EQUALITY, DIVERSITY & INCLUSION GUIDING PRINCIPLES

Diversity Changes Everything

We celebrate difference – respecting the humanity and creativity in everyone. We are committed to improving diversity and inclusion across our organisation and industry by championing a variety of backgrounds, perspectives, identities, talents, and physical and cognitive differences.

Creative UK is committed to systemic change driven by a Board that reflects the diversity of the UK across all regions, nations and demographics to improve the diversity of the industry that we represent, recognising that it is not a level playing field and that many groups are underrepresented and/or discriminated against. We aim to have a Board that is at least 25% ethnically diverse, 20% disabled or neurodiverse, has a 50%/50% gender balance, at least 10% representation from those under 25 years, at least 10% representation from the LGBTQIA+ community, and 75% of members located outside of London. Board representation will be monitored annually and actions taken to address underrepresentation each time the board is refreshed by targeting succession planning.

We aim to build a workforce that is representative of the diversity of the UK and stands against the lack of diversity in the wider creative industries targeting at least 20% ethnic diversity, 20% disabled or neurodiverse, 50%/50% gender balance, 10% LGBTQIA+, and 39% from a working-class background. We review our diversity targets annually to ensure they remain ambitious and continue to reflect the society in which we operate. We will gather diversity data annually from our workforce to identify underrepresentation and to inform our recruitment strategies, taking positive action to address imbalances where we find them.

We want to see a more equal, diverse and inclusive future for the creative industries by building an inclusive, diverse workforce & ecosystem, enabling creative talent and businesses to thrive across the whole of the UK, and using our insights and evidence to champion the creative sector and help it to thrive.

Will actively seek allies in undertaking this work, giving profile and recognition to the achievements of diverse individuals and organisations throughout our work. Where we identify imbalances and underrepresentation, we will address it so that we champion and showcase a broad spectrum of creative culture, leadership and talent.

<u>Our guiding principles, we will:</u>

Develop a measured approach to championing EDI in our organisation and across the creative industries by;

- Collecting and sharing data on participation, representation, remuneration and advancement, and taking action in response to imbalances identified.
- Gathering data beyond protected characteristics to include socio-economic background, neurodiversity and regional representation.
- Setting meaningful targets within our own organisation and those we support so that we continually strive for greater inclusion and can hold ourselves to account when we fall short.

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date Oct25

Improving the diversity of our board, governance and workforce by;

- Taking positive action across our recruitment using a wide range of portals and networks to ensure we reach, are accessible to, and attract diverse talent pools.
- Analysing job descriptions, strategies and interview practices for hidden biases and access barriers.
- Providing opportunities for flexible or agile working.
- Ensuring diverse representation through recruitment of those selected to take part in our working groups or sit on our UK Council and Board.

Providing equity in the opportunities we offer by;

- Improving our outreach, access support, and the diversity of our outputs so we serve, are accessible, represent and appeal to people from all backgrounds.
- Actively promote and offer access supports that address the needs of everyone wishing to engage with Creative UK's offer.
- Partnering with diverse organisations across and beyond the creative industries to ensure our opportunities reach all those that may be interested in taking part and providing the support necessary to enable them to engage.

Educate and develop ourselves and the wider industry so that everyone understands the value and their role in creating a diverse and inclusive sector through;

- A working group of ED&I champions, the EDI Advisory Group, who guide us in taking action through their lived and professional experiences and help us to improve our impact in addressing equality, diversity & inclusion both internally and across the sector.
- Embedding EDI throughout the organisation and developing strong leadership commitment that exemplifies best practice in addressing EDI.
- Educating our workforce on how to drive diversity and inclusion throughout their work and become allies to those who are underrepresented.
- Sharing learning from our EDI Advisory Group, Diversity Leaders' Forum and industry insights with all staff so that everyone improves their knowledge, understanding and practice in driving greater diversity and inclusion.
- Collaborating with a diverse range of stakeholders to consult with, share insights and create a platform to develop and advance EDI best practice.
- Improving the visibility of organisations working to diversify the creative industries by partnering, spotlighting and showcasing their work.
- Engaging leaders from across our sector to champion diversity and inclusion.

Ensure our advocacy and delivery acknowledges EDI factors in determining priorities and decisions by;

- Using policy and insight to ensure actions are taken beyond Creative UK that improve the diversity of the sector such as advocating for creative education for all young people, widening access to finance, championing equal pay, and developing entrepreneurial and leadership skills amongst diverse cohorts of creatives.
- Improving the diversity and accessibility of all our programmes, services and events through the development of best practice guidance shared with all staff and delivery partners, reviewed annually to ensure we continually improve our work.

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- Building relationships with diverse creative organisations and networks so that we better understand what underrepresented groups need and can advocate for those needs to be met.

Our Key EDI initiatives:

- Diversity targets (KPIs) and annual monitoring of our Board, staff and programme participants.
- EDI Advisory Group, guiding our work, developing our understanding, and improving our EDI impact across the organisation and wider industry.
- Creative UK's Diversity Leaders' Forum, drawing in and sharing EDI insights and expertise across our membership and beyond.
- Affinity Groups for our staff providing space for peer support, knowledge sharing and improved understanding of the lived experiences of working for Creative UK and within the Creative Industries.
- Spotlighting effective industry-wide EDI practice through our website, newsletter and communications channels.
- Development programmes that directly support improved diversity including our Female Founders programme, shortFLIX, Screen Launchpad, and Preparing for Investment.

Our partnerships:

- The Creative Industries Policy and Evidence Centre (PEC)
- The Social Mobility Commission (SMC)
- All Party Parliamentary Group (APPG) for Creative Diversity
- Creative Industries Council Diversity Working Group
- Inc. Arts Alliance