Casbah Group Anti-Slavery Statement

Introduction from the leadership team

We are committed to deploying practices to combat slavery and human trafficking. We oppose slavery and human trafficking in all its forms and make this statement to set out the steps we have taken to ensure that there is no slavery or human trafficking in our business or in our supply chains.

About us

Our structure

The Casbah Group is a group of agencies which provides creative communications and marketing services. Our ultimate parent company is Casbah Group Limited, which has its head offices in the UK. This statement is issued on behalf of the Casbah Group, which includes Casbah Group Limited and associated companies. The number of employees employed by the Casbah Group varies but normally stands at approximately 125-175 (worldwide). The Casbah Group operates in the United Kingdom, the United States and France.

Our business

Our business is organised into several business units, which have different types of expertise in the marketing and communications sector. The Group includes the businesses which trade as:

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Our supply chains

Our supply chains include sub-contractors of communication, marketing and digital services (including but not limited to influencer marketers, media partners, event producers, production houses, content producers and venue owners) and professional service providers (including but not limited to our auditors, law firms and IT consultants).

Our policies on slavery and human trafficking

We are committed to ensuring that there is no modern slavery or human trafficking in our supply chains or in any part of our business. Our Anti-slavery Policy reflects our commitment to acting ethically and with integrity in all our business relationships and to implementing and enforcing effective systems and controls to ensure slavery and human trafficking is not taking place anywhere in our supply chains.

Due diligence processes for slavery and human trafficking

We believe the risk-profile of our particular business sector is low but we require our business teams to identify and assess potential risk areas in our supply chains to mitigate the risk of slavery and human trafficking occurring in our supply chains and to monitor potential risk areas in our supply chains.

Supplier adherence to our values

We have zero tolerance to slavery and human trafficking. To ensure all those in our supply chain and contractors comply with our values we have in place a supply chain compliance programme. This includes requiring our suppliers to a) provide contractual commitments that they will comply with applicable anti-slavery and human trafficking laws; and b) adhere to our Group Anti-slavery Policy.

Training

To ensure a high level of understanding of the risks of modern slavery and human trafficking in our supply chains and our business, we intend to implement training for our staff.

Our effectiveness in combating slavery and human trafficking

We also intend to consider developing key performance indicators (KPIs) to measure how effective we have been at ensuring that slavery and human trafficking is not taking place in any part of our business or supply chains.

This statement is made in connection with section 54(1) of the Modern Slavery Act 2015 and constitutes our Group's slavery and human trafficking statement for the financial year ending 31st December 2024.