

ITV publishes Diversity Acceleration Plan Report

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ITV has today published its Diversity Acceleration Plan report 2022, detailing progress so far, the next phase of its Diversity and Inclusion strategy, and a new target for colleagues from working-class backgrounds.

Two years on from its launch, ITV has made real progress through its Diversity Acceleration Plan, and the report outlines how the broadcaster has met its commitments so far.

The next phase of the Diversity Acceleration Plan 2022-25 – co-developed by colleagues, chairs of staff networks and ITV’s Cultural Advisory Council – is set to drive further long-lasting change at ITV and across the industry. ITV is determined to have the biggest possible impact through its new strategy: to create and showcase content by, with and for everyone, connecting and reflecting modern

audiences.

This includes championing diversity through mainstream content, creating equitable opportunities for people at ITV and across the industry, and everyone playing their part in creating an inclusive culture at ITV. Actions include launching Disability Access Passports, Amplify, Fresh Cuts and continuing with ITV's Step Up 60 initiative.

To drive further change on-screen, ITV is working to increase diversity in its biggest programmes and in new commissions. New data on this (ITV's top 50 programmes by highest contribution to viewing and highest ratings as well as new commissions) shows significant progress in the proportion of people of colour in lead roles since 2019.

ITV recently announced its Diversity Commissioning Fund, reserving £80m of its commissioning budget over three years, to drive change towards racial and disability equity in whose stories get told and who gets opportunities in TV production. A portion of the fund (at least £20m) is reserved for production companies led by people of colour or d/Deaf, disabled or neurodiverse people. Additionally, ITV created a new £500k Development Fund to develop ideas that will qualify for the Diversity Commissioning Fund.

ITV has set a new target to increase the number of colleagues from working-class backgrounds to 33 per cent by 2025 – the first time that ITV has set a socio-economic background target.

In addition, ITV has published intersectional data for the first time. By looking at the representation of colleagues with multiple protected characteristics, such as d/Deaf, disabled or neurodiverse people of colour, this enables ITV to further remove barriers and better understand colleagues' experiences. ITV's data shows that the proportion of women of colour and Black women at ITV (8.7 per cent and 2.1 per cent respectively) exceeds the national average (7 per cent and 1.7 per cent).

Ade Rawcliffe, ITV's Group Director of Diversity and Inclusion said: *"We've made real strides forward over the last year, with highlights including people of colour and disabled people feeling better represented by ITV on-screen, launching our £80 million Diversity Commissioning Fund, and supporting Google's Black Founders with £1 million of commercial airtime.*

"We want to create and showcase content by, with and for everyone, connecting and reflecting modern audiences. As the UK's largest commercial broadcaster, we

want to use our power so that the widest range of people can tell their stories.

“We have more to do to become an anti-racist, anti-ableist organisation. The structural inequalities we see across society and the broadcasting industry are being addressed at ITV too. We’re working to be part of the solution – removing barriers for underrepresented groups, changing the structure of the industry, and shaping culture for good.”

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