

Brand Architekts Equal Opportunities Policy

1. Policy Statement

Brand Architekts is committed to a policy of fair and equal treatment of all employees (which in this Policy includes casual workers, temporary workers and agency workers) job applicants, contractors and consultants, irrespective of their sex, marital status (including Civil Partnership status), pregnancy, maternity, race, nationality, colour, ethnic origin, religion or belief, disability or age (the 'protected characteristics'). The Company expects all staff, irrespective of their job or seniority, to follow this policy, and it will take disciplinary action against any employee found guilty of an act of discrimination or harassment.

Brand Architekts is committed to the consistent, profitable growth of its business and recognises that equal opportunities in employment are integral to achieving this objective. In order to achieve this, the Company will:-

- Select, recruit, develop and promote the very best people, basing our judgement solely on suitability for the job.
- Encourage diversity in our workforce, reflecting, where practical, the diversity of the local working population.
- Maintain a working environment free from discriminatory harassment and intimidation.
- Ensure that all employment conditions and job requirements reflect our commitment to equal opportunities.
- Wherever possible and practicable, make every business decision without regard to any employee's protected characteristics.

2. The Legal Framework

All employees, contractors and consultants are expected to abide by the requirements of The Equality Act 2010.

Specifically prohibited are the following forms of discrimination:

- Treating any individual less favourably than others on the grounds of, or because of, any protected characteristic they may have.
- Expecting a person, solely on the grounds of any protected characteristic, to comply with requirements that are different to the requirements for others, for any reason whatsoever.
- Imposing on an individual any requirement that is, in effect, more onerous than they are on others because of any protected characteristic. For example, this would include applying a condition (which is not warranted by the requirements of the position) which makes it more difficult for members of a particular race or sex to comply than others not of that race or sex.
- Victimisation of an individual following a complaint of unlawful discrimination or harassment by that employee or as a result of that employee being involved or associated with any such complaint made by another person.

Document approved by:

Chief Executive Officer:

Date:

- Harassment of an individual because of, or related to, any person's protected characteristic.
- Failing to appoint a job applicant or offering work on less favourable terms than would otherwise be the case, on the grounds of any protected characteristic.
- Any other act (or omission of an act) which has the effect of disadvantaging an individual against another, purely on the above grounds.
- Thus, in all disciplinary matters, as well as consideration for training, promotion etc, (in other words all instances where those in control of employees are required to make judgements between them) it is essential that merit, experience, skills and temperament are considered as objectively as possible.

3. General

Brand Architekts commits itself to the immediate investigation of any claims of discrimination or harassment relating to protected characteristics and, where such is found to be the case, a requirement that the practice cease forthwith, restitution of damage or loss (if necessary), and to the investigation of any employee accused of discrimination.

Any individual found guilty of discrimination will be instructed to desist forthwith. Since discrimination in its many forms is against Brand Architekts' policy, any employee offending will be dealt with under the disciplinary procedure. Unless assurances of future non-discriminatory actions are forthcoming, an employee repeating any act of discrimination may face dismissal. Similarly any contractor or consultant will face the termination of their contract.

Brand Architekts recognises the right of an employee to belong to or not to belong to a trade union and membership or non-membership of such a union will not be taken into account in any way during the career of the employee.

4. Disability

Brand Architekts commits itself to the employment (or engagement) of disabled personnel whenever possible and will treat such employees (or contractors or consultants) in aspects of their recruitment and employment in exactly the same manner as other colleagues, the nature of their disablement permitting.

Assistance and reasonable adjustments will be given, wherever possible and practical, to ensure that disabled employees (and contractors and consultants) are helped in access to their workplace, in gaining access to the facilities on Company premises and in progressing in their career, subject only to the opportunity existing, the applicant's suitability, talent, and wish for it.

5. Objectives

The Company will implement and maintain administrative, managerial and training action based upon the principles of this policy in respect of:-

5.1. Recruitment

Apply non-discriminatory, equal treatment to all potential and actual applicants during the recruitment process. Avoid making any recruitment decisions with reference to any protected characteristics (save where a disability makes an appointment impracticable despite consideration of reasonable adjustments).

5.2. Training and career development

Ensure that opportunities for training, promotion and transfer are made equally available to all qualified employees and that decisions are based solely on qualifications and job suitability. Consider reasonable adjustments relating to opportunities for training and career development for any disabled employee.

5.3. Working environment

Ensure that individuals are provided with an environment in which they are able to conduct their work without unlawful harassment or intimidation and where all disabled employees have reasonable adjustments considered in order to promote their access to work and training.

5.4. Terms and conditions of employment

Ensure that policies including compensation, benefits and any other relevant issues associated with Terms and Conditions of Employment are formulated and applied without regard to protected characteristics.

5.5. Monitoring

Maintain adequate personnel records to enable effective monitoring to ensure compliance with this policy.

5.6. Taking action

Deal speedily and effectively with any complaints or incidents of alleged discrimination or harassment, ensuring that all such complaints are fully investigated and that remedial action is taken where necessary.

5.7. Communication and training

Ensure that all individuals are aware of the Company's Equal Opportunities Policy, are conversant with responsibilities under it and that appropriate levels of Management and Supervisors are trained so that they are able to meet those responsibilities effectively.

5.8. Discipline and dismissal

Ensure that disciplinary and dismissal decisions are not influenced by any person's protected characteristics.
