



Equality, Diversity and Inclusion (EDI) Strategy

whistl

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1. Introduction – Strategic Context

Whistl's Equality, Diversity, and Inclusion (EDI) journey began in 2020, when we signed up to the Disability Confident and Race at Work Charter initiatives, whilst increasing our efforts to create an inclusive workforce by reviewing our recruitment and retention initiatives. At the same time, ensuring reasonable adjustments were made where needed for employees with disabilities.

In 2021, Whistl's EDI Forum was first established, consisting of Executive Board Sponsors and EDI Allies - volunteers from around the business who are passionate about driving equality, diversity, and inclusion initiatives within the business. The Senior Leadership Team launched our EDI Charter and publicised our commitment. We also became members of The Valuable 500.

In 2023, we committed to further promote EDI by updating our EDI charter to create clarity around equality, diversity, and inclusion for our employees. In addition, the updated charter laid out our core goals concerning EDI and we widened our group of EDI sponsors enabling us to have a better focus on key areas and ensuring we achieved our EDI objectives. Over the year, we appointed our Head of Operations as the sponsor for race diversity, our Commercial Director of Fulfilment and Commercial Director of Parcelhub to lead on disability awareness and our Commercial Director of Mail and Managing Director of Fulfilment & Contact Centre to lead on female diversity.

We have a team of around 20 EDI Allies across the Whistl Group who meet every two months to discuss relevant EDI topics that would benefit from raised awareness and action. This has led to the creation of our EDI calendar which maps out events and activities we are carrying out to promote EDI across the business. To help support our EDI sponsors and provide guidance in developing their programmes we appointed an EDI Lead from amongst our EDI Allies.



We want you to 'Be You'

This is a place where you can be you and make the most of your talents.

Being you enables us all to be better.

Being you is what makes us a great team.

Be You

2. Chairman's statement

“Whistl’s growth and success are based upon a fundamental commitment to having a great team of people doing a great job with a can-do attitude to deliver exceptional service to customers. We work hard as an organisation to ensure that our colleagues are treated with respect, can be free to be themselves at work and know that they will be heard. We have made great strides promoting equality, diversity, and inclusion (EDI) through further developing our EDI charter, building awareness and communication around mental health issues and expanding our flexible working approach to support employees with varying needs.”

Nick Wells, Executive Chairman

3. Executive Summary

At Whistl, we strive to create an environment where our employees are treated with respect and fairness, regardless of their background or characteristics. To achieve this, we believe it is important to recognise the interdependence of the concepts of equality, diversity, and inclusion. A diverse workforce, for example, must be supported by practices that ensure that minorities are treated equally and feel included. This EDI strategy outlines our commitment to promoting equality, diversity, and inclusion within our organisation. Our vision is to create an environment where all individuals are valued, respected, and empowered to achieve their full potential. This strategy is aligned with UK legislation, including the Equality Act 2010, and reflects our organisational values.

4. Whistl's EDI Mission Statement

Our EDI mission statement is linked to Whistl’s organisational mission statement:

“Equality, equity, diversity & inclusion are critical to grow our company to attract, develop, excite, and retain, can do people, to deliver exceptional service.”

5. ESG Strategic Framework: Valuing Colleagues Pillar



KPIs under ESG Strategy: EDI Topic

Objective	Topic	KPI	Target
We will embrace diversity and look after our people recognising and rewarding their contribution	Diversity, equality and inclusion	% female representation in Board positions	Increase female representation in Board and management roles to 40% by the end of 2028
		% female representation in senior management positions	
		% female representation in management positions	
		Completion of Whistl EDI policy	Develop a strategic approach to EDI by 2024
		Completion of management representation review	Undertake a review of ethnic minority representation in management roles by the end of 2023
		Management role employees by diverse characteristics	

Confirmed KPIs and targets: Fair and decent work

Objective	Topic	KPI	Target
We will embrace diversity and look after our people recognising and rewarding their contribution	Fair and decent work	Gender pay gap (%)	Maintain a median gender pay gap below a deviation of 5% year of year
		Ethnicity pay gap (%)	Undertake an ethnicity pay gap assessment by the end of 2025
		MySay survey engagement score (%)	Improve our employee engagement score in our annual MySay survey year on year

6. EDI Strategic focus

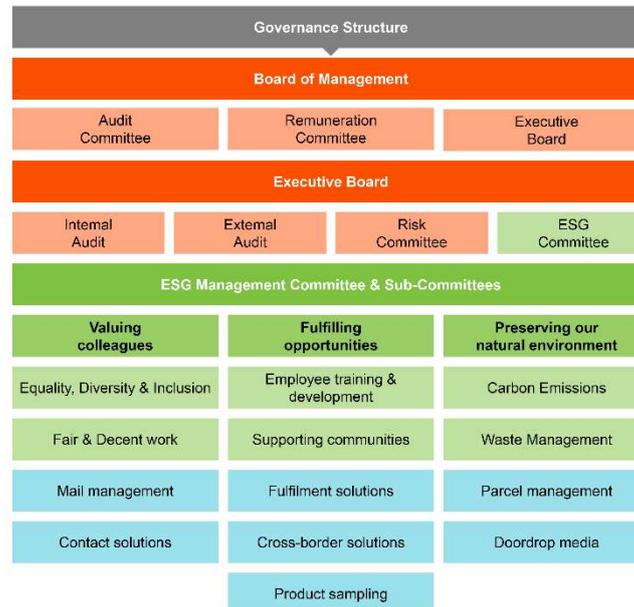
1. Enhance Workforce Diversity
 - Increase representation of underrepresented groups at all levels of the organisation to promote inclusive leadership.
 - Implement targeted recruitment strategies to attract diverse talent e.g. women, ethnic minorities.
2. Promote an Inclusive Culture
 - Foster a workplace culture where all employees feel valued and included.
 - Provide training and development opportunities to raise awareness and understanding of EDI issues.
3. Ensure Fair Treatment and Equal Opportunities
 - Implement policies and practices that promote fair treatment and equal opportunities for all employees.
 - Regularly review and update policies to ensure compliance with the Equality Act 2010 and other relevant legislation.
4. Engage with External Stakeholders
 - Build partnerships with community organisations, educational institutions, and other stakeholders to promote EDI.
 - Pledge apprenticeship levy to smaller businesses to support local communities.
 - Participate in industry-wide initiatives and share best practices.

7. Our strategies

1. Recruitment and Selection
 - Review and revise recruitment processes to remove biases and barriers.
 - Use diverse recruitment panels and advertise roles in a wide range of platforms.
2. Training and Development
 - Provide mandatory EDI training for all employees.
 - Offer leadership development programs focusing on inclusive leadership.
3. Policy and Compliance
 - Conduct regular audits of policies and procedures to ensure they promote EDI.
 - Establish a confidential reporting mechanism for employees to raise EDI concerns.
4. Employee EDI Forums
 - Support the establishment and growth of Employee EDI forums.
 - Provide resources and recognition for Employee EDI forums to contribute to the overall EDI Strategy.
5. Monitoring and Reporting
 - Collect and analyse data on workforce diversity and inclusion metrics.
 - Report progress on EDI initiatives to senior leadership and stakeholders.
 - Include EDI status in the Annual Company and ESG reports detailing progress and achievements.
 - Communicate EDI successes and areas for improvement to all employees.

8. Governance and Accountability

Our EDI governance structure is outlined below, as part of ESG governance.



In addition, it is our intention to establish an EDI Steering Committee to oversee the implementation of the strategy, chaired by a senior executive. We will appoint more EDI Allies across the business to further support and promote EDI initiatives. We will also conduct annual reviews of the EDI strategy and update it as necessary to reflect changes in legislation and organisational priorities.

9. Conclusion

Whistl strives to become a leading organisation that champions equality, diversity, and inclusion, creating a workplace where everyone feels valued and empowered. Our commitment to EDI is integral to our organisational success. Our aim is to embed EDI into all aspects of our business, ensuring that we attract, retain, and develop a diverse and inclusive workforce, and create an inclusive culture where all employees can thrive and contribute to our collective success.