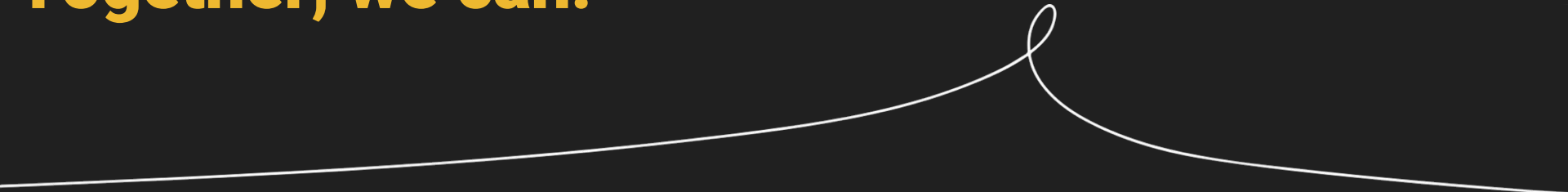


# Charter For Change

DEI, Community & Environment

**Together, we can!**



## Oliver Bruce, Founder & CEO, PinPoint Media

I am thrilled to share with you our agency's commitment to these critical areas: diversity, equity, and inclusion (DEI), environmental sustainability, and local community support. We believe that promoting DEI, protecting the environment, and supporting our local community are not only ethical imperatives but also essential for our agency's long-term success.

We are dedicated to building a workplace culture that values and respects individuals' diverse backgrounds, experiences, and perspectives. We strive to be an agency that promotes a sustainable future by minimising our impact on the environment, and we are proud to support the communities in which we operate.

In this Charter for Change, I want to emphasise the importance of pushing for equal opportunities in our agency. We are committed to fostering an inclusive workplace that provides equal opportunities for all employees to succeed and reach their full potential. We recognise that diversity and inclusion are key drivers of creativity, innovation, and growth, and we will continue to prioritise these values in everything we do.

Clients increasingly demand that brands take a stand on social issues and demonstrate their commitment to DEI. This Charter for Change is our stake in the ground, our pledge that we as a business are committed to building a culture inclusive for all.

I am confident that our commitment to DEI, environmental sustainability, and community support will drive our agency's success and create a positive impact on the world for our team and our clients.

Together, we can.

Oliver Bruce



# Charter for Change 2023.

Together, we can.



PINPOINT MEDIA

## Our People

### Pledge

- We will reduce the barrier of entry for those from deprived and underrepresented backgrounds, enabling them to have equal opportunity to enter the creative industry.
- We fully commit to diversity, inclusion and equal representation across the whole agency in all departments and at all levels of seniority.

***25% of our Senior Leadership Team are women, with an average gender pay gap of 2% across the business.***

### In 2023, we will:

- Work with speciality recruiters to identify and expand our talent pool and utilise specialised diversity website to advertise vacancies.
  - Continue to increase our multi-ethnic representation from 17% to 25%.
  - Continue to increase our LGBTQ+ representation from 10% to 25%.
  - Ensure our neurological divergent representation grows to 30%.
  - Reduce the number of individuals who use English as their first language from 86% to 70%.
- Continue to review pay, promotion and development bi-annually.
  - Ensure we continue to minimise the average gender pay gap which currently sits at 2% across the organisation.
- Review manager gender split on a bi-annual basis in line with business growth and support all employees in career progression.
  - Focus on an equal split for male and female staff in middle management.
  - Ensure an equal representation across our senior leadership team with a goal to have 50% of senior leaders being non male.



# Charter for Change 2023.

Together, we can.



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## Our Culture

### Pledge

- We are committed to creating progressive work that represents different cultures and values in an authentic and real way.
- We will promote fair representation of underrepresented talent, both on and off screen, to showcase diverse cultures, abilities, and originality.
- We will ensure our clients and the talent and suppliers we work with are aware of and respect our values and beliefs.

*93% of our staff thought employees of different backgrounds interact well at PinPoint Media.*

### In 2023, we will:

- Ensure we use our blogs and social channels to give more diverse voices a platform within the industry.
  - Invite and collaborate with leading industry creatives to voice opinions on the latest cultural challenges through events and editorial pieces.
- Continue to recognise cultural occasions and holidays throughout the year.
  - Inspire the team to participate in Pride events, peaceful anti-racial protests and celebrate holidays in cultures outside of their own.
- Allow 2 days annually for each employee to volunteer with a charitable organisation of their choice, without impacting their annual leave.
- Continue to champion flexi and hybrid working throughout our offices to encourage a healthy and positive work life balance.
- Pay for training to expand our list of employees who are certified mental health first aiders.
- Continue to offer quarterly social events, as well as summer and christmas parties, to provide a joined up and integrated space for employees.
- We will report publicly on the success of our Charter for Change in 2024.
  - Annually review our DEI and staff satisfaction levels to create new goals for the following year and implement new actions based on negative feedback.



# Charter for Change 2023.

Together, we can.



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## Our Work

### Pledge

- We are committed to creating progressive work that represents different cultures and values in an authentic and real way.
- We will promote fair representation of underrepresented talent, both on and off screen, to showcase diverse cultures, abilities, and originality.
- We will ensure our clients and the talent and suppliers we work with are aware of and respect our values and beliefs.

*Our aim is to have a minimum of 1 in 3 of our crew on each project from underrepresented groups.*

### In 2023, we will:

- Grow and enhance our monthly knowledge sharing across the agency with key topics around diversity and inclusion.
- Invest in at least 20% R&D time across the agency to help our clients and colleagues build progressive, inclusive and innovative work.
- Use a variety of talent pools and job boards to expand our production crew.
  - Work towards ensuring at least 1:3 of our crew on any single project is from an underrepresented group irrespective of if they are on or off screen.
- Create and build partnerships with creative communities ensuring opportunities are given to emerging talent and suppliers.
  - Continue to work with the local university (University of Gloucestershire) to offer work experience and apprenticeships where possible.
  - Enable and champion our middle managers to mentor aspiring and underrepresented talent.
- Educate and communicate outwardly to our community and colleagues on enabling inclusivity within our industry.
  - Always actively promote our code of conduct and Charter for Change when pitching for new business.



# Charter for Change 2023.

Together, we can.



PINPOINT MEDIA

## Our Environment and Community

### Pledge

- We are committed to prioritising environmental sustainability and community wellbeing through responsible practices, community engagement, and ethical standards.
- We pledge to uphold corporate social responsibility by integrating ethical, environmental, and social considerations into our business practices. With transparency and accountability, we aim to make a positive impact on society, foster sustainability, and contribute to the wellbeing of our stakeholders.

*We planted 1000 trees in 2022 with Ecologi.*

### In 2023, we will:

- Complete the B Corp certification by the end of 2023.
- Continue to give to third sector organisations.
  - Pledge to collaboratively fundraise £10,000 for Alzheimer's Society in 2023.
  - Rather than providing birthday cakes for employees, we will donate £15 to a charity of their choice or plant a tree.
- Reduce our net carbon footprint across the organisation.
  - We will maintain the cycle to work scheme for staff to benefit from.
  - Continue to work with Ecologi Zero on offsetting our carbon footprint and actively looking after our planet.
  - Continue to work towards being net zero by 2024.
- Encourage use of local suppliers for all our business needs.
  - Create a local suppliers list and distribute to the whole organisation.
  - Our goal is to have 40% of our suppliers owned by females or individuals from underrepresented groups.



# PINPOINT MEDIA

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