

Equality Diversity & Inclusion Action Plan

August 2021 – July 2024

We're a social enterprise. Our social purpose is to enable people from diverse, backgrounds & experiences get into creative, digital & marketing roles.

Our policy recognises the principle of equality of treatment & opportunity and the rights of everyone to those. You can read our policy [here](#).

Our 2021-24 Business Plan has an Equality, Diversity & Inclusion Action Plan. There is still significant under-representation of people from some backgrounds, experiences or abilities in creative, digital & marketing roles. We're working with partners over the next three years to increase the number of people in training & apprenticeships who:

- Are from working class backgrounds identified through postcode deprivation index data;
- Identify as Black-African, Black-British or Black-Caribbean or Mixed/Multiple Ethnic Groups Background;
- Have Special Educational Needs including those on the autism spectrum.

Objectives	2021-22	2022-23	2023-24

<p>Team & Board</p> <p>Increase Team and Board members so:</p> <p>50% of both live in postcodes in 30% most deprived areas.</p> <p>30% are from non-white backgrounds.</p> <p>10% have learning barrier / disability or have neuro-linguistic differences.</p>	<p>Audit of Team & Board. Produce plan to increase representation in each of the three focus areas.</p> <p>Refresh Board membership through a skills audit and a targeted approach in recruitment to fill those skills gaps with a diverse membership both in ethnicity and age.</p> <p>Advertise Kickstart Content Production Vacancy through:</p> <ul style="list-style-type: none"> *Phoenix *DATS TV *TAG *Research other advertising channels 		
<p>Increase learners & apprentices from lower socio-economic / working class backgrounds</p>	<p>Audit postcodes of all 2020/21 apprentices and all applicants in July / August 2021. Map against index of deprivation.</p> <p>Promote vacancies in urban areas to very specific geographical areas.</p> <p>Develop a list of 10 schools / colleges and develop links with Careers advisors in those schools and offer to run careers education sessions with students.</p>		

<p>Increase learners & apprentices who identify as Black-African, Black-British or Black-Caribbean or Mixed/ Multiple Ethnic Groups Background;</p>	<p>Recruit a paid ambassador to promote training and apprenticeship opportunities in a focus of group of schools, colleges and community groups in North West Birmingham.</p> <p>Develop a list of organisations through which to promote vacancies and allocate a budget of £1000 / quarter to see what impact that is making.</p> <p>Recruit a former apprentice onto the board and to be an ambassador on social media.</p>		
<p>Increase learners & apprentices who have Special Educational Needs including those on the autism spectrum.</p>	<p>Establish a working group within the company to look at how we best improve our service delivery for these learners and apprentices.</p> <p>Work with Birmingham Education Partnerships and Open Theatre to explore how to develop Inclusive Apprenticeships in this sector.</p> <p>Promote our opportunities to Autism West Midlands and develop a resource of other channels.</p>		

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