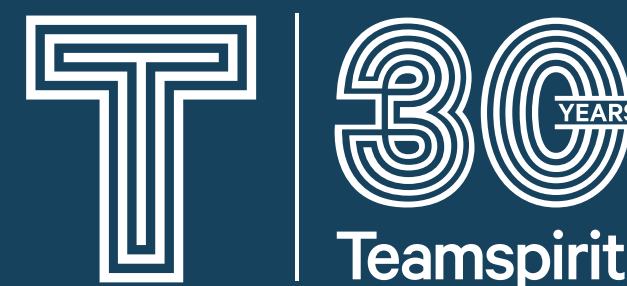
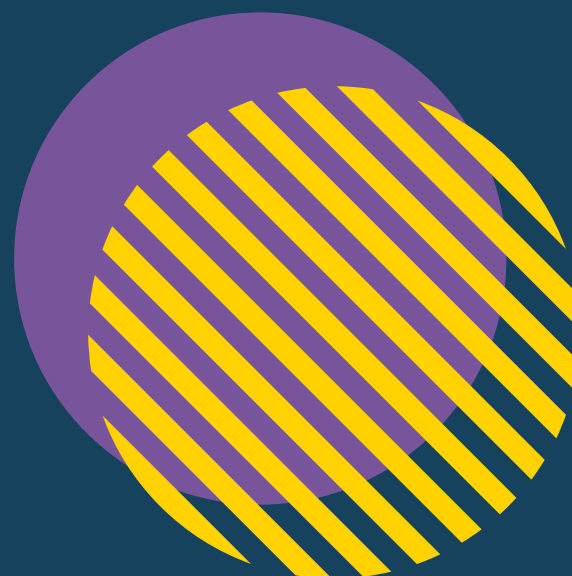
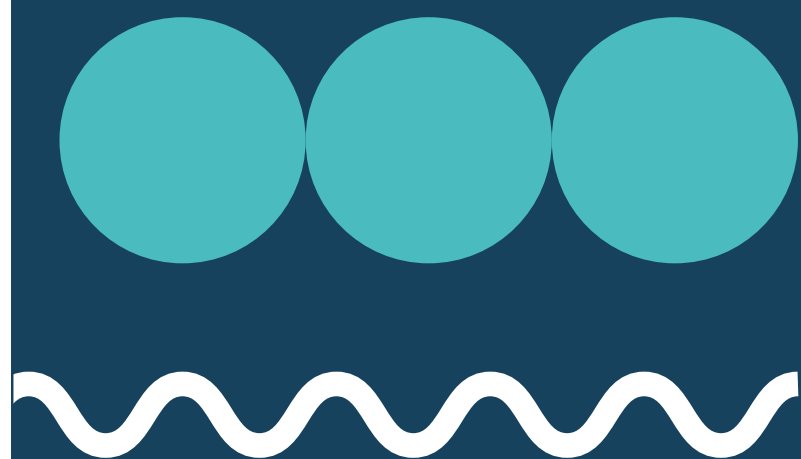
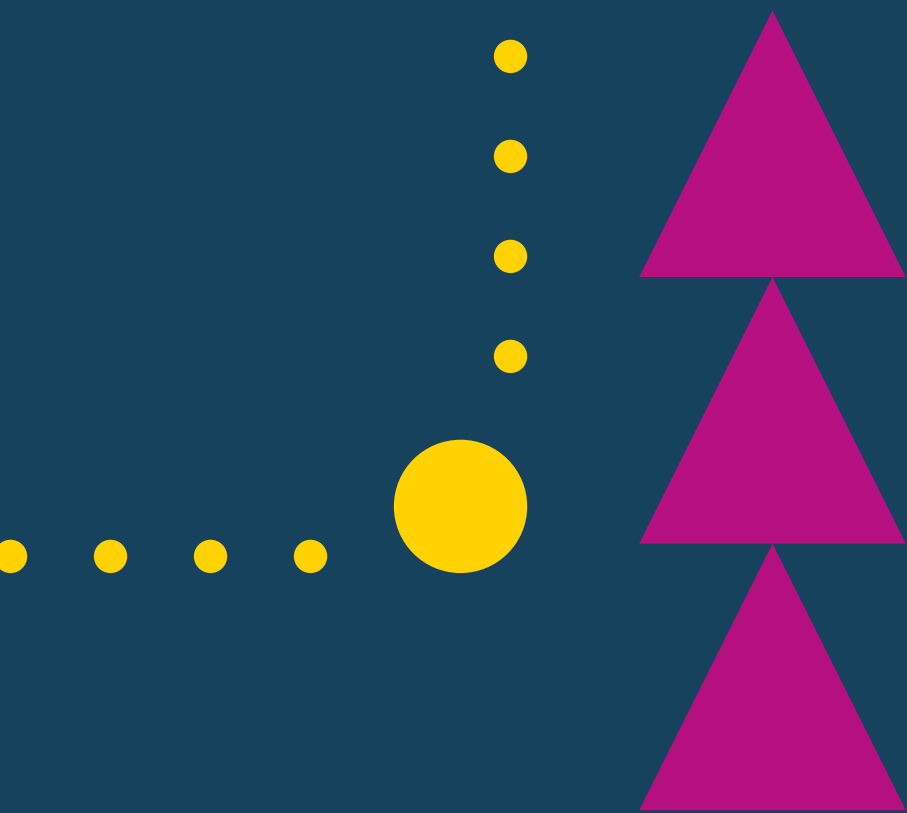


Teamspirit: Celebrating Inclusion

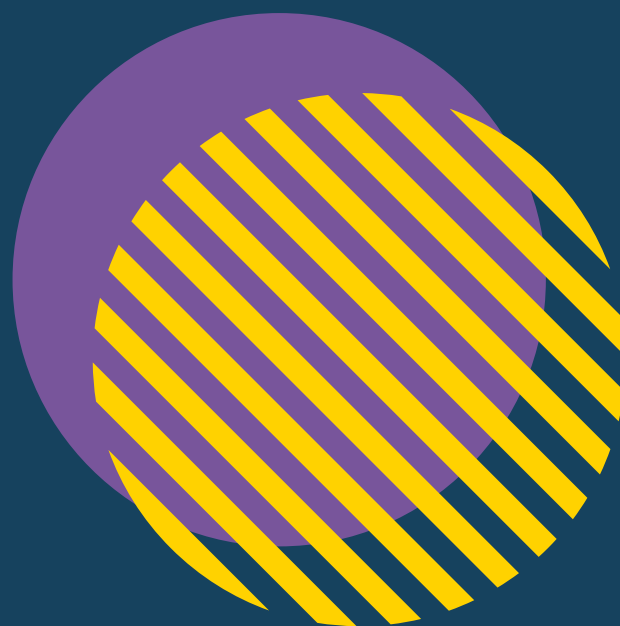
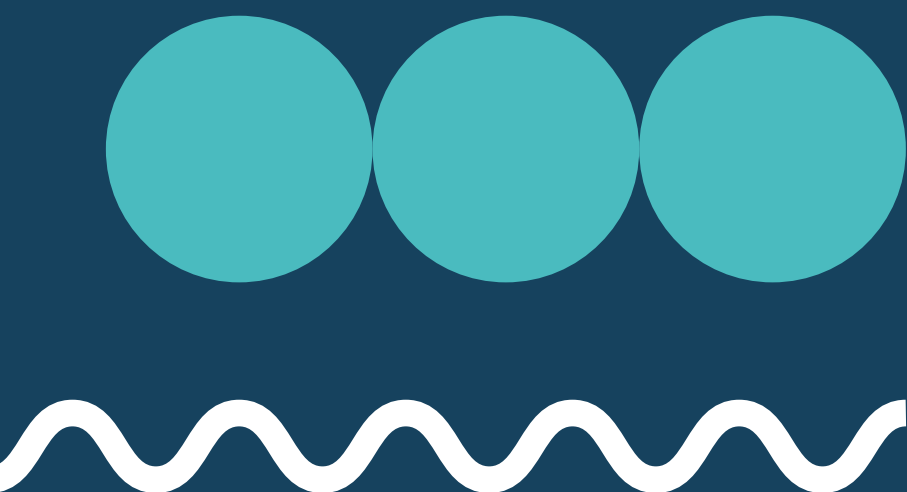
Our 2025 DE&I Report

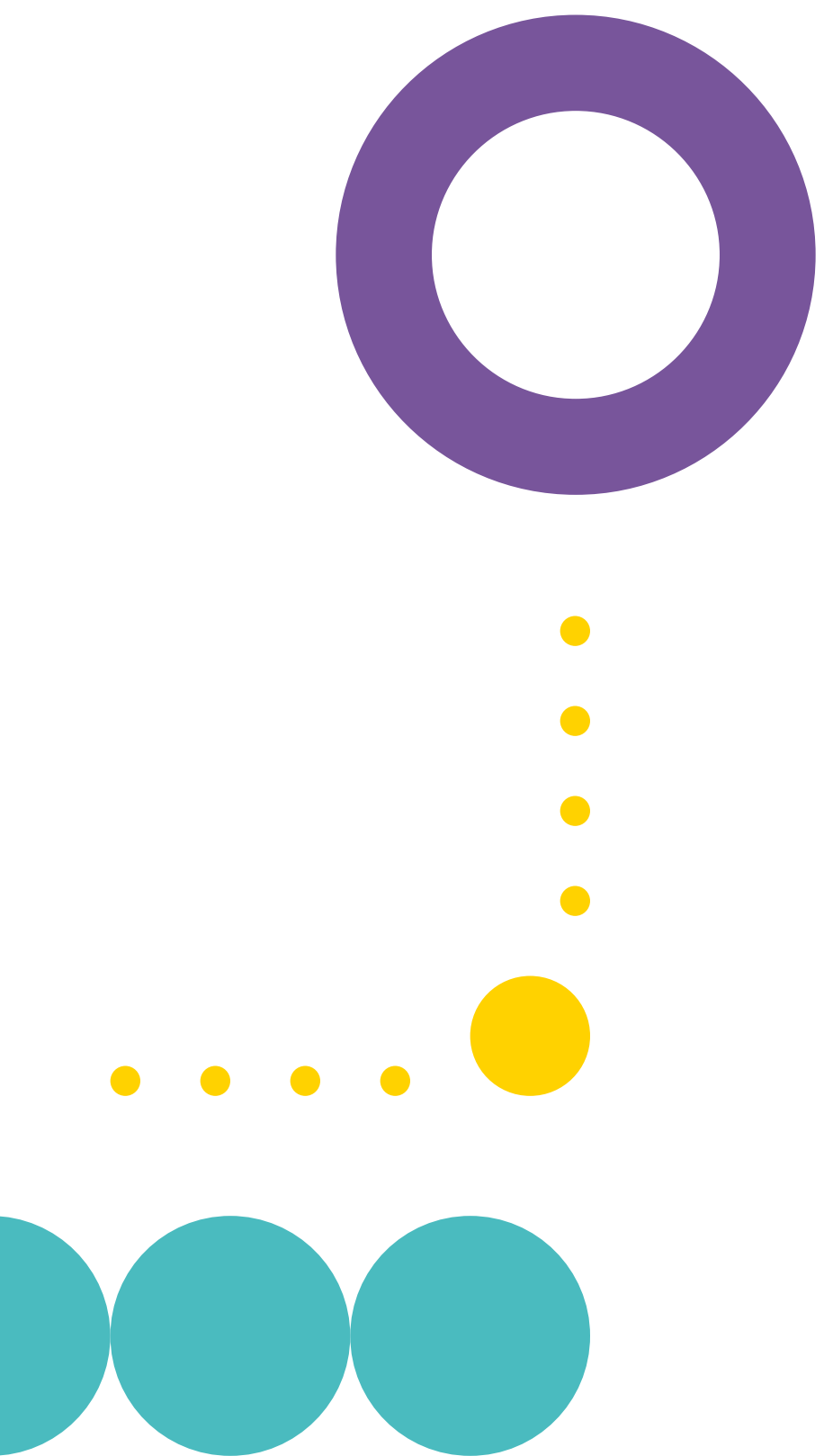




Teamspirit: Celebrating Inclusion

Our 2025 DE&I Report





Contents

Introduction	1
Diversity in numbers	2
Recruitment	4
Retention & Progression	6
Inclusive Culture	8
Work & Clients	12
Moving Forward	14
The people that make it happen	16

Introduction

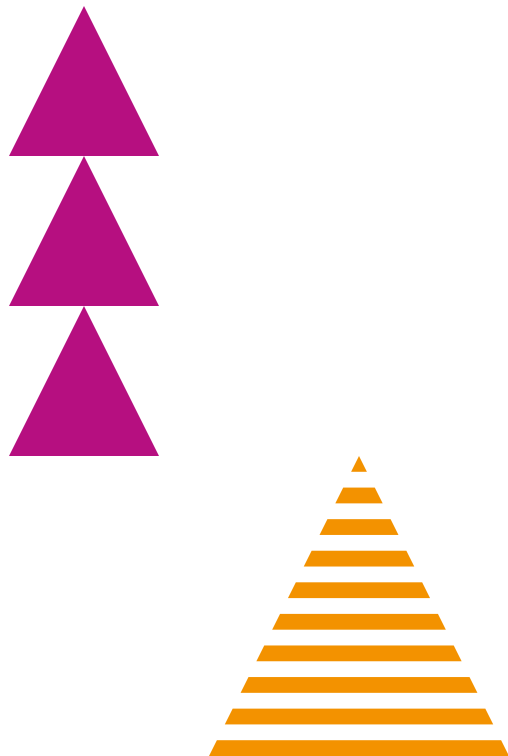
Celebrating Inclusion is our first annual Diversity, Equity, and Inclusion report for Teamspirit, in which we track and celebrate our progress and achievements in DE&I.

2025 marks our 30th Birthday. Since 1995 we have celebrated inclusion; our founders were women, and our board has been predominantly female since inception. DE&I has always been important, and in the last few years we have supercharged our efforts to be a company which welcomes diversity, incubates inclusion, and pledges equitable treatment. We know this is how we get - and keep - the right people, and in turn how we produce the best work for our clients.

Our DE&I strategy forms the foundation of our people strategy, and covers recruitment, retention, culture, and the work we do. Our approach has always been intersectional, aiming to improve outcomes for all, across the full spectrum of protected characteristics and diverse identities. This report offers a glimpse into the hard work happening across the agency, and a look ahead to 2025 and beyond.



Sandy Downs
Associate Director
and Head of DE&I



Diversity in numbers

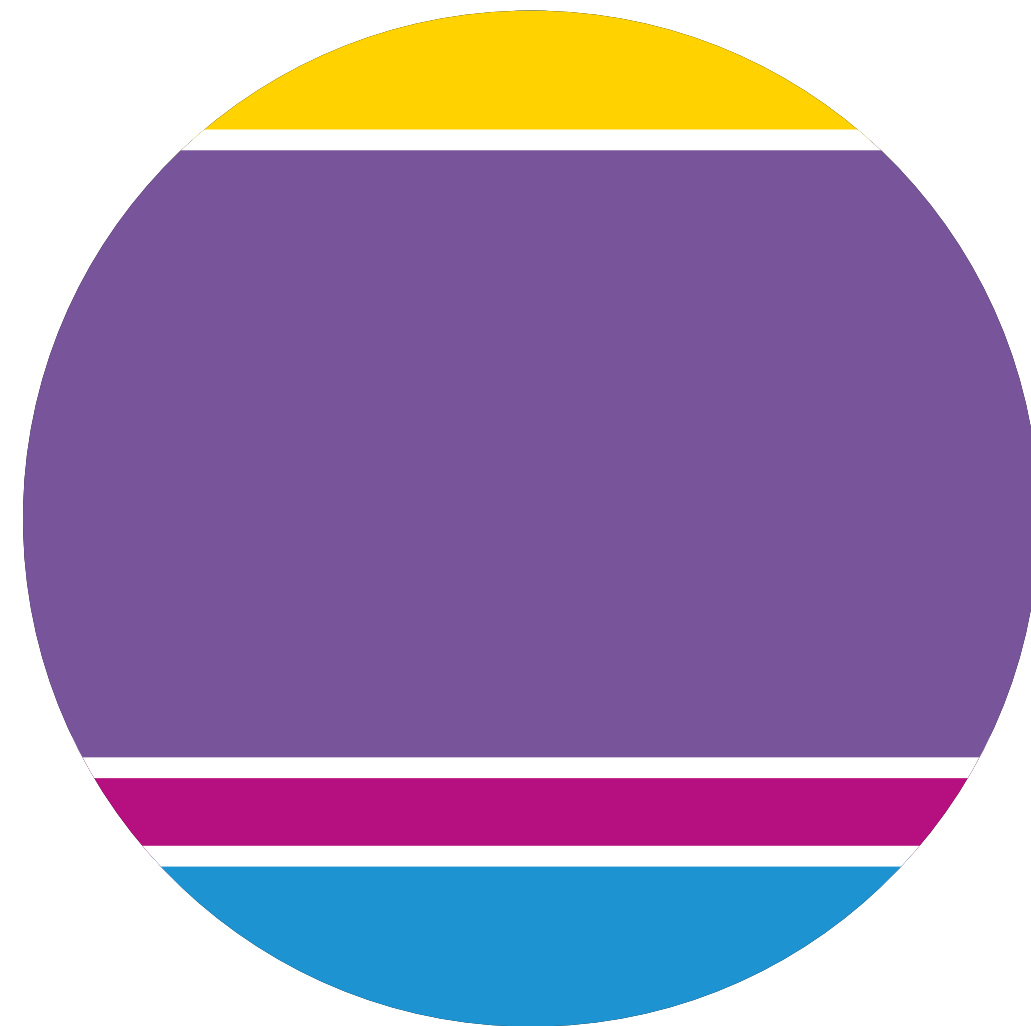
‘If you can’t measure it, you can’t manage it’

– or so they say. While we believe some initiatives can have impact without numbers, it’s important we hold ourselves to account by continuing to collect, report, and analyse our performance against DE&I metrics.

Representation

Across our team of 75+¹, we are:

- **13% black, asian, and minority ethnic**
- **59% women**
- **10% LGBTQ**
- **15% disabled**



Remuneration

We submit our Gender Pay Gap and Ethnicity Pay Gap Data to the PR Week Pay Gap Project, run by PR Week and People Like Us. In 2024, just 41 agencies took part. We’re very proud to be transparent and part of the industry push for better outcomes.

We score 100% on gender parity, with no gender pay gap since the index began.

Our score of 44% on race and ethnicity was disappointing. Sat behind this is an ethnicity pay gap of 40%*², driven by a lack of senior representation of people of colour. At Teamspirit, a huge amount of our DE&I effort has been put into our pipeline and recruiting more inclusively – and most of our recruitment happens at junior levels. As a result, this score had to get ‘worse’ before it got better – but our focus is on improving it this year, with a laser-focus on retention and progression.

Reputation

Our reputation with our team – tracked via our annual DE&I survey – places us in good stead for the year ahead.

7.9/10

I feel I can be my authentic self at work.

8.5/10

My agency believes that the best environment includes people from all kinds of backgrounds, cultures, and identities.

7.6/10

The leadership team really encourages diversity.

¹ Based on disclosure rate of 98%.

² Using PR Week methodology.

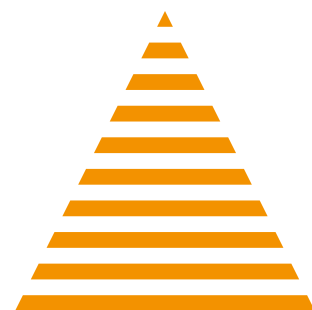
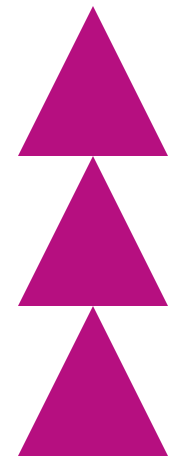


Recruitment

Diversity starts with recruitment - getting the best people into the business, from a diverse pipeline, and using an inclusive process.

2024 highlights

- We were the headline sponsor - with other VCCP agencies - of the F1 Back2Businesship 2024 programme, a 6 day back to work re-orientation bootcamp for UK communications professionals who have taken more than 3 years out of their careers for caring reasons.
- One of our DE&I champions, Sofia Cerciai, became a No Turning Back ambassador, talking at schools, colleges and universities to educate and excite diverse students about the marketing and comms industry.
- We teamed up with Creative Access and ran our first masterclass for early careers entrants into communications, focused on improving socio-economic, ethnic, and neurodiverse inclusion.
- We continued to run our inclusive recruitment training for all hiring managers, including accessible processes and sharing best practice.



2025 priorities

- We're running a full review of our job descriptions and adverts to ensure the language used is exciting, creative, and inclusive.
- Sofia will continue to be a No Turning Back Ambassador, and we'll keep working with groups like Creative Access to broaden our pipeline and reach a more diverse group of talent.
- We're continuing to train hiring managers and improve our best practices.





Retention & Progression

Sustaining diversity and ensuring equitable incomes requires a laser-focus on retention and progression.

2024 highlights

- We created a working group to review the first 18 months of being a Teamspiriter, which we'd discovered was the top 'risk point' for retention.
The changes made to the induction and onboarding process seem to have had an impact - our retention at this level was 100% in 2024.
- We became a Level 2 Disability Confident employer through the Government's DWP scheme, ensuring we're realising the potential of disabled colleagues.
- We reported on both our gender and ethnicity pay gaps in PR Week.

2025 priorities

- We aim to reach Level 3 - the top level - of the Disability Confident scheme, including a focus on making our new office accessible for all.
- We plan to improve our reporting on socio-mobility, and work closely with Creative Access to offer enhanced onboarding to employees from diverse backgrounds.
- We are establishing a mentorship scheme to ensure that all employees have access to senior leaders who offer diverse representation and a wide range of lived experience.





Inclusive Culture

People need to feel a sense of belonging at work, which is dependent on having an inclusive culture.

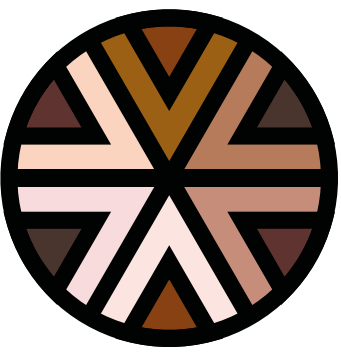
Our four affinity networks - Beam (LGBTQ), Kaleidoscope (Race & Ethnicity), Rise (Women & Gender), and Unbound (Disability & Neurodiversity) are vital drivers of that culture at Teamspirit, organising events, sharing resources, and acting as critical friends to the business.

2024 highlights

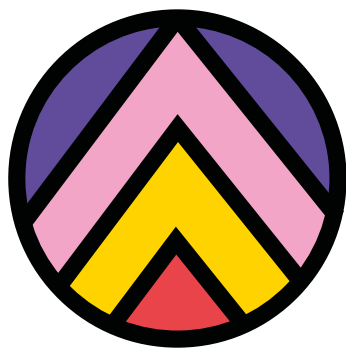
- We re-ran our annual neurodiversity training to equip managers to lead diverse team, understand the radar of reasonable expectations, and promote a culture of inclusivity
- We launched trans inclusion guidance for both employees looking to transition, and for managers overseeing somebody who wants to transition, focused on practical tips for building a trans-inclusive culture
- We hosted several excellent events, including Drag Bingo for Pride, a talk by Emilie Bellet on women & investment for International Women’s Day, and plenty of cultural pot lucks
- We sustained our ‘culture club’ - a safe discussion space for the issues of the day - and our book club, run by our affinity networks to review diverse books



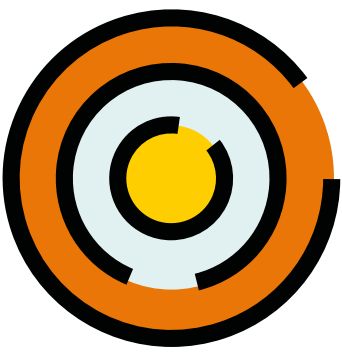
BEAM



KALEIDOSCOPE



RISE



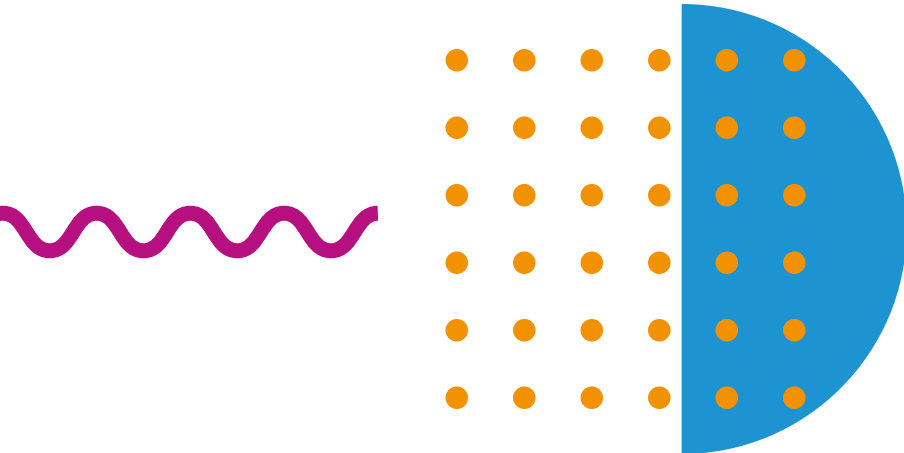
UNBOUND



Inclusive Culture

2025 priorities

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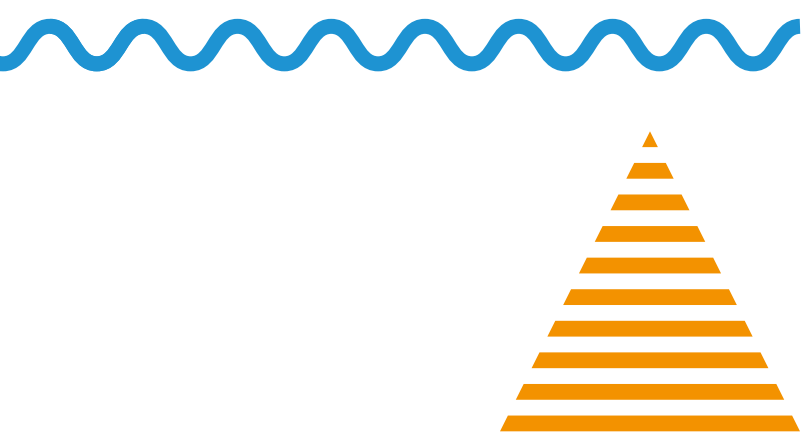
Working with clients

2024 highlights

- In 2024 we ran campaigns around children's mental health, diverse community retirement planning, and women & money
- We offered pro bono support to InterInvest - the LGBTQ network for professionals in the investment industry - to design their new logo
- We publicly published our commitment to inclusive culture

2025 priorities

- 2025 brings the launch of Unity Works, our DE&I communications consultancy proposition for our clients. Our bespoke Unity Works methodology is designed to create inclusive creative campaigns, enhance corporate communications around DE&I themes, and improve internal comms
- We will also be relaunching For The Better - our pro bono campaign - where we give our services, free of charge, to a purpose-led, not-for-profit organisation that's transforming financial services for the better

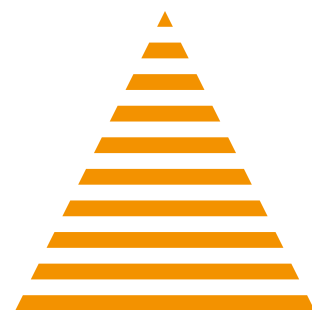
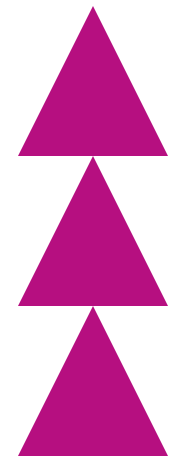


Keep it moving

The global headwinds are shifting on DE&I; geopolitical and societal forces mean 2025 won't be an easy year for positive change.

However, that makes it more important than ever that we stand firm. That our business, culture, and environment are inclusive and foster belonging. That the work we produce is diverse, authentic, and worthy of ownership by a challenger brand. And that our people feel empowered and supported to raise their voice and fight the good fight.

That's what this year will be about for Teamspirit. Celebrating our birthday, celebrating our people, and celebrating inclusion.



The people that make it happen

Our Head of DE&I:



Sandy Downs

Our DE&I Board:



Montse Tojeiro



Jo Preston



Sam Turner



Lisa Wilde

Our Affinity Network Leaders

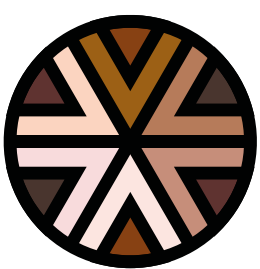


BEAM

Sofia Cerchai

Sandy Downs

James Maxwell

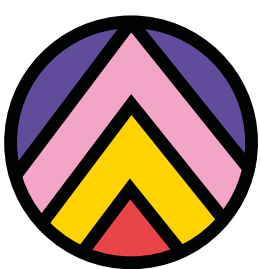


KALEIDOSCOPE

Alex Waring

Sofia Cerchai

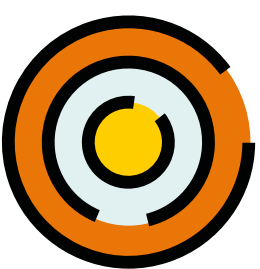
James Drinkall



RISE

Eleanor Ross

Olivia Nelson



UNBOUND

Ursula Delaney

Jess Pritchard

