



DEI Charter





DEI CHARTER

This Charter is built on the following principles for an inclusive workplace:

- Everyone should feel **they belong**
- Everyone should have the **opportunity to thrive**
- We should all treat others **fairly and inclusively**
- Discrimination and bias should be **challenged**
- Inclusion is at the heart of **great leadership**

WHAT IS DEI?

DIVERSITY is the presence of a wide range of human qualities and attributes, both visible and invisible within a group, organisation, or society.

EQUITY recognises that each person has different circumstances, varying access to resources and privileges and allocates the exact resources and opportunities needed to reach an equal outcome (equality).

INCLUSION is creating an environment where people have both the feeling and reality of belonging and given the opportunity to achieve their full potential.



OUR VISION

At Showcase we are committed to fostering a diverse, equitable and inclusive environment. We believe every person has unique contributions to make to each other and to the wider community. We value diversity and seek multiple perspectives, listening to others with an open mind. We respect and include people with different backgrounds, life experiences, world views and expertise, because it's right and because it makes us stronger. We promote positive change, seeking to manage difference productively, educate ourselves and others and advocate for equality and inclusion.



COMMITMENT

Leadership Team

- Actively support and promote diversity and inclusion, ensuring that all our employees are valued and treated with dignity and respect.
- Strive continually to provide employees with a working environment that is free from all forms of discrimination.
- Ensure that managers work in partnership with employees to create and sustain an inclusive working environment where everyone's unique contribution is valued.
- Ensure that decisions affecting employment, training, promotion and career development are based on an individual's ability.
- Regularly review the policy and its practical application and continue to make any updates towards identifying and eliminating any potentially discriminatory practices.
- Provide employees and managers with the appropriate information and training on diversity and inclusion in the workplace.
- Make adjustments to meet the needs of disabled employees, visitors and clients where reasonable and practical.
- Ensure all internal publications and material reflect, in the language and images, the diversity of our employees and clients.

Employees

- Familiarise themselves with our DEI policies and act in accordance with Showcase's commitment to diversity and inclusion at all times.
- Not discriminate in any way against colleagues and others they have contact with as part of their work with the company.
- Treat everyone with respect and help create an environment that is free from all forms of discrimination and/or harassment.
- Be sensitive to the potential impact of their behaviour on colleagues, clients, visitors, suppliers and contractors.
- Work in partnership with managers to create and sustain an inclusive working environment, in which everyone's unique contribution is valued.
- Co-operate with managers to eliminate any discriminatory practices and/or harassment that may be identified.





WORKSHOPS & TRAINING

Showcase is committed to creating ongoing training for all staff and will offer workshops to cover all areas of DEI within the workspace. These sessions are designed to mitigate biased or unfair behaviour, cultivate awareness, empathy and empower a diverse workforce.

Types of DEI training that we intend to offer:

- **Common ground** training is based on finding similar priorities, values and goals to help align colleagues and get everyone on the same path forward.
- **Facilitated conversation** training creates an open space for less vocal employees to be heard, issues to be brought up, concerns voiced, and feedback given.
- **Cultural sensitivity** training helps members of a dominant group at our organisation to understand how to be better and empathise with colleagues of under-represented cultures, backgrounds or identities.
- **Unconscious bias** training aims to uncover and identify the subconscious ways in which we engage in biased or oppressive behaviours and practices.
- **Accommodation** training empowers diverse employees to advocate for how they can be better accommodated in the workplace. It allows employees with different physical, environmental, or religious needs to drive the creation of spaces in which they feel comfortable and safe.
- **Inclusive management** training helps managers to recognise discriminatory or oppressive management practices and “dismantle biased systems” within the workplace.
- **Community engagement** training goes beyond our internal organisation and encourages team members to look at how our business can serve the greater community through the lens of DEI.
- **Anti-oppression** is an advanced type of training that teaches employees how to go from ally to collaborator and take an active stance in supporting and uplifting their colleagues. This type of training frequently covers subjects such as anti-racism, anti-sexism, anti-transphobia and more.



MEASURING DEI

Using DEI metrics to assess our efforts and then acting on the results and data, is key to ensuring we move closer towards our DEI mission.

Without a clear and concise way to track our DEI efforts, minimal progress is likely to be made and there will be a tendency to revert to old habits. Having DEI metrics does not automatically mean that we will know all the answers, but it will provide us with the foundation and building blocks to create a path towards our DEI goals. It's vital that we get these metrics right so that we can identify management bias, unconscious bias, fairness and justice in the workplace.

What are the key DEI metrics we intend to track?

- **Recruitment**
 - » Number of inquiries, applications, interviews & hires
 - » Employees perception of the company's efforts to hire diverse talent
 - » Cultivating sources of diverse talent
- **Retention**
 - » Actual retention numbers, including voluntary and involuntary departures
 - » Engagement survey results on employees' morale and intent to stay with the company
 - » Engagement survey results on employees' well-being
- **Promotions**
 - » Percentage of promotions
 - » Diversity in succession plans
- **Representation**
 - » Percentage by level
 - » Employees' perception of inclusion

*We intend to use the governments most recent 2021 census to categorise ethnicity groups in our measuring matrix. The list can be found by visiting the following link: <https://www.ethnicity-facts-figures.service.gov.uk/style-guide/ethnic-groups>





EMPLOYEE SURVEY

To create the path for us to achieve our DEI goal we need to understand where to concentrate our efforts on, areas that need improving, as well as areas that we are doing well at but need regular maintenance. An effective way to collect the necessary data is by way of a survey. The results of the survey will give us the information we need create a road map and identify critical key areas that need improving.

Here is an example of the survey which will be anonymous and confidential.



OVERALL DIVERSITY, EQUALITY AND INCLUSION CULTURE	1	2	3	4	5	NO COMMENT
Management shows that diversity is important through its actions						
The Company respects individuals and values their differences						
The leadership team encourages diversity						
The company is committed to improving DEI						
The leadership team treats all employees fairly						
The company creates a workspace that allows all employees to be themselves at work without fear						
Within this company, employees appreciate others whose backgrounds, beliefs and experiences are different from their own						
Comments or suggestions:						

Strongly disagree (1) Disagree (2) Neutral (3) Agree (4) Strongly Agree (5)



DEI PARTNERS

Diversity Alliance is a leading equity, diversity and inclusion practice specifically for the events and hospitality industries. The team and its founder have extensive experience in DEI across all sectors and themes from equality impact assessments to de-biasing recruitment practices, inclusive leadership training, allyship and the practicalities of designing inclusive and accessible events. The team has worked with multiple event agencies and venues as well as organisations ranging from the United Nations to the Metropolitan Police and Disney. Diversity Alliance's director, Gabby, is an events industry DEI trailblazer with specific DEI knowledge in the sector as a former event professional.

"As a company we understand the unique dynamics, challenges, and opportunities our clients face, we have been and continue to support the events industry to become more diverse, accessible, equitable and inclusive. Not just through our training and consultancy, but also through community partnerships and initiatives that address the talent pipeline."

DIVERSITY ALLIANCE®



To find out more about Diversity Alliance you can visit their website at www.diversityalliance.co.uk





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