

CATCH

**Justice, Equity, Diversity &
Inclusion Strategy 2023**

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How we frame our approach to justice, equity, diversity and inclusion (JEDI)

At Catch, we define justice, equity, diversity and inclusion as the following:

Justice - refers to the fair and equal treatment of all individuals. It involves ensuring that everyone has access to the same rights and opportunities, and addressing systemic issues of power and privilege, such as discrimination and oppression.

Equity - refers to the fair distribution of resources and opportunities, taking into account the unique needs and circumstances of individuals and communities. This may involve taking proactive steps to address historic and systemic inequalities, in order to level the playing field for marginalised groups.

Diversity - refers to the presence of a wide range of differences within a group or organisation, including differences in ethnicity, gender, sexuality, disability, neurodiversity and socioeconomic background.

Inclusion - refers to the active, intentional and ongoing engagement to create a sense of belonging for all individuals and communities. It involves creating a culture and environment that respects and values differences and actively works to eliminate barriers and biases.

Over our lifetime, we will all be affected by different JEDI issues. But some, particularly those who sit at the intersection of certain overlapping identities, will be affected by discrimination significantly more than others.

We define the intersecting pillars of diversity and inclusion as race, ethnicity, gender identity, sexuality, disability, neurological diversity, socioeconomic background, caregiving, age, religion and mental health.

Our commitment to creating a just and equitable workplace and wider PR industry

At Catch we believe justice and equity must come before diversity and inclusion, as without a fair and just system in place our diversity and inclusion efforts will not be effective.

Achieving equity and justice involves addressing systemic issues of power and privilege, which we are committed to doing internally, but we also want to work towards greater inclusivity across the entire industry. We are focused on contributing to this through partnerships, our thought leadership and publishing our JEDI learnings on a regular basis. You will find our commitments for the year outlined in this document.





Our commitment to transparent communication and holding ourselves accountable

Transparency, the act of doing something openly, honestly and visibly, helps to build trust. Trust builds long-lasting and supportive relationships with staff and clients.

At Catch, we want to bake transparency into how we communicate our commitments to JEDI, not only to hold ourselves accountable but also to take you along on the journey with us.

To do this, we need to collect data so we can benchmark ourselves and engage regularly on these topics with the people we work with. We also need to commit to educating our team on JEDI topics, so we continually work to remove bias. This has started with our first justice, equity, diversity and inclusion survey which we have outlined the findings of below.

The results of our first justice, equity, diversity and inclusion survey

To create with integrity and empathy, two of our core values, it is essential that we build an inclusive environment where our team can flourish - whoever they are and whatever their background or circumstance.

Since the beginning, we have tried to prioritise intentional hiring practices and build a culture that nurtures our staff. Although we felt like we were taking steps in the right direction, we did not know how we were stacking up in comparison to our industry PR peers. Until now.

Our first-ever survey of everyone we worked with in 2022 revealed we are outperforming sector averages across several equity, diversity and inclusion metrics.

Overall, the data we collected from the 19 individuals we worked with in 2022, across our full-time staff and freelancers, showed that Catch works with a higher number of Asian and Black people, more people who identify as LGBTQIA+, more women and more people with a disability compared to the industry averages outlined in the PRCA Census 2021.

OF THOSE SURVEYED, WE FOUND THAT:

CATCH

16%

Asian

SECTOR AVERAGE

5.1%

Asian

10.5%

Black

3.7%

Black

Of our workforce, 16% were Asian and 10.5% were Black, compared to the sector average of 5.1% and 3.7% respectively.¹

CATCH

16%

Identify as bisexual

SECTOR AVERAGE

4%

Identify as bisexual

We have a significantly higher representation of bisexual people, 16% compared to the sector average of 4%² and 5% who identify as pansexual. However, no gay or lesbian members of staff, which on average stands at 5% across the industry.³

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74%

identify as a woman

We work with more women (74%), compared to a sector average of 66%.

SECTOR AVERAGE

66%

identify as a woman

CATCH

5%

do not identify with their gender registered at birth

5% of our workforce said they did not identify with their gender registered at birth compared to 0.5% of the UK population.

UK POPULATION

0.5%

do not identify with their gender registered at birth

CATCH

16%

have a disability

We also work with more people with a disability, 16% of our workforce have a disability versus 5% within our industry.

SECTOR AVERAGE

5%

have a disability

21%

are the caregiver for at least one child with a disability

21% of our staff were the primary carer, the caregiver of at least one child or a child with a disability

CATCH

32%

are neurologically diverse

32% of our staff are neurologically diverse compared to an estimated 10% of the UK's population

UK POPULATION

10%

are neurologically diverse

26%

come from a lower socioeconomic background

26% of our workforce described themselves as coming from a lower socioeconomic background, however, the question we used was not directly comparable to the social mobility data collected in the PRCA 2021 Census.

Where possible we have used The PRCA 2021 Census data to compare our representation with the industry make-up. Where it did not contain the relevant information, for example on non-binary and transgender people, neurodiversity or caring responsibilities, we compared these metrics to UK-wide data sets.

One of the challenges we face in evaluating any pay gaps that may exist is that often we hire specialists that don't sit within the standardised job title/level in PR agencies. We therefore will need to work harder to develop an approach to measuring this in 2023 that takes this into account.

REFERENCES

- 1 PR and Communication Census 2021 | UK
- 2 PR and Communication Census 2021 | UK
- 3 PR and Communication Census 2021 | UK
- 4 PR and Communication Census 2021 | UK
- 5 PR and Communication Census 2021 | UK
- 6 Embracing Complexity Towards New Approaches for Supporting People with Neurodevelopmental Conditions, May 2019
- 7 ONS Census 2021



How did we get here?

Building a thriving team that supports different identities and backgrounds has always been a priority for our founders.

We have crafted intentional policies to shape our culture, offer competitive packages to our staff and a unique freelancer offering that provides a greater deal of protection and support than is the norm. We believe having this level of security and safety is what enables everyone we work with to show up as their authentic selves.

We use [Latte Recruitment](#), a recruiter led by an LGBTQIA+ individual, who has been briefed to share underrepresented candidates where possible for each of our roles.

We have worked with [Taylor Bennett Foundation](#), who encourage people from Black, Asian and minority ethnic backgrounds into communication roles to publicise our open roles.

In August 2022 we were awarded [B-Corp accreditation](#), and scored above average across our industry, size and location for Diversity, Equity, & Inclusion, scoring 17.8 out of 21, something we are immensely proud of.

We partner with industry experts, such as the inclusive communications consultancy [More Diverse Voices](#) and trauma informed design researcher [Jenny Winfield](#) to deliver client projects that inform and educate.

But we know there is more to do in terms of our commitment to justice, equity, diversity and inclusion (JEDI).

Below you will find our goals for this year and the next and our commitments to the people we work with and our industry for how we will achieve them.

Goals for 2023

We plan to continue our inclusion work across pay, hiring and transparent communication.



Develop a way to monitor gender and ethnicity pay gap data for freelancers that can help us to assess any pay gaps that need to be closed in our workforce



Have a fair and just remuneration offer for all employees and freelancers to standardise our approach to remuneration



Outperform industry averages of representation for our workforce across gender, ethnicity, sexuality, disability, neurodiversity and socio-economic background



Communicate our JEDI progress with integrity and transparency



Work towards greater inclusivity across the entire PR industry through partnerships and thought leadership on JEDI learnings



Elevate historically marginalised voices through our communications platforms



Produce client campaigns and solutions embedded with JEDI principles

Our JEDI Commitments:

OUR COMMITMENTS AT CATCH

- Have a dedicated space on our website outlining our ongoing commitment to JEDI
- Survey our workforce every 6-months to understand their specific needs, requirements and experiences
- Create tailored mentoring, coaching and sponsorship support for our staff
- Be transparent about pay by implementing salary bands for both permanent and freelance staff to standardise our approach to remuneration
- Provide training to our staff on topics like unconscious bias training, mental health first aid, power dynamics and inclusive language
- Work with recruiters that can prioritise hiring people from historically marginalised backgrounds and find new ways to publicise roles to more diverse audiences outside of the PR industry
- Remain committed to being an inclusive and flexible employer through clearly defined flexible working policies
- Create or provide access to JEDI resources for our staff and clients

OUR COMMITMENTS TO THE INDUSTRY

- Provide access to opportunities, training and support to those from historically marginalised backgrounds
- Launch an investment fund that invests into organisations making changes to the way diverse talent enters and is nurtured by our industry.
- Ensure we are working towards greater inclusivity across the entire industry through partnerships, our thought leadership and publishing our JEDI data on an annual basis
- Use our own platforms to share key industry learnings from our clients and our industry knowledge about JEDI topics
- Lead by example. Our senior leadership team will champion JEDI across their own social media channels, through our approach with work with clients and our interactions with our teammates

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