



### **Abel & Cole's commitment to Anti-Racism - last updated on: March 2022**

Here at Abel & Cole, a diverse, equal and inclusive culture is non-negotiable to us. We believe our workplace should be inclusive and positive; welcoming people with a diverse range of identities and backgrounds to feel comfortable bringing their whole selves to work, to have a sense of belonging, and to feel that their voices matter.

#### **Where did we start?**

We introduced an Equality & Inclusivity Committee in September 2019, to hold open and honest conversations in a safe environment to improve equality, diversity and inclusion within Abel & Cole. From there, we introduced Champion roles: LGBTQ+, Race & Ethnicity, Physical & Mental Health, and Gender Equality / Women's Champions.

Next, we introduced an Anti-Racism Charter in July 2020, to be clear internally on our commitment to being an Anti-Racist organisation, making an active and conscious effort to improve our diversity. The action plan continues to help ensure this is embedded in every part of our activity as a business, and we regularly review and improve our plan. The plan consists of four key pillars to help people within and outside of the business.

- **Our Colleagues:** How can we educate and support our people to make sure we are connected on diversity, inclusion, culture and values?
- **Our Recruitment:** What improvements can we put in place to encourage a workforce that is diverse in its make-up and inclusive in its behaviour?
- **Our Charity Initiatives:** How will we support and advocate BAME charities?
- **Our Content:** How will we make sure that our content is truly diverse and inclusive?

#### **What have we achieved since July 2020?**

Our Colleagues:

- Captured ethnicity and pay data, and undertaken an ethnicity pay gap review.
- Launched an E&I Library at our Wimbledon Head Office to raise awareness, encourage dialogue and support inclusivity (additional sites/online pending).
- Annual E&I Training implemented across all departments.
- Line managers have received Unconscious Bias Training.
- Committed to and signed the Race at Work Charter.
- Customer Services received training on how to handle racist and discriminatory conversations.

Our Recruitment:

- An independent review of our recruitment process has conducted by Blueprint For All. Their recommendations have since been reviewed and actioned.
- A Review of the recruitment agencies we work with to reinforce our commitments and to work with recruitment agencies who hold similar values and agree to support our commitments and efforts.
- Implementation of anti-unconscious bias practices, such as the removal of names, date of birth and places of education from a submitted CV both direct and from agency.

#### Our Charity Initiatives:

- Launched charity partnership with Blueprint For All (formally the Stephen Lawrence Charity Trust), including fundraising support.
- 2 x Abel & Cole Directors are mentors for Blueprint For All, helping to developing the careers of young people who need it most.
- In March 2022 we hosted a workshop for Blueprint For All's Entrepreneurship & Innovation Mentoring Scheme. The focus of this programme is to enable Diverse Ethnic Heritage/NEET (Not in Education, Employment or Training) young people to overcome practical barriers and secure the resources/ personalised support they need to succeed and gain employment or start their own business.

#### Our Content:

- All members of the Content & Creative team consider diversity with every brief, with the aim to represent our ethnically diverse customer base and colleagues through the content we create.
- Influencer briefs have a focus on diversity.
- Global cuisine recipes are internally peer-reviewed before sharing. Historical recipe archive was also audited to ensure language is inclusive.
- Our followers are regularly audited. The community management team follow a diverse and inclusive mix of accounts.
- Our Careers and recruitment portal pages were updated to better reflect our values and staff.

#### **So much more to be done**

Whilst we celebrate our achievements to date, we know there's so much more we can do, by reviewing and improving our Anti-Racism Charter. We continue to listen, learn and grow, and encourage our colleagues to listen, making Abel & Cole the inclusive company we want it to be, where colleagues feel they can bring their whole selves to work.



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