

Equality, Diversity and Inclusion Strategy

Our purpose is to put our patients in control of their healthcare, providing clarity and convenience when it matters most.

EDI mission statement

Our mission is to build a consciously inclusive, equitable, and safe business culture at Pharmacy2U that empowers every individual and supports their growth. We aim to create a great place to work that is committed to embedding EDI practices and habits into the heart of business operations, supporting individual needs, and nurturing true allies. We are committed to a culture and environment where all colleagues feel safe to be themselves without fear of stigma.

Our EDI purpose

To reflect a commitment to ethical and inclusive practice combined with unlocking the full potential of all individuals as the foundation of business success. By recognising and responding to individual colleague needs and embedding EDI into our strategic growth model, we will build a resilient, forward-thinking business that sets the standard for inclusion and innovation within the healthcare sector.

Our EDI commitments

1. Foster a culture of inclusion and psychological safety

- Create an environment where all colleagues feel valued, safe, respected, and empowered to contribute fully.
- Promote psychological safety, where individuals feel comfortable speaking up, sharing ideas, and expressing concerns without fear.

2. Support individual colleague needs

- Provide tailored support based on colleagues' individual experiences, identities, and challenges.
- Embed inclusive policies and practices that accommodate diverse needs (e.g., accessibility, mental health, cultural observances, flexible working, volunteering days).

3. Expand and strengthen EDI as a business offering

- Create a suite of EDI tools, resources and services to support colleagues with their needs.
- Create a culture where individuals specific needs are supported and the business is supportive of new tools, resources and services being requested, using tools proactively and not reactively.

4. Embed EDI in leadership and decision-making

- Equip leaders with the knowledge, tools, and accountability to embed EDI into everyday decisions.
- Ensure representation and equity in leadership, recruitment, and promotion pipelines.

Success measures

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We will know when we have successfully achieved our mission by:

- An increase in colleague satisfaction (eNPS) and psychological safety scores.
- Maintaining external recognition (Disability Confident, Armed Forces Covenant) and annually increasing this formal accreditation.
- Achieving and maintaining a minimum 90% completion of EDI learning modules.
- A greater representation of diverse individuals at all levels of the business, particularly in leadership.
- Improved talent attraction, retention, and engagement across diverse groups and underrepresented groups.
- An increased suite of tools, resources and services available for colleagues from point of application/interview throughout their employment with Pharmacy2U.
- When we can feel that EDI is a key theme within the culture across the business, embedded throughout day-to-day actions, decisions made and colleagues feel safe to challenge where this is absent.