company culture survey template from the Pact Inclusion Tool, or similar. • We will use confidential exit interviews to identify problems, what works well and what needs improvement. • Issue a zero tolerance Bullying and Harassment statement 	<p>Senior leadership team, cascading to line managers.</p>	<p>Training delivered</p> <p>Insights from survey on workplace culture and/ or statistics on inclusion issues such as bullying and harassment, discrimination, gender pay gaps, mid-level retention / promotion etc.</p>

AIM 5 : IMPROVE ON SCREEN DIVERSITY

OBJECTIVE	ACTION	ACCOUNTABILITY	MEASURE OF SUCCESS
<p>Improve on screen diversity for our scripted programmes</p>	<ul style="list-style-type: none"> • We will work with Casting Directors who understand diverse casting • We will ensure casting locations and sets are accessible • We will ensure a wide call out for actors from all backgrounds 	<p>Senior leaders and casting teams</p>	<p>Improved on screen representation authenticity and diversity</p>
<p>Improve on screen diversity for our factual genre programmes</p>	<ul style="list-style-type: none"> • We will put in place a strategy for reaching out to diverse communities • We will ensure diversity in the casting team • Create long lasting relationships with online and community groups 	<p>Senior leaders, Execs, SP and Casting teams</p>	<p>Improved on screen representation, authenticity and diversity</p>