

RIOT COMMUNICATIONS

WALKING THE WALK: OUR DIVERSITY & INCLUSION CHARTER

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 Onboarding

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

- We advertise all positions
- We explicitly request a diverse selection of candidates
- We score interviewees 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 / remotely, times and length of meetings, personal family responsibilities e.g. school drop-off, care provision. This supports the individual who may also have a hidden disability, to not have to share this disability immediately.

2. EDI Lead

We have an EDI Lead whose remit is to drive change, challenge, educate and innovate, both within Riot and the wider Splendid Collective. However, everyone within the Riot team 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
- Delivering Round Table sessions, exploring protected characteristics through the lens of culture and entertainment
- 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 a theatre production of Noughts & Crosses.
- Team-led social activities.

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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 are trained to facilitate open discussions regarding inclusion in 1-1s. External training in Inclusive Line Management has been provided by Quansah Consulting.

5. Wellbeing for all

We are committed to providing our employees with a healthy work-life balance and recognise that achieving a 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, including core hours
- Bank Holiday exchange policy for religious celebration days
- Positive workplace policy
- Menopause policy
- Six-monthly SMART goals that drive career development
- Home-working equipment set-up
- Regular line management meetings
- Designated mental health first-aiders
- 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)

- Access to a specialist therapist, trainer and coach
- Free snacks and drinks in the workplace

OUR CLIENTS & SUPPLIERS

1. Clients

Our Client Services Agreements contain a section on our values and behaviours, including our DEI commitments and the responsibilities of our clients.

We encourage all our clients to put DEI at the heart of their business and support them in doing so.

We commit to delivering one pro-bono campaign per year, specifically with the goal of increasing inclusivity and access to the arts, culture and entertainment world that we work in.

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.

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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 surveys taking place & actions implemented as a result
- Evidence of relevant targeted training conventional and nonconventional
- Monitor BME statistics, alongside broader diversity data, to demonstrate improvement in racial representation
- Evidence development and maturity of D&I commitment
- Retained Blueprint status

