



inclusion and diversity

We want to be a business that's good all round, and a huge part of that is making sure that we're an inclusive and diverse bunch. It's so important to us that everyone working here feels like they belong.

We'll always encourage different ideas and views, because we think it's better to add to our culture, not fit into it. Our team is always growing and as long as everyone's up for being good all round, we want them to feel like a big part of it.

Where did we start?

To make sure we were doing everything we could to make innocent an open and honest place to work, we asked a crack team of volunteers to look into things. Then we trained them up with lots of help from people in the know, both inside and outside the company.

They came up with five important things that we need to focus on so we're always at the top of our game:

1. Keeping our doors open, at every step of the way*

This means making sure that anyone who wants to work with us is treated fairly and with respect. It also means handling the promotion and development stages of their career in the same way. It's one of the reasons why our recruitment team is in-house and always on the lookout for new ways to help us hire people fairly.

*Apart from at night, they're locked then.

2. Giving everyone a voice and the chance to make things happen

We'll always make sure that everyone has access to the right info and their opinions, questions and issues are heard. This way, everyone can help shape their own diverse place to work – because we can't be an inclusive business unless every single person has a say.

3. Having leaders who are champions of inclusivity

The people up top have to be just as committed to this as everyone else, if not more. They should always be honest and open about everything they're doing to help, meaning any decisions they make can be challenged by anyone across the business. That's why everyone gets the chance to grill them at quarterly Q&A meetings.

4. Giving everyone access to all the tools they need

Whether they're on the way or already here, we'll keep on coming up with new ways to make everyone feel at home. That's why we offer loads of great stuff like parental leave, flexible working and mental health support. These tools might look a bit different across our offices (we're still learning), but the plan is for everyone to get what they need out of them as soon as possible.

5. Measuring, learning and sharing

We'll always make sure that we keep track of how diverse and inclusive all this work is making us. But if we're not looking over the innocent walls to see what every one else is doing, then it means we're not opening ourselves up to new ideas. The inclusion team will always make sure to listen to people that know what they're talking about to help us grow.

We also want everyone outside the company to know what we're up to, which is why we created this manifesto. We'll also stick an annual report on our website so you can follow us on our journey, year by year.

So where do we go from here?

Well, we switch it up a gear. We'll tweak the tools above, get them into tip-top shape and train everyone so that they're used in the right way. Then we'll introduce some more. We want a whole shed of stuff to make sure we're doing everything to make innocent the most welcoming and inclusive company we can.

We know we've got a lot of work to do and these five principles are just the start. We want to respect, support and look after people, especially the protected characteristics of race, disability, gender, LGBTQ+, mental health, religion, belief and age (or anything else that's important to someone). This will always be the case whether they're planning on working with us or just want to visit and pinch a smoothie from the fridge. That's because we reckon it's right to encourage everyone to be themselves and value the things that make them who they are. We promise to always support people in the best way possible and constantly learn, listen and change what we're doing as we go.