

## Equality, Diversity, Inclusion Strategy

### CrossCountry

June 2024

### Vision and Commitment

Our commitment to Equality, Diversity and Inclusion (EDI) is significant and our strategy will be dynamic and will evolve over time based on continuous feedback, learning, and the changing needs of the business. It requires commitment at all levels of the organisation and a willingness to address challenges proactively. By integrating EDI into the core of CrossCountry, it not only enhances workplace culture but also helps to drive better business outcomes.

Driving equality and inclusivity will enable us to not only access the best talent, but it will also enhance the travel experience for our customers. We want our colleagues to be engaged and our customers to be satisfied through a great travel experience delivered by a workforce that everyone sees as representative of the markets in which we operate.

Our approach to EDI is based on the following definitions:

**Equality** - Defines the aim of creating a society free from discrimination where equality of opportunity is available to all individuals and groups. Equality has often been viewed as “treating everyone the same.” In practice however, achieving equality of opportunity or equality of outcome can mean treating some groups or individuals differently to give them a fair chance. Treating people according to their needs is a useful and legal requirement.

**Equal Opportunities** – Defines the promotion of fair and equal chances for all to develop their full potential in all aspects of life, and the removal of barriers of discrimination experienced by certain groups and individuals.


**Diversity** - Refers to differences between people and is used to highlight individuality and individual need.

**Inclusion or being Inclusive** - Means everyone feels valued, respected, and supported. If Diversity is about recognising difference, Inclusion is about creating the conditions in which different people, with diverse identities, skills, experiences, and needs can work well together.

### Leadership Commitment

To ensure that we have the right focus we are committed to maintaining an Executive level sponsor. Our senior leaders will demonstrate visible commitment to champion EDI initiatives. We also commit to completing an annual review of the strategy to ensure that it remains current and enables our EDI agenda to drive our desire to be an inclusive and diverse organisation.





## **Inclusive Policies, Practices and Education**

Fundamental to our strategy is developing and implementing inclusive policies and practices and supporting education and learning for our employees.

Throughout the duration of our National Rail Contract, we will commit to enhancing our practices that will aim to eliminate and reduce bias through:

1. Developing our working practices to identify and remove bias within our recruitment processes, through unbiased job descriptions and increasing evidence-based recruitment activities such as psychometrics to reduce the need for human decision making. We will have enabled non-biased recruitment practices for all staff by 31 March 2025.
2. We will increase our partnerships with organisations that connect us with schools, colleges, and under-represented groups to ensure that we are highlighting ourselves and the industry as an inclusive employer.

## **Inclusive Culture and Environment**

We will foster a culture of inclusivity through the formation of employee groups and Diversity Champions to build a sense of community and apply a common-sense approach that aligns to our vision and values.


We will ensure all internal and external communications reflect the organisation's commitment to EDI, using inclusive language and imagery.

We will create safe spaces for employees to discuss EDI issues, share experiences, and offer suggestions.

## **Monitoring and Reporting**

For us to ensure that we are performing well against these commitments we will introduce internal and external performance and reporting metrics:

1. Quarterly internal reviews on progress, performance, and impact of this D&I strategy
2. Monitor and report against a series of Diversity Key Performance Indicators (KPIs)
3. Collate evidence of us working towards, achieving, and maintaining recognised accreditations, building on our already achieved Disability Confident accreditation
4. Evidence of establishing and monitoring diversity in our procurement processes, and us using a diverse supply chain
5. Evidence against our recruitment objectives

- 
6. A record of other diversity data against our workforce so that we can see the progression towards achieving and maintaining a diverse workforce.

### **Celebrating Diversity**

Through an annual calendar of Cultural Events that celebrate diverse cultures, identities, and experiences we will help to promote understanding and appreciation across our employees.

