



Ground Control Studios Limited

Diversity, Equity and Inclusion (DE&I) Policy

January 2024

At Ground Control, we believe that creativity flourishes in diverse environments where every individual is valued, respected, and empowered to contribute their unique perspectives. Our commitment to Diversity, Equity, and Inclusion (DE&I) is not just a policy; it is a foundational principle that drives our work and the results we deliver to our clients. We recognise that a diverse and inclusive workforce enhances our ability to deliver world class creative, innovative and effective solutions.

Our Commitment:

1. Diversity in Talent:

We are committed to fostering a workplace that reflects the diversity of the communities we serve. We actively seek out and welcome individuals from diverse backgrounds, including but not limited to race, ethnicity, gender, sexual orientation, age, disability, and socio-economic status. We believe that diversity in our team leads to richer ideas and perspectives, ultimately benefiting our clients.

2. Equity in Opportunities:

We strive to create an equitable work environment where all employees have access to the resources, support, and opportunities they need to succeed. This includes fair hiring practices, equitable pay, and opportunities for career advancement. We are committed to identifying and addressing systemic barriers that may impact underrepresented groups within our company.

3. Inclusion in Culture:

Inclusion is at the heart of our company culture. We are dedicated to creating a workplace where everyone feels valued and included. We actively promote an environment of respect, collaboration, and open dialogue, where all voices are heard and considered. We encourage employees to bring their authentic selves to work, knowing that their unique contributions are valued.



Implementation & Accountability:

1. Training & Awareness:

While Ground Control is a boutique studio, we are committed to ongoing learning about DE&I. We allow for discussion of DE&I topics within the team and provide access to continued education, including workshops or webinars that address unconscious bias and inclusive practices.

2. Diverse & Inclusive Project Teams:

We ensure that our project teams are diverse and inclusive, leveraging the varied strengths and perspectives of each team member. As a small company, we can be nimble and intentional in assembling teams that bring the best out of everyone.

3. Continuous Feedback & Growth:

We value open communication and encourage team members to share their thoughts on how we can improve our DE&I efforts. We will review our practices and make adjustments to ensure that our DE&I goals are met, fostering an environment of continuous improvement. We will revise our policies as and when appropriate.

4. Shared Responsibility:

In a company of our size, everyone plays a role in upholding our DE&I values. While our leadership is responsible for setting the tone, each team member is empowered to contribute to our inclusive culture and to hold one another accountable.

Conclusion:

At Ground Control we believe that embracing diversity, equity, and inclusion is not just the right thing to do—it's essential to our success and the success of the brands we serve. By committing to these principles, we ensure that our work resonates with diverse audiences and meets the needs of an ever-evolving marketplace. Together, we create a more inclusive and innovative future.



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