

# CHARTER FOR CHANGE **2026**



OUR PEOPLE

OUR CULTURE

OUR WORK

## AGENCY MAKEUP

As part of our ongoing commitment to building an inclusive culture, we are always looking to expand our diversity and inclusion efforts. Our 2026 Charter for Change is about unlocking potential. It focuses on two key areas highlighted in our November 2025 'All About You' survey:

- Career Development: Improving clarity, mobility, and career conversation opportunities &
- Cultural Connection: Prioritising a supportive culture because our people make us who we are.

Backed by a representative agency makeup that has equal opportunities to progress, and which holds itself accountable both internally and publicly, we can continue to make work with cultural impact that speaks for the people we're trying to reach.

This annual update sheds light on who we are at We Are Social, and reflects our constant mission of seeking progress and promoting open and honest conversations. We are far more than numbers on a page, but numbers are a good place to start.



# OUR

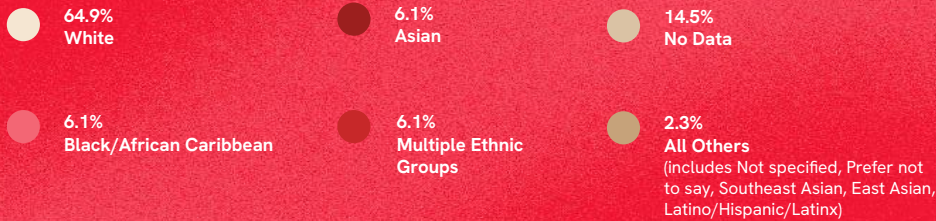
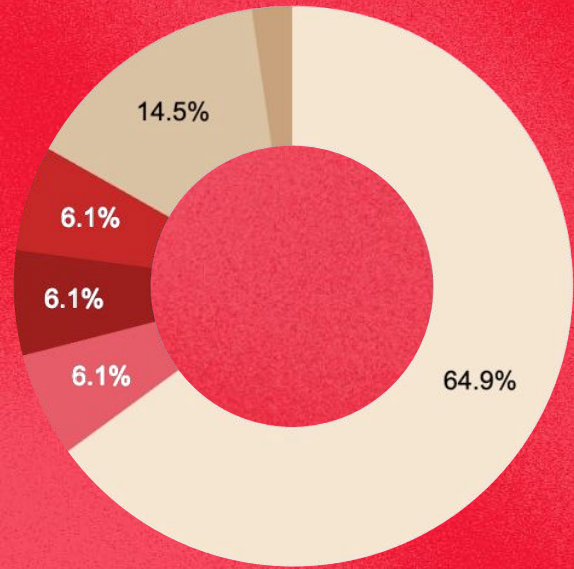
# ETHNICITY

Based on new joiner form data.

True inclusion and representation at every level is crucial to both innovation and success. We set ourselves a target of achieving 25% multi-ethnic representation. As of April 2026 we are currently at 21%.

39% of our new starters come from minority ethnic backgrounds in 2025. This is an increase of 10% on the previous year.

We will endeavour to accelerate our efforts through recruitment and retention in line with our 2026 Charter for Change ambitions.

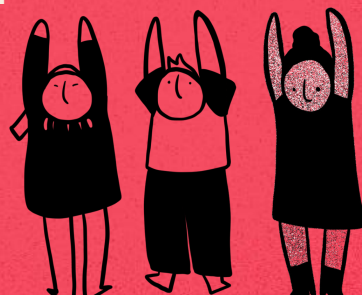


# OUR

# NATIONALITIES

We are proud to have 17 different nationalities in our agency as well as 13 native languages spoken.

- |           |         |            |               |
|-----------|---------|------------|---------------|
| Australia | Greek   | Lithuanian | Portuguese    |
| Brazilian | Indian  | Nigerian   | Scottish      |
| British   | Irish   | Polish     | South African |
| French    | Latvian |            | Spanish       |
| German    |         |            | Welsh         |



Data from 2025 All About You Survey.

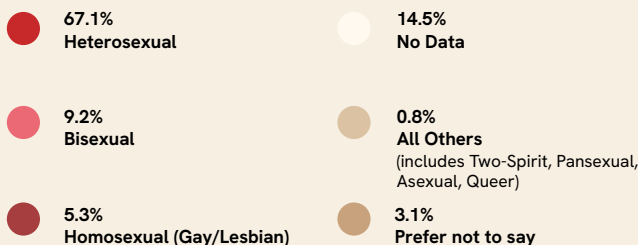
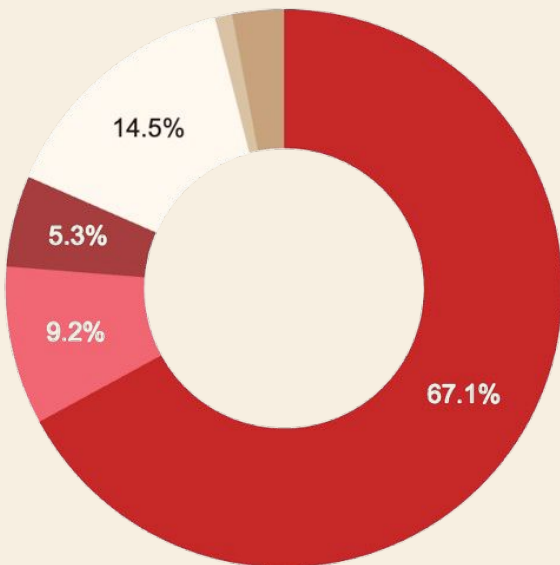
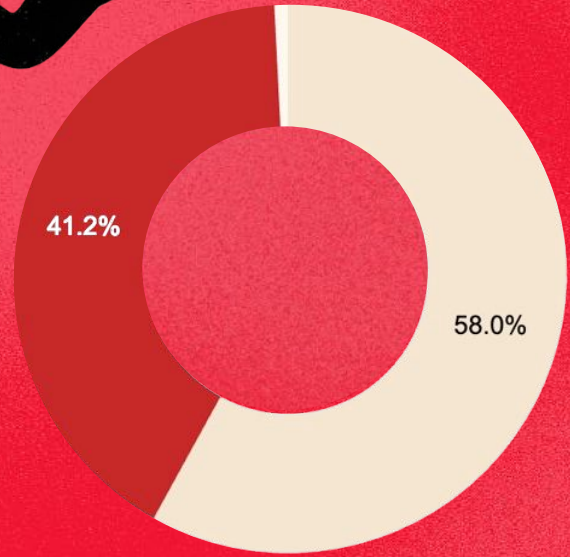
# HOW WE IDENTIFY

# OURSELVES

Based on new joiner form data.

Women set ambitious goals in the presence of other women they admire. We have a good gender balance across all levels of the agency (58% women), including our leadership team where 61.5% of the leadership team identify as female. But we're also aware that gender identity isn't always binary, and we respect and welcome all identities.

Our Women Worth\_ Program is a big focus for 2026 where we offer mentoring, inspiration sessions and a Women in Leadership program.



# OUR SEXUAL ORIENTATION

We're proud that our team feels comfortable sharing with us their sexuality, with representation from the LGBTQIA+ community at various levels throughout the agency.

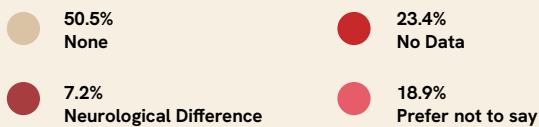
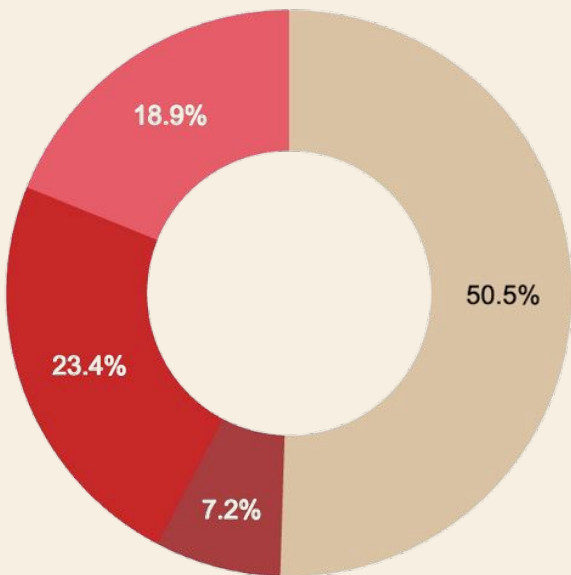
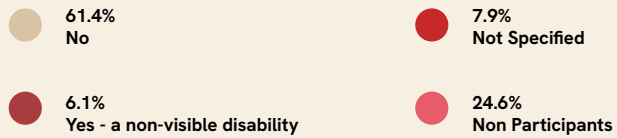
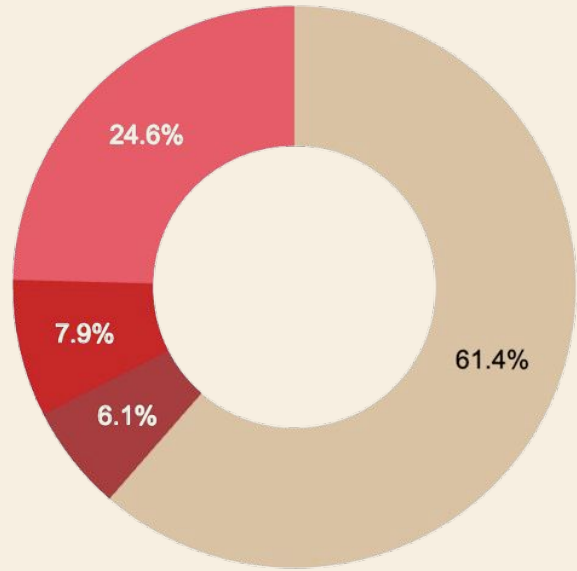
Based on new joiner form data.

# DISABILITY

Differences make us stronger. While 6.1% of people in our team have a non-visible disability, no-one identifies as having a physical disability.

In 2026 our charter focuses on accessibility. We are widening our talent pool and standardising on-set support for crew members with disabilities.

Data from 2025 All About You Survey.



Data from 2025 All About You Survey.

## OUR

## NEURODIVERSITY

We believe neurodiversity is best described as the way people experience and interact with the world around them in many different ways; there is no one "right" way of thinking, learning, and behaving, and differences are accepted and embraced.

24.7% of people who participated in our 2025 All About You Survey are neurodiverse, an increase of 4% from the previous year. Creating a supportive environment continues to be an area of focus for our 2026 Charter for Change. We continue to assess how we can be a more neuro inclusive employer with our relationship with Neurokind.

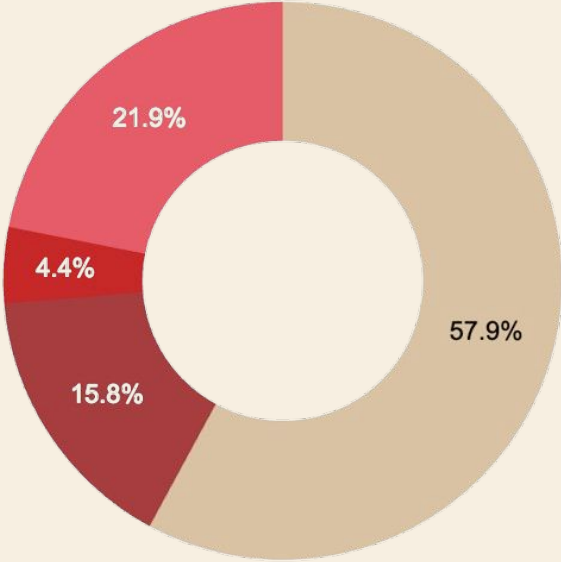
# WE HAVE DIFFERENT

# COMMITMENTS

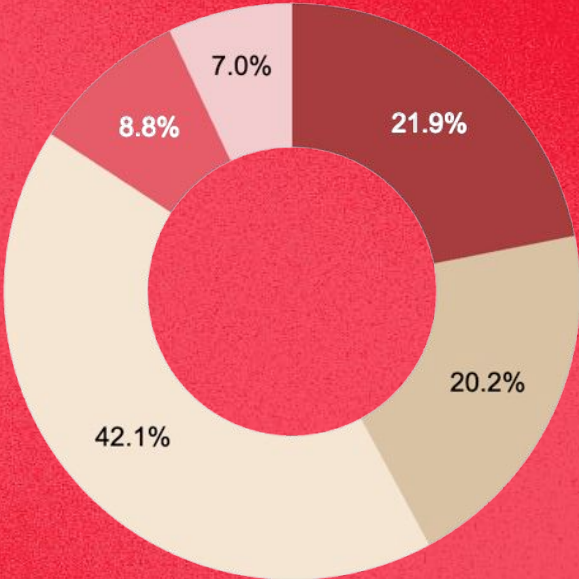
Many of our people have round the clock responsibilities. 20% of our team have children, and as we get older, more people have carer responsibilities for family members.

We're proud to support parents and carers to take the time they need to get the right balance.

Data from 2025 All About You Survey.



- 57.9% No Children
- 15.8% Partnered Parent/ Legal Guardian/ Foster/ Parent
- 4.4% All Others
- 21.9% Non Participants



- 42.1% No
- 20.2% Yes
- 21.9% Non Participants
- 7% Not Specified
- 8.8% Prefer not to say

## OUR

## MENTAL HEALTH

Mental health isn't a discussion to be swept under the carpet. We want to ensure we are providing a positive working environment for our people and some clear advice on the support available. Indeed, 20.2% of our people have told us they have a mental health condition.

We encourage open and honest conversations about mental health at all levels of the business. Our programmes support this, a free helpline and access to counselling via our Vitality benefits are available.

We aspire to normalise conversations around mental health and provide various ways to support our people as needed, when needed.

# WE HAVE DIFFERENT

## BELIEFS

Data from 2025 All About You Survey.

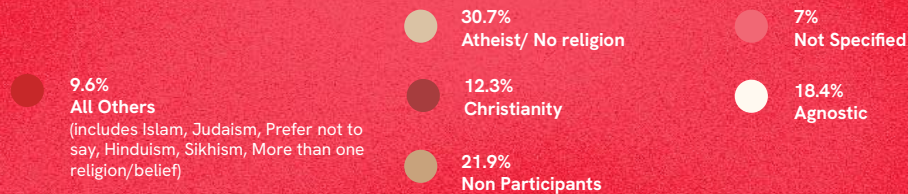
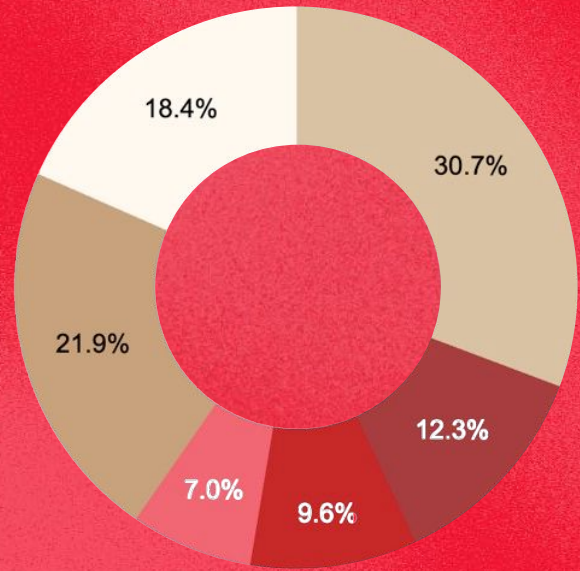
We have not seen any noticeable changes since the previous survey.

45% of the agency said they were atheist or agnostic. This is down from the previous year.

18% were Christian (inc Catholic).

14% of our agency stated Judaism, Prefer not to say, Islam, Hinduism, Sikhism.

Our ERG support us in celebrating key religious events during the year.



# WHAT'S NEXT

We're focused on building an inclusive and representative Agency.

You can read more on this in our 2026 Charter for Change. The Charter helps us make progress in the areas we have identified as priorities, and measure ourselves along the way. It's a set of agency commitments and goals to address all areas of our business, from our people, to our culture, to the work we produce.

We'll update our progress each year following our All About You Survey. And we'll also strive to look beyond the areas we can measure, to build an agency that encourages, embraces and celebrates all diversity of thought.

We're looking for people who want to be part of this journey. If that's you, check out our current vacancies [here](#).

