



EQUALITY PLEDGE



Equality Pledge

The Equality Pledge helps Welsh businesses take pro-active steps towards creating an inclusive, fair and diverse workplace, demonstrating their commitment to their employees and the wider community, while offering accessible products and services to all.



The following guidance notes are intended to help you consider the types of activities and positive steps you can take to ensure your business operates in a fair, inclusive and equal way.

Click on the links to find out more information about the positive steps you can take towards making your own Business Wales Equality Pledge.



01

Equality activities to benefit, attract and retain staff

Key steps that your company can take to improve the wellbeing of staff include:

- Adopting a staff handbook that is regularly reviewed.
- Taking a structured approach to performance management.



Register as a Disability Confident Employer



Register as an accredited living wage employer



Sign up to the Welsh Government's Ethical Employment Supply Chain Code of Practice



02

Promote your commitment to delivering an inclusive service

Your company can communicate their commitment to providing an inclusive service by:

- Publishing an Equal Opportunities Policy and Accessibility Guide for customers to access.



Download Acas' free Equality, Diversity and Inclusion Policy template

- Signing up to the Business Wales Equality Pledge and use the exclusive marketing toolkit and logos within your companies materials to promote the positive actions your business has taken.



03

Deliver an accessible service:

A key step that your company can take to ensure it delivers an accessible service is to develop and publish an Accessibility Guide. This will help your customers to understand your ability to provide them with the goods and service they require in a way they can access.

Ensure your website and any written content is also accessible.



Discover how to develop an Accessibility Guide



Learn how to create accessible digital documents



04

Consider social accessibility

Are your business premises and physical premises accessible to all? What steps could you take to improve accessibility for:

- Parents
- Breastfeeding mothers
- LGBTQ+ people
- Individuals who rely on public transport

Find out more information about the actions your business can take, including:



Introducing flexible working



Engaging with the Breastfeeding Welcome scheme



05

Recognising and promoting the use of the Welsh Language

Using Welsh in your business can help you attract more customers, win more business and is a positive way of gaining customer loyalty. Small changes such as developing bilingual signage and promotional materials can make a big difference.

You don't even need to be a fluent speaker to get involved:



Access free translation and advice from Helo Blod



Explore Welsh Language online resources



Equality Pledge Signup

The Equality Pledge provides a practical way for businesses to demonstrate their commitment to creating an inclusive, fair and diverse workplace, while offering accessible products and services to all.

By signing up to the Pledge, your company is undertaking to take action against **one or more** commitments.

You will gain access to an exclusive marketing toolkit specifically designed to provide practical information, guides and logos to help you promote the positive actions your business has taken to become fairer, more inclusive and improve individual and collective well-being.



Welsh Government's Economic Contract

The Welsh Government's Economic Action Plan drives change in policy and delivery to create an economy of inclusive growth that boosts our wealth and wellbeing, and narrows inequalities. The Economic Contract frames a new relationship with business based upon the principle of public investment with a social purpose to help businesses respond to the challenges of the future.

Parts of this Pledge will help businesses demonstrate commitment to two of the pillars of the Economic Contract, which encourage Welsh businesses to improve their skills base and ensure work is fairly rewarded.

Business Name:

Description of your Business:

Firstly, please select three or more points from the list that are most important to your business.

After this, use the check box alongside the selected points to prioritise each one - high, medium or low. These activities can come from all or just one heading.

Finally, complete the Action box to make your pledge.

Equality Activities to Benefit and Attract Customers

1. Deliver an accessible service. Your business has considered physical and social barriers to customers and has considered how to overcome them.

high medium low

2. Your business promotes its commitment to delivering an inclusive service.

high medium low

3. Your business respects the bilingual nature of Welsh communities; recognising and where possible, promoting the use of the Welsh language.

high medium low

Equality Activities to Benefit, Attract and Retain Staff

4. Your business advertises vacancies widely to widen the number of potential applicants.

high medium low

5. Your business is registered as an accredited living wage employer.

high medium low

6. Your business has registered as a Disability Confident employer.

high medium low

7. Your business has adopted a Staff Handbook to ensure fair and legally compliant staff management practice. This has been recently reviewed.

high medium low

8. Your business implements regular staff appraisals.

high medium low

Delivering Equality good practice through your suppliers

9. Your business asks suppliers for a copy of their Equal Opportunities Policy.

high medium low

10. Your business has signed up to Welsh Government's Ethical Employment Supply Chain Code of Practice.

high medium low

Strategy/Action Plan:

This action plan aims to set out the steps your business needs to take and the timescale, in order to achieve your commitment to the Equality Pledge. This action plan will be reviewed annually, however a business wanting to achieve their goals will continually review their actions and commitments.

Action	By when	Carried out by	Date Completed

Approved by	
Role	

Date	
Signed	



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businesswales.gov.wales/equality-pledge