

# DIVERSITY + INCLUSION STRATEGY + TARGETS

**JULY 2020**



# OUR COMMITMENT TO DIVERSITY AND INCLUSION

**OUR MISSION IS TO GIVE THE  
YOUTH GENERATION  
A VOICE BY BUILDING COMMUNITIES THAT  
LAUGH, THINK AND ACT.**

As the leading social youth publisher, we have a powerful global platform to better represent our audience and enable those that do not have equal opportunities, to have their voices heard.

As a business, we are committed to building a diverse and inclusive workforce, in an environment where everyone feels comfortable to be themselves.

We plan to build on the work we have already started in the following ways:

**1 INCLUSIVE  
WORKFORCE**

**2 OUR  
CONTENT**

**3 OUR  
IMPACT**



# DIVERSITY + INCLUSION STRATEGY + TARGETS

AT LADBIBLE GROUP, A KEY PART OF **OUR MISSION** IS TO GIVE THE YOUTH GENERATION A **VOICE**, BUT WE KNOW THAT THERE IS A PROPORTION OF THAT GENERATION, SPECIFICALLY UNDER-REPRESENTED COMMUNITIES, WHO ARE **NOT** BEING HEARD ENOUGH.

ACROSS OUR BRANDS, WE HAVE CONVERSATIONS WITH OUR AUDIENCES EVERY SINGLE DAY AND THEY ARE TELLING US THAT THERE IS MORE THAT WE CAN DO.

THIS STRATEGY ACCELERATES **OUR COMMITMENT** TO ENSURING **ALL** YOUNG PEOPLE ARE GIVEN A **VOICE**. WE WILL BE REACHING OUT MORE, HAVING WIDER CONVERSATIONS AND **INVESTING** IN THIS AREA TO ENSURE WE CAN HELP INSTIL LASTING CHANGE.

**SOLLY SOLOMOU**  
**FOUNDER & CEO, LADBIBLE GROUP**





# WHERE WE ARE AND WHERE WE'RE GOING

In June 2020, we launched an internal Diversity and Inclusion survey to help us better understand the makeup of our teams. In many areas we are over-indexing compared to the industry, but we recognise there is always more work to be done and have set ambitious targets as part of our long-term vision for LADbible Group. These are broken down below:

OUR EMPLOYEES ARE **40% FEMALE, 60% MALE**, WITH **>1%** IDENTIFYING AS NON-BINARY. WE HAVE SET A TARGET OF A **50 | 50** GENDER SPLIT WITH **>1%** IDENTIFYING AS NON-BINARY ACROSS LADBIBLE GROUP'S WORKFORCE.

**8%** OF OUR WORKFORCE IDENTIFIES AS LGBTQI+ WHICH IS IN LINE WITH INDUSTRY TARGETS. WE WILL CONTINUE TO WORK CLOSELY WITH PARTNERS INCLUDING STONEWALL TO ENSURE THAT WE REMAIN AN ATTRACTIVE LGBTQI+ EMPLOYER.

WE ALSO RECOGNISE WE HAVE WORK TO DO IN INCREASING THE NUMBER OF WOMEN IN SENIOR ROLES. CURRENTLY WOMEN MAKE UP **19%** OF OUR SENIOR LEADERSHIP TEAM. WE WANT TO GET TO **50%.**

**10%** OF OUR WORKFORCE AND **10%** OF OUR LEADERSHIP TEAM ARE BLACK, ASIAN OR MINORITY ETHNIC. AS PART OF OUR LONG-TERM VISION WE ARE WORKING TO ACHIEVE A REPRESENTATION OF AT LEAST **20%** IN BOTH AREAS.

**9%** OF OUR WORKFORCE HAVE A DISABILITY OR LONG TERM ILLNESS. AS PART OF OUR LONG TERM VISION WE WANT TO INCREASE REPRESENTATION IN THIS AREA TO **12%.**

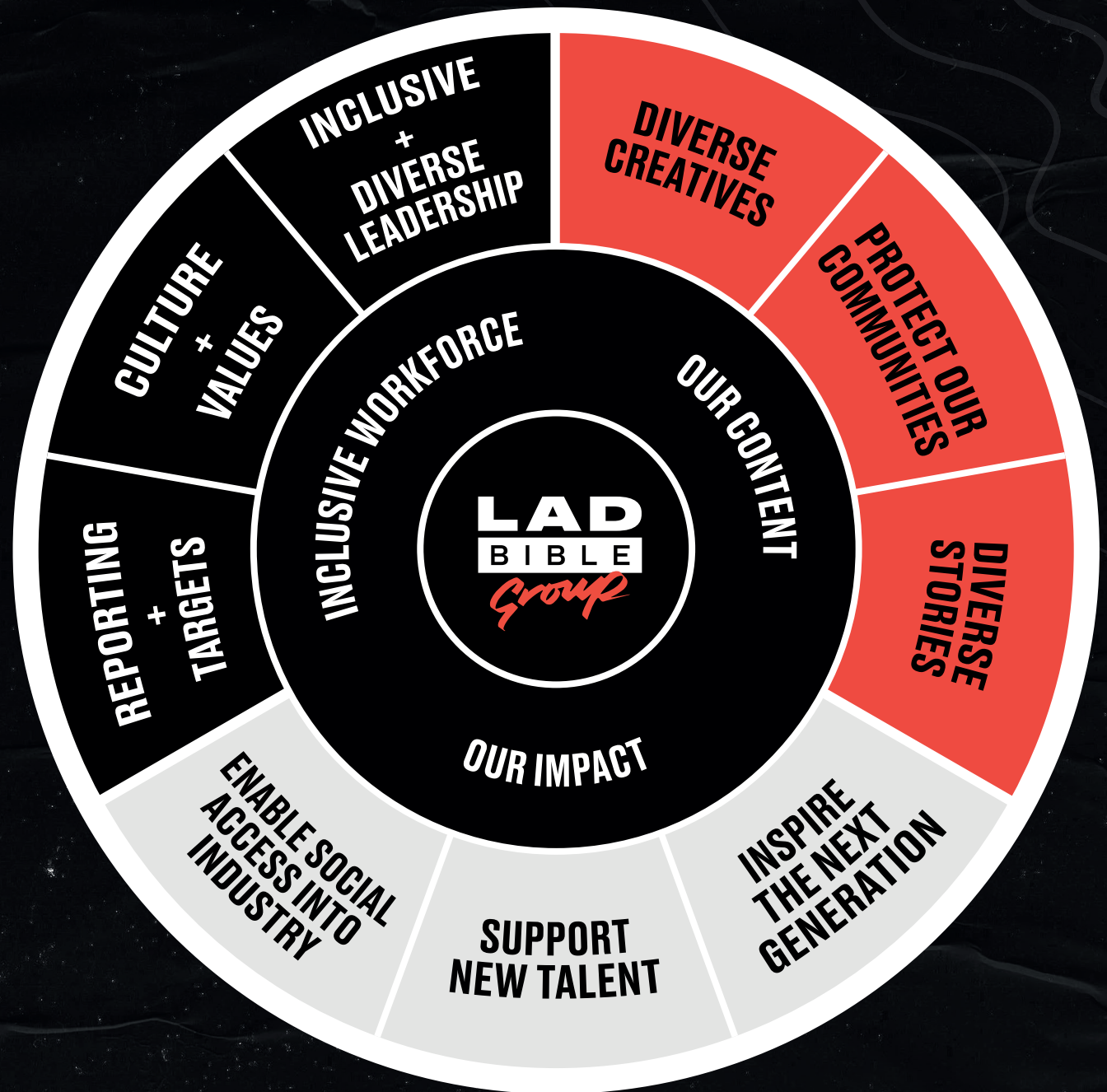


# HOW WILL WE ACHIEVE THIS?

Since starting up in 2012, we've become one of the world's leading social publishers for young people, with a community of 300 million+ worldwide.

We started with the vision of being able to give youth audiences a voice and we remain committed to this.

In order to meet our diversity targets, we will focus on the following key areas:





# 1 INCLUSIVE WORKFORCE

We want to ensure LADbible Group provides a safe and welcoming environment where everyone feels comfortable to be themselves.

We plan to build on the work we have already started in the following ways:

- ☐ Encourage an inclusive workplace culture that reflects our values.
- ☐ We will revise our flexible working policy.
- ☐ We will become a disability confident employee through the Disability Confident scheme.
- ☐ We are launching an Unconscious Bias Training Program to expose people to their unconscious biases and ultimately eliminate biases within their work. This program will support our overall approach to diversify key aspects of our business such as content and recruitment.
- ☐ We are overhauling our recruitment strategies to build a diverse, inclusive and representative workforce at all levels, including increased female and BAME representation at all levels, through strategic recruitment.
- ☐ We will create a more inclusive and diverse leadership team by identifying our future female and BAME leaders as part of a new leadership scheme. We also want to be accountable through accurate and open reporting and target-setting.
- ☐ We will share a diversity report and update on targets annually.
- ☐ Although we are not yet required to report Gender Pay, we believe it is important to be transparent. As of April 2020 our mean gender pay gap was 4.04%. Whilst this is much better than the industry average of 8.9%, we know there is more work to be done.





## 2 OUR CONTENT

LADbible Group is an ever growing community of 300 million+ people worldwide. We recognise that we have a powerful platform that we can use to share and amplify a huge range of voices and stories.

We are committed to doing this in the following ways:

- ❑ Increase our work with diverse creatives.
- ❑ Give more young people a voice by increasing the diversity of content across all LADbible Group brands. We will do this by working with organisations and charities to help amplify the voices of under-represented communities.
- ❑ We will safeguard our communities by implementing new tools to reduce the number of bots on our accounts.
- ❑ Launch new community guidelines and hire and train a specialised team of moderators to help ensure the new guidelines are adhered to.
- ❑ Use LADbible Group's platform to showcase and amplify content from under-represented creators across all brands.

Some of our recent content campaigns include:



LADbible Group worked with Smirnoff to encourage the youth generation to have difficult conversations around inclusivity.



UNILAD launched a campaign to challenge current policy banning gay and bisexual men from donating blood.

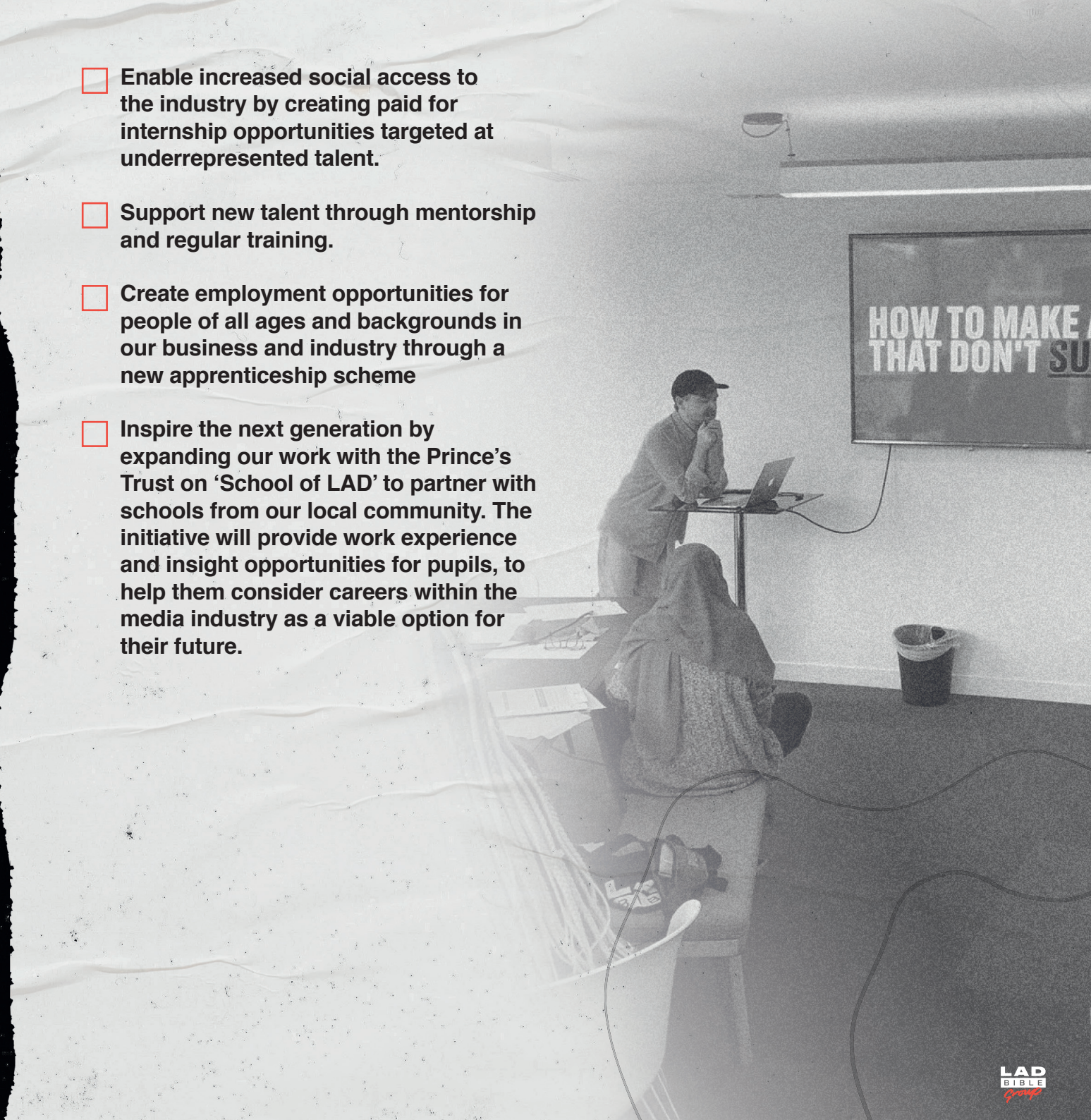


# 3 OUR IMPACT

At LADbible Group, we want to use our platform to make a positive impact on the industry as a whole and open up avenues and share knowledge to encourage under-represented talent to consider a career in media.

We aim to instil lasting change in the following ways:

- ☐ Enable increased social access to the industry by creating paid for internship opportunities targeted at underrepresented talent.
- ☐ Support new talent through mentorship and regular training.
- ☐ Create employment opportunities for people of all ages and backgrounds in our business and industry through a new apprenticeship scheme
- ☐ Inspire the next generation by expanding our work with the Prince's Trust on 'School of LAD' to partner with schools from our local community. The initiative will provide work experience and insight opportunities for pupils, to help them consider careers within the media industry as a viable option for their future.





# ? HOW CAN YOU GET INVOLVED

We believe it is all of our responsibilities to ensure the world is a more inclusive and equal place and we know LADbible Group's employees are passionate about playing their part. We are committed to continuing to ask our employees their opinions, we will continue to survey the makeup of our team (and share the results) and we will continue to encourage ideas within the workforce.

If you don't work at LADbible Group but are interested in any of the schemes or initiatives we have discussed here, visit our careers page: <https://jobs.ladbiblegroup.com/>

Here are some of the ways we are encouraging our teams to get involved already:

1

**VOLUNTEER FOR THE SCHOOL OF LAD**

2

**VOLUNTEER TO BE A MENTOR**

3

**SET UP YOUR OWN COMMUNITY GROUP**

4

**WORK WITH OUR TALENT TEAM TO REACH DIVERSE TALENT TARGETS AND UPSKILL INTERNAL TALENT FOR NEW ROLES**



**THANKS**

THANKS

THANKS

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