

RIOT COMMUNICATIONS

# WALKING THE WALK: OUR DIVERSITY & INCLUSION CHARTER



UPDATED: APRIL 2023

# DIVERSITY & INCLUSION CHARTER

## WALKING THE WALK

**Our aim is to become a truly inclusive agency where the people we employ and the work we deliver draws on and reflects the full range of backgrounds and perspectives to be found in society. We aim to facilitate an agency culture where all aspire to, and achieve their full potential, on a level playing field, and to create an environment where everyone feels they belong.**

### OUR PEOPLE

#### 1. Recruitment and On-boarding

We have a recruitment and on-boarding process which supports diversity and fairness. Examples of this include:

- We advertise all positions
- All involved in the recruitment process take unconscious bias training
- We explicitly request a diverse selection of candidates when using a recruitment consultancy
- We score our candidates when short listing, against a clear scorecard
- We explicitly ask ourselves “what difference does this candidate bring that will enhance our agency?”
- We discuss the candidates needs with them during the recruitment process and actively encourage the candidate to be themselves
- Our recruitment panel is made up with consideration to diversity
- We do not require specific educational qualifications for our positions e.g. a degree
- Onboarding takes into account an individual’s needs e.g. meetings in person / zoom, times and length of meetings, personal family responsibilities e.g. school drop off, elderly care provider etc. This supports the individual who may also have a hidden disability, to not have to share this disability immediately.

#### 2. Inclusion Champion

We have an appointed Inclusion champion whose remit is to lead change, challenge, educate and innovate. However everyone is accountable for creating a safe and inclusive working environment.

#### 3. Welcoming and celebrating difference in our team

We actively encourage everyone to shape and enrich our agency culture using their personal lived experiences should they wish to. Some examples of this include:

- Leading a full team Outside-In, connecting our work to the real world
- Delivering team #RiotSkills sessions, sharing individual skills / experience
- Identifying specific cultural knowledge gaps with line managers and requesting training. This could be formal training e.g. an online course in understanding protected characteristics, or something more holistic e.g. a trip to a cultural experience like The Windrush Generation Legacy Association exhibition or a gender pronouns session led by Crayola The Queen.
- Team-led socials.

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### OUR PEOPLE

#### 4. Respect for all

In line with our agency values, all colleagues treat one another with dignity and respect. Our [Employee Handbook](#) sets out the standards of behaviour we expect.

Line managers will be trained to facilitate open discussions regarding inclusion in 1-1s. Such training will be an on-going process.

#### 5. Wellbeing for all

We are committed to providing our employees with a healthy work-life balance. We recognise that achieving that sense of balance is a very personal thing; it is about choice and flexibility. We provide a range of support for employees to create an environment where everyone has the opportunity to flourish, including:

- Flexible working
- [Menopause policy](#)
- Career development plans
- Home-working equipment set-up
- Regular line-management meetings
- We have three trained mental health first-aiders in our team
- An [Employee Assistance Programme](#) which provides information and support on a range of topics, from physical/mental health to finance, childcare and counselling.

(Our counselling service is a free, confidential service available to all our employees and their families online and on the phone 24/7.)

- Free snacks and drinks in the workplace
- Our Director Katy is part of a team working with PR Week on a Mental Health Charter for the PR industry

### OUR CLIENTS & SUPPLIERS

#### 1. Clients

We actively look to work with a diverse range of clients, reflecting the experience of wider society.

We ask our clients to commit to following us in our D&I standards at the point of signing a [Services Agreement](#).

We request to see new clients' D&I policies ahead of signing contracts and if they do not have one, encourage them to have one in place.

#### 2. Suppliers

Riot works to create mutually beneficial business relationships with diverse suppliers that strengthen the communities in which we operate. We are committed to developing mutually beneficial relationships with small, minority-owned, women-owned, disadvantaged/disabled, and LGBTQIA business enterprises. Further details can be found in our [Supplier Diversity Policy](#).

# DIVERSITY & INCLUSION CHARTER

## WE WALK THE WALK

### MEASUREMENT

How do we monitor our progress and ensure impact? We have put in place a number of measurement tools to ensure we can deliver on the aims of our Inclusion charter.

- Representation and retention of, staff at all levels
- Consistent evidence of processes in place for suppliers and clients
- Evidence of D&I in our campaign work
- Evidence of D&I actively flowing through our company culture
- Evidence of staff D&I surveys taking place & actions implemented as a result
- Evidence of relevant targeted training conventional and nonconventional
- Analysis / report of the impact of the charter across all areas of the business. This task is shared between Directors and Diversity Champion and reported
- Monitor BME statistics to demonstrate improvement in racial representation
- Evidence development and maturity of D&I commitment
- Review, challenge and adjust charter to incorporate new elements of monitoring as they become relevant e.g. gender/ethnic pay gap analysis.
- Retain Blueprint status
- Continue to work with and use the metric set by Investors in People

