



EQUALITY AND DIVERSITY POLICY STATEMENT

Introduction

The **School of Marketing** is committed to providing equal opportunities for all staff and learners and eliminating discrimination. In addition, we are committed to taking positive action to identify and eliminate inequality and promote inclusiveness in all aspects of the business. All staff and learners are expected to work together to create an environment where everyone feels safe, respected and listened to, regardless of their backgrounds.

We value diversity and recognise that people with different backgrounds, skills, attitudes and experiences enhance our organisation. We strive to ensure that these differences are celebrated.

The **School of Marketing** recognises that some groups in our society experience discrimination. We are therefore committed to challenging all forms of discrimination and ensuring that the promotion of equality and diversity underpins everything we do.

We will safeguard the interests of all the protected equality characteristics as outlined in the **Equality Act 2010**: *disability, sex including gender reassignment, age, race, religion/belief, pregnancy/maternity, marriage and civil partnership and sexual orientation.*

We will eliminate unlawful discrimination, harassment or victimisation on the grounds of the protected characteristics, as well as unfair discrimination by perception or association.

We recognise that discrimination may occur for other characteristics, such as socioeconomic status, which are not explicitly protected by the **Equality Act 2010**. We will challenge inequality for all our learners and staff. We will promote good practice in equality and diversity and will ensure that all our staff including the external organisations and employers we work with operate within the context of this policy.

1. Purpose of the Policy

The purpose of this policy is to establish clear guidance regarding equality and diversity and to establish key principles, structures and monitoring arrangements for the business.

The **School of Marketing** recognises its legal obligations under the following legislation:

- The Equality Act 2010
- Human Rights Act 1998
- Apprenticeships, Skills, Children and Learning Act 2009
- Special Educational Needs and Disability Act 2014
- SEND Code of Practice 2014



This policy applies to all staff and learners with the **School of Marketing**. This includes all prospective and existing learners, permanent and temporary staff and partner organisations such as the employers of our learners.

2. The School of Marketing associated policies and procedures

- Safeguarding and Prevent
- Whistleblowing
- Complaints
- Code of Conduct
- Disciplinary
- Teaching, Learning and Assessment

3. Policy Objectives

- Eliminate unfair discrimination.
- Advance equality of opportunity.
- Foster good relations for all including those with protected equality characteristics.
- Promote and facilitate learner success and narrow any gaps in achievement.
- Provide a safe, welcoming and inclusive environment for everyone within our organisation.
- Encourage the development and sharing of good practice in the promotion of equality and diversity.

4. Principles

We will:

- Ensure that the achievement of equality and diversity is the collective responsibility of everyone and strive to create a positive, inclusive ethos with a shared commitment to respecting diversity and difference. In addition, we will value the achievements of all learners and support them to realise their full potential.
- Ensure that equality and diversity issues are considered within planning processes and workforce development.
- Encourage all learners to have high expectations and high aspirations for their future progression.
- Promote positive images of learners and staff to celebrate success from all backgrounds.
- Develop a curriculum offer that meets the needs of the whole community and supports under-represented groups.
- Collect, analyse and report on a range of data that will identify areas of inequality, and develop appropriate strategies and actions that will address those inequalities.
- Make reasonable adjustments to ensure that students and staff are supported to fully participate and achieve their potential.
- Encourage applications from potential students and potential employees into non-traditional areas of work or study to address areas of underrepresentation.



5. Workforce Development

The **School of Marketing** aims to employ a workforce which reflects the community that it serves. In seeking to achieve a balanced workforce at all levels, the **School of Marketing** will ensure that no employee, job applicant or candidate for promotion will be disadvantaged or treated less favourably because of conditions or requirements that are not related to the job.

Reasonable adjustments will be made to arrangements and premises to ensure equal access for employees or potential employees with disabilities.

We will interview all applicants with disabilities who meet the minimum criteria for a job vacancy.

To ensure that there are mechanisms in place for regular discussions with employees with disabilities to discuss what can be done to make sure they can develop and use their abilities.

To make every effort when employees become disabled to make sure they stay in employment.

To take action to ensure that all employees develop the appropriate level of disability awareness needed to make these commitments work.

6. Compliance

The **School of Marketing** will provide all information about its policy to learners, staff, partner organisations and employers.

All learners and staff will be expected to conduct themselves in accordance with this policy.

7. Promotion

The **School of Marketing** will promote equality of opportunity, positive attitudes and good relations between all learners and staff and everyone is responsible for the promotion of equality.

We will monitor the impact of our policies on race, gender, disability and age and these will be extended to all protected characteristics. We have a duty to assess the effect of the equality policy on staff and learners from different groups. We will do this by setting and monitoring equality and diversity targets as set out in **Equality & Diversity Policy Statement**.

Each curriculum area is required to comment on equality and diversity issues within its area in the annual Self-Assessment Report.

8. Teaching and Learning

All delivery staff are required to highlight equality and diversity positively in their delivery. Evidence of the promotion of equality and diversity in teaching and learning is also assessed during lesson



observations as set out in the **Teaching, Learning and Assessment Policy**. Everyone should exercise their right to freedom of expression in a way that is compatible with the rights and beliefs of others. Staff will take necessary steps to balance the rights of individuals with divergent views that seem to be in conflict with common views, as sensitively as possible.

The **School of Marketing** will monitor and take positive action to narrow gaps in achievement and address under-representation of groups in the provision of employment, education and training. We monitor data on race, gender, age, and disability among the staff and learners.

The **School of Marketing** will ensure that its teaching and learning strategy actively promotes equality of opportunity and meets the needs of individual learners by ensuring effective and appropriate learning support is in place and teaching and assessment methods, approaches and materials are varied and relevant.

9. Assessments and Examinations

The **School of Marketing** will comply in supporting assessments and examinations for disabled candidates, including accessible information on their qualifications, initial assessment of support needs and the correct application of awarding body standards for assessment and examinations. The End Point Assessment process will take into account provision for reasonable adjustment.

10. Discriminating Behaviour

Everyone including all learners, staff and employers have a duty to report any act of discriminating behaviour, harassment and victimisation relating to protected characteristics.

11. Staff Development

The **School of Marketing** is responsible for providing training on equality and diversity for its employees. This includes initial training at induction and further sessions at different levels to promote awareness, including annual e-learning from the Education and Training Foundation- Equality, Diversity and Inclusion (EDI) in Apprenticeships, Safeguarding in FE and Prevent.

Training is designed to enable all staff to carry out their role in promoting equality, fostering good relations between different groups and eliminating discrimination.

12. Monitoring and Review

The **School of Marketing** assesses the success of policies and procedures through a variety of means. These include:

- Check policies and practices for any adverse impact that they may have on staff, learners or the wider community.
- Recruitment practices relating to learner recruitment and achievement and staff recruitment will be regularly reviewed. Every effort is made to ensure equality of opportunity for all learners and we will provide suitable support in order for all learners to access all the services and facilities.



- Every opportunity will be given for learners and staff to disclose any disabilities, learning difficulties or other needs relating to protected characteristics that they may have.
- The **School of Marketing** will promote an environment in which people feel confident to disclose.
- The **School of Marketing** will also provide reasonable adjustments in response to disclosure and will not disadvantage a learner or member of staff on the basis of such needs.
- Each year as part of the self-assessment process, the **School of Marketing** will review required actions.
- Learner surveys will be used to identify learner perceptions and the quality of their experience.
- All staff have responsibilities for promoting equality and fostering good relations between people of different *ethnic, gender, age, disability and any other protected characteristics*.
- Staff are responsible for putting policies into practice and challenging inappropriate behaviour from either learners, employers or other members of staff.
- All learners have a responsibility to comply with all **School of Marketing** policies, treating fellow learners, staff and visitors with respect and dignity.
- Learners are made aware of the policies at induction, during tutorial discussions and curriculum resources.

13. Equality and diversity related incidents and complaints.

The **School of Marketing** will monitor equality and diversity incidents and complaints, and all staff will take responsibility for challenging and recording discriminatory behaviour, harassment and victimisation relating to protected equality characteristics.

Any learner or staff member who becomes aware of discriminatory behaviour, harassment or victimisation has a duty to report this.

Acts perpetrated by learners should be reported to their trainer.

Acts perpetrated by staff should be referred to their line manager or director.

Any instance of unfair discrimination, harassment and victimisation will be dealt with under the relevant policies and procedures. In addition, any individual is able to log a complaint via Customer Complaints process.

14. Appendix 1 – Types of Discrimination

Direct Discrimination: This occurs when someone is treated less favourably than another person because of a protected characteristic.

Associative Discrimination: This is direct discrimination against someone because they associate with another person who possesses a protected characteristic (for example, the mother of a disabled child).



Perceptive Discrimination: This is direct discrimination against an individual because others think they possess a particular protected characteristic. It applies even if the person does not actually possess that characteristic.

Indirect Discrimination: Can occur when an employer has a condition, rule, policy or a practice in the company that applies to everyone but which particularly disadvantages people who share a protected characteristic. Indirect discrimination can be justified if employers can show they acted reasonably in managing their business.

Harassment: Is “unwanted conduct related to a relevant protected characteristic, which has the purpose or effect of violating an individual’s dignity or creating an intimidating, hostile, degrading, humiliating or offensive environment for that individual.” Employees and learners can complain of behaviour that they find offensive even if it is not directed at them, and the complainant need not possess the relevant characteristic themselves. Employees and learners are also protected from harassment because of perception and association.

Victimisation: Occurs when someone is treated badly because they have made or supported a complaint or raised a grievance under the **Equality Act**; or because they are suspected of doing so. They are not protected from victimisation if they have maliciously made or supported an untrue complaint.

15. Appendix 2- Protected Characteristics covered by the Equality Act 2010

Race: Refers to the protected characteristic of race. It refers to a group of people defined by their race, colour, and nationality (including citizenship) ethnic or national origins.

Disability: The **Disability Discrimination Act (1995)** outlaws discrimination against disabled people in employment, provision of education, provision of goods or services to the public, disposal or management of premises and provides for regulations to improve access to public transport. A person has a disability if she or he has a physical or mental impairment which has a substantial and long-term adverse effect on that person's ability to carry out normal day-to-day activities.

Gender: Under the **Single Equality Act 2010**, eliminate unlawful discrimination and harassment, promote equality of opportunity between men and women.

Sexual orientation: Whether a person's sexual attraction is towards their own sex, the opposite sex or to both sexes.

Age: A person belonging to a particular age (for example 32 year olds) or range of ages (for example 18 to 30 year olds).



Religion and belief: Religion refers to any religion, including a lack of religion. Belief refers to any religious or philosophical belief and includes a lack of belief. Generally, a belief should affect your life choices or the way you live for it to be included in the definition.

Gender reassignment: The process of transitioning from one gender to another.

Marriage and civil partnership: Marriage is a union between a man and a woman or between a same-sex couple. Same-sex couples can also have their relationships legally recognised as 'civil partnerships'. Civil partners must not be treated less favourably than married couples (except where permitted by the **Equality Act**).

Pregnancy and maternity: Pregnancy is the condition of being pregnant or expecting a baby. Maternity refers to the period after the birth, and is linked to maternity leave in the employment context. In the non-work context, protection against maternity discrimination is for 26 weeks after giving birth, and this includes treating a woman unfavourably because she is breastfeeding.