




Equality & Diversity Policy

Issue Date	February 2022
Date of Next Review	February 2023
Responsibility	Senior Management Team
Signature	

1. Policy Statement

Digital Marketing Mentor (DMM) is committed to providing equality of opportunity and freedom from unlawful discrimination. We are opposed to, and will tackle, any harassment and all other discriminatory attitudes and behaviours, particularly in relation to the protected characteristics of the Equality Act i.e., age, disability, race, (including colour, nationality and ethnic or national origin), sex, gender, gender reassignment, marriage or civil partnership, pregnancy and maternity, religion and belief and sexual orientation, but also in relation to social background, class and trade union affiliation.

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 and will be swiftly addressed.

We will provide each of 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, learners 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. Staff Training and Development

All managers and Board members will receive Equality and Diversity training and must be able to demonstrate a good understanding of their roles and responsibilities regarding equalities and diversity.

All employees including associate employees and teaching mentors will receive initial Equality and Diversity training within their induction period. DMM will ensure all are aware of their responsibility for the implementation of Equality and Diversity policies throughout their induction and through follow up coaching and mentoring.

All full-time delivery staff should complete at least 30 hours of continual professional development (CPD) per year (for part-time staff this is a pro-rata) in order to continually develop knowledge and maintain up to date occupational expertise and competence.

DMM will use a range of processes to support teaching staff to review the content of the curriculum they deliver to ensure it is relevant and culturally sensitive (e.g., lesson observations, coaching and training).

3. Teaching Mentors

It is the legal and ethical responsibility of all staff to conduct their teaching and learning activities in a non-discriminatory manner, and this is reinforced in the requirements of the Education Inspection Framework.

Teaching Mentors are responsible for ensuring that:

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

4. Quality Assurance & Monitoring

The senior management team is responsible for ensuring that appropriate arrangements are put in place to monitor the performance of potentially disadvantaged learners. Measures would include:

- a. Identifying and investigating any patterns with regard to exclusions and poor attendance
- b. 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
- c. Any additional support requirements identified are documented following the JCQ and ICE guidance, which can be obtained by requesting a copy.
- d. This policy is upheld in regards to the recruitment of learners & employees

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 senior management team to ensure that:

- e. Strategies should be implemented to raise performance, aspirations and self-esteem

- f. An environment is created which affirms and supports ethnic, cultural, religious and social diversity and effectively promotes good personal, community and race relations
- g. The concept of British Values is embedded within our equality and diversity practices

5. Employers

It is the responsibility of all staff, learners and employers of learners to work together towards combatting all forms of discrimination. This includes reporting all incidents of discrimination appropriately.

Breaches of the equality and diversity policy will be taken seriously and may be regarded as misconduct. For employers, this may involve cessation of a learning contract.

DMM requires our apprenticeship employer partners to:

- o Abide by this equality and diversity policy
- o Have their own equality and diversity policies in place, including those associated policies.

6. Equality of opportunities

DMM will ensure that:

- o This policy is available through our website and each learner and employer will be issued with access to it at the start of the programme. In addition, they will receive learner/employer handbook issued as part of their induction to the programme, each of which contains a summary statement.
- o All staff, learners and apprentices will be provided with an effective induction programme that familiarises them with DMM's Equality Diversity Policy and helps them to recognise the rights and responsibilities of themselves and others in relation to equality and diversity.
- o 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.
- o All learners who are identified as requiring it, will receive support in English and maths.
- o Appropriate additional support will be put into place for any learners with additional learning support needs.
- o Guidance is given on learning choices and careers, encouraging learners to consider non-stereotypical opportunities.
- o Gender issues are considered when preparing for, and following up, work experience.

- o Linguistic diversity is positively recognised.
- o 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).
- o Links are established with the local community.
- o Learning support for ethnic minority learners is efficient and effective.
- o Provision is made for the spiritual, moral, social and cultural education, supported by appropriate resources and information.
- o Names of Learners should be accurately recorded and correctly pronounced.
- o Learners should be encouraged to accept and respect names from cultures other than their own.
- o DMM fully supports and educates the professional development, welfare and inclusion of all learners.

7. 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 endeavours shall be used to ensure that every possible opportunity is given to anyone with the appropriate skills for the role in question.

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.

DMM will never exclude disabled people from training sessions or staff meetings. 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 fulfil their role and any tasks required as part of their job.

8. Reporting and Response to Complaints

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

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.

9. 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.

10. Legislation and definitions

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

- o Equality Act 2010
- o Rehabilitation of Offenders Act 1974
- o Protection from Harassment Act 1997
- o Human Rights Act 1998
- o Sex Discrimination (Gender Reassignment) Regulations 1999
- o Racial and Religious Hatred Act 2006
- o Any Codes of Practice issued by the Equality & Human Rights Commission
- o 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:

- o Democracy
- o The rule of law
- o Individual liberty
- o 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:

It isn't applied to someone with whom the individual doesn't share the characteristic it puts, or would put, that group at a particular disadvantage compared to those who don't have the characteristic
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.