



DigitalMarketingMentor

Equality & Diversity Policy

1. Policy Statement

Digital Marketing Mentor (DMM) is committed to providing equality of opportunity and freedom from unlawful discrimination on the grounds of age, gender, sexual orientation, disability, culture, race (including colour, nationality, ethnic origin), religion or ability. Racist symbols, political symbols or other biased and/or offensive insignia are forbidden within DMM. The display of such materials is regarded as discriminatory behaviour.

We will provide our learners with the opportunity to progress in an environment free of prejudice. It is the responsibility of all staff to educate against any form of discriminatory behaviour or negative stereotyping and to ensure that their conduct with learners and colleagues reflects this responsibility at all times.

Through our policy we aim to support the staff, customers and others we work with who may face different barriers or challenges, enabling them to access opportunities and achieve to the best of their ability.

2 Mentors

Mentors are responsible for ensuring that:

- Mentoring methods, language & questioning includes and engages all students
- Suitable resources are chosen which motivate and are sensitive to different groups, cultures and backgrounds
- Stereotypes and what are thought to be stereotypical activities are effectively challenged
- Mentoring strategies are reviewed in relation to variations in learning and attainment and in the light of known good practice
- They are aware of possible cultural assumptions and bias within their own attitudes by raising awareness of personal development behaviour and welfare (PDBW)
- They complete equality & diversity training as required by DMM through continual professional development activities

3 Quality Assurance & Monitoring

3.1 The management and leadership teams are responsible for ensuring that appropriate arrangements are put in place to monitor the performance of potentially disadvantaged learners. Measures would include:

- Identifying and investigating any patterns with regard to exclusions and poor attendance
- Identifying and addressing issues such as sexual or racial harassment, bullying or hostile behaviour and ensuring that there are effective procedures for reporting and responding to such incidents
- Any additional support requirements identified are documented following the

JCQ and ICE guidance, which can be obtained by requesting a copy.

- This policy is upheld in regards to the recruitment of learners & employees

3.2 It is essential that there is an appropriate response to identified patterns of attainment, progress, behaviour, attitudes and attendance. It is the responsibility of the Leadership to ensure that:

- Strategies should be implemented to raise performance, aspirations and self-esteem
- All full time delivery staff should complete 30 hours CPD per year, in order to continually develop knowledge and maintain up to date occupational expertise and competence.
- An environment is created which affirms and supports ethnic, cultural, religious and social diversity and effectively promotes good personal, community and race relations
- The concept of British Values is embedded within our equality and diversity practices

4 Equality of opportunities

4.1 DMM will ensure that

- Existing staff and applicants with a disability as defined under the Equality Act 2010, are offered all reasonable and practicable support to carry out their role. Please see our disability statement below for further information.

4.2 DMM will ensure that:

- Guidance is given on learning choices and careers, encouraging learners to consider non-stereotypical opportunities
- Gender issues are considered when preparing for, and following up, work experience

4.3 DMM will ensure that:

- Linguistic diversity is positively recognised
- Interpretation and translation services can be made available where it is deemed financially viable (where financial constraints limit this, referral to other supporting providers would be sought so as not to disadvantage the learner
- Links are established with the local community
- Learning support for ethnic minority student/students is efficient and effective
- Provision is made for the spiritual, moral, social and cultural education, supported by appropriate resources and information
- Names of Learners should be accurately recorded and correctly pronounced.
- Learners should be encouraged to accept and respect names from cultures other than their own
- DMM fully supports and educates the professional development, welfare and inclusion of all learners

5. Disability Statement

DMM will offer all reasonable and practicable support to all existing staff and applicants that have a disability, as defined under the Equality Act 2010. When considering employment opportunities within DMM, best endeavors shall be used to ensure that every possible opportunity is given to anyone with the appropriate skills for the role in question.

5.1 DMM will make reasonable adjustment to maintain the services of any staff member who becomes disabled - for example: training, provision of equipment, adjustment of working hours.

5.2 DMM will never exclude disabled people from training sessions or staff meetings.

5.3 DMM will give full and proper consideration to disabled people who apply for positions within the company, and make reasonable adjustments for their aptitudes and abilities to allow them to be able to fulfill their role and any tasks required as part of their job.

6 Reporting & Response to complaints

6.1 All forms of discrimination by any person within DMM will be treated seriously. It should always be made clear to offending individuals that such behaviour is unacceptable.

6.2 If a learner under the age of 18 displays continued discriminatory behaviour, this will lead to the involvement of parents or carers

6.3 All allegations of unacceptable behaviour or working practice will be investigated thoroughly and dealt with appropriately. If a staff member, customer or learner believes they have observed a colleague experiencing or perpetrating any form of discrimination, bullying or harassment - they must report this promptly to the Managing Director. They will investigate and deal with the situation in line with our Grievance and Disciplinary policy.

7 Monitoring, Evaluation and Review

We will review this policy at least every two years, any immediate changes in legislation will be implemented with immediate effect. The policy will be promoted and implemented throughout DMM practices.

8 Legislation and definitions

Digital Marketing Mentor accepts our responsibilities and will adhere to the following UK equality legislation:

-Equality Act 2010

- Rehabilitation of Offenders Act 1974
- Protection from Harassment Act 1997
- Human Rights Act 1998
- Sex Discrimination (Gender Reassignment) Regulations 1999
- Racial and Religious Hatred Act 2006
- any Codes of Practice issued by the Equality & Human Rights Commission
- any amendments to the above legislation

The definitions applied in this policy are as follows:

British Values:

The Ofsted definition of British Values in education are:

- Democracy
- The rule of law
- Individual liberty
- Mutual respect for and tolerance of those with different faiths and beliefs and for those without faith.

Direct Discrimination: where one person is treated less favourably than others because of a protected characteristic.

Direct Discrimination by Association: treating someone less favourably than another person because they are associated with a person who has a protected characteristic.

Indirect Discrimination: the application of a policy, criterion or practice which is discriminatory in relation to a protected characteristic and:

- (a) it isn't applied to someone with whom the individual doesn't share the characteristic
- (b) it puts, or would put, that group at a particular disadvantage compared to those who don't have the characteristic
- (c) it is not a proportionate means of achieving a legitimate aim.

Diversity: the full range of individual values, attitudes, cultural perspectives, beliefs, ethnic background, sexual orientation, skills, knowledge and life experience in any given group of people. Valuing diversity means recognising, understanding, and appreciating these differences and developing an environment that enhances their value.