

Whitewater Creative Ltd



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Equality, Diversity & Inclusion Policy

Document Owner: Managing Director

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1. Purpose

Whitewater Creative Ltd is committed to fostering an inclusive, respectful, and equitable working environment where all individuals are treated fairly and with dignity.

As a creative agency operating across design, broadcast, digital, print, photography, and content production, Whitewater Creative recognises that diversity of background, experience, perspective, and thought strengthens creativity, collaboration, innovation, and client outcomes.

This policy sets out Whitewater Creative Ltd's commitment to:

- Equality of opportunity
 - Inclusion and belonging
 - Prevention of discrimination and harassment
 - Fair recruitment and progression
 - Respectful and inclusive behaviours
 - Compliance with UK equality legislation
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2. Scope

This policy applies to:

- Employees
- Directors
- Freelancers
- Contractors
- Temporary workers
- Interns and work experience placements
- Agency partners and suppliers where applicable

The policy applies across all Whitewater Creative Ltd activities including:

- Recruitment and onboarding
- Employment terms and conditions
- Training and development

- Promotion and career progression
- Performance management
- Client interactions
- Creative collaboration
- Remote and hybrid working
- Social and work-related events

This policy applies to both company locations:

- Bury St Edmunds
 - Leigh-on-Sea
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3. Policy Statement

Whitewater Creative Ltd is committed to creating a workplace culture where:

- Individuals feel safe, respected, and valued
- Differences are recognised positively
- Decisions are based on merit, capability, and business need
- Everyone has equal access to opportunities
- Unacceptable behaviour is challenged and addressed

The company will not tolerate:

- Discrimination
- Harassment
- Bullying
- Victimisation
- Intimidation
- Retaliation

of any kind.

4. Legal Framework

This policy supports compliance with applicable UK legislation including:

- Equality Act 2010
- Human Rights Act 1998
- Employment Rights Act 1996
- Protection from Harassment Act 1997
- Data Protection Act 2018

Protected characteristics under the Equality Act 2010 include:

- Age
- Disability
- Gender reassignment

- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation

Whitewater Creative Ltd also recognises the importance of broader diversity factors including:

- Neurodiversity
 - Socioeconomic background
 - Caring responsibilities
 - Mental health and wellbeing
 - Educational background
 - Cultural diversity
 - Different communication and working styles
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5. Equality of Opportunity

Whitewater Creative Ltd is committed to ensuring equality of opportunity throughout the employment lifecycle.

Employment decisions will be based on:

- Skills
- Experience
- Qualifications
- Capability
- Performance
- Business requirements

The company aims to ensure that no individual is disadvantaged because of protected characteristics or unrelated personal circumstances.

6. Recruitment and Selection

Recruitment processes will aim to be fair, inclusive, and objective.

Whitewater Creative Ltd will:

- Advertise roles fairly and transparently
- Use objective selection criteria
- Avoid discriminatory language in recruitment materials
- Make reasonable adjustments during recruitment where appropriate
- Select candidates based on suitability for the role
- Promote inclusive hiring practices

Interviewers and hiring managers should remain aware of unconscious bias and seek to make balanced and evidence-based decisions.

7. Inclusion and Workplace Culture

Whitewater Creative Ltd encourages an inclusive and collaborative culture where:

- Different perspectives are welcomed
- Constructive challenge is encouraged respectfully
- Creativity can flourish without fear of exclusion
- Flexible and hybrid working can support diverse needs where operationally appropriate
- Individuals are encouraged to contribute authentically

The company recognises that inclusion is an ongoing process requiring continual reflection and improvement.

8. Harassment, Bullying and Discrimination

Whitewater Creative Ltd has zero tolerance for:

- Harassment
- Bullying
- Offensive conduct
- Exclusionary behaviour
- Discriminatory comments or actions
- Sexual harassment
- Online or digital misconduct

This applies to:

- In-person interactions
- Remote meetings
- Messaging platforms
- Social media activity connected to work
- Client and supplier interactions
- Work-related events

Examples of unacceptable behaviour may include:

- Offensive jokes or comments
- Deliberate exclusion
- Intimidation
- Repeated unwanted behaviour
- Inappropriate language or imagery
- Disrespectful conduct
- Bias-based assumptions or stereotyping

Concerns raised under this policy will be taken seriously and investigated appropriately.

9. Reasonable Adjustments

Whitewater Creative Ltd is committed to supporting employees and workers who may require reasonable adjustments.

Adjustments may relate to:

- Disability
- Neurodiversity
- Mental health
- Long-term health conditions
- Pregnancy or maternity
- Temporary medical conditions

Reasonable adjustments may include:

- Flexible working arrangements
- Adjusted workstations or equipment
- Modified communication approaches
- Altered working patterns
- Additional support mechanisms

Requests will be considered sensitively and confidentially.

10. Flexible and Hybrid Working

Whitewater Creative Ltd recognises the importance of flexible and hybrid working arrangements in supporting inclusion, wellbeing, and work-life balance.

Where operationally feasible, the company may support:

- Hybrid working
- Flexible hours
- Remote working
- Adjusted schedules

Arrangements will be assessed fairly while balancing:

- Client delivery requirements
 - Team collaboration
 - Operational needs
 - Security obligations
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11. Learning, Development and Progression

The company aims to provide fair access to:

- Training
- Development opportunities
- Mentoring
- Promotion opportunities
- Leadership responsibilities

Career progression decisions will be based on:

- Performance
 - Capability
 - Potential
 - Business needs
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12. Responsibilities

Management Responsibilities

Managers and directors are responsible for:

- Leading by example
 - Promoting inclusive behaviours
 - Addressing inappropriate conduct promptly
 - Supporting fair decision-making
 - Encouraging respectful communication
 - Supporting reasonable adjustments where appropriate
 - Ensuring policy awareness
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Employee Responsibilities

All employees and workers are expected to:

- Treat others respectfully
 - Behave professionally
 - Support an inclusive culture
 - Avoid discriminatory behaviour
 - Report concerns where appropriate
 - Follow company policies and procedures
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13. Reporting Concerns

Individuals who experience or witness inappropriate behaviour are encouraged to report concerns.

Concerns may be raised with:

- Line managers
- Operations Director
- Company directors
- HR support (where applicable)

Reports will:

- Be handled confidentially where possible
 - Be reviewed fairly and promptly
 - Be investigated appropriately
 - Not result in retaliation for genuine concerns raised in good faith
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14. Monitoring and Continuous Improvement

Whitewater Creative Ltd is committed to continually improving equality, diversity, and inclusion practices.

The company may periodically review:

- Recruitment outcomes
- Staff feedback
- Workplace culture
- Training participation
- Policy effectiveness
- Flexible working arrangements

The company recognises that meaningful inclusion requires ongoing commitment rather than one-time initiatives.

15. Breaches of this Policy

Breaches of this policy may result in:

- Informal resolution measures
- Formal disciplinary action
- Removal of access or responsibilities
- Contract termination

Serious breaches may be treated as gross misconduct.

16. Policy Review

This policy will be reviewed:

- Annually
 - Following legislative changes
 - Following significant organisational changes
 - Following workplace incidents or complaints where appropriate
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17. Approval

Name	Role	Signature	Date
Andy Connacher	Managing Director		18-12-25

18. Document Control

Version	Date	Author	Description
2.0	18-12-25	Managing Director	Updated to reflect current EDI best practice and modern workplace considerations