



Insite Marketing Solutions Ltd Equality and Diversity Policy.

2nd Feb 2024

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1. PURPOSE

- 1.1 Insite Marketing Solutions Ltd is committed to promoting equality and diversity and promoting a culture that actively values difference and recognises that people from different backgrounds and experiences can bring valuable insights to the workplace and enhance the way we work. Insite Marketing Solutions Ltd aims to be an inclusive organisation, where diversity is valued, respected and built upon, with ability to recruit and retain a diverse workforce that reflects the communities it serves. Within this framework Insite Marketing Solutions Ltd specifically refers to measures it has in place to provide equality of opportunity and the facilities that it can provide to its diverse workforce and job applicants.
- 1.2 Insite Marketing Solutions Ltd is also committed to compliance with relevant equality legislation, the Equality Act 2010, Codes of Practice and relevant best practice guidance. This policy pursues and builds on the statutory position to ensure effective policies and practice of promoting equality.
- 1.3 Insite Marketing Solutions Ltd aims to pro-actively tackle discrimination or disadvantage and aims to ensure that no individual or group is directly or indirectly discriminated against for any reason with regard to employment or accessing its services.
- 1.4 However, Insite Marketing Solutions Ltd is also mindful of the provision in discrimination law for the rare circumstances when an organisation may need to justify discrimination rather than have a disproportionate effect. This could be, for instance, where there is a conflict with other legislation that Insite Marketing Solutions Ltd has to comply with or between service needs. In such circumstances Insite Marketing Solutions Ltd is committed to following the required proper assessment and objective justification of any decision in order to demonstrate that the provision, criterion or practice is a proportionate means of achieving a legitimate aim.

2. THE DEFINITION OF EQUALITY AND DIVERSITY

- 2.1 Equality can be described as breaking down barriers, eliminating discrimination and ensuring equal opportunity and access for all groups both in employment, and to goods and services; the basis of which is supported and protected by legislation.
- 2.2 Diversity can be described as celebrating differences and valuing everyone. Each person is an individual with visible and non-visible differences and by respecting this everyone can feel valued for their contributions which is beneficial not only for the individual but for Insite Marketing Solutions Ltd.
- 2.3 Equality and Diversity are not inter-changeable but inter-dependent. There can be no equality of opportunity if difference is not valued and harnessed and taken account of.

3. SCOPE

- 3.1 This policy applies to direct employees of Insite Marketing Solutions Ltd workers (engaged through, or by, an employment agency or bureau and supplied to Insite Marketing Solutions Ltd on a temporary basis), and all job applicants regarding recruitment.
- 3.2 Where Insite Marketing Solutions Ltd services are provided by external contractors or third parties on the basis of a specification set by Insite Marketing Solutions Ltd these contractors or third parties are responsible for adhering to the Insite Marketing Solutions Ltd Equality and Diversity Policy whilst providing services on behalf of Insite Marketing Solutions Ltd.
- 3.3 This policy applies also to sub-contractors. Insite Marketing Solutions Ltd will monitor the performance of contractors and/or third parties and take all necessary steps to ensure good performance and compliance with appropriate behaviours. However, if any issues become apparent with regards to diversity or equality in relation to any contractor or third party, these will be taken very seriously by Insite Marketing Solutions Ltd and raised in the strongest terms as appropriate with the contractor or third party.

4. POLICY STATEMENT

- 4.1 Insite Marketing Solutions is committed to ensuring:
- that existing members of staff, job applicants, or workers are treated fairly in an environment which is free from any form of discrimination with regard to nine of the protected characteristics as outlined by the Equality Act 2010 which are:
 - age;
 - disability;
 - gender reassignment;
 - marriage and civil partnership;
 - pregnancy and maternity;
 - race (includes colour, nationality and ethnic origins);
 - religion and or belief;
 - sex;
 - sexual orientation;

In addition, existing members of staff, job applicants, or workers are treated fairly in an environment which is free from any form of discrimination with regard to: caring responsibilities, socio-economic background, part-time employment, membership or non-membership of a trade union or spent convictions.

- all employment-related policies, practices and procedures are applied impartially and objectively;
- equality of opportunity to all and to provide staff with the opportunity to develop and realise their full potential;
- that Insite Marketing Solutions Ltd works towards achieving a diverse workforce at all levels

- that employees of Insite Marketing Solutions Ltd can work in an atmosphere of dignity and respect.

- 4.2 The Equality and Diversity policy provides a clear framework for translating our commitment into action. It outlines the responsibilities of the Owner, managers and individuals to comply with the Equality Act 2010.
- 4.3 Insite Marketing Solutions Ltd will not tolerate processes, attitudes and behaviour that amounts to direct discrimination, associative discrimination, discrimination by perception, indirect discrimination including harassment (harassment by a third party), victimisation and bullying through prejudice, ignorance, thoughtlessness and stereotyping. See Section 11 and Appendix I below for further explanation of these concepts.
- 4.4 Insite Marketing Solutions Ltd recognises the importance of monitoring, reviewing and reporting on its equality and diversity policy and practice and to measure progress in meeting our policy statement. (see Section 8)

5. PRACTICAL SUPPORT FOR A DIVERSE WORKFORCE

- 5.1 As an employer committed to diversity and equality Insite Marketing Solutions Ltd recognises its success depends on creating a working environment which supports the diverse make-up of its staff with supporting policies and procedures to create a framework of assistance. (See appendix II for sources of assistance for disabled employees)

6. WORK/LIFE BALANCE

- 6.1 Insite Marketing Solutions Ltd is committed to acknowledging that employees will have commitments outside work, irrespective of whether these are caring responsibilities. Thus Insite Marketing Solutions Ltd is committed to helping its employees fulfil their potential at work whilst finding the right work/life balance by offering a Flexible Working Hours Scheme and opportunities to job share where appropriate.
- 6.2 Insite Marketing Solutions Ltd aims to improve the working lives of its employees by having a framework of policies such as the Statutory Right to Request Flexible Working, Special Leave to help with caring responsibilities and domestic emergencies and Career Breaks.
- 6.3 Insite Marketing Solutions Ltd is committed to supporting employees with family commitments such as offering family-friendly initiatives as a flexible way to meet childcare costs.

7. POLICIES

- 7.1 All Insite Marketing Solutions Ltd policies, the performance management process, remuneration opportunities, and hours of work, are designed to promote equal opportunity and ensure protection against discrimination for all employees.

8. REVIEW AND MONITORING

- 8.1 Insite Marketing Solutions Ltd undertakes monitoring that not only meets statutory requirements but also aims for best practice. This is used to inform and improve our employment practices. If through monitoring any discrimination is identified Insite Marketing Solutions Ltd will take corrective action to eliminate it.
- 8.2 The monitoring of Insite Marketing Solutions Ltd's workforce is produced across all areas of employment practice.
- 8.3 Such monitoring will be carried out using appropriate statistical analysis, and would normally deal with areas such as race, disability, gender, and age and ensure compliance with legislation.
- 8.4 In addition, a Staff Survey may be conducted in order to gain the views of all employees and includes a section on diversity and the working environment. Insite Marketing Solutions Ltd will use the information from the Staff Survey to measure its record on meeting our equality and diversity policy aims.

9. TRAINING

- 9.1 Insite Marketing Solutions Ltd is committed to ensuring its staff and managers are trained in equality and diversity and aims to ensure that adequate training is provided so that managers are able to operate this policy. Examples include specific training on race, gender, gender identity, disability, sexuality, age and religion or belief, in accordance with the requirements of the law and good practice.
- 9.2 Diversity and equality forms an integral part of Insite Marketing Solutions Ltd induction package. Managers are to ensure that all new entrants are made aware of our Equality and Diversity Policy.

10. COMMUNICATION

- 10.1 The Equality and Diversity policy is available to all employees in the main Policies Folder in the office and on our external website. Please contact our Sustainability, Communications and Wellness Manager if you require a copy in an alternative format.
- 10.2 The details of this policy will be proactively communicated and promoted to all current staff and new starters.

11. DISCRIMINATION

- 11.1 Discrimination may take seven main forms and is defined in law along with the protective characteristics associated with each provision as listed below:
 - **Direct discrimination** occurs when someone is treated less favourably than another person because of a protected characteristic. Relevant protected characteristics include age, disability, gender reassignment, race, religion or belief, sex, sexual orientation, marriage & civil partnership, pregnancy and maternity. For example, a manager does not

select a pregnant woman for promotion even though they meet all of the competencies because they are pregnant. This is probably direct discrimination and cannot be justified.

- **Associative discrimination** occurs when someone discriminates against someone because they associate with another person who possesses a protected characteristic. Relevant protected characteristics include age, disability, gender reassignment, race, religion or belief, sex, sexual orientation. An example of this is when a manager does not give a job-applicant the role, even though they have met all of the competencies for the role, just because the applicant tells the employer they have a disabled partner. This is probably associative discrimination because of disability by association.
- **Discrimination by perception** occurs when someone discriminates against an individual because they think they possess a particular protected characteristic. It applies even if the person does not actually possess that characteristic. Relevant protected characteristics include age, disability, gender reassignment, race, religion or belief, sex, sexual orientation. An example of this is when a manager selects a person for redundancy because they incorrectly think they have a progressive condition (i.e. that they are a disabled person). This is probably discrimination by perception because they believe the individual is disabled.
- **Indirect discrimination** occurs when a seemingly neutral provision, criterion or practice that applies to everyone places a group who share a characteristic e.g. type of disability at a particular disadvantage. Indirect discrimination may be justified if it can be shown that the provision, criterion or practice is a proportionate means of achieving a legitimate aim. An example of this is when an employer decides to apply a “no hats or headgear” rule to staff. If this rule is applied in exactly the same way to every member of staff, then staff who may cover their heads as part of their religion or cultural background (such as Sikhs, Jews, Muslims and Rastafarians) will not be able to meet this requirement of the dress code and may face disciplinary action as a result. Unless the employer can objectively justify using the rule, this will be indirect discrimination. Relevant protected characteristics include age, marriage and civil partnership, race, religion or belief, sex and sexual orientation. In addition, the Act extends protection against unjustified indirect discrimination to gender reassignment and disability.
- **Combined discrimination: Dual characteristics** occurs when someone is treated less favourably because of a combination of two relevant protected characteristics. This means that it will be possible for an applicant to claim that they have been treated less favourably not just because of their race but also because of their gender. For example, because the individual is an Asian woman. Relevant protected characteristics include age, disability, gender reassignment, race, religion or belief, sex and sexual orientation. (At present this new concept has not been implemented).
- **Discrimination arising from disability: Detriment arising from a disability arises when you treat a disabled person unfavourably because of something connected with their disability.** This type of discrimination is unlawful where the employer or other person acting for the employer knows, or could reasonably be expected to know, that the person had a disability. This type of discrimination is only lawful if the

action can be justified and the employer can show that is a proportionate means of achieving a legitimate aim. An example of this when an employer imposes a “no beards” rule as a part of a dress code and tells staff they will be disciplined if they do not comply. The employee is a disabled person who has a skin condition which makes shaving very painful. They have been treated unfavourably (threat of disciplinary action) because of something arising from their disability (their inability to shave). Unless the employer can objectively justify the requirement, this may be a detriment arising from a disability. It may also be a failure to make a reasonable adjustment.

- **Gender reassignment discrimination:** Occurs when a person is treated less favourably in relation to absence that is because of gender reassignment. This is whether they are proposing to undergo, are undergoing or have undergone part or all of the process, rather than because of sickness or injury, or whether the person’s absence was for some other reason and it is not reasonable for the person to be treated less favourably.

- **Pregnancy and maternity discrimination;** is where a person discriminates against a woman and they are treated unfavourably because of pregnancy.
This applies to:
 - Women who have given birth and were discriminated against in the period of 26 weeks beginning with the day she gives birth.
 - Women who are treated unfavourably because they are breast-feeding.
 - Women who have given birth to a deceased child (more than 24 weeks of pregnancy having passed.)
 - Women who are treated less favourably in pregnancy because of illness suffered as a result,
 - Women who are on compulsory maternity leave,
 - Women who seek to exercise, has exercised or sought to exercise the right to ordinary maternity leave

- **Victimisation** occurs when an individual employee is treated unfavourably, disadvantaged or subjected to a detriment because they have made or supported a complaint of discrimination or raised a grievance under the Equality Act, this policy or the Dignity and Respect at Work policy or because they are suspected of doing so. (However, an employee is not protected from victimisation if they have maliciously made or supported an untrue complaint). An example, of this is when an employee requests to work flexibly and their manager refuses their request because they supported a colleague in a complaint of discrimination.

Third party harassment occurs when an employee is harassed by someone who does not work for the employing organisation such as a customer, visitors, client, contractor or visitors from another organisation. The employer will become legally responsible if they know an employee has been harassed on two or more occasions by someone and it may also be different individuals each time and fails to take reasonable steps to protect the employee from further harassment.

- 11.2 **For definitions of ‘disability’, ‘harassment’, ‘bullying’, ‘positive action’, and ‘vicarious liability’ see Appendix I**

12. COMPLAINTS OF DISCRIMINATION

- 12.1 Insite Marketing Solutions Ltd takes all claims of discrimination very seriously and will take appropriate action against those concerned. Discrimination occurs when someone directly or indirectly treats a person or a group of people unfavourably because of a protected characteristic of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation. This covers all behaviour including remarks and insinuation, both verbal and non-verbal, which cause offence.
- 12.2 Any member of staff who is subject to harassment, bullying or discrimination is encouraged to refer to Insite Marketing Solutions Ltd's employee handbook on Dignity and Respect at Work. This provides details of the steps that can be taken to deal with such an issue.
- 12.3 If a worker (engaged through, or by, an employment agency or bureau) considers they have been discriminated against they should raise their complaint directly with their employer.

13. PEOPLE STRATEGY AND CORPORATE SOCIAL RESPONSIBILITY

- 13.1 Insite Marketing Solutions Ltd aims to be an employer of choice and through its People Strategy aims to ensure its workforce are able to make a valuable contribution to the work of Insite Marketing Solutions Ltd whilst ensuring we support the health and well-being of the workforce.
- 13.2 One of Insite Marketing Solutions Ltd CSR aims is to improve the quality of life for our workforce, families and the local community.
- 13.3 Where appropriate, Insite Marketing Solutions Ltd actively encourages its employees to participate in local voluntary initiatives and may provide further support to initiatives, which encourage social inclusion in Insite Marketing Solutions Ltd local communities. This may involve, for example, employees acting as mentors to local school children and volunteering opportunities.

14. RESPONSIBILITY

- 14.1 All staff have a responsibility to guard against any form of discrimination and avoid any action which goes against the spirit of this policy. Thus staff at all levels must ensure that there is no discrimination in any of their decisions or behaviour. This includes the provision that all staff must:
- report any suspected discriminatory acts or practices;
 - not induce or attempt to induce others to practice unlawful discrimination;
 - co-operate with any measures introduced to ensure equality of opportunity;

- not victimise anyone as a result of them having complained about, reported or provided evidence of discrimination;
- not harass, abuse or intimidate others.

14.2 However, whilst all staff have a collective responsibility to ensure this policy is successfully implemented, there are also specific responsibilities within this.

Insite's owner, Sustainability, Communications and Wellness Mgr and Management Team are responsible for:

- Providing leadership on the equality and diversity strategy and policy, acting as overall champions to ensure the policy is implemented;
- Communicating the strategy and policy, internally and externally;
- Strategic engagement with and accountable to employees and the public.

Managers at all levels are responsible for:

- Implementing the policy as part of their day-to day management of staff and in applying employment policies and practices in a fair and equitable way
- Ensuring equality and diversity issues are addressed in performance.
- Ensuring all staff act in accordance with the equality and diversity policy providing necessary support and direction;
- Effectively manage and deal promptly when investigating issues relating to potential discrimination, including those matters concerning members of the general public who visit Insite Marketing Solutions Ltd
- Ensuring all policy or service decisions that will change provisions, practices or policies and affect the workforce are Equality Impact Assessed as required.

Each employee is responsible for:

- Implementing the policy in their day-to-day work and their dealings with colleagues, readers and visitors
- Ensuring their behaviour is appropriate to the policy and that they treat people with respect and dignity;
- Not discriminating against other employees or service users;
- Notifying their line manager of any concerns with regard to the conduct of other employees, service users, the public or third parties.

Sustainability, Communications & Wellness Manager is responsible for:

- Developing employment policy and strategy on equality and diversity;
- Providing guidance to line managers and staff;
- Supporting managers in investigating issues relating to potential discrimination, including those matters concerning members of the general public who visit Insite Marketing Solutions Ltd
- Monitoring employment policies and practices;

- Championing the issues, internally and externally;
- Facilitating training and development initiatives on equality and diversity, both at corporate and directorate level.

14.3 **Non- Compliance with Policy** - Insite Marketing Solutions Ltd will not tolerate any behaviour from staff which breaches our equality and diversity policy. Any such breaches will be regarded as misconduct except for serious offences such as discrimination on protected grounds; serious offences including harassment, bullying, or victimisation will be treated as gross misconduct and may lead to disciplinary action including dismissal from employment without notice.

15. POLICY RESPONSIBILITY

15.1 The Sustainability, Communications and Wellness Manager has the responsibility for ensuring the maintenance, regular review and updating of this policy.

Signed:

A handwritten signature in blue ink, appearing to be 'Chris Berrisford', written in a cursive style.

Chris Berrisford, Owner

Date: 2/2/24

Issue 2

Review to made 2/2/25

APPENDIX 1 – GLOSSARY OF TERMS

Definition of Disability

The Disability Discrimination Act 1995 defines a disabled person as someone with “a physical or mental impairment, which has a substantial and long-term adverse effect on his ability to carry out normal day-to-day activities”

Harassment and Bullying

Harassment

Harassment is defined as someone who harasses a person

(1) A person (A) harasses another (B) if—

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(a) A engages in unwanted conduct related to a relevant protected characteristic, and

(b) the conduct has the purpose or effect of—

(i) violating B’s dignity, or

(ii) creating an intimidating, hostile, degrading, humiliating or offensive environment for B.

(2) A also harasses B if—

(a) A engages in unwanted conduct of a sexual nature, and

(b) the conduct has the purpose or effect referred to in subsection (1)(b).

(3) A also harasses B if—

(a) A or another person engages in unwanted conduct of a sexual nature or that is related to gender reassignment or sex,

(b) the conduct has the purpose or effect referred to in subsection (1)(b), and

(c) because of B’s rejection of or submission to the conduct, A treats B less favourably than A would treat B if B had not rejected or submitted to the conduct.

(4) In deciding whether conduct has the effect of harassment, the following must be taken into account—

(a) the perception of B;

(b) the other circumstances of the case;

(c) whether it is reasonable for the conduct to have that effect.

Harassment is unlawful under the grounds of race, ethnic or national origins, sex, marital status, disability, sexual orientation, gender reassignment status, religion or belief and age. This is behaviour of an intimidating or hostile nature. It can be directed at women and men, service users and staff. It is uninvited, unwelcome behaviour, which causes a degree of distress to the recipient. Particular actions or behaviour could be seen as harassment even if not aimed directly at the recipient and not intentionally offensive. It should be remembered that **the impact** of the behaviour determines harassment and not **the intent**.

Bullying

There is no legal definition but Bullying may be characterised as offensive, intimidating, malicious or insulting behaviour, an abuse or misuse of power through means intended to undermine, humiliate, denigrate or injure the recipient. This is behaviour which is not necessarily based on a difference of race or gender or any other equality strand. Bullying involves belittling or intimidation of an individual and may arise from the misuse of managerial status or as a result of certain physical and

mental characteristics. Bullying may also constitute harassment under this policy and be unlawful under employment equality regulations.

Positive action

Positive action describes measures targeted at a particular group that are intended to redress past discrimination or to offset the disadvantages arising from existing attitudes, behaviours and structures. e.g. the provision of training/ targeted advertising and recruitment literature for people of a particular racial group, or either sex, who have been under-represented in certain occupations or grades Positive action should not be confused with positive discrimination (i.e. choosing people solely on the grounds of their gender or racial origin, regardless of their capabilities), which is illegal in the UK.

Vicarious Liability

This occurs when one person is liable for the negligent actions of another person, even though the first person was not directly responsible for the injury. For instance, an employer can be vicariously liable for the acts of a worker.

APPENDIX II – SOURCES OF ASSISTANCE FOR DISABLED EMPLOYEES

Insite Marketing Solutions Ltd can get help in employment matters from a variety of sources - including the Employment Service and voluntary organisations.

Access to Work

Access to Work is an Employment Service programme for disabled people that is managed by the Disability Employment Team in local Jobcentres plus offices. Access to Work provides practical help and advice, and financial assistance to enable employers to make the most of the talents and potential of disabled recruits and employees. Financial assistance may vary, but can be up to 80% of costs above, 300 for existing employees and up to 100% for recruits. Managers and disabled employees should liaise with their HR Business Partner or Advisor.

This programme can provide a range of assistance to disabled people:

- a communicator for people who are deaf or have impaired hearing;
- a part-time reader or assistant at work for people who are blind or have a visual impairment;
- a support worker to help the disabled person either at work or in getting to/ from work;
- alterations to premises or a working environment;
- adaptations to a car, or help towards taxi fares or other transport costs if the person cannot use public transport;
- supply of equipment or alterations to existing equipment dependant on specific needs e.g.
 - for people who are blind or partially sighted - special computer equipment, closed circuit TV, large print output devices, tape recorders, pocket memos, talking calculators, braille measuring devices;
 - for people who are deaf or hard of hearing - amplifiers, loud-speaking telephone amplifiers, text terminals;
 - for people with walking, standing or sitting problems - electrically powered wheelchairs with riser seats, stand-up and kerb mounting facilities;
 - for people with other physical disabilities or communication difficulties - electronic writing systems, special computer equipment or software, page turners, special chairs.

APPENDIX III – PRACTICAL SUPPORT FOR A DIVERSE WORKFORCE

Job design

Insite Marketing Solutions Ltd recognises the need to consider flexible working patterns such as job share and part-time working where a member of staff has a desire to change their working hours. These methods of working will be fully considered by line managers, in consultation with the owner where appropriate; business needs and/or resources will also be a relevant consideration.

APPENDIX IV - PERFORMANCE MANAGEMENT AND STAFF WITH A DISABILITY

Staff with disabilities should be appraised on the basis of their performance in the job in the same way as other staff. Line managers should guard against making assumptions about the capabilities or potential of staff with disabilities. In particular they should not assume that a person with a disability, taking into account any adjustments which could be made, will be unable to make as effective a contribution as someone without a disability, or that they will be less interested in personal development.

Setting objectives: Line managers should take into account the effects of an individual's disability when agreeing objectives. For example, it might be a reasonable adjustment to allow someone slightly longer to complete a task than might otherwise be the case.

Interim reviews: Line managers should be aware that if the condition of a person with a disability is not stable, there may be a need for frequent review and revision of objectives. There are a variety of reasons why performance standards may not have been achieved. Line managers should be aware that a change in performance may be due to an existing or newly developed disability and ascertain whether this is the case through sensitive questions during the review meeting. When staff return from a period of extended absence, objectives should be adjusted to allow them to readjust to their working environment.

Overall assessments: Line managers need to exercise judgement in taking account of external factors which are outside the individual's control. These would include making a reasonable adjustment to take account of the impact of a disability in terms of the individual meeting the objectives and demonstrating the competencies required for a particular post.