

## Good Films for Good.

### Equality, Diversity and Inclusion Policy.

Updated 01.03.2025

We know from experience that Good Films is at its best when every member of our team feels respected, included, and heard - when everyone can show up true to themselves and do their best work every day.

Good Films is committed to encouraging equality and diversity amongst our workforce and the crew we engage.

Our aim is to be truly representative of all sections of Society and our Clients, and for everyone working with us to feel respected, valued, and able to give their best.

**Good Films is committed to change and to giving opportunities to underrepresented and disadvantaged groups:**

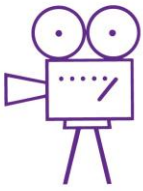
- People from minority ethnic groups;
- Women for roles in which they are currently underrepresented and disadvantaged;
- LGBTQ+ people;
- People with physical and/or cognitive disabilities and divergencies;
- Other people in underrepresented and disadvantaged socio-economic groups;
- We are also committed against unlawful discrimination of Clients or the General Public;
- To attract and retain employees we are committed to providing a collaborative, accepting and supportive environment for all employees.

**Good Films' Policy's purpose is to:**

- Provide equality, fairness and respect for all in our employment, whether temporary, part-time, full-time, or freelance.
- Respect laws and in particular *The Equality Act 2010* protecting the rights to equality for the characteristics of age, disability, neural divergencies, gender reassignment, marriage and civil partnership, pregnancy and maternity, race - including colour, nationality, and ethnic or national origin - religion or belief, sex and sexual orientation.
- Oppose and avoid all forms of discrimination, unlawful or otherwise. This includes pay and benefits, terms and conditions of employment, dealing with grievances and discipline, dismissal, redundancy, leave for parents, requests for flexible working and selection for employment, promotion, training or other developmental opportunities.

**Good Films commits to:**

1. **Encouraging equality, diversity and inclusion wherever it is working**, as they are good practice and make good business sense.



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2. **Creating a working environment free of bullying, harassment, victimisation and unlawful discrimination**, promoting dignity and respect for all, and where individual differences and the contributions of everyone Good Films works with are recognised, respected and valued.

This commitment includes those for whom Good Films is responsible, including Employees, about their rights and responsibilities under the Company's Equality, Diversity and Inclusion Policy.

Everyone Good Films works with should understand they, as well as Good Films, the employer, can be held liable for acts of bullying, harassment, victimisation and unlawful discrimination, against fellow Workers, Clients, Suppliers and the Public.

3. **Good Films also commits to taking seriously any complaints** of bullying, harassment, victimisation and unlawful discrimination by fellow Employees, Clients, Suppliers, Visitors, the Public and any others in the course of its work.

Such acts will be dealt with as misconduct under the Company's Grievance and/or Disciplinary Procedures, and appropriate action will be taken. Particularly serious complaints, if found to be justified, could amount to gross misconduct and lead to dismissal without notice.

Further, sexual harassment may amount to both an employment rights matter *and* a criminal matter, such as in sexual assault allegations. In addition, harassment under the Protection from Harassment Act 1997 – which is not limited to circumstances where harassment relates to a protected characteristic – is a criminal offence.

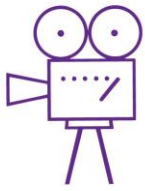
4. **Making opportunities for training, development and career progress available to every Employee**, who will be helped and encouraged to develop their full potential so their talents and resources can be fully utilised to maximise their value to Good Films.

Decisions relating to their training, promotion and career development will be based on merit (*apart from in any necessary and limited exemptions and exceptions allowed under The Equality Act*).

5. **Ensuring Good Films' employment practices and procedures are fair.** Good Films will continually review and, when necessary, update them and this Policy to take account of changes in the law.

Monitoring the make-up of our Employees, Production Teams and Crew to meet the aims and commitments set out in the Company's Equality, Diversity and Inclusion Policy.

Good Films' monitoring will include assessing how the Equality, Diversity and Inclusion Policy and these commitments are working in practice, with open and transparent annual reviews with a view to improving the Company's performance and address any issues highlighted by Good Films' Team.



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## **Why Good Films is making these commitments**

The aim is for the Company's workforce, the crew and others Good Films works with to be truly representative of all sections of Society.

## **Good Films make these commitments because:**

1. It is fair and just
2. Diverse talents and opinions provide new and more varied solutions to clients of Good Films' business
3. As an industry that is reactive to and informs cultural trends, Good Films' workforce should reflect the population it serves and is advertising to.

## **Targets and measurement**

Good Films will create both short and long term targets to improve diversity amongst its permanent workforce and crew.

Measurement and data are critical in judging the success of Good Films' diversity and inclusivity actions and those of the industry. So Good Films will collect data recording the make-up of its staff and crews and use it in two ways:

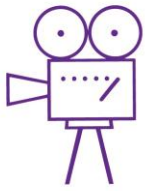
1. To analyse the data collected and assess the effectiveness of the measures employed to increase diversity and inclusion. Good Films will reconsider those measures and change or supplement them with new ones if the existing ones have been ineffective against the targets set
2. Good Films will share the data with the APA so that they can use that data in their annual survey of diversity and inclusion (for which purpose the APA will anonymise Good Films' answers by using them as part of the total aggregate responses from APA members only).

## **Good Films' plan to achieve its targets**

When Good Films recruits, the Company will focus on reaching underrepresented and disadvantaged groups and making them aware of every opportunity.

### Good Films will do that in two ways:

- (i) When recruiting for jobs Good Films will ensure that the language used is neutral in terms of whom it might appeal to and is inclusive of people in underrepresented and disadvantaged groups
- (ii) Good Films will do its best to reach underrepresented and disadvantaged groups with each job advert/notice, seeking out partnership organisations who are educating or seeking opportunities for such talent and building relationships with those organisations. The APA has a directory of such organisations, so that will be one of the resources Good Films will use.



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Good Films will undertake training and provide it to its staff to better understand unconscious bias and promote among staff the objectives in respect of recruitment of staff and hiring of crew and Good Films' diversity and inclusion objectives generally as set out in this agreement.

Good Films will provide paid internships and work experience (with travel expenses covered) for people from underrepresented and disadvantaged groups.

We may offer:

- (i) One week's experience of our working environment to someone who approaches us seeking experience of our business, comprising shadowing one or more of our employees and learning about our business but not undertaking any work
- (ii) That could be paid or unpaid or be expenses only and we will make that decision based upon the needs of the applicant, in terms of enabling them to access the opportunity
- (iii) A longer period of work experience or an internship for which they will be paid at least the minimum wage but ideally the living wage. This is important because people from underrepresented and disadvantaged groups are less likely to be able to afford to undertake unpaid work experience for any significant period of time and thus are less likely to be able to enter the industry if that is all that is on offer
- (iv) Good Films will encourage all staff to become part of a mentorship programme and help them support their mentees
- (v) Good Films will create a safe and inclusive working environment:
  - a. Good Films will continue to provide a working environment free from bullying, harassment, victimisation and unlawful discrimination, whilst promoting dignity and respect for all. Good Films will strive to be a space where individual differences and the contribution of all employees are recognised and valued
  - b. Good Films will ensure there are clear, well-communicated procedures in place explaining how to raise concerns or complaints. All relevant issues will be taken seriously and investigated. They will be considered and acted upon with a focus on independence, timeliness and impartiality. Good Films will ensure that appropriate support is in place for those who raise complaints. As an organisation, Good Films will learn lessons from complaints, and encourage the individuals involved to do so too
- (vi) Good Films will raise awareness of its equality duties specifically around protected characteristics and the wider commitment to equality and inclusion; ensuring that all employees are aware of their responsibilities and the behaviours expected of them.

## **Good Films' ongoing commitment**

Good Films' ongoing commitment is to ensure the implementation of the plan and to review its success at regular intervals.

**Good Films' Equality, Diversity and Inclusion Policy is fully supported by the Directors and Owners of The Good Film Company who recognise not only the legal requirement to do so, but as the right thing to be doing, not least as they have also experienced some of the discrimination they so want to avoid and condemn.**