



PINPOINT MEDIA

Charter For Change 2024

Together, we can.



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PINPOINT MEDIA

Our People

Pledge

- We will reduce the barrier of entry for those from deprived and underrepresented backgrounds, enabling them to have equal opportunity to enter the creative industry.
- We fully commit to diversity, inclusion and equal representation across the whole agency in all departments and at all levels of seniority.

85% of our Senior Leadership Team are women, with an average gender pay gap of 2% across the business.

In 2024, we will:

- Work with speciality recruiters to identify and expand our talent pool and utilise specialised diversity website to advertise vacancies.
 - Continue to increase our multi-ethnic representation from 17% to 25%.
 - Continue to increase our LGBTQ+ representation from 18% to 25%.
 - Ensure our neurological divergent representation grows to 30%.
 - Reduce the number of individuals who use English as their first language from 86% to 70%.
- Continue to review pay, promotion and development bi-annually.
 - Ensure we continue to minimise the average gender pay gap which currently sits at 2% across the organisation.
- Review manager gender split on a bi-annual basis in line with business growth and support all employees in career progression.
 - Focus on an equal split for male and female staff in middle management.
 - Ensure an equal representation across our senior leadership team with a goal to have 50% of senior leaders being non male.



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Our Culture

Pledge

- We are committed to creating progressive work that represents different cultures and values in an authentic and real way.
- We will promote fair representation of underrepresented talent, both on and off screen, to showcase diverse cultures, abilities, and originality.
- We will ensure our clients and the talent and suppliers we work with are aware of and respect our values and beliefs.

93% of our staff thought employees of different backgrounds interact well at PinPoint Media.

In 2024, we will:

- Ensure we use our blogs and social channels to give more diverse voices a platform within the industry.
 - Invite and collaborate with leading industry creatives to voice opinions on the latest cultural challenges through events and editorial pieces.
- Continue to recognise cultural occasions and holidays throughout the year.
 - Inspire the team to participate in Pride events, peaceful anti-racial protests and celebrate holidays in cultures outside of their own.
- Allow 2 days annually for each employee to volunteer with a charitable organisation of their choice, without impacting their annual leave.
- Continue to champion flexi and hybrid working throughout our offices to encourage a healthy and positive work life balance.
- Pay for training to expand our list of employees who are certified mental health first aiders.
- Continue to offer quarterly social events, as well as summer and christmas parties, to provide a joined up and integrated space for employees.
- We will report publicly on the success of our Charter for Change in 2024.
 - Annually review our DEI and staff satisfaction levels to create new goals for the following year and implement new actions based on negative feedback.



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Our Work

Pledge

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- We will ensure our clients and the talent and suppliers we work with are aware of and respect our values and beliefs.

Our aim is to have a minimum of 1 in 3 of our crew on each project from underrepresented groups.

In 2024, we will:

- Grow and enhance our monthly knowledge sharing across the agency with key topics around diversity and inclusion.
- Invest in at least 20% R&D time across the agency to help our clients and colleagues build progressive, inclusive and innovative work.
- Use a variety of talent pools and job boards to expand our production crew.
 - Work towards ensuring at least 1:3 of our crew on any single project is from an underrepresented group irrespective of if they are on or off screen.
- Create and build partnerships with creative communities ensuring opportunities are given to emerging talent and suppliers.
 - Continue to work with the local university (University of Gloucestershire) to offer work experience and apprenticeships where possible.
 - Enable and champion our middle managers to mentor aspiring and underrepresented talent.
- Educate and communicate outwardly to our community and colleagues on enabling inclusivity within our industry.
 - Always actively promote our code of conduct and Charter for Change when pitching for new business.



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Our Environment and Community

Pledge

- We are committed to prioritising environmental sustainability and community wellbeing through responsible practices, community engagement, and ethical standards.
- We pledge to uphold corporate social responsibility by integrating ethical, environmental, and social considerations into our business practices. With transparency and accountability, we aim to make a positive impact on society, foster sustainability, and contribute to the wellbeing of our stakeholders.
- We pledge to adhere to the most up to date protocols when it comes to environment, process and governance.

We planted 1200 trees in 2023 with Ecologi.

In 2024, we will:

- Complete ISO 9001 and ISO 14001 certifications by Q4 2024
- Continue to give to third sector organisations.
 - Pledge to collaboratively fundraise £10,000 for Alzheimer's Society in 2024.
 - Rather than providing birthday cakes for employees, we will donate £15 to a charity of their choice or plant a tree.
- Reduce our net carbon footprint across the organisation.
 - We will maintain the cycle to work scheme for staff to benefit from.
 - Continue to work with Ecologi Zero on offsetting our carbon footprint and actively looking after our planet.
 - Continue to work towards being net zero by 2024.
- Encourage use of local suppliers for all our business needs.
 - Create a local suppliers list and distribute to the whole organisation.
 - Our goal is to have 40% of our suppliers owned by females or individuals from underrepresented groups.



PINPOINT MEDIA

Data-driven. Human inspired. Built for business.