



# Banijay UK Inclusion Strategy 2021

**At Banijay UK equality is a fundamental cornerstone of our business.**

**We are committed to racial justice, inclusion and diversity at every level and are working hard to be the best production company in the UK, reflecting our audience both on and off screen making the most exciting television shows in the country.**

**Inclusion is embedded in every policy and considered at every level of our business from recruitment and retention to our annual review and internal mentoring schemes, it is central to the language of our company.**

**We believe that authentic representation is a human right which is why we are striving for a broad representation of talent across our business ensuring wide ranging appeal.**

## **Current Situation**

**Banijay UK is above average in terms of being an inclusive employer (according to our recent internal survey); since 2018 we have increased our BAME workforce to 20.75% which is 42% above the television industry. BAME in senior management has grown from 10% to 14% year on year, but the most significant shift in the data is in relation to our people who have declared a disability, more than tripling from 3% to 9.5%.**

**Of course, there is room for improvement.**

**We have set ourselves inclusion targets to be analysed annually:**



## Our Inclusion Targets

### 1. On-screen portrayal targets (based on BBC targets) ensuring our content reflects our audiences

- a. 50% women on screen, on-air and in lead roles across all genres from Drama to News
- b. 8% disabled people on screen and on-air including some lead roles
- c. 8% LGBT on screen portrayal including some lead roles
- d. 15% black, Asian and ethnic minorities on screen, on-air and in lead roles across all genres

### 2. Workforce targets to ensure our employees and leadership teams reflect modern UK localities.

A London workforce is different to a regional workforce. Both should reflect the demographic of the specific area. Work towards a 16% representation of workers with a disability by 2025. Overall on production our target is to achieve at least 20% diversity in relation to ethnicity, disability and socio economic disadvantage.

### 3. Inclusion and Unconscious Bias Training

We will include UNCONCIOUS BIAS, and Respect at Work training in our training for senior management, as well as execs, series producers, casting and development producers, production managers and interviewers.



**4.**  
**Increasing diversity at senior level**

Both in creative leadership and management.

**5.**  
**We will continue to invest in and develop talent**

Through internal development programmes embedding diversity at the heart of our workforce: through paid internships, mentoring and our diversity fund.

**6.**  
**Measuring progress**

With our industry partners and the CREATIVE DIVERSITY NETWORK we will deliver DIAMOND which will measure our progress against our diversity objectives in an open and transparent way. We will continue measuring our progress with our anonymous internal diversity survey, aiming for 100% participation. We will also anonymously monitor the diversity of our staff at the point of joining the company to ensure we deliver on both ours and the broadcasters diversity objectives.

**7.**  
**Measuring inclusion at entry level**

Creating a sustainable and diverse talent pool for the future by developing and tracking our PAID INTERNS.



**8.**  
**Inclusive networking**

We will continue to expand our networks with regular INCLUSIVE NETWORKING sessions for all levels of talent ensuring diversity at its core.

**9.**  
**Accessibility**

We will make sure that our workspace is ACCESSIBLE to all ensuring that we are ask employees equally about their needs and aim to make every reasonable adjustment possible.

**10.**  
**Internal networks**

We will continue to provide an inclusive environment by providing INTERNAL NETWORKS /safe spaces for employees to socialise as well as talk about their experiences with a channel to senior executives.

## **We want to be the change**

**We will be holding the mirror up to our productions asking if they are reflective of society, and if not why?**

## **Networking events**

**Banijay UK hosts a series of regular outward facing events aimed at drawing in talent from underrepresented communities with the purpose of widening both our and their networks.**

**We host an annual Mama Youth alumni event.**

## **Our new pledge includes:**

- 1. Commit to auditioning disabled and BAME actors/talent/contributors (as applicable) for every series.**
- 2. Commit to reaching out to diverse talent for open vacancies (ensure this is a search criteria).**
- 3. Advertise all entry level vacancies through mainstream means and target diversity rich recruitment sites and social media.**
- 4. End café culture in interviews – it's not a chat, wherever possible have more than one person interviewing and prepare standard questions for all; use job descriptions.**
- 5. Encourage writers to feature disabled and BAME characters including where the role is not dependent on this as a character feature. Encouraging teams to develop and include diversity in writer's rooms and schemes.**
- 6. As a leading supplier of multi genre programming to major broadcasters and platforms, Banijay UK has pledged to improve on-screen casting of underrepresented groups.**
- 7. For every unscripted role we cast, talent from a range of diverse backgrounds will be presented to the channel/buyer to ensure that inclusive representation is always considered.**
- 8. We will monitor our progress annually and share learnings and feedback throughout the group as part of this initiative to ensure that underrepresented groups are given a fair chance on screen**



## Diversity Training

'Diversity' training is available online or via Workday to all.  
<http://moodle.endemolshineuk.com/login/index.php>

We also use the PACT DIVERSITY TOOLKIT which has lots of helpful advice around casting, where to find talent and cast the net as widely as possible.  
<http://diversity.pact.co.uk/tool-kit.html>

As an employer we want all our staff to know that they have the support around them to help them achieve their best. Free career development courses on offer include:

We also offer a driving bursary of £200 as well as additional Diversity funding for training or access to entry level roles.

- **Unconscious Bias Training**
- **Respect at Work Training**
- **Edit Producer Essentials**
- **Self-shooting Clinic**
- **Writing, pitching and winning commissions**
- **Returning to Work in TV**
- **Equality and Leadership Masterclass**
- **Getting your work life to work for you**
- **Dealing with Difficult People**
- **Managing People for the First Time**
- **Resilience**
- **Researcher's Survival Guide**
- **Freelancers Business Guide**
- **Script Editing Essentials**
- **How to get into TV masterclass**
- **Production Coordinator Training**

# Networks

We fully acknowledge that an inclusive workplace means being in an environment that allows a person to be fully self-expressed and feel comfortable bringing their whole personality to work. To help inspire this our internal networks encourage that freedom with social events, discussions and safe places to speak truth to power.

As the UK's largest production company, we feel it is our duty to reach out to and inspire the next generation. ESUK tries hard to do this by partnering with numerous organisations as well as facilitating paid work experience to 40 people a year.



### LGBTQ+

Endemol Shine Pride is our global LGBTQ+ network.

Our companies in the Netherlands, UK, Israel, Brazil, Germany, Mexico, Australia, Spain, Portugal, Denmark, Italy, Finland and the US collaborate to engage with local and global LGBTQ+ causes, charitable opportunities, networking and social events.



### BAME

Endemol Shine UK Embrace is our local Black, Asian and minority ethnic network.

Embrace sits within an industry wide initiative to drive networking, share opportunities, provide a safe space for discussion and tackle issues around racial diversity in the industry.



### Women

Both ESUK and external female industry leaders are invited to participate in events to inspire and provide role models for our female staff.

### Disability

ESUK is now officially a Disability Confident Employer



## Brightbulb

Our creative intern scheme, BANIJAY BRIGHTBULB, is a 12 week paid programme for eight successful applicants, designed to give some of the brightest and best a chance to get into non scripted TV development. Our interns work in a fun, creative and diverse environment with excellent support to guide them through their first role in the TV industry. No specific qualifications or previous TV experience is necessary to apply. For 2022 this will be a targeted diversity initiative.

## Partnerships

Banijay UK is in partnerships with PACT, MAMA YOUTH, Channel 4 and BBC. We also delivering career workshops in local schools.



We are looking to actively participate in BAME creative leadership programmes.

Be part of the change! Please join or start a network group. Please contact Bella Lambourne for more information.