Inclusion & Diversity.

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The BIMA Tech and Inclusion Report (2019) found out that mental health, stress and anxiety are challenges within the industry and for marginalised groups, such as the neurodiverse, the figures are deeply upsetting with incidences of anxiety and depression appearing much higher at 84%. The report also revealed that 40% of Afro-Caribbean and those of mixed heritage, 31% of Asian and South East Asian and 35% of women have reported experiencing discrimination. Whilst we make efforts to bring people from diverse backgrounds into the industry, we are also driving them away.

These insights compel us to action and for the first time provide a clear sign-post on what to do next.

Introducing the BIMA Inclusion & Diversity toolkit – a playbook made up of a number of guides to get you started. Each guide, focuses on a different aspect of Inclusion & Diversity and is backed up with compelling research, outlining why you should tackle this topic within your organisation. The guides provides essential ‘What you need to know’ information and ‘How to get started’. They give practical assistance to get you going on your I&D journey, the rest is down to you!

Due to the intersectional nature of a person’s identity (how the combination of their gender, race, class, sexuality, religion, disability etc impacts their experience of discrimination and/or privilege in the workplace) we would recommend that you take a broad view of diversity by reviewing a number of the guides in this toolkit (rather than viewing each guide as a siloed topic).

I’d like to thank all of the BIMA Inclusion & Diversity Council team and their networks in realising this vital toolkit resource for all BIMA members. The guides will be reviewed and updated annually but if you’d like to make suggestions for improvements please reach out to diversity@bima.co.uk.

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How to get Started

The business case for Inclusion & Diversity is, by now, hopefully well understood. Like any change management programme we recommend organisations take a strategic approach to inclusion and diversity in order to drive the desired outcomes. We recommend the desire for change is discussed with those who set the culture, primarily your leadership team, but also employees across the business. Like all business imperatives, you should establish a clear view of the current state (through primary and secondary research) before establishing a vision for the change you want to see and the priorities that are right for your business along with the key performance indicators (what you will measure) over time. Inclusion & diversity is a long game but it is proven to drive both employee engagement, innovation and performance so having a long term plan is not only the right thing to do but also makes good business sense!

Socio-Economic Inclusion

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Inclusion & Diversity Toolkit: Socio-Economic Inclusion

A Business case for being Socially Inclusive

In the 2020 YouGov survey, a disproportionately higher amount of individuals work in advertising who were private educated at 27%, while the UK average is 7%. This survey demonstrates that our recruitment and workforce are not representative of the individuals we market to, and we are not drawing on the diversity of experience from different socioeconomic backgrounds. [1]

Furthermore, the figures show that we are even more skewed when it comes to our leadership with a staggering 31% of leadership positions being held by privately educated white men. [2]

Social inclusion hasn’t been a top priority for the industry, and while initiatives have been made in both gender and racial diversity Social-Economic Inclusion needs to be considered too.

What you need to know

The UN defines Social Inclusion as “the process of improving the terms of participation in society, particularly for people who are disadvantaged, through enhancing opportunities, access to resources, voice and respect for rights.” [3]

The criteria for social inclusion is fluid, and will be set based on the socio economic factors of that country. Atkinson believes that for Europe the criteria for monitoring social inclusion comes down to the following three questions [5]:

- whether you attended private school
- did you have free school meals and
- did your parents go to university?

In Alex’s Holders booked ‘Open Up’ [4] the research shows that out of 10000 graduates that are in internships six months after they leave university, a fifth are unpaid. The Sutton Trust calculates the cost of an unpaid internship is more the £1000 per month in London, and £827 in Manchester, leaving the individuals getting the exposure and experience from these internships are mostly from wealthy families. Leaving certain creative industries impossible to break into for lower to middle income families.

Currently in organisations, these are not standard data we gather, unlike race and ethnicity and gender. In order to turn the dial we need to ensure that we dispel any stigma attached to your socioeconomic background, in order for people to freely share their data with their company.

Key Takeaways

01. Cost of Living

Unpaid internships mean that the exposure and experience are only available to those with families are higher income brackets. Companies should be paying not minimum wage, but the living wage for all staff. As of 2020 London Living Wage should be paid at £10.75ph, while for the rest of the country is should be £9.30. Companies should look at if there is any additional support that they can offer to employees on their lowest banding.

02. Education Level Requirement

While recruiting, be sure not to only look for people with a higher education unless it is absolutely necessary. We've seen big corporations like Google, IBM and Apple abandoned the requirements for higher tertiary education and are now happy with equivalent practical experience'.

03. Recruitment

Ensuring that you have an unbiased and fair recruitment process is key, as well as expanding the search for talent in usual places, especially for entry level roles. A flexible approach to skill sets should be used to ensure that all individuals with different experiences can be considered

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04.Partnerships

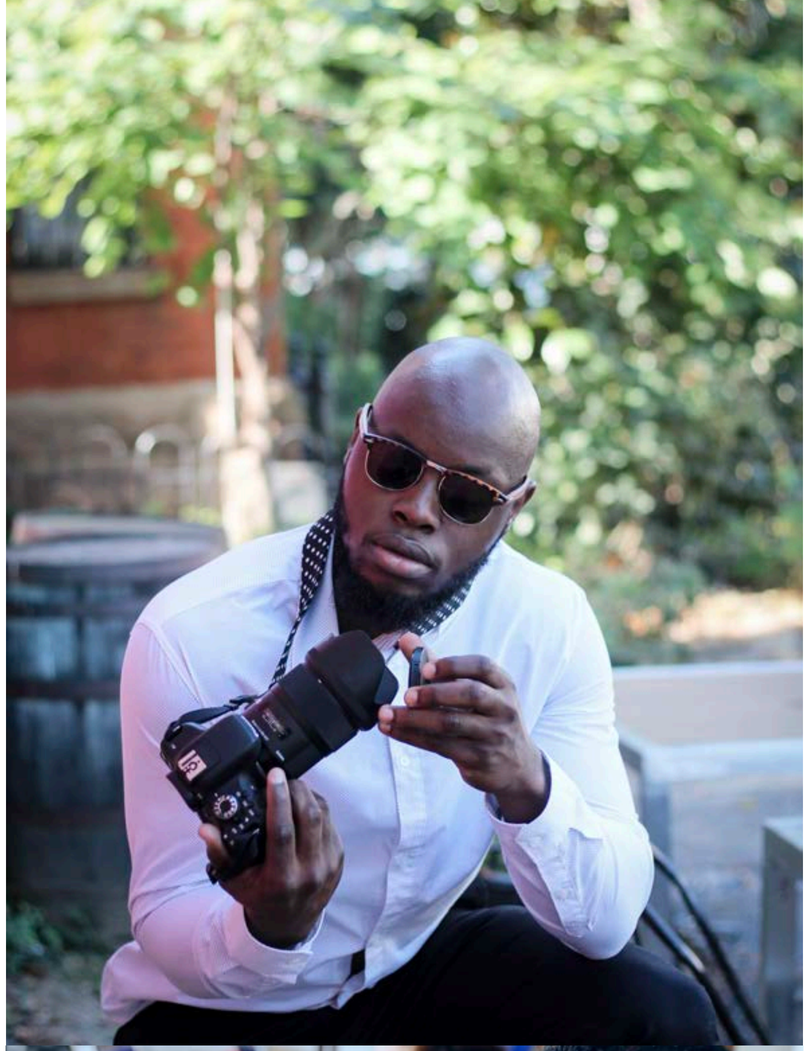
Getting the correct partnerships in place to ensure that you are recruiting and engaging with a diversity workforce is key. Apprenticeship schemes are a good way to get young talent from diverse backgrounds into your business. Partnering with a charity to provide work experience is a good way of making the industry visible as a career path to students from more diverse backgrounds.

05. Promotion and Career progression

All companies should ensure that their promotion and appraisal systems are inclusive and not disadvantage people from different backgrounds.

Signpost to other sources of information

Social Mobility Commission's Toolkit: https://www.socialmobilityworks.org/
Sutton Trust Employer's Guide: https://www.suttontrust.com/wp-content/uploads/2020/07/Social-Mobility-in-the-Workplace-An-Employers-Guide.pdf
2.http://advertisingtf.co.uk/DiversityCensus_AW_2018.pdf
3. https://www.un.org/esa/socdev/rwss/2016/chapter1.pdf
4. Holder, A (2019) *Open Up: Why Talking About Money Will Change Your Life.* Serpent's Tail
5https://ipa.co.uk/knowledge/ipa-blog/killing-the-elephant-in-the-diversity-room-social-class/



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Thank you.