

ITV announces new £80m Diversity Commissioning Fund

Published Thu 17 Mar 2022



[Corporate](#)

ITV announces new £80m Diversity Commissioning Fund

ITV today announced plans to reserve £80m of its content commissioning budget over the next three years to drive change towards racial equity and disability equity. Of this amount, at least £20m will be reserved for content made by Black, Asian and minority ethnic-led and disabled-led production companies. ITV has also created a new £500k development fund to develop ideas that will qualify for the Diversity Commissioning Fund.

To qualify for the fund, productions must meet either the first criteria, or two of the remaining criteria:

- Diverse company ownership or leadership – senior individuals in company ownership or leadership roles (including through co-production partnerships)

involved in shaping creative or operational strategy within the production company (e.g. Managing Director, Creative Director) must be Black, Asian or minority ethnic and/or disabled.

- Diverse creative leadership – at least two individuals in senior creative decision-making roles off-screen involved in shaping and making the programme (e.g. writer, producer, director) must be Black, Asian or minority ethnic and/or disabled.
- Diverse stories and portrayal on-screen – subject matter and stories are from a Black, Asian or minority ethnic and/or disabled perspective, and/or starring Black, Asian or minority ethnic or disabled actors in lead roles.
- Diverse salary spend – at least 20% of total salary spend off-screen on the production must be on Black, Asian or minority ethnic and/or disabled creatives.

Complementing similar initiatives by the BBC and Channel 4, and developed in consultation with the Sir Lenny Henry Centre for Media Diversity, ITV's Diversity Commissioning Fund is designed to drive lasting change across the sector. With this £80m commitment over three years, ITV is significantly increasing its annual spend on diverse content.

Commenting on the announcement, ITV CEO, Carolyn McCall, said:

"Today's announcement builds on ITV's Diversity Acceleration Plan. We want to keep up the momentum and drive more progress at ITV and across the industry, so that our audiences can see their broad range of experiences and perspectives reflected in our content."

Ade Rawcliffe, ITV's Group Director of Diversity and Inclusion, explained the new initiative:

"ITV is committed to creating content by, with, and for everyone, connecting and reflecting modern audiences. We want more people of colour and disabled people to be able to tell their stories and get opportunities in senior production roles. With this reserve fund, we're working to speed up progress in a sustainable way, and play our part to change the structure of the industry."

Marcus Ryder at the Sir Lenny Henry Centre for Media Diversity said:

"ITV dedicating programme finance for television productions that meet set criteria to positively increase diversity and inclusion is an important development. The LHC is happy to have been consulted in the process, and if implemented fully we see this as a vital policy tool in any broadcaster's efforts to increase

representation of underrepresented groups in production.”

[end]

Notes to Editors:

ITV has 14.2% off-screen and 17.5% on-screen representation of Black, Asian and Minority Ethnic creatives, and 4.5% off-screen and 9.6% on-screen representation of disabled creatives. On-screen and off-screen data is collected via Diamond, an industry-wide data collection system for monitoring and reporting diversity in broadcasting. These figures are from the latest Diamond report (The Fifth Cut: Diamond at 5, published March 2022) and relate to programmes broadcast between 1 August 2020 and 31 July 2021 based on 192,859 completed Diamond diversity forms from people working or appearing on these programmes.

Further detail on ITV’s Development Fund criteria

Production companies must meet at least one of the following:

1. Diverse company ownership or leadership - senior individuals in company ownership or leadership roles (including through co-production partnerships) involved in shaping creative or operational strategy within the production company (e.g. Managing Director, Creative Director) must be Black, Asian or minority ethnic and/or disabled.

2. Diverse creative leadership - at least two individuals in senior creative decision-making roles off-screen involved in shaping and making the programme (e.g. writer, producer, director) must be Black, Asian or minority ethnic and/or disabled.

Press Contacts

jenny.cummins@itv.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>