

Diversity & Inclusion at Playtime PR

Since 2014, our agency business model has been based on 100% flexibility, and historically our entire team was formed of independent, super-experienced senior PR consultants. As we continue to grow, in 2021 we began evolving our model to be a truer hybrid, comprising of both employed and independent consultants. Keeping flexibility at its heart, our agency's mission is to become a truly inclusive business where our people (whether employed or independent) and campaigns mirror the broad range of audiences we serve, and the full spectrum of perspectives found in UK society. Our founding principles are rooted in ensuring we offer a flexible, adaptable working solution to keep excellent PR professionals in the industry, and we have succeeded in creating a team diverse in many areas such as geographical locations, class backgrounds and age. We know we still have work to do and we are committed to growing the diversity of our business, which is why we're publishing this statement and taking steps to ensure we attract even more diverse talent to our team in the future.

Playtime's Policy

We're committed to eliminating bias and discrimination, and encouraging equality, diversity and inclusion on our team.

This policy has been created and published to ensure we provide equality for all in our employment; to ensure we do not unlawfully discriminate against the Protected Characteristics of the Equality Act 2010 (detailed below); and to establish our commitment to avoiding and opposing all forms of unlawful discrimination.

Recruitment

Whether recruiting for freelance or employed positions, considering staff promotions or opportunities to work on specific brands and campaigns, Playtime is committed to promoting equal opportunities. We will not discriminate based on any Protected Characteristics, listed below, and all applicants will receive equal treatment regardless of their:

- a) Age
- b) Disability
- c) Gender reassignment
- d) Marital or civil partnership status
- e) Pregnancy or maternity
- f) Race (including colour, ethnic/national origin)
- g) Religion or belief
- h) Sex
- i) Sexual orientation



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In addition, Playtime does not discriminate based on class background, education level, neurodiversity, UK-geographic location, or accent.

Playtime ensures all job vacancies are published on multiple platforms to reach diverse audiences. These opportunities will be realistic and without bias, with baseline experience and criteria listed. Each candidate meeting the criteria will be given an interview. All candidates will be given detailed feedback. We do not currently work with recruiters, however if we ever do, we will only work with those who are similarly committed to diversity and inclusion, and who will guarantee a Black, Asian, Mixed Race or Ethnic Minority candidate on every shortlist.

In seeking to create a psychologically safe environment for all members of the Playtime team, whether employees or independent consultants, we are committed to ensuring that everyone we work with – including clients, suppliers and third party agencies – is aware of our zero tolerance stance on bullying, harassment, victimisation, unlawful discrimination and disrespect. We will actively call-out behaviour and actions that go against our values and will take steps to ensure our team, clients and suppliers are not subject to such behaviour – these steps may include but are not limited to disciplinary action, termination of contracts and resigning unsuitable clients.

Our Promises

Playtime is committed to:

- Providing compulsory equality, diversity and inclusion training and bias training for all employed staff every year, to ensure they conduct themselves in a manner which will prevent bullying, harassment and unlawful discrimination whilst facilitating Playtime's provision of equal opportunities
- Communicating our diversity and inclusion policy to all independent consultants working with Playtime PR, as well as clients, suppliers and other third parties
- Taking all complaints of bullying, harassment, victimisation and unlawful discrimination by anyone in the course of Playtime's work extremely seriously – any acts will be dealt with as misconduct under our disciplinary procedures
- Making all resourcing decisions based on merit
- Annually surveying staff to measure sentiment and gather feedback around inclusivity within the agency, to help inform our future strategy and growth in diversity
- Ensuring our social events are inclusive and accessible for the whole team. Our work-from-anywhere policy means our team is naturally very widely geographically spread across the UK, so we will continue ensuring that social, bonding and team-building opportunities are held in diverse locations across the country to ensure accessibility to all
- Continually reviewing and maintaining our pay structures to ensure there is no ethnic or gender pay gap
- Endeavoring to create campaigns that are positive, inclusive and designed to engage a variety of diverse audiences
- Proactively counselling our toy industry clients whose product ranges could do better in terms of

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representation and diversity

Longer term, we are committed to the following intentions:

- Though we're not eligible to apply for The Blueprint kitemark due to our business model, we'll use their 23 commitments as a guide to ensure we're shaping Playtime in the best way possible in terms of our commitment to diversity, inclusion and equality, and are holding ourselves accountable
- In 2022, we committed to the UN Global Compact's Ten Principles for Human Rights, Labour, Environment and Anti-Corruption and will report on our progress annually as part of this commitment once we have been accepted (6-12month application process – currently still ongoing)
- We are working to formalise our Code of Conduct which will reinforce our commitment to diversity, inclusion and equality

Playtime