

Our Transparency Report 2021

Diversity & Inclusion at Hallam



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Our Transparency Report 2021: Diversity & Inclusion at Hallam

We believe that a healthy business is a diverse business. Not only is diversity a moral imperative, but diverse workforces are more creative, productive and innovative.

The marketing industry lacks diversity - and we include ourselves in that. But we believe progress comes through transparency. To this end, we will be publishing annual diversity reports to share progress on our journey.



Our first diversity and inclusion report analyses the business across three dimensions: gender, ethnicity and disability.



Gender

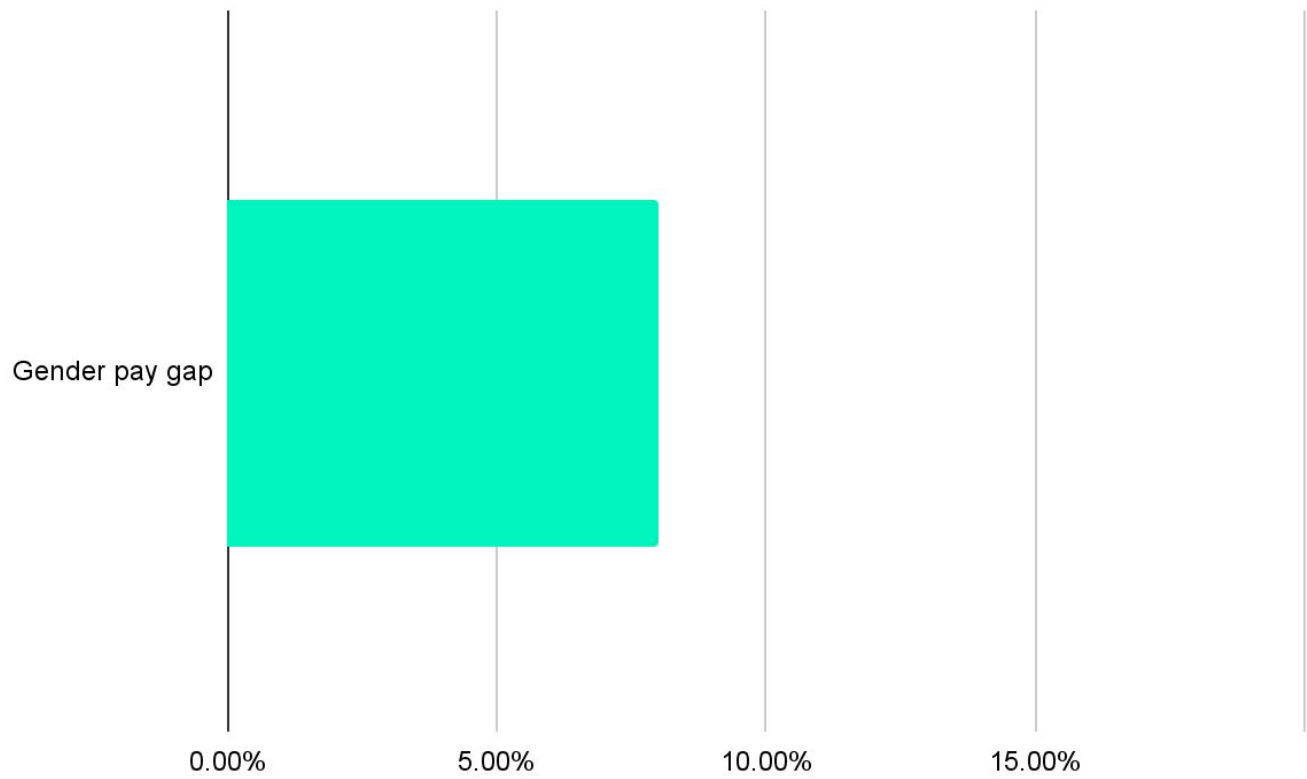


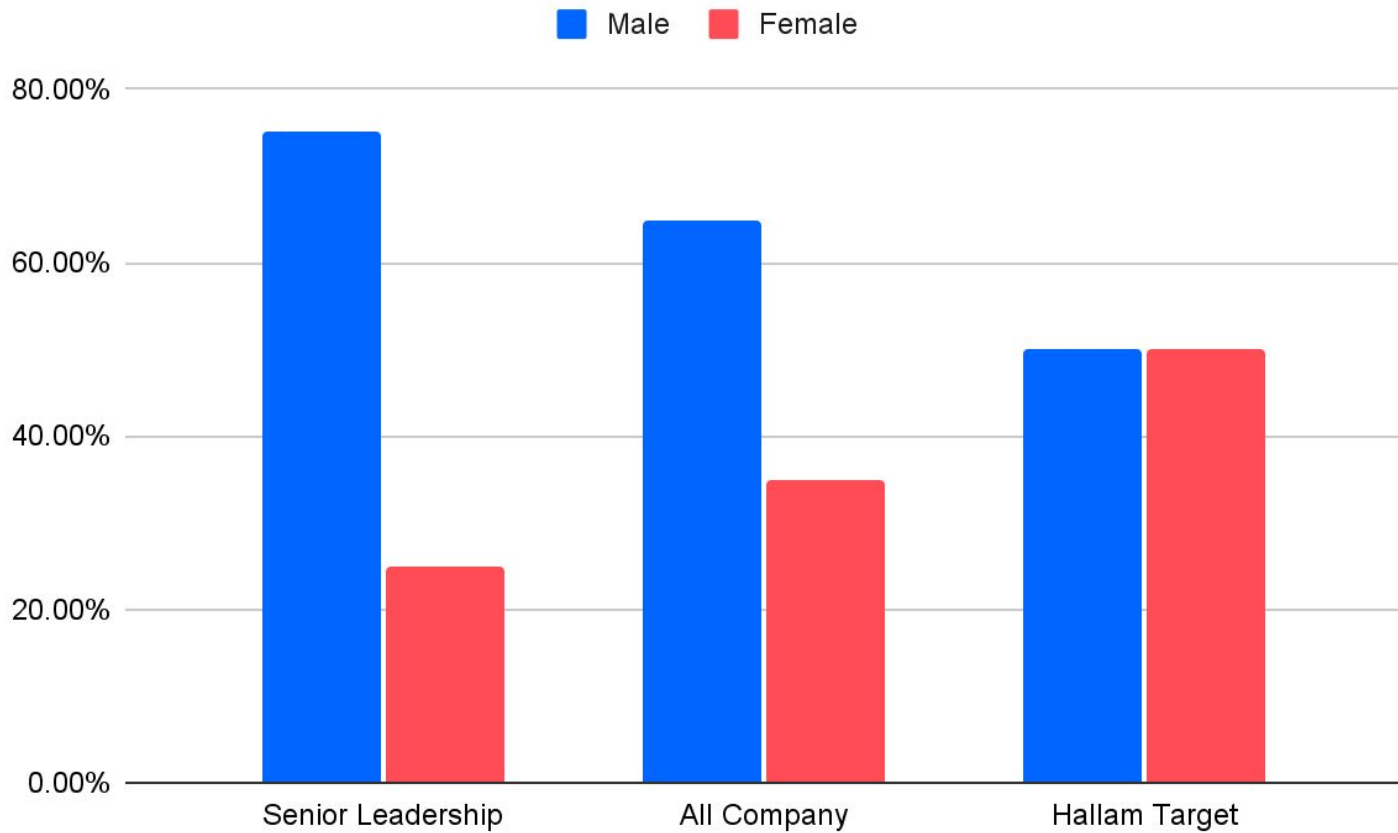
Gender

65% of Hallam is male, including 75% of senior leadership.

However, this gender pay gap is eliminated when you remove the senior leadership team from the calculation, demonstrating that the issue is not unequal pay but instead a lack of representation of women in senior leadership.







Ethnicity

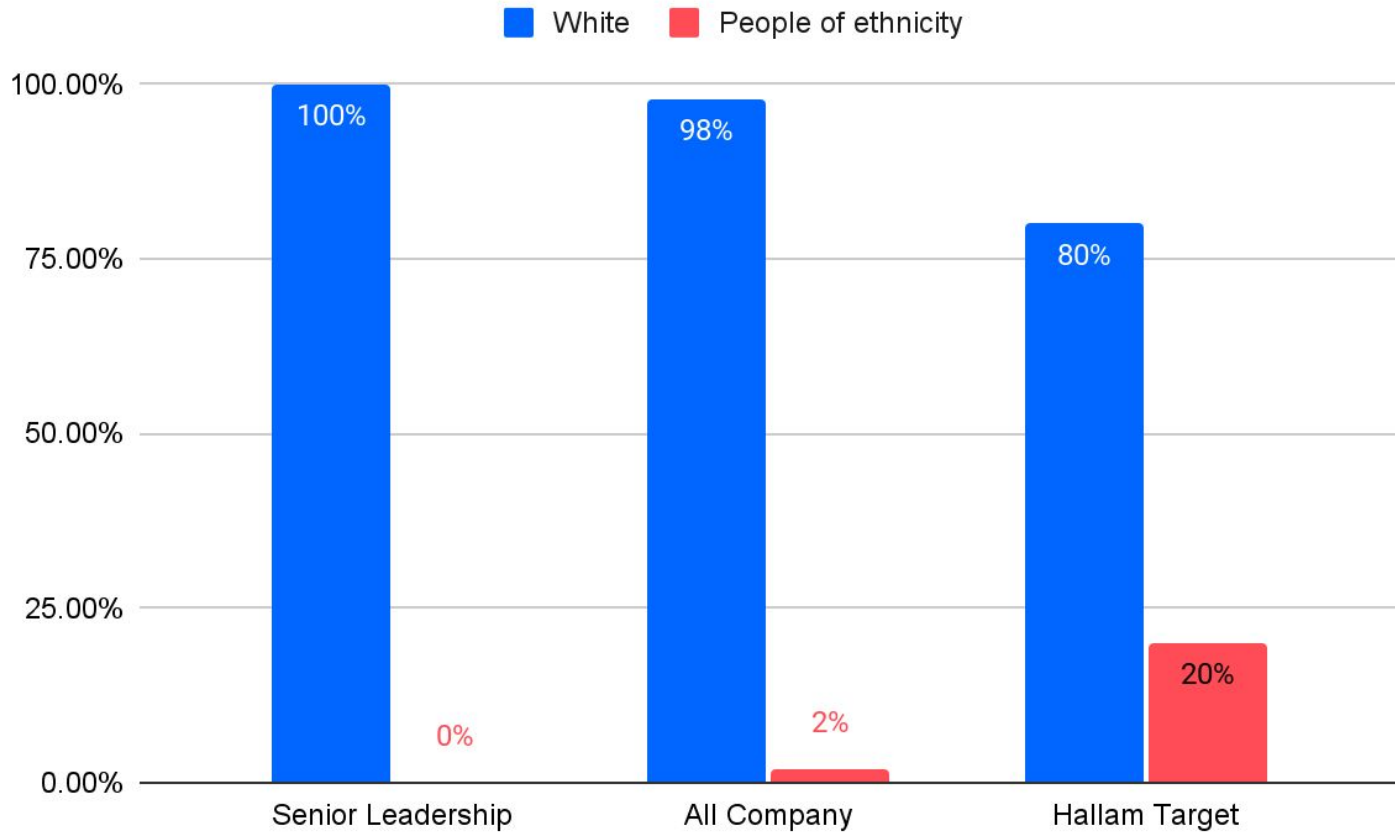


Ethnicity

We are lacking diversity and representation from people of minority ethnicities.

We are seeking to increase representation at both senior leadership and all company levels via our three-point strategy.





	Senior Leadership	All company	Hallam Target
White	100%	98%	80%
Asian	0%	0%	
Black	0%	2%	
Other	0%	0%	



Registered Disabled

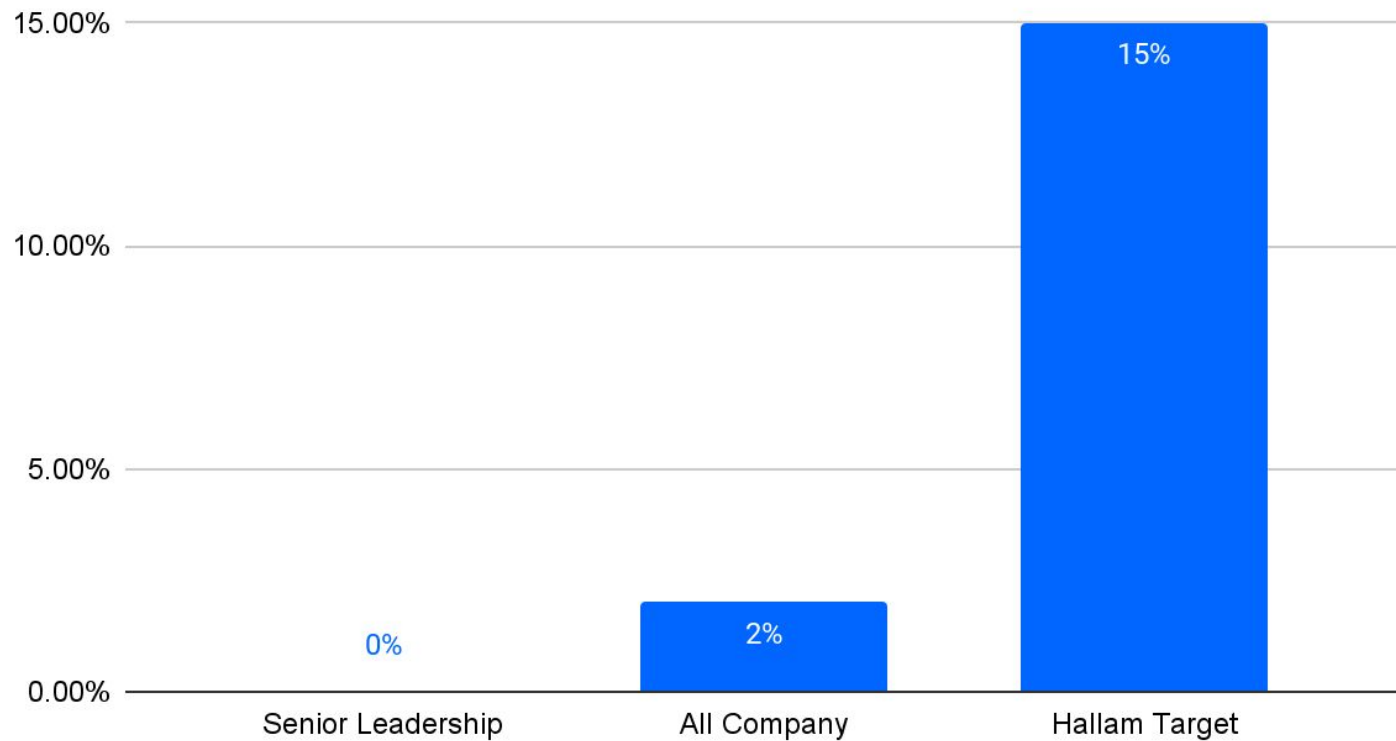
Registered Disabled

The number of registered disabled people at Hallam is lower than what is represented in the wider population.

We seek to make ourselves more accessible and attractive to people who are registered disabled to remedy this.



% of colleagues who are registered as disabled



Conclusion

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We are on a mission to do business differently. We want to prove that ethical, purpose-led companies can also be innovative, creative and financially successful.

A large part of this journey is making sure that our culture is inclusive to those from underrepresented groups.

We admit that we are a long way off where we need to be, but we will continue to implement our strategy and will report each year on progress.



Our diversity strategy is threefold:

1

Analysis into the problem, including our industry-wide benchmarking survey

2

Identify and implement evidence based interventions, such as demographic targeting, inclusive job ads, unconscious bias training and graduate programs

3

Regular and transparent reporting on progress

