



# **Douglas Brown PR Equal Opportunities Policy**

## **Principles**

Douglas Brown wholeheartedly supports the principle of equal opportunities in his work, aiming to encourage, value and manage diversity whilst recognising that talent and potential are distributed across the population.

Not only are there moral and social reasons for promoting equality of opportunity, it is in the best interest of Douglas Brown to work with and develop the best people from as wide and diverse a pool of talent as possible. That diversity adds value.

Douglas Brown PR therefore recognises that many people in society experience discrimination. Discrimination is acting unfairly against a group or individual through for example exclusion, verbal comment, denigration, harassment, victimisation, a failure to appreciate needs or the assumption of such needs without consultation.

Discrimination can be direct or indirect (where there is a requirement or condition on all, but which has an adverse impact on a particular group and cannot be justified).

All forms of discrimination are unacceptable, regardless of whether there was any intention to discriminate or not.

## **Statement of Intent**

Douglas Brown aims to work with clients, training delegates and associates to create a culture that respects and values each others' differences, that promotes dignity, equality and diversity, and that encourages individuals to develop and maximise their true potential.

Douglas Brown aims to remove any barriers, bias or discrimination that prevent individuals or groups from realising their potential and contributing fully to its performance and to develop a culture that positively values diversity.

Douglas Brown is committed wherever practicable, to delivering a service which meets all Equal Opportunity requirements of clients.

Whilst Douglas Brown PR, is a sole practitioner consultancy with no current employees and no plans to expand to employ staff, it is still committed to the principles of equality of opportunity.

Consequently, should there ever be any expansion of the business it will be done in such a way as to provide equality and fairness for all job applicants, employees whether part-time, full-time, fixed term or temporary, volunteers irrespective of gender, marital status, race, ethnic origin, colour, nationality, national origin, religion or belief, disability, sexual orientation, gender reassignment or age.