RED KETTLE MEDIA LTD

Working as One

Our equality, diversity and inclusion policy

Policy owner	Suzanne Sexton, Founder and Managing Director
HR lead	Jane Stevens
Effective from	July 2026
Next review	July 2027

1. Our commitment

At Red Kettle Media we believe that a diverse, inclusive team does better work. Different backgrounds, experiences and ideas help us understand the audiences we reach for our clients and create campaigns that speak to everyone.

We are committed to equality of opportunity and to an environment where everyone is treated with dignity and respect. We will not tolerate discrimination, harassment, bullying or victimisation of any kind.

2. Who this policy covers

This policy applies to everyone who works with us: employees, freelancers, job applicants, clients, suppliers and visitors. It covers every part of working life, from recruitment and pay to training, promotion and leaving the business.

3. Protected characteristics

We will not discriminate on the grounds of any characteristic protected by the Equality Act 2010:

- age
- disability
- gender reassignment
- marriage and civil partnership
- pregnancy and maternity
- race, including colour, nationality and ethnic or national origin
- religion or belief
- sex
- sexual orientation

We also aim to treat people fairly regardless of socio-economic background, caring responsibilities, neurodiversity or learning difference.

4. Responsibilities

- **Managing Director:** Suzanne Sexton is responsible for this policy and for leading an inclusive culture.

- **HR lead:** Jane Stevens makes sure the policy is applied fairly, handles concerns and complaints, and arranges training.
- **Everyone:** all staff and freelancers are expected to treat others with respect, follow this policy and challenge or report behaviour that goes against it.

5. How we put it into practice

Recruitment and progression

- Job adverts use inclusive language and focus on the skills the role genuinely needs.
- Selection is based on merit, using consistent and fair criteria.
- We make reasonable adjustments for candidates and employees with disabilities or long-term health conditions.
- Training and promotion opportunities are open to everyone, and decisions are explained clearly.

Flexible and family-friendly working

Many of our team balance work with family and caring responsibilities. We offer flexible and hybrid working wherever the role allows, and we support staff through pregnancy, maternity, paternity, shared parental leave and caring responsibilities.

Fair pay

We pay people fairly for the work they do and check pay decisions for consistency.

Training

All staff receive equality and inclusion training at induction, including awareness of unconscious bias, with refreshers when needed.

Inclusive campaigns

Our work reaches the public, so inclusion matters in what we produce as well as how we work. When planning campaigns, we:

- plan media that reaches all relevant communities, not just the easiest audiences to reach;
- advise clients on representative, non-stereotypical creative;
- consider accessibility, such as subtitles on video and clear, readable formats.

Suppliers

We expect the suppliers and partners we work with to share our commitment to fair treatment and to comply with equality law.

6. Raising a concern

Anyone who feels they have been discriminated against, harassed or bullied, or who has seen it happen, should speak to their line manager, Jane Stevens or Suzanne Sexton. Concerns can also be raised formally through our grievance procedure.

All concerns are taken seriously, dealt with promptly and handled as confidentially as possible. No one will be treated less favourably for raising a concern in good faith.

7. Monitoring and review

We review this policy every year. As part of the review we look at feedback from staff, any concerns raised and how they were resolved, and whether our recruitment and progression decisions have been fair. We judge success not just by the number of complaints, but by how satisfied people are with how their concern was handled.