



Equality Policy 2025

CUP is committed to promoting and presenting making ceramics as an activity for everyone. We value diversity and recognise that artistic excellence relies on the richness and innovation that diversity brings. We are fully committed to a non-discriminative workplace and we expect commitment and involvement from all our staff, board, partners and providers of goods and services in working towards the achievement of our vision of becoming a fully integrated arts organisation at all levels of our activities. We are committed to providing equality and fairness for all people in our employment, and not to discriminate or exclude anyone based on individual circumstance or experience, as well as on grounds of disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

Current position:

Based in an area of high social deprivation, poor accessibility and low cultural mix, we have a particular responsibility to target certain areas of inequality where we know we can have an impact.

We have a dedicated Equalities Ambassador within our team, and we review our Equalities Policy annually.

For the duration of this policy and action plan we have chosen to focus on two particular areas: socio-economic status and age. In addition, we will continue to be at the forefront of gender and race equality through all our practices.

Objectives:

- To achieve creative diversity across all of our creative activities in order to make great arts and crafts
- To examine all our artistic and strategic decisions through an equalities prism
- To achieve workforce diversity amongst salaried, freelance and volunteer staff
- To have a more diverse board of trustees
- To fully comply with the Equality Act 2010
- To prevent unlawful discrimination, harassment and victimisation
- To promote equality of opportunity
- To foster good relations between people who share a protected characteristic and those who do not
- To work with like minded partners to help us achieve these goals

Overall, we believe our rural location should not be a barrier to seeking out and supporting under-represented crafts people.

Equality Action Plan 2025

This plan will be led by the Directors, with our nominated Board Ambassador

Area of Focus	Objectives	Complete / To Be Completed
General	<ul style="list-style-type: none"> ● Ensure all those involved in the work of the company, permanent or freelance, have received appropriate briefing on equality. ● Maintain a reporting and review cycle to ensure equality challenges are identified, prioritised and reviewed on a regular basis including collecting, monitoring and discussing data about the diversity of our staff, artistic programme, artists and audiences ● Incorporate equality thinking into strategic and artistic planning, making sure we work with diverse creatives across a range of projects each year. ● Address accessibility issues on our site ● Recruit more people from ethnically diverse backgrounds onto our board, particularly with representation from the BAME, Disabled and LGBTQ+ communities. 	<p>Ongoing</p> <p>Ongoing</p> <p>Reviewed Annually Reviewed Annually</p> <p>Target for 2025</p>
Socio-economic status	<ul style="list-style-type: none"> ● Provide a means tested, tiered pricing structure for studio membership and courses based on income/benefits ● Deliver sessions for the HAF programme with a focus on Pupil premium ● Offer at least three free events per year ● Provide a forum for our community to share their thoughts and experiences and feed this back through annual surveys and regular focus groups ● Provide access sessions on Monday day times for Looked after children and young people with Social and Emotional needs. 	<p>15% discount - Launched July 2021</p> <p>Throughout 2022 summer holidays</p> <p>Annually</p> <p>Ongoing</p> <p>Ongoing</p>

Age	<ul style="list-style-type: none"> ● Run regular sessions for underserved young people through the HAF programme and grant funded projects ● Student discount on all courses and membership ● Provide a time-exchange programme for Craft students as Hereford College of Arts ● Evaluate our promotional and marketing strategies to make sure they are appropriate and encouraging for an intergenerational audience ● Improve our database management and audience feedback systems so we can review the demographic of our audience ● Advertise future jobs across a range of targeted outlets to encourage applications from a diverse field ● Review our procedures for the recruitment of staff in order to ensure equality of opportunity ● Programme a diverse creative calendar to include events and workshops that are suitable for all ages, including, to ensure our artistic offer is suitable for a broad age range for rural communities nationwide. ● Provide a safe and inclusive space for isolated elderly users (Annual surveys show this) ● Provide minimum of 2 work experience placements for GCSE and A level students 	<p>Throughout 2022-2025 summer holidays</p> <p>Ongoing</p> <p>3 per year 2019-2025</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Annual and Ongoing</p> <p>Annual and Ongoing</p>
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