

ODEON Cinemas Group launches “Our Incredible Differences” Diversity & Inclusion strategy

London launch ahead of roll-out across 14 countries in Europe

ODEON Cinemas Group has launched a new long term strategy to promote inclusion and diversity across Europe. Called "Our Incredible Differences", to celebrate the unique talents of every member of the ODEON team, the programme was launched by MD Mark Way and CPO Kathryn Pritchard at an event in Westminster, London attended by exactly the same number of women and men.

The launch is the first public aspect of a year long project involving research, insight gathering, focus groups, testing ideas and diversity & inclusion training across all 14 countries that ODEON Cinemas Group serves in Europe.

Group CPO Kathryn Pritchard explained “It’s truly brilliant to have formally launched our diversity & inclusion strategy, and particularly fantastic to have a mixed group of our colleagues championing its development. Diversity & inclusion is everyone’s responsibility, no matter their background. Only with it being tackled at every level and in all areas of our business will we have made the progress that enables the talent of everyone to shine.”

The launch follows a year of preparation, during which the ODEON HR team worked with a consultancy to gather insight from teams across the organisation, including a pilot Women in Leadership workshop earlier in 2017. A group of ODEON’s female colleagues were hosted at an event and asked to share their thoughts about inclusion and promotion and careers at ODEON.

The resulting data and insight was used to create a framework the Our Incredible Differences strategy, which was refined with the input of colleagues before launch. With this agreed, the company’s HR team produced a Group-wide D&I policy, a high profile promise and dashboard for all colleagues, and they provided training for all their senior leaders across Europe. It all culminated in the kick off event in London.

In early 2018 the teams in each of the 14 territories teams will now develop action plans for every colleague in every country, starting with gender and then moving on to other key aspects of diversity and inclusion.

Kathryn Pritchard continued “We’ll use our ask/listen/plan/act cycle to make sure we continually improve the strategy, and keep the conversation going to build our culture of inclusion in 2018. We want to make sure all our colleagues feel included and supported, that strong talent is coming through every part of our business and we have the best people in every role. We want everyone to feel comfortable, supported and equally valued in their progression no matter who they are - inclusion for all, not just one group.”

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