



Equality, Diversity and Inclusion Policy

CreativSAS Inclusion Statement

Here at CreativSAS we believe in being unapologetic for who you are and that if you've got a kind heart that beats it makes you deserving.

We want you to see yourself in our community through diverse representation, knowing that you belong and are a part of something in the work we do for brand and vision through Belief, Branding and Business Development.

It is important to us that you feel at home so that you can fulfil your full purposeful potential, so you get to live a successful life with happiness and fulfilment as the cherry on top.

We recognise that living as part of a marginalised community means you don't always get a fair deal - experiencing barriers for inclusion and accessibility that stand in the way of you living your best intentional life.

That is not acceptable to us and it's something we commit to changing in the CreativSAS community as active allies. We will not tolerate discrimination or hate, and work in partnership with diverse communities from the disability, neurodivergent, LGBTQIA+ and global majority communities. When you come and work with us, you agree to align with these values and be RHIL AF - working with us and our community with Respect, Honesty, Integrity, Loyalty and Fair Exchange. We reserve the right to banish you from SASville if we feel you contradict these values (we put this in all our contract terms but we use more legal jargon there!). Discrimination, hatred and bullying have no place in our spaces.

We embody the 3 As; Acknowledge who you are, Accept all aspects of yourself and Allow yourself to be that person through commitment, consistency and community. We feel this helps us create inclusive and accessible spaces to work with us, but we know there's

always room for growth and we may not always get it right. When we know better we do better, so if you need to tell us about how we can do better for you, you can email us on info@creativsas.co.uk

CreativSAS commitment to inclusion:

We are intentionally committed to making the work we do around inclusion impactful. We commit to working with brands and people that are aligned to our own high standards and values of inclusion and accessibility.

We also commit to support and encourage those who are committed to learning and growing their brands inclusively, so we can have a more collective inclusive impact with the work we do and spread the ripple effects of change.

We encourage you to work with our inclusion consultants to support your brand strategy so that you can go out and have a wider impact in the industry.

We are actively creating change inside the business to make our values more visible for the brands that come to work with us; this includes defining values alignment in our contracts, website, marketing and day to day delivery.

Jojo Smith
CreativSAS

Date reviewed 20.02.2025

Purpose of Policy

This policy sets out how CreativSAS approaches equality, diversity and inclusion within its culture. The scope of the policy extends to all those we work with through employment, service delivery and contracting. We are committed to being an inclusive company that actively seeks to support diverse, marginalised and minority groups in the development and delivery of our services. In doing so we work within, and in extension of the Equality Act 2010 and the Gender Recognition Act 2004.

Why are accessibility and inclusion so important to me?

We get that being part of a marginalised community often means the odds aren't always in your favour – facing obstacles to inclusion and accessibility that can make living your most purposeful life feel out of reach. As someone who's Care Experienced, I know these challenges firsthand. We believe in being unapologetic for who you are; we want you to see yourself in our community through diverse representation, knowing that you belong.

Our approach to discrimination, harassment and bullying

Welcoming you into work with us means you are actively participating in an inclusive environment. As such we will not tolerate any behaviour that contradicts this and will actively work to eradicate bullying, harassment and discrimination which have no place within our spaces. If you have any concerns about behaviour, our policy and organisation values for inclusion and diversity you can raise these via email to info@creativsas.co.uk

Our commitment to Inclusion, Diversity and Accessibility

We are able to offer online content and meetings in a range of formats to maximise accessibility. This includes use of AI software, the option to turn cameras off, transcripts or recordings of meetings, in both audio and video. Captions are enabled on all zoom meetings. We offer documentation in a font or text size of your choice. Through our onboarding process we ask about additional requirements and pronouns. We welcome opportunities for feedback and endeavor to make alterations to our practices based on this. When we work with you, we will ask you how you prefer to communicate, including giving a range of options such as voice note, text, apps or email.

We have invested in an inclusion audit for our business to identify areas that require improvement. We are working towards updating our website with a plain text version and adding ALT text images on our social media. We have developed our onboarding processes to ensure we ask specific accessibility questions; we are working towards capturing diversity data. When you work with us face to face, we will ask about additional needs and accessibility requirements, and ensure these are thoroughly checked and confirmed with any venues that we meet at. We will make sure that we share this information with you prior to our meeting to help you prepare and we will discuss scheduling for sensory and rest breaks, and any sensory requirements for example, lighting, noise, movement, etc.

My commitment for 2025 - 2028 is to ensure:

1. Ensure all venues booked for delivering services are accessible
2. Ensure that all social media posts have ALT text
3. Intentionally sponsor and subsidise places on programmes that will excel belief, brand and business development

What if I need more information?

We welcome the opportunity for questions about our inclusion or accessibility; we are eager to learn about any areas we could make improvements and will always listen to your thoughts and lived experience. Drop us an email on info@creativsas.co.uk.