



## **Shakespeare's England**

### **Equality, Diversity & Inclusion (EDI) Policy**

#### **1. Purpose**

Shakespeare's England is committed to creating an inclusive, respectful and supportive environment where everyone is valued, treated fairly and has equal opportunities to contribute and succeed.

As the official destination management organisation for South Warwickshire and surrounding areas, we recognise that diversity strengthens our organisation, enriches decision-making and helps us better represent the communities, businesses and visitors we serve.

This policy outlines our commitment to promoting equality, celebrating diversity and embedding inclusion across our workplace, partnerships and destination marketing activities.

#### **2. Scope**

This policy applies to:

- Employees (full-time, part-time and temporary staff)
- Freelance workers
- Board members and representatives
- Volunteers and interns
- Suppliers, partners and members where relevant

#### **3. Our Commitment**

Shakespeare's England aims to:

- Provide a workplace free from discrimination, bullying, harassment and victimisation

- Ensure fair and inclusive recruitment, employment and progression practices
- Foster a culture of respect, openness and belonging
- Support employee wellbeing, flexibility and work-life balance
- Promote accessibility and inclusivity within our communications, events and activities
- Encourage diverse perspectives and experiences in decision making
- Champion inclusive and accessible tourism across the destination

We will not tolerate discrimination based on protected characteristics under the Equality Act 2010, including:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation

#### **4. Inclusive Working Environment**

As a small, largely remote-working organisation, we recognise the importance of maintaining regular communication and supporting wellbeing.

We support inclusion through:

- Flexible and remote working arrangements where appropriate
- Weekly team meetings and regular priorities check-ins
- Open communication and opportunities to raise concerns
- Regular staff away days and collaborative working opportunities
- Respect for individual circumstances and differing working styles

- A culture where all team members feel listened to and valued

## **5. Recruitment & Employment**

We aim to ensure recruitment and employment decisions are based on:

- Skills
- Experience
- Potential
- Suitability for the role

We will:

- Use fair recruitment practices
- Encourage applications from diverse backgrounds
- Make reasonable adjustments where required
- Ensure equal access to development opportunities

## **6. Accessible Communications & Inclusive Tourism**

As a destination management organisation, Shakespeare's England recognises its role in promoting tourism that is accessible and welcoming to all.

We aim to:

- Consider accessibility in digital communications and marketing materials
- Promote inclusive visitor experiences where possible
- Share good practice among members and partners
- Encourage sustainable and accessible tourism initiatives
- Support businesses seeking to improve accessibility and inclusivity

## **7. Responsibilities**

**All team members are responsible for:**

- Treating others with dignity and respect
- Challenging inappropriate behaviour where safe to do so
- Supporting an inclusive workplace culture

- Raising concerns where discrimination or exclusion occurs

**Leadership responsibilities include:**

- Leading by example
- Embedding EDI principles into the culture of our organisation
- Reviewing policies and practices regularly
- Ensuring concerns are addressed fairly and promptly

**8. Reporting Concerns**

Any concerns relating to discrimination, bullying, harassment or exclusion should be raised with the appropriate manager.

All concerns will be treated seriously, sensitively and investigated appropriately.

Retaliation against anyone raising a genuine concern will not be tolerated.

**9. Monitoring & Review**

Shakespeare's England will review this policy annually to ensure it remains effective, relevant and aligned with legal requirements and organisational values.

We will continue to identify opportunities to strengthen equality, diversity and inclusion within our organisation and across the visitor economy.

**Policy Statement**

At Shakespeare's England, we believe that inclusive organisations create stronger communities, richer visitor experiences and a more sustainable future. We are committed to ensuring everyone feels welcome, respected and able to participate fully in our workplace and the destinations we promote.

*Shakespeare's England, May 2026*