

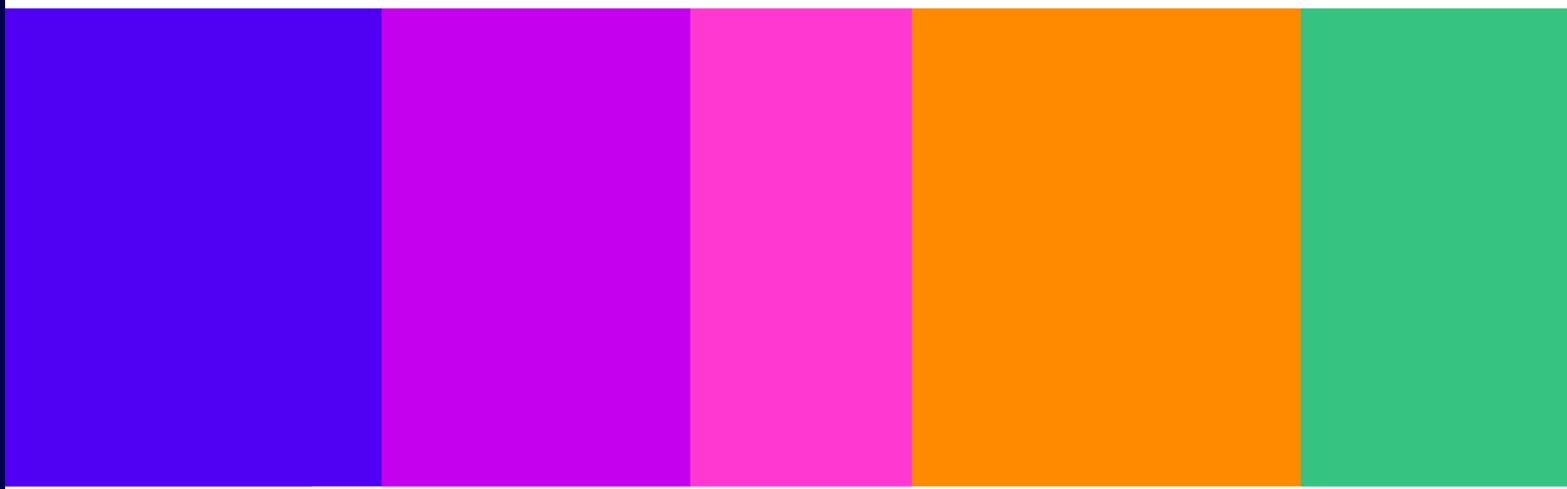
# Equity, Diversity and Inclusion in TV and radio

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2022/23

**Report**

Published 15 December 2023



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# Overview

This year's report marks an important milestone in our drive to promote equity, diversity and inclusion ("EDI") in broadcasting. For the first time, we are reporting on the diversity of a range of broadcasters by geographic area, giving us the clearest picture to date of who is working in the UK broadcast industry and where. We can better understand what broadcasters are doing to deliver EDI and identify and track emerging trends, thanks to our new approach to data collection:<sup>1</sup>

- **44% of TV and 54% of radio UK employees are based outside London, with one in six based in the north of England.**<sup>2</sup> This data indicates how diverse the broadcasting workforce is in different areas compared to the wider working population in the relevant nation or region.
- **Despite recruiting higher proportions of people from underrepresented groups, broadcasters continue to struggle to retain these staff**, with women, disabled workers and people from minority ethnic backgrounds leaving broadcasters in disproportionate numbers.
- **A lack of diversity at senior levels continues to be an issue.** While women and people from minority ethnic groups are well represented in broadcasting as a whole, they remain underrepresented at senior management level: in TV 42% and in radio 36% of senior managers are women, while in TV 13% and in radio 7% are from minority ethnic groups, below the working population averages of 48% and 14% respectively.
- **Disabled people remain substantially underrepresented at all job levels:** just 10% of all employees and 8% of senior managers who provided data have a disability, compared to the population average of 16%.<sup>3</sup> The data also shows that disabled staff are underrepresented compared with benchmarks across all nations and regions.
- **People from working class backgrounds are underrepresented in the broadcasting sector:** across TV and radio, 28% of employees who provided data are from a working class background, below the UK population average of 39%.<sup>4</sup>
- **There are significant opportunities for senior leaders to do more to drive change.** Our new data set shows that many broadcasters have EDI leadership policies in place, but it also indicates there can be a disconnect between these policies and active senior buy in. This may make it harder to genuinely embed EDI within broadcasters, which may be further compounded by a lack of diversity at senior levels.
- **Data collection must remain a priority.** Although we have more information on the industry than ever before, gaps in our knowledge remain in areas such as socio-economic background and where data has not been available due to system changes within broadcasters or following mergers/acquisitions. Our findings support the importance of gathering and analysing workforce data wherever possible, suggesting that those broadcasters with advanced data collection practices tend to have more representative workforces.

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<sup>1</sup> Percentages in this report are based on 'visible' data – i.e., on employees who have disclosed information about their characteristics and consented to share this with Ofcom, rather than on broadcasters' total workforces.

<sup>2</sup> Quantitative workforce data in this report does not include data for Bauer Media. See footnote 5.

<sup>3</sup> The population average for people with a disability is based on economically active people aged 16-64.

<sup>4</sup> We do not currently collect data on socio-economic background by job level or job role.

Ofcom will continue to support broadcasters in their efforts to improve EDI, both through our annual reporting and by facilitating greater industry collaboration. The additional data we have collected on freelancer diversity and commissioning practices underlines the importance of understanding EDI across the whole production chain. Not only is it right that everyone has an opportunity to work in this incredible sector, but it is essential for producing content that authentically speaks to all audiences throughout the UK.

# 1. What's new for this report?

- 1.1 This is Ofcom's seventh annual EDI in Broadcasting report. Our data gathering provides a wealth of information to help us and industry understand how representative the broadcasting workforce is of the wider UK working population. It also reveals what broadcasters are doing to improve representation and drive equity and inclusion at all levels of their organisations.
- 1.2 For this report we overhauled our data collection process. We updated our quantitative workforce survey ("workforce survey") and we introduced a new qualitative self-assessment tool ("self-assessment tool") to provide broadcasters with feedback on progressing their EDI strategies. This is an important development for us, as we begin to analyse and track the two new data sets, building on our past reports, to provide an enhanced picture of who is working in broadcasting and complementing this with new insights into how broadcasters are developing their approach to EDI. For further detail of the changes we have made, see our [methodology report](#).
- 1.3 This year's report has a different look and feel. The new insights available mean we have been able to identify key themes, relevant across the whole sector. We have not generally included analysis of the incremental progress of individual broadcasters due to the more limited trend data available this year. <sup>5 6</sup>

## How we are reporting on the data

**'Visible' data:** the percentages recorded for broadcasters' employees are based only on the employees who have disclosed information about their characteristics and consented to share this with Ofcom, rather than on broadcasters' total workforces. All figures in this written report use this approach and we refer to this as being based on 'visible' data.<sup>7</sup> This is a departure from our approach in previous written reports, where we included percentages based on all employees ('total' data). This is explained in more detail in our methodology report.

**Year-on-year comparisons:** as we have made wide-ranging improvements to our workforce survey, there are caveats when comparing new findings to data from previous years. Some questions are new, while others have been amended – for these we can still compare data with previous years, but only at a top level (e.g. comparing broader ethnic groups).<sup>8</sup> Our year-on-year comparisons at a combined industry level

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<sup>5</sup> This year our reporting on quantitative workforce data does not include information for Bauer Media, whose workforce accounted for 16% of UK-based radio employees in 2020/21. While conducting final checks ahead of publication, Bauer informed us of discrepancies in the quantitative data they had submitted to us. To avoid further delay in the publication of our report, we decided to exclude data from Bauer Media when reporting on quantitative workforce. We are following up with Bauer on this issue.

<sup>6</sup> Headline figures for the largest TV and radio broadcasters (based on audience share) plus the PSB services STV and S4C are included at Annex 2 (with the exclusion of Bauer Media, as set out above).

<sup>7</sup> For example, if 80 out of 100 employees at a broadcaster provided information on a characteristic and consented to disclose it to Ofcom, we would calculate the percentages related to that characteristic on the 80 employees whose data we have. The remaining 20 would be 'unknown data'. Data for percentages based on 'total' data and on 'visible' data only, are both available in our [interactive data report](#).

<sup>8</sup> For example, we can compare year-on-year data for employees who are from a white background, or from a minority ethnic background, but cannot compare individual sub-categories, such as 'East Asian/East Asian British'. See our methodology report for further detail.

(e.g. looking at the whole of the broadcast industry, or at progress within the radio or TV sectors individually) capture different broadcasters, depending for example on who holds a licence in a particular year or on who has completed the voluntary aspects of our surveys.

For our self-assessment tool, we primarily report on the 34 larger<sup>9</sup> broadcasters who answered both mandatory and voluntary questions. These broadcasters are more likely to have the resources to follow best practices across a wider range of areas. We also include some analysis on broadcasters with 21-100 UK-based employees<sup>10</sup> where this provides insights particularly relevant to smaller organisations.

The data we include from our workforce survey relates to UK-based employees in TV or radio; where we refer to ‘employees’ throughout this report, we mean ‘UK-based employees’.

Further detail on our reporting, including on ‘visible’ and ‘total’ data and other terminology, and on changes to our workforce survey is set out in our accompanying methodology report.

- 1.4 We have always been clear on the areas where broadcasters need to focus their efforts so that diversity and inclusion becomes embedded in their organisations. Since we began this work, we have seen some considerable improvements in the sector’s data collection and some improvements in representation. However, our new approach enables us to provide greater insights into what may be helping and hindering broadcasters’ efforts to effect further positive change. Our aim, over time, is to build a far clearer picture of how broadcasters are evolving and to support a diverse and dynamic broadcasting sector for the benefit of all.

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<sup>9</sup> We define larger broadcasters as those with more than 100 UK-based employees, plus MG Alba (as set out in footnote 39). Our self-assessment tool contained mandatory and voluntary questions: we report on the 37 larger broadcasters who answered the mandatory questions and the 34 larger broadcasters who answered the voluntary questions. We explain whether a finding from the self-assessment tool relates to a mandatory or voluntary question.

<sup>10</sup> As explained in our methodology report, we have not described results for broadcasters with 0-20 employees as we note that comparison with larger broadcasters may be limited. For these small broadcasters, we see the self-assessment tool as an important mechanism for feedback on EDI arrangements.



# Industry snapshot - TV

April 2022 - March 2023

The research covered 36,270 employees in the TV industry across 47 broadcasters

<b>47</b> Broadcasters	<b>39</b> have >20 employees	<b>36,270</b> UK-based employees	<b>6,371</b> Joiners	<b>5,577</b> Leavers	<b>20,979</b> Trained	<b>2,446</b> Promoted
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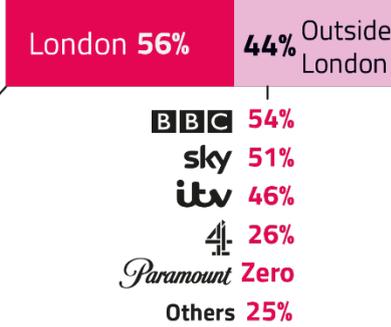
The largest three broadcasters account for two-thirds of UK-based employees



Industry geographical spread captured for the first time

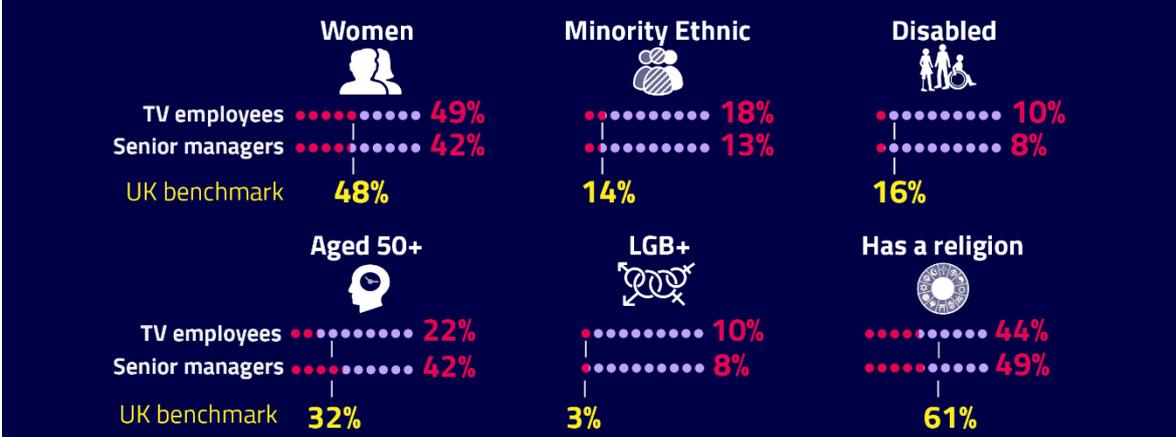


Just under half of employees are based outside the capital



29% of employees are from a working class background (39% UK benchmark)

## Breakdown of employees by characteristic



Source: Ofcom analysis of broadcaster diversity data submitted in response to our 2022/23 Workforce Survey.



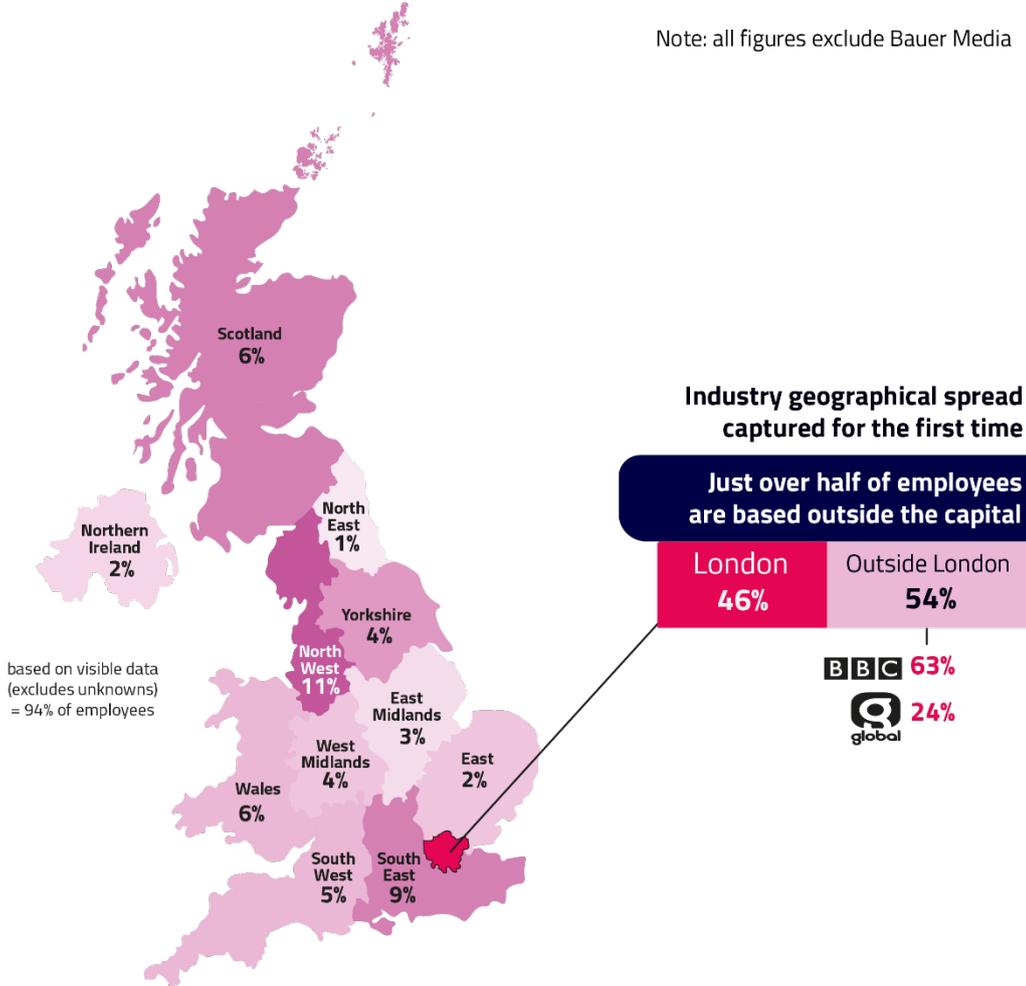
# Industry snapshot - Radio

April 2022 - March 2023

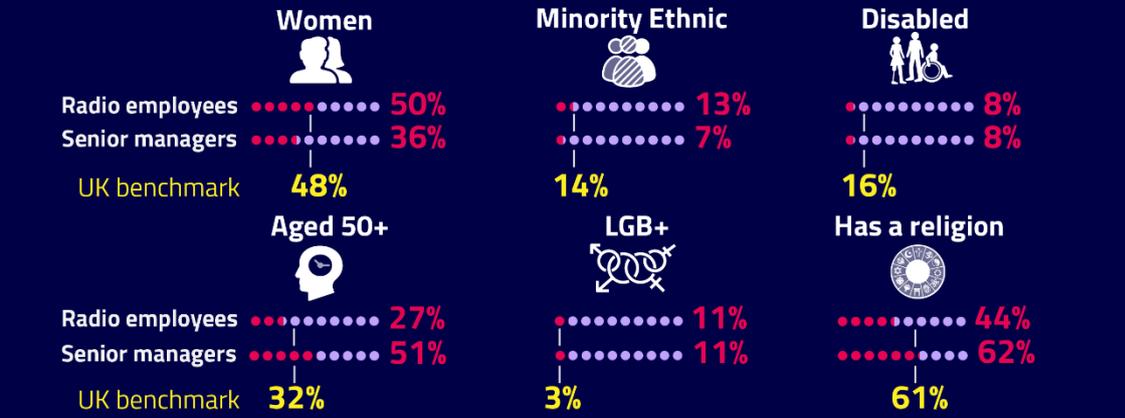
**6,707 radio employees across 89 broadcasters**  
(Just 11 of these have more than 20 UK employees)

<b>89</b> Broadcasters	<b>11</b> have >20 employees	<b>6,707</b> UK-based employees	<b>1,268</b> Joiners	<b>887</b> Leavers	<b>4,651</b> Trained	<b>467</b> Promoted
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Note: all figures exclude Bauer Media



## Breakdown of employees by characteristic



Source: Ofcom analysis of broadcaster diversity data submitted in response to our 2022/23 Workforce Survey.

## 2. Who is working for broadcasters?

2.1 The tables below show the headline figures from this year’s workforce survey. We show data for all UK-based broadcasting employees, compared with the UK working population averages and how data has changed (where comparable) from our last comparable year of reporting, 2020/21.<sup>11</sup> The data and trends can be further analysed in our [interactive data report](#) and in Annex 2.

Figure 1: Headline figures from the TV workforce survey

	 UK working population benchmark <sup>12</sup>	UK-based TV employees 2022/23	Change from 2020/21	Senior managers 2022/23	Visible data 2022/23 <sup>13</sup>	Change in volume of visible data from 2020/21
Women	48%	49%	↑ 3pp	43%	99%	↑ 1pp
Minority Ethnic Group	14%	18%	■ No change	13%	85%	↓ 3pp
Disabled	16%	10%	■ No change	8%	75%	↓ 1pp
Aged 50+	32%	22%	↑ 1pp	40%	90%	■ No change
LGB+	3%	10%	↑ 1pp	8%	68%	↑ 1pp
Has a religion	61%	44%	↓ 1pp	49%	65%	■ No change
Working class background	39%	29%	↑ 1pp	-	44%	↑ 2pp

Figure 2: Headline figures from the radio workforce survey<sup>14</sup>

	 UK working population benchmark	UK-based radio employees 2022/23	Change from 2020/21	Senior managers 2022/23	Visible data 2022/23	Change in volume of visible data from 2020/21
Women	48%	50%	↓ 1pp	36%	99%	■ No change
Minority Ethnic Group	14%	13%	↑ 3pp	7%	96%	↑ 1pp
Disabled	16%	8%	■ No change	8%	92%	↑ 7pp
Aged 50+	32%	27%	↑ 2pp	51%	96%	↑ 1pp
LGB+	3%	11%	↑ 2pp	11%	81%	↑ 7pp
Has a religion	61%	44%	↓ 1pp	62%	84%	↑ 7pp
Working class background	39%	24%	■ No change	-	44%	↑ 8pp

<sup>11</sup> In 2022, we suspended our usual reporting while we overhauled our data collection process. Eight of the largest broadcasters provided data for 2021/22 on a voluntary basis. See Ofcom, November 2022. [Equity, diversity and inclusion in television and radio: 2021-22: Report on eight of the largest UK broadcasters.](#)

<sup>12</sup> We include these to provide a benchmark figure, i.e., a comparison figure which shows how broadcaster workforces/employees compare to UK population as a whole (usually the working age population). Detail on the sources used for each benchmark is provided in the methodology report.

<sup>13</sup> The percentage of employees who disclosed information about their characteristics and consented to the information being shared with Ofcom respectively for sex, race and ethnicity, disability, age, sexual orientation, religion and parental occupation (i.e., occupation of the main household earner when employee was aged 14). Percentages for those from a ‘working class-background’ are based on parental occupation.

<sup>14</sup> Note that the 2022/23 data does not include data from Bauer Media.

## There is now greater representation of women and people from minority ethnic groups in broadcasters, although less so in senior management

- 2.2 Women now represent 49% of all TV employees, a 3pp increase from 2020/21. Representation of people from minority ethnic backgrounds in radio has also grown, up from 10% in 2020/21<sup>15</sup> to 13% in 2022/23, just below the UK population benchmark (14%).<sup>16</sup>
- 2.3 However, at a senior management level, women remain underrepresented in both TV and radio, while people from minority ethnic groups are specifically underrepresented in senior radio roles. We consider this and the factors affecting it later in this report.

## There remains persistent underrepresentation of disabled people at all job levels. Findings suggest that people from working class backgrounds are also underrepresented

- 2.4 Despite some progress at individual broadcasters, of those who provided data, there has been no change in either TV or radio in the proportion of employees who have a disability – at just 10% in TV and 8% in radio, both well below the population average of 16%.<sup>17</sup> Disabled people are also underrepresented at senior levels, at just 8% of senior managers in both TV and radio.
- 2.5 While the volume of ‘visible’ data is limited, the findings suggest that just 28% of employees across TV and radio who provided data are from working class backgrounds, versus 39% in the wider UK population.<sup>18</sup>

## Comprehensive new geographic data allows us to see that minority ethnic groups are well represented in some of the nations and regions, while disabled people are underrepresented across all parts of the UK

- 2.6 The new data not only allows us to see where in the UK broadcasting employees are based, but also how diverse the broadcasting workforce is in different nations and regions.<sup>19</sup> By comparing our findings with the wider working population in those nations and regions, we hope to be able to pinpoint particular areas of underrepresentation in broadcasting throughout the UK.
- 2.7 We can see, for example, that representation of employees (across TV and radio) from a minority ethnic background is close to the national or regional benchmarks in some areas, however this does not distinguish between how the population make-up might differ

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<sup>15</sup> Note that the 2020/21 figure includes Bauer Media and 2022/23 does not.

<sup>16</sup> [ONS Labour market statistics A09: Labour market status by ethnic group](#). All employed males and females (employees and self-employed). Average of Apr-Jun22, Jul-Sept22, Oct-Dec22, Jan-March23.

<sup>17</sup> [ONS Labour market statistics A08: Labour market status of disabled people](#). Proportion of economically active UK population aged 16-64 who are ‘Harmonised Standard Definition Disabled’ (GSS Standard). Average of Apr-Jun22, Jul-Sep22, Oct-Dec 22, Jan-March 23.

<sup>18</sup> We have 44% ‘visible data’ for both TV and radio. Note that we do not currently collect data on socio-economic background by job level or job role.

<sup>19</sup> See our methodology report for information on what is new in our workforce survey.

between urban and rural areas within a nation or region. For example, the data shows us that 26% of broadcasting employees in the West Midlands are from a minority ethnic background, just above the region's population average of 24%, but this does not show the differences within the area – for example, in Birmingham, 46% of people are from a minority ethnic group, compared with 3% in Shropshire. Similarly, while 7% of broadcasting employees in Scotland are from a minority ethnic background, which is in line with the population average for Scotland overall, in Glasgow 15% of people are from a minority ethnic group.<sup>20</sup>

- 2.8 As many broadcasters are based in urban areas, where representation may differ to the nation or region overall, we encourage broadcasters to look at their workforce relative to the population from which they draw employees (for example, rural vs. urban areas) as there are many nuances to understanding what the data shows about representation.
- 2.9 The data also shows that disabled employees are underrepresented compared with benchmarks across every nation and region. Even where representation of disabled people within an area is higher, it remains consistently low among broadcasting employees working in those areas. For example, as shown in Figure 3, disabled people represent 15% of the population in London, but only 10% of broadcasting employees. In Wales 22% of the population is disabled,<sup>21</sup> but in broadcasting this is still only 10% of employees.
- 2.10 Broadcasting employees from a working class background are better represented in some regions, including North East England, East Midlands and West Midlands, but in all areas representation is still below the overall UK population average. In contrast to disability, the data<sup>22</sup> suggests that in some areas with a higher proportion of working class people<sup>23</sup>, there is also an increase in representation of people from working class backgrounds in broadcasters' local workforces, though working class people are still significantly underrepresented for the local area. Selected diversity data by nation and region is set out in Figure 3 below and further data is available in our interactive data report.

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<sup>20</sup> ONS Annual Population Survey – [NomisWeb](#), Population aged 16-64, Apr 22 – Mar 23

<sup>21</sup> Benchmark figures for people with disabilities are based on the 'economically active' population. See our methodology report for further information.

<sup>22</sup> Regional benchmarks for socio-economic background are not available, so we have looked at current socio-economic classifications based on [ONS Census 2021](#) data by region.

<sup>23</sup> Census 2021 data shows that the working population average for 'working class'/'lower socio-economic background' for England and Wales overall is 40%. For the North East it is 49%, West Midlands 46% and East Midlands 44%. Proportions exclude 'not applicable', which consists of 'L15: Full time students' and 'does not apply'.

**Figure 3: Diversity data by nation and region, TV and radio combined, 2022/23<sup>24</sup>**

	Women	Population benchmark <sup>25</sup>	Minority Ethnic Groups	Population benchmark <sup>26</sup>	Disabled people	Population benchmark <sup>27</sup>	Working class
Scotland	51%	51%	7%	7%	10%	21%	31%
Wales	49%	51%	6%	5%	10%	22%	29%
Northern Ireland	45%	51%	2%	4%	9%	14%	33%
North East England	41%	50%	7%	6%	11%	20%	34%
North West England	49%	49%	13%	14%	11%	20%	30%
Yorkshire and Humber	50%	50%	10%	13%	11%	20%	33%
East Midlands	47%	49%	12%	14%	8%	21%	36%
West Midlands	53%	49%	26%	24%	12%	19%	34%
East of England	49%	50%	6%	14%	8%	19%	31%
South East England	47%	50%	10%	13%	11%	18%	23%
South West England	52%	50%	6%	6%	8%	20%	28%
London	52%	48%	22%	42%	10%	15%	24%

- 2.11 We also have the first set of 'cross-sectional' data, where we are able to look at combined characteristics - for example, employees who are from a minority ethnic background and a working class background. While these questions are new, broadcasters have made a positive start with their levels of data provision.<sup>28</sup> Responses here mark the beginning of a new set of trend data which we hope to build on.
- 2.12 Figure 4 shows that a higher proportion of employees (across TV and radio) from minority ethnic groups are women (57%), compared to the population average for minority ethnic groups (51%). Representation of people with a disability is low across employees from both white and minority ethnic backgrounds, although data indicates it is closer to the population average among people from a minority ethnic background.<sup>29</sup>

<sup>24</sup> We have not included population averages for socio-economic background in this table, given that regional benchmarks are not available. In the absence of regional benchmarks for socio-economic background, we use regional benchmarks for current socio-economic status as a proxy only.

<sup>25</sup> ONS Annual Population Survey – NomisWeb, All in employment, Apr 22 – Mar 23.

<sup>26</sup> ONS Annual Population Survey – NomisWeb, Population aged 16-64, Apr 22 – Mar 23.

<sup>27</sup> ONS Annual Population Survey – NomisWeb, Economically active, UK. EA core or work-limiting disabled, all people, Apr 22 – Mar 23.

<sup>28</sup> We have 'visible data' for 61% of employees for race and ethnicity by sex, 61% for race and ethnicity by disability, 43% for race and ethnicity by socio-economic background and 42% for disability by socio-economic background.

<sup>29</sup> Across the working population, data indicates that people from a minority ethnic background are less likely to identify as having disability: 19% of white people say they have a disability, compared with 11% of people from minority ethnic groups. Source: ONS Labour market statistics A09: Labour market status by ethnic group.

2.13 Representation of people from a working class background is slightly higher among employees from minority ethnic groups and among employees with a disability.<sup>30</sup> However, indicative benchmarks<sup>31</sup> show that representation in broadcasting of these groups remains well below the population averages.<sup>32</sup>

**Figure 4: Cross-sectional data, TV and radio combined, 2022/23<sup>33</sup>**

	Women	Population benchmark <sup>34</sup>	Disabled people	Population benchmark <sup>35</sup>	Working class
Minority ethnic groups	57%	47%	9%	11%	31%
White	50%	48%	10%	19%	27%

2.14 We encourage broadcasters to share and analyse cross-sectional data - both to enable Ofcom to begin to track industry-wide trends and to consider the implications of their own cross-sectional data on addressing underrepresentation in their organisations.

<sup>30</sup> The data shows that 30% of broadcasting employees with a disability are from a working class background, compared with 27% of broadcasting employees without a disability.

<sup>31</sup> We have had to use different sources for benchmarks for some cross-sectional metrics - this is where data is unavailable from the same sources we use to benchmark overall figures.

<sup>32</sup> Using current socio-economic background as a proxy, 45% of people from a minority ethnic group are in 'working class' occupations compared with 40% of white people, while 54% of people with a disability are in 'working class' occupations compared with 37% of people without a disability. Source: Census 2021 England and Wales, National Statistics Socio-economic Classification (NS-SeC) (10 categories) and Disability (3 categories). Note that disability here is based on all usual residents rather than 'economically active' that we use for our UK-wide disability benchmark figures.

<sup>33</sup> As above, we have not included population averages for socio-economic background in this table, given these are unavailable; we have used current socio-economic status as a proxy.

<sup>34</sup> ONS Labour market statistics A09: Labour market status by ethnic group, all employed, Average of Apr-Jun22, Jul-Sep22, Oct-Dec22, Jan-Mar23.

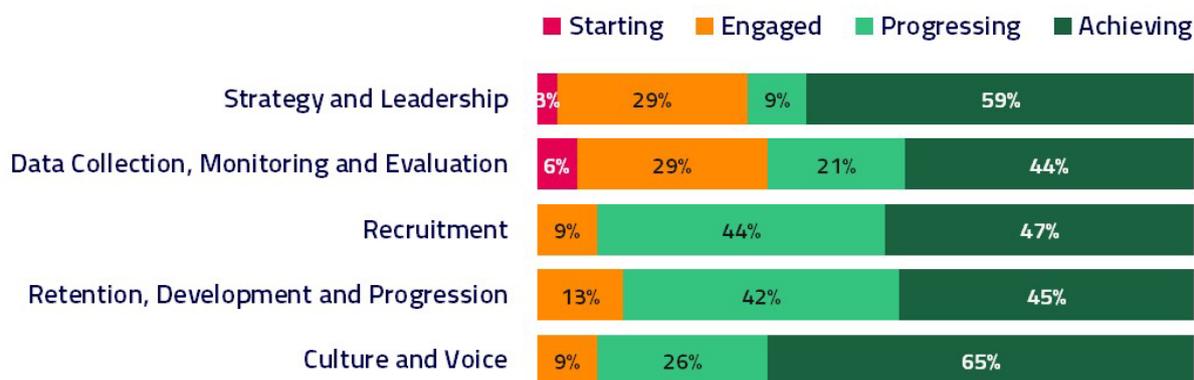
<sup>35</sup> ONS Census 2021. Ethnic group by general health, disability and unpaid care. Note that disability here is based on all usual residents rather than 'economically active' as we use for our overall disability benchmark figures.

# 3. Emerging themes and priorities

## Introduction

- 3.1 While our updated workforce survey tells us who is working in the broadcasting industry, our new self-assessment tool tells us how broadcasters are developing their approach to EDI. The two surveys are distinct, but complementary.<sup>36</sup> Analysing the results of the two surveys together provides additional insights, highlighting where there has been progress and where further effort is needed.
- 3.2 The self-assessment tool shows us how broadcasters are doing against each of the seven 'EDI strands' covered in the survey and provides broadcasters with a progress rating for each strand, which range from 'starting' through to 'achieving'.<sup>37</sup> It also helps broadcasters in understanding how they can further develop their EDI arrangements, having regard to the recommendations set in our [guidance for broadcasters](#). We are treating the first year of submissions to our self-assessment tool as a 'beta' phase, meaning we are open to feedback from users to help us to refine the model, if necessary, for next year.
- 3.3 Figure 5 below shows findings from five of the EDI strands.<sup>38</sup> It shows that a high proportion of the larger broadcasters<sup>39</sup> told us they have achieved most progress in the strands of 'Culture and Voice' and 'Strategy and Leadership', while they generally consider they have more to do on the 'Data Collection, Monitoring and Evaluation' strand. We have observed a similar trend for broadcasters with 21-100 employees.

**Figure 5: Self-assessment tool: larger broadcasters' levels of development by EDI strand**



<sup>36</sup> For further information about the surveys, see our methodology report.

<sup>37</sup> The four progress ratings in the survey were: Starting: You may need support to get started with your EDI arrangements; Engaged: You may need support to progress with your EDI arrangements; Progressing: You may need support to measure the success of your EDI arrangements; Achieving: You are doing well with your EDI arrangements.

<sup>38</sup> The findings from the other two strands – freelancers and commissioning – are set out in Section 4.

<sup>39</sup> We have focused on the larger broadcasters (which we have defined as those with more than 100 UK-based employees, plus MG Alba) who are more likely to have the resources to follow best practices across a wider range of areas. The impact of their EDI arrangements on the broadcasting workforce is also likely to be greater due to the number of people they employ. MG Alba is included in this definition: while it has fewer than 100 UK-based employees, it contributes to a public service (BBC Alba). Where relevant we also compare how results are similar or contrast with some smaller broadcasters.

## Priorities for broadcasters for the next 12 months

3.4 This year, the results from our surveys have highlighted three key areas which we think should be priorities for broadcasters seeking to build on progress to embed diversity and inclusion within their organisations:

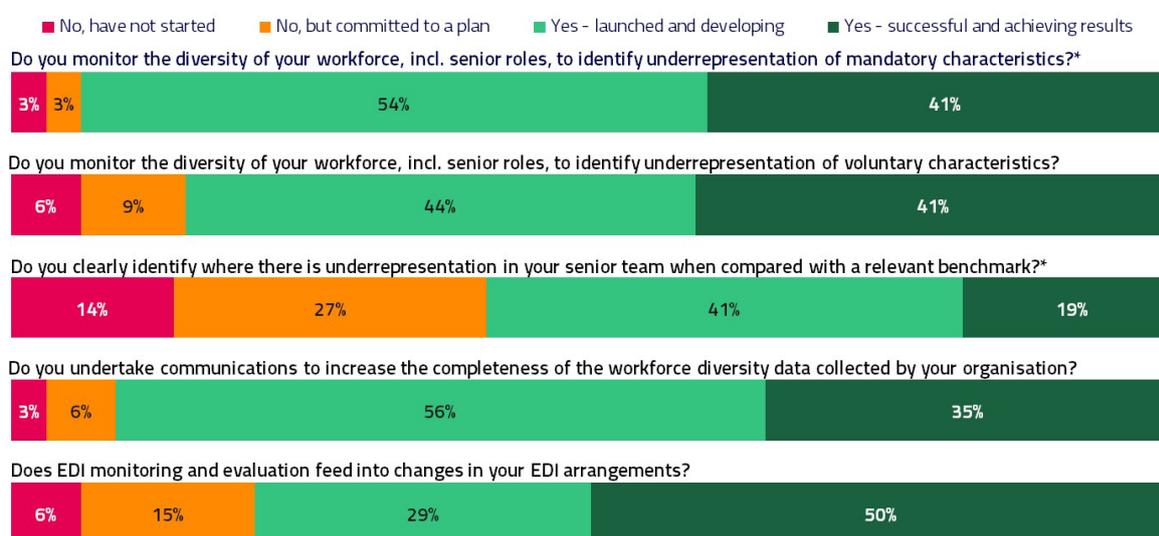
### Priority 1: broadcasters should maximise the value and insight their EDI data can provide

#### Broadcasters are collecting a wide range of data, including new data on diversity by geographic location

3.5 Broadcasters provide a wide range of EDI data to Ofcom and, using the self-assessment tool, the larger broadcasters generally score themselves well for monitoring a range of characteristics. 95% of the larger broadcasters who responded said that they monitor the mandatory characteristics of sex, race and ethnicity and disability,<sup>40</sup> including at senior management level. 85% said that they monitor voluntary characteristics.<sup>41</sup> The proportion of broadcasters with 21-100 employees who say that they monitor the mandatory and voluntary characteristics is lower.<sup>42</sup>

3.6 Figure 6 below shows the results of the larger broadcasters from our self-assessment tool for selected questions in the ‘Data Collection, Monitoring and Evaluation’ strand.

**Figure 6: Self-assessment tool: Data Collection, Monitoring and Evaluation strand findings (larger broadcasters)<sup>43</sup>**



<sup>40</sup> Mandatory question, answered by 37 larger broadcasters. This includes 41% who stated ‘Yes – this is successful and achieving results’ and 54% who stated ‘Yes – this is launched and developing.’

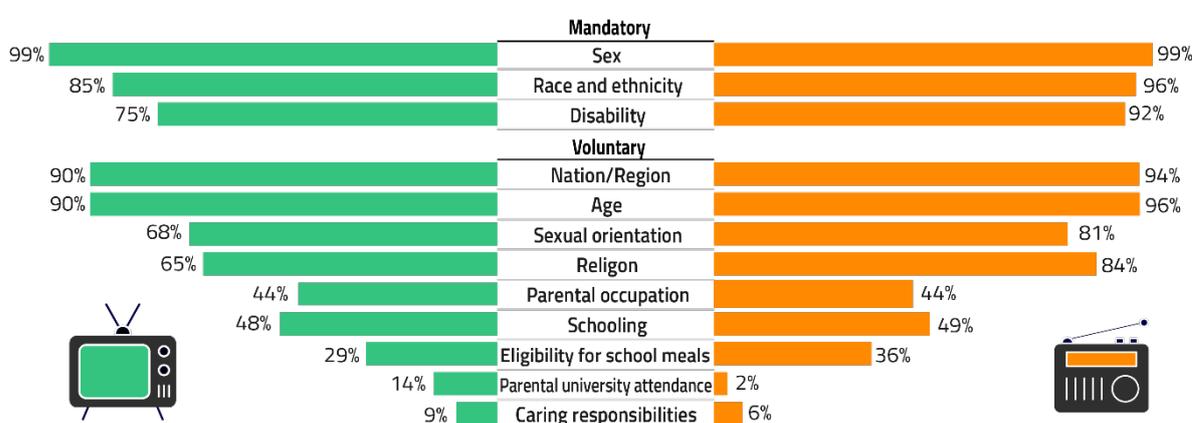
<sup>41</sup> Voluntary question, answered by 34 larger broadcasters. The voluntary characteristics are gender identity, age, sexual orientation, religion, socio-economic background, caring responsibilities and geographical location.

<sup>42</sup> 75% of broadcasters with 21-100 employees told us that they monitor the mandatory characteristics and 69% told us they monitor the voluntary characteristics. These questions were answered by 16 broadcasters.

<sup>43</sup> Questions marked \* were mandatory for broadcasters with more than 20 UK-based employees to complete. 37 larger broadcasters answered the mandatory questions and 34 larger broadcasters answered the voluntary

- 3.7 To better understand the efficacy of how they go about their data gathering, we included a section in the self-assessment for broadcasters to provide any additional information they might have on their data collection, monitoring and evaluation. Some larger broadcasters provided us with information about how they are using data insights to: drive their EDI strategies; or ensure progress is reviewed and discussed at senior levels.
- 3.8 Nearly all (91%) larger broadcasters said they undertake communications to increase the completeness of their diversity data. Positively, we can see in Figure 7 below that there is a minimal 'data gap' for the characteristics of sex, age and nation and region. Data gaps can occur due to a number of factors, from broadcasters not collecting data, to employees not sharing their personal information with their employer or not giving their permission to share it with Ofcom. Progress is also being made in obtaining data in relation to some voluntary characteristics, such as parental occupation and sexual orientation (see Figure 8 below).

**Figure 7: Snapshot showing proportion of data disclosed to Ofcom by characteristic, 2022/23<sup>44</sup>**



- 3.9 We have seen high responses rates to some of the new and/or amended questions we asked in this year's workforce survey. We particularly welcome the impressive levels of data on geographic location of employees, supplied for both TV and radio, covering 90% of TV employees and 94% of radio employees.
- 3.10 There are opportunities for broadcasters to benefit from the insight this data can provide: it can be used to help identify where broadcasters' workforces are not representative of the available workforce in a particular nation or region, and it may help broadcasters assess how to tackle the skills shortages they face. It could also be used by broadcasters to set more ambitious targets for themselves in the future in particular areas. We want to see a creative economy that is thriving across the UK. By utilising diverse talent in every nation and region, it is our view that this will also help achieve more authentic representation and portrayal and in turn benefit audiences.

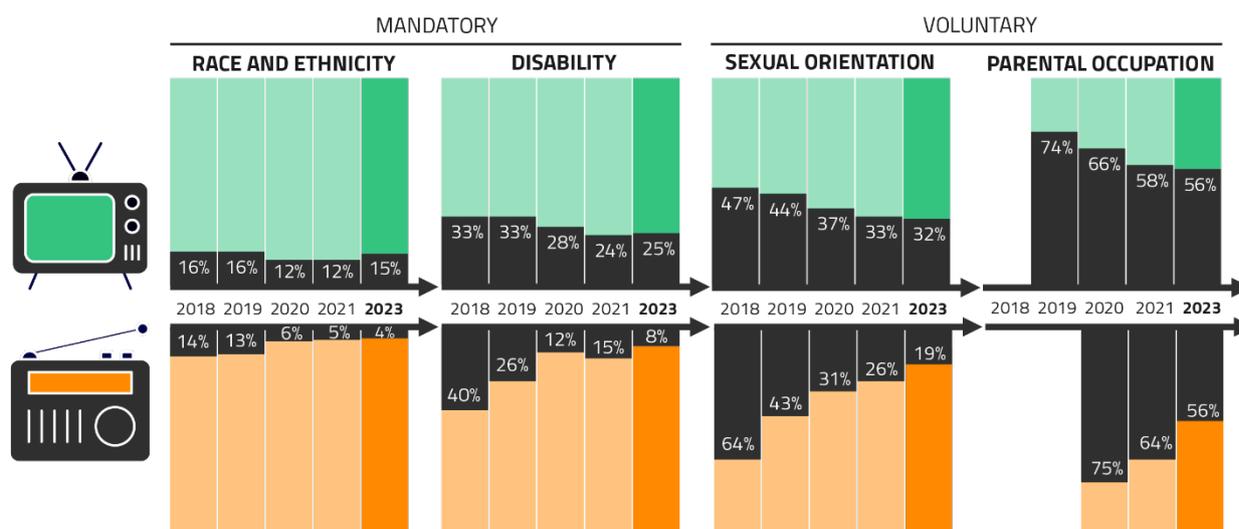
questions. Where we refer to proportions of broadcasters who provided data in response to individual questions, the proportions are based on these totals of larger broadcasters who responded to that question (depending on whether the question is mandatory or voluntary).

<sup>44</sup> These proportions relate to the employees who provided data and consented for it to be shared with Ofcom for all 136 broadcasters who responded to our workforce survey.

## But gaps remain, particularly in relation to socio-economic background

- 3.11 The data gap for race and ethnicity and for disability in the industry as a whole is relatively low. Even so, we look to broadcasters to continue to work with their staff to increase the completeness of their data here, given the importance of understanding these areas. Figure 8 highlights how the picture for some characteristics continues to be affected by the limited progress in closing these data gaps over time.
- 3.12 Our guidance sets out recommendations to help relevant broadcasters develop their EDI arrangements in line with their licence conditions.<sup>45</sup> For example, we explain that relevant broadcasters need appropriate systems in place in order to, as a minimum, monitor all the mandatory characteristics (sex, race/ethnicity and disability). We note that in response to our self-assessment tool some broadcasters told us that they do not monitor the diversity of their workforce in relation to these characteristics.<sup>46</sup> This may explain some of the data gaps for these characteristics, although we note that these data gaps/unknown data may be due to several factors (e.g., data not collected, employee preferred not to say, no consent given to share with Ofcom). We will be following this up with relevant broadcasters to better understand their response to our self-assessment tool and the reasons for their apparent lack of data collection and/or provision to Ofcom.

**Figure 8: Trends in ‘data gap’ for selected characteristics, all broadcasters**



- 3.13 Collecting socio-economic data remains a relatively new area for some broadcasters and our questions on social-economic background continue to have a relatively low return compared to some characteristics we monitor. We recognise the data gathering challenges in this area and are seeing some progress. For example, the data gap in TV for parental occupation was 56% in 2023, down from 74% when we first started collecting this information in 2019. In

<sup>45</sup> As set out in our guidance, the obligations to impose conditions in broadcasters’ licences obliging the licensees to make arrangements to promote equal opportunities in employment on the basis of sex, race/ethnicity and disability, only applies to broadcasters (or groups of companies) who employ more than 20 people in connection with the provision of licensed broadcasting services and are authorised to broadcast for more than 31 days a year.

<sup>46</sup> In response to the following question: Do you monitor the diversity of your workforce, including those in senior roles, to identify any underrepresentation by disability, race and sex?

radio, the data gap was also 56% in 2023, but data here was only provided by two broadcasters with more than 20 employees.

- 3.14 We encourage broadcasters to improve data collection here. Measurement and understanding of socio-economic background has a critical role to play in both improving broadcasters' understanding of this important aspect of their workforce and through its interplay with other characteristics. Socio-economic background is central to many of the new cross-sectional questions we have introduced. Analysing this data by job level is also desirable given the insight it can provide, for example providing an understanding of whether underrepresentation of employees from a lower socio-economic background is more pronounced at senior levels.
- 3.15 Currently we do not ask broadcasters to submit socio-economic data by job level to Ofcom because the overall socio-economic data we receive remains relatively low and there is limited benchmarking data available. However, we will keep this matter under review and as data sets develop, we will consider whether to add this to our workforce survey in future years.
- 3.16 This year we introduced a new question on caring responsibilities. Data was submitted for 9% of employees in TV and 6% in radio. We recognise in this first year that numbers will be low, but welcome the contributions from those broadcasters that did provide data.<sup>47</sup> We can see that 38% of employees who answered said that they do have caring responsibilities, which is much higher than the UK population average of 8%. This higher figure is likely driven by some broadcasters using a broader definition of caring responsibilities which includes employees who carry out day-to-day childcare (which the population average figure we have used does not).<sup>48</sup> We will further emphasise next year that our question on caring responsibilities does not include childcare so that we can better understand how representation of people with caring responsibilities working in broadcasting compares with the wider UK population average.<sup>49</sup>

### Data collection needs to remain a priority if it is to continue to add value

- 3.17 EDI reporting can only be as good as the data collected. It is crucial that broadcasters maintain, and where necessary, strive to improve, the quality and volume of the data they gather, if they are to fully reap the benefits for their organisations. This will also enable us to continue to provide useful insights on what may be helping or hindering broadcasters' progress and build a clearer picture of how the sector is evolving.
- 3.18 Our figures on progress in some areas of quantitative information gathering have been impacted by the inclusion of some new broadcasters in this year's data, who may only just be starting their workforce monitoring. Where broadcasters are beginning to monitor new characteristics, we would urge them to do so comprehensively from the start (e.g. by including job level or cross-sectional characteristics). We are also aware of some cases

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<sup>47</sup> Broadcasters with more than 20 UK-based employees that provided data on caring responsibilities were BFBS, ITV, Local TV Ltd, News UK, RMG Operations and Wireless Group.

<sup>48</sup> ONS Census 2021, proportion of usual residents aged 5 and over in England and Wales who provide any hours of unpaid care per week. An unpaid carer may look after, give help or support anyone who has long-term physical or mental health conditions, illness or problems related to old age.

<sup>49</sup> Our workforce survey asked the following question on caring responsibilities: "How many UK-based employees look after, or give any help or support to, anyone because they have long-term physical or mental health conditions, or problems related to age?".

where broadcasters have had data issues, caused by changing systems and/or by mergers and acquisitions. We would urge broadcasters to prioritise EDI data transfer planning in these circumstances where possible so that valuable EDI workforce data is not lost or rendered unusable.

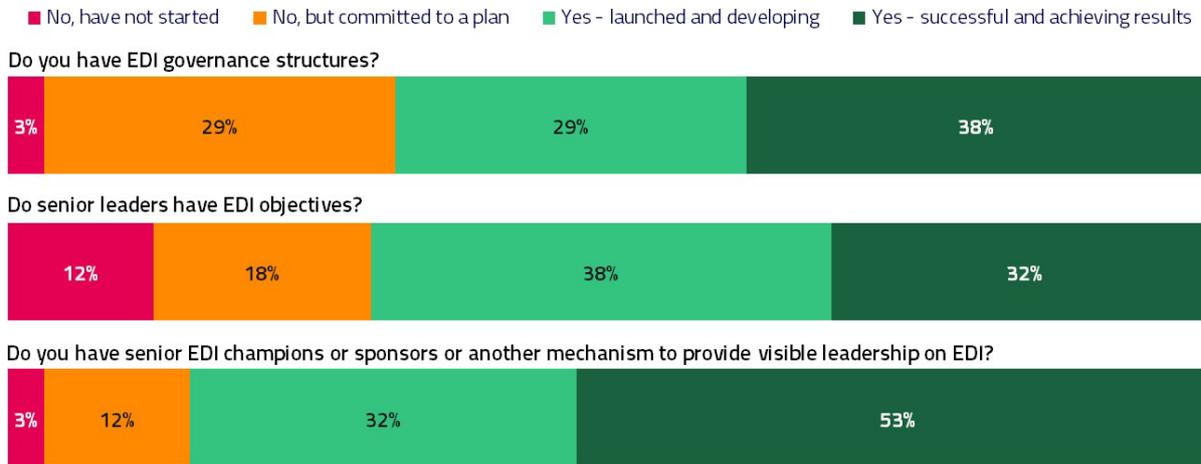
3.19 Comparing the results of our self-assessment tool with the workforce survey also shows us that larger broadcasters who are ‘achieving’ or ‘progressing’ in the area of data collection tend to have a more representative workforce, when compared with those who are ‘starting’ or ‘engaged’, further underpinning the importance of broadcasters knowing their own workforce in order to drive diversity. For example, our data indicates that women and people from a minority ethnic background are better represented within larger broadcasters who are ‘achieving’ or ‘progressing’.<sup>50</sup>

## Priority 2: senior leaders can do more to drive change

### There is promising but patchy engagement with EDI work from senior managers

3.20 Our self-assessment tool found that senior leaders and managers at many of the larger broadcasters are already showing commitment to furthering EDI at their organisations: 85% of the larger broadcasters told us they have senior EDI champions or sponsors to provide visible EDI leadership and most (71%) said their senior leaders have EDI objectives and that there are EDI governance structures in place (67%).

**Figure 9: Self-assessment tool: responses to selected questions on senior leadership on EDI (larger broadcasters)**



3.21 However, half of the larger broadcasters (50%) said their senior leaders and managers do not review trends in diversity data for absence, disciplinary, grievance and allegations of harassment, bullying and discrimination, while nearly a third (30%) said their senior leaders do not regularly review ‘live’ recently collected data and workforce trends and take demonstrable action to drive EDI. These findings demonstrate that there are opportunities for leaders to engage further with their EDI data to drive change.

<sup>50</sup> Although there is little difference in representation of those with a disability.

**Figure 10: Self-assessment tool: responses to selected questions on senior EDI leadership (larger broadcasters)**

■ Unwilling to answer ■ No, have not started ■ No, but committed to a plan ■ Yes - launched and developing ■ Yes - successful and achieving results

Do senior leaders and managers review trends in diversity data for absence, disciplinary, grievance and allegations of harassment, bullying and discrimination?



Do senior leaders regularly review 'live', recently collected data and workforce trends and take demonstrable action to drive EDI?



Do you clearly identify where there is underrepresentation in your senior team when compared with a relevant benchmark?\*



Are you taking evidence-based action in your recruitment policy approach to ensure diversity of your workforce is replicated at senior levels?\*



Do you have any arrangements to address underrepresentation of a particular group in relation to succession planning and internal recruitment, particularly to senior roles?\*



3.22 The data suggests that larger broadcasters whose senior leaders are more engaged in EDI tend to have more representative workforces. For larger broadcasters who told us that their senior leaders have EDI objectives and who take action to drive EDI (in particular those who review live recently collected data and workforce trends), their workforce data indicates they have better representation of women and people from a minority ethnic background.<sup>51</sup>  
<sup>52</sup>

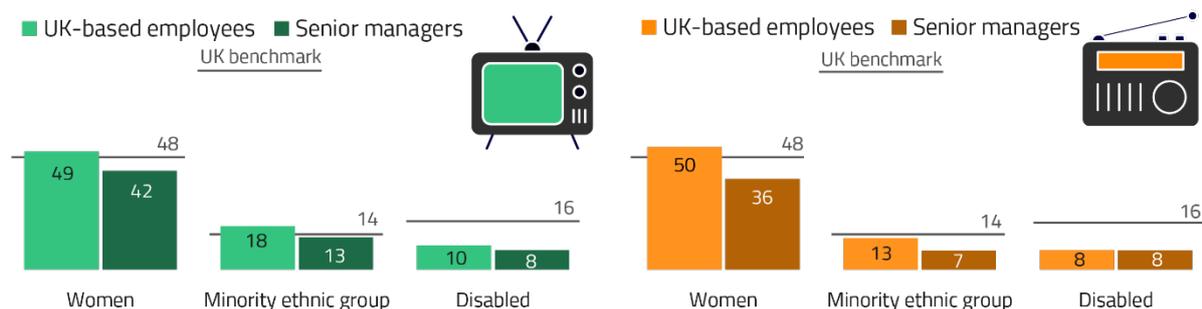
### A lack of diversity within senior management remains an issue

3.23 When we talk about the role of senior management, we think it is also important to look at the diversity of people in those roles. Having a more representative senior management team can help to drive change in the rest of the workforce. This year, we provided broadcasters with a narrower definition of senior management, to ensure reporting on this influential group is aligned across the sector. The definition was limited to the senior leadership team, department heads and c-suite roles and means we can more easily identify where underrepresentation lies among those with the power to affect change.

<sup>51</sup> We do not have sufficient visible data on disability from broadcasters with less engaged leadership teams to make the same comparisons for this characteristic.

<sup>52</sup> For the purposes of this analysis, we have compared those who answered “Yes – this is successful and we’re achieving results” and “Yes – we have launched this and are developing our approach” with those who answered “No – we have not started this” and “No – but we have committed to a plan and we’re making progress”.

**Figure 11: Senior managers (%) in the TV and radio industry, all UK-based employees**



3.24 We are disappointed to see the levels of underrepresentation of people from diverse backgrounds in senior leadership roles. Figure 11 above shows that women, people from minority ethnic backgrounds and disabled people are all underrepresented in the most senior TV and radio roles, compared to the UK benchmarks and in most cases, compared to their representation among all broadcasting employees:

- Women are underrepresented in senior radio roles, accounting for 36% of senior radio leaders (12pp below benchmark) and 42% of senior TV leaders (6pp below benchmark).
- People from minority ethnic backgrounds represent just 7% of senior radio managers, 7pp below the benchmark. Representation is far closer to the benchmark in TV at 13%.
- Disabled people represent just 8% of senior managers in TV (8pp below the benchmark) and 8% in radio (8pp below the benchmark).

3.25 As we have changed how we collect senior management data, we cannot make direct year-on-year comparisons; this year marks a new start in how we monitor and report on senior leaders. This is something we will be closely following over the coming years.

### There are opportunities for broadcasters to take more targeted action to increase representation at senior levels

3.26 Underrepresentation in senior roles will differ between broadcasters and it is important that broadcasters can identify where certain groups are underrepresented in their own organisations. Broadcasters should therefore ensure they are regularly monitoring workforce diversity among senior leaders, as well as their workforce overall.

3.27 However, as shown in Figure 10, 41% of the larger broadcasters told us that they do not currently identify underrepresentation in their senior team compared with relevant benchmarks. In addition, nearly a quarter (24%) of these respondents said they do not currently take evidence-based action in recruitment to ensure diversity at senior levels and over a third (38%) said they do not have arrangements to address underrepresentation in relation to succession planning and internal recruitment, particularly to senior roles.

3.28 Given the importance of senior leaders in driving change in EDI, broadcasters should consider the most effective measures to boost diversity among senior leaders.

### Priority 3: maintain focus on retention and progression

3.29 This year we are doubling down on our messaging around retention and progression. We raised concerns in 2021 about the disproportionate numbers of people from some underrepresented groups who are leaving the industry and called for greater efforts to

ensure sustainable progress in both retaining a diverse range of employees and in helping people to progress. Focusing on inclusion can help organisations keep staff and be a key means of increasing workforce diversity, but to be effective, inclusive practices must be embedded into the core of organisations, which may require systemic and cultural change.

### Retention remains low among some underrepresented groups

- 3.30 While women are well represented in the radio industry (50%), they continue to make up a higher proportion of the people leaving the industry than those joining it. This has been the case each year since 2018. In 2022/23, women represented 56% of leavers in radio, compared to 54% of joiners.<sup>53</sup> We encourage radio broadcasters to take steps to understand why women continue to represent a higher proportion of leavers as well as consider any measures that could improve retention in the longer term, particularly as [projections we commissioned for our five-year review](#) found that without change, the proportion of women in radio would fall over the next five years.
- 3.31 In the TV industry, disabled people currently represent 10% of employees; unchanged since 2020, compared to 12% of leavers. However, for the first time, there was a higher proportion of disabled people represented among joiners (13%) in the TV industry.<sup>54</sup> We will continue monitoring to understand whether longer-term progress is being made.
- 3.32 Across the sector, people from minority ethnic backgrounds represent a higher proportion of the people joining and leaving the industry than of the workforce overall. In radio, people from minority ethnic groups represent 13% of employees, compared to 22% of joiners and 22% of leavers. Similarly, in TV, people from minority ethnic backgrounds represent 18% of employees, compared to 26% of joiners and 23% of leavers. This suggests that there is considerable churn of employees from minority ethnic backgrounds, even though overall representation has increased.
- 3.33 Broadcasters should work to identify what is driving staff turnover and where specific retention issues exist within their own organisations. We recommended in our five-year review that broadcasters consider setting their own retention targets, however, our self-assessment tool shows that only over a third (35%) of the larger broadcasters have these in place.<sup>55</sup> We recognise that not all organisations choose to set targets and that there are a range of ways to improve retention; we encourage broadcasters to share any alternative measures they have found to be effective with others in the industry. For example, we have facilitated discussions between some broadcasters on how the exit process can offer valuable insights into why people are leaving an organisation and in turn help identify measures aimed at boosting retention.
- 3.34 Retention levels can also be impacted by organisational culture and whether employees feel that their voice is heard. Positive initiatives might include employee networks and regular staff surveys, as well as opportunities for people of all levels to feed into EDI strategy and planning. Across these areas, the larger broadcasters consider they are performing well, with most (97%) saying they provide resourcing support to employee networks, as well as

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<sup>53</sup> In the TV industry, women represent 49% of employees, 50% of leavers and 53% of joiners.

<sup>54</sup> In the radio industry, disabled people represent 8% of employees, 8% of leavers and 10% of joiners.

<sup>55</sup> Voluntary question, answered by 34 larger broadcasters.

offering opportunities for people from underrepresented groups to feed into EDI strategy, planning and evaluation (92%).<sup>56</sup>

- 3.35 It is positive to see that most larger broadcasters have measures in place focused on organisational culture and voice, with 65% scoring 'achieving' in this strand.<sup>57</sup> It is nonetheless important that broadcasters continue to monitor and evaluate the effectiveness of such measures in achieving the desired impact, including by gathering views from a diverse range of colleagues across the organisation and taking any necessary steps to ensure these measures keep delivering. This is particularly important where retention of underrepresented groups remains low. We recognise nonetheless that one size does not fit all and smaller broadcasters may take different approaches that are more effective for smaller scale organisations.

### Making progression opportunities available to all staff can help organisations to retain more diverse talent

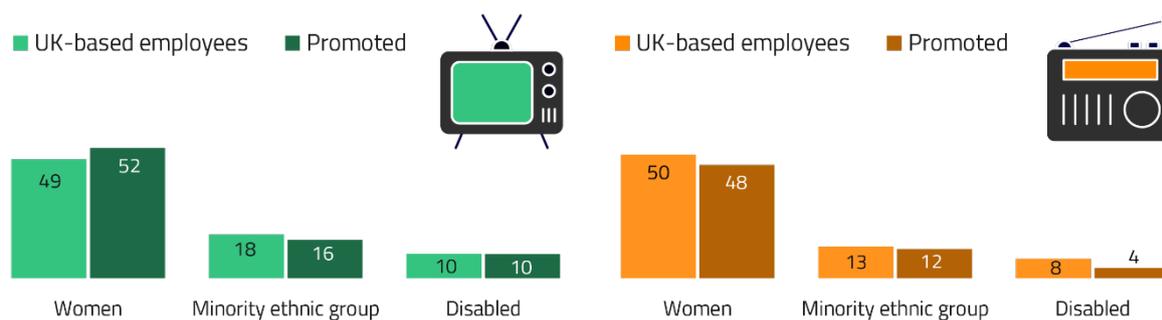
- 3.36 Visibility of the diversity of promoted staff can help us to understand which groups are – and are not - progressing in the broadcasting industry. Progression opportunities can support diverse talent to move up through an organisation and can create a talent pipeline to senior roles, which have significant influence over workplace culture and inclusion but where underrepresentation of people from diverse backgrounds is most stark.
- 3.37 Figure 12 below shows that, positively, promotions for women and people from minority ethnic backgrounds are broadly in line with their overall representation in the TV and radio industries. For example, women represent 52% of promotions in TV (compared to 49% of employees) and 48% in radio (compared to 50% of employees) and people from minority ethnic backgrounds represent 16% of promotions in TV (compared to 18% of employees overall) and 12% in radio (compared to 13% of employees overall). In TV, disabled workers represent 10% of people promoted, which is in line with the percentage of TV employees overall that are disabled.
- 3.38 In the radio industry, it is disappointing to see that disabled people are particularly underrepresented among those promoted. In 2022/23, just 4% of radio employees promoted were disabled, significantly lower than the overall proportion of radio employees who are disabled (8%). Compared with 2018, the proportion of those promoted who are disabled has fallen by 2pp (from 6%), while the overall proportion of radio employees who are disabled remains unchanged.
- 3.39 We do not know the seniority of those promoted, so it is not clear whether greater diversity among those promoted is leading to a more representative senior management. In future years we will be able to consider promotions data alongside the diversity make-up of senior leaders and identify any parallels; this is not currently possible due to changes in how we collect senior management data.

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<sup>56</sup> Voluntary questions, answered by 34 larger broadcasters.

<sup>57</sup> The self-assessment tool defines 'achieving' as "you are doing well with your EDI arrangements".

**Figure 12: Promotions (%) in the TV and radio industry, all broadcasters**



3.40 Positively, nearly all (97%) of the larger broadcasters said they ensure that line managers proactively encourage take up of “learning and development” opportunities among their direct reports and 91% ensure that employees from underrepresented groups have equal access to these opportunities.<sup>58</sup> The workforce survey data also shows that the proportion of women, people from minority ethnic backgrounds and disabled people receiving training broadly aligns with representation across both industries overall. However, we do not know the type or quality of the training received or how this varies across the industry. We are of the view that a more coordinated approach to training across the industry could be beneficial.

3.41 It is important that employees are also aware of, and have access to, clear career development opportunities to make use of any training received. However, nearly a third (30%) of larger broadcasters said they do not have career development initiatives in place targeted at underrepresented groups<sup>59</sup> and over a third (38%) said they do not have succession planning and internal recruitment arrangements to address underrepresentation, particularly in senior roles.

<sup>58</sup> Voluntary questions, answered by 34 larger broadcasters.

<sup>59</sup> Voluntary question, answered by 34 larger broadcasters.

## 4. The bigger picture

- 4.1 Ofcom’s duties to promote equality of opportunity in broadcasting only extend to broadcasters’ employees, but the structure of the sector – with the role of independent production companies and the much larger freelance workforce involved in delivering commissioned content – means we cannot consider broadcasters’ EDI progress with their direct employees in isolation. It is imperative to think about the part that broadcasters play in affecting diversity of the wider industry.
- 4.2 The importance of understanding the make-up of the sector as a whole is why we have always asked for some voluntary data – both quantitative and qualitative – on freelancers working directly for broadcasters, as well as adding some questions on the policies in place on EDI aspects of commissioning and relating to freelancers. Further data for the wider TV freelance workforce, for example those working with production companies on commissions, is collected for six of the largest TV broadcasters through the Creative Diversity Network’s (CDN) [Project Diamond](#).<sup>60</sup>
- 4.3 Broadcasters hold significant power in determining who and what gets commissioned and can influence who works on those productions and ultimately, the diversity and authenticity of the content made. Broadcasters, particularly their senior leaders, can harness this influence to affect change internally and beyond, by empowering and funding their commissioning teams to innovate to achieve greater equality of opportunities for freelancers working on their productions. The TV Access Project (TAP) – launched in response to the [Underlying Health Condition](#) campaign - is an example of where we have seen this begin to happen, with ten broadcasters and streamers pledging to work together to ensure greater access provision for disabled talent.<sup>61</sup>

### What the data shows

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- 4.4 The freelancer workforce data we collected in 2022/23 represents 14,651 freelancers working directly with broadcasters.<sup>62</sup> And while there are sizeable gaps in this data for TV freelancers, which largely have not closed since 2018,<sup>63</sup> the data available suggests people from minority ethnic backgrounds have greater representation in the radio freelancer workforce (19%) than TV (14%). This differs from that of the employed workforce, where representation of people from minority ethnic backgrounds is higher in TV (18%) than radio (13%).<sup>64</sup>
- 4.5 Representation of women is lower among radio freelancers (at 44%) compared with radio employees (50%) and the working population average (of 48%). Women are also slightly less represented among TV freelancers (at 47%) compared with TV employees (49%). In line with

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<sup>60</sup> Diamond is an online system used by the BBC, ITV, Channel 4, Paramount, Sky and UKTV to obtain consistent diversity data on programmes they commission.

<sup>61</sup> The ten broadcasters and streamers are Amazon Prime Video, [BBC](#), Britbox, [Channel 4](#), Disney, [ITV](#), Paramount, Sky, STV and UKTV.

<sup>62</sup> Rather than in production teams on commissions.

<sup>63</sup> The ‘data gaps’ are larger for freelancers in TV than radio. For 2022/23 TV freelancers we have 38% ‘visible’ data on sex, 16% on race and ethnicity and 15% on disability. For radio freelancers we have 76% ‘visible’ data on sex, 74% on race and ethnicity and 70% on disability.

<sup>64</sup> Compared with the working population average of 14%.

representation among broadcasters' employed workforce, of those who provided data, disabled people are underrepresented among freelancers in both industries (9% TV, 11% radio),<sup>65</sup> compared to the UK population (16%).<sup>66</sup> These figures for TV freelancers broadly align with data reported by CDN's Project Diamond.<sup>67</sup>

- 4.6 Diamond's latest report, [the Sixth Cut](#), showed an increase in the representation of people from minority ethnic backgrounds in freelance roles. It also indicated that while contributions made by disabled people have been slowly increasing, they remain underrepresented compared to population statistics. The report also raised concerns around a decline of women in senior freelance roles and a lack of progress in representation of disabled people in senior freelance roles.<sup>68</sup>
- 4.7 In terms of the EDI action taken by broadcasters to support freelancers, Ofcom's surveys indicate that almost all of the larger broadcasters either have in place (84%), or have a plan to implement (13%), complaints procedures for freelancers to report harassment, bullying, discrimination or victimisation. We also know of a number of cross-industry mechanisms available, such as the [Call it! app](#), which monitors and measures workplace culture based on employee responses, as well as the Film and TV Charity's [bullying advice service](#) and Pact's [Diversity and Inclusion toolkit](#), which includes a section on bullying and harassment. Additionally, a number of broadcasters are involved in the creation of a new '[Creative Industries Independent Standards Authority](#)' (CIISA) focused on upholding and improving standards of behaviour in these sectors.
- 4.8 However, as shown below, fewer than half of the larger broadcasters have direct policies or actions in place to promote EDI among freelancers (45%), though slightly more are influencing EDI within the freelance space through the requirements they place on production partners (49%).<sup>69</sup>

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<sup>65</sup> This compares with 10% among TV employees and 8% among radio employees.

<sup>66</sup> Based on economically active people aged 16-64.

<sup>67</sup> Although the latest report, the Sixth Cut, does show higher representation of women compared to the data we have, who account for 52% of off-screen roles and 50% of on-screen roles.

<sup>68</sup> The voluntary data Ofcom collects on freelancers does not include characteristics by job level.

<sup>69</sup> Recognising that not every broadcaster contracts freelancers or commissions content from production partners, questions on commissioning and freelancers in the self-assessment tool questions were voluntary. 31 of the larger broadcasters answered questions on freelancers, 24 of the larger broadcasters answered questions on commissioning.

**Figure 13: Self-assessment tool – responses to questions on freelancers (larger broadcasters)<sup>70</sup>**

■ Unwilling to answer ■ No, have not started ■ No, but committed to a plan ■ Yes - launched and developing ■ Yes - successful and achieving results

Do you have any policies and/or take any action to promote EDI among freelancers, either those who contract with you directly or with your production partners?



Do you place any EDI requirements on production partners in relation to freelancers contracted to work on your commissions?



Do you have a complaints procedure for freelancers to report harassment, bullying discrimination or victimisation?

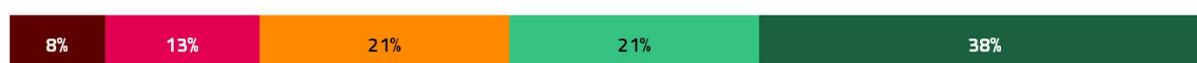


4.9 As shown in Figure 14, while only a quarter of the larger broadcasters who responded ringfence funding for diverse commissioning, over half (54%) do have a diversity commissioning policy designed to increase EDI in production teams and 59% said they have commissioning policies in place related to on-screen/air representation, diversity of subject matter, or diversity within production teams.

**Figure 14: Self-assessment tool – responses to questions on commissioning (larger broadcasters)<sup>71</sup>**

■ Unwilling to answer ■ No, have not started ■ No, but committed to a plan ■ Yes - launched and developing ■ Yes - successful and achieving results

Do you have a diversity policy for content commissioning covering areas such as diverse on-air/screen representation or diversity of subject matter?



Do you have a diversity commissioning policy designed to increase EDI in production teams?



Do you ringfence funding for diverse commissioning?



4.10 We recognise that not all broadcasters commission content from independent production companies or have the same relationship with freelancers. However, for broadcasters that do, these are areas in which there is significant scope for collaboration and wider knowledge sharing as part of efforts to create a more diverse and inclusive creative sector. We will continue to observe how this area develops and we will engage with broadcasters to consider how and where collaboration and sharing may be most valuable.

<sup>70</sup> Questions answered by 31 'larger' broadcasters.

<sup>71</sup> Questions answered by 24 'larger' broadcasters.

## 5. Conclusions and next steps

- 5.1 In this report, we have highlighted three priority areas, if broadcasters are to build on the advances of the last seven years and successfully embed diversity and inclusion in their workforces. In this final section we summarise those three priority areas and outline what we will do to support broadcasters.

### Priority 1 - Data

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- 5.2 We will keep collecting and publishing this workforce data to offer insights at both a broadcaster and industry level. This year we have sought feedback from users on our new self-assessment tool and over time will also track the extent to which high 'maturity' scores reflect more representative workforces in practice. As we have outlined in this report, we are already seeing that engagement in specific areas (e.g., data collection) correlates with a more diverse workforce.
- 5.3 We urge broadcasters to maintain momentum with their workforce data to better understand where barriers still exist and how they might be broken down. This includes ensuring that data collection processes are robust, limiting data gaps where possible and analysing data in greater detail.
- 5.4 Alongside this report, our [self-assessment tool](#) can be viewed in text form. We would like in time to be able to make an interactive version of this survey available to other regulated sectors and beyond. While some of the challenges confronting broadcasters are unique, others are faced across very different organisations and we see the value in a more concerted effort to share tools to promote effective practice.

### Priority 2 - Senior leaders

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- 5.5 We will continue our targeted EDI engagement with senior leaders and managers within broadcasting. This, along with data from both our surveys, is helping us to understand where effective practice sharing is most needed, or where issues are best tackled at an industry level – for example, resulting in our creation of specific working groups on areas such as retention.
- 5.6 There are clear opportunities for senior leaders and managers in some broadcasters to ensure data collection is resilient and remains a priority, to engage more with their organisation's EDI data and to use these insights to drive authentic cultural change. Our report shows that where senior leadership teams are highly engaged with their organisation's EDI data, they are likely to have a more representative workforce.

### Priority 3 - Retention and Progression

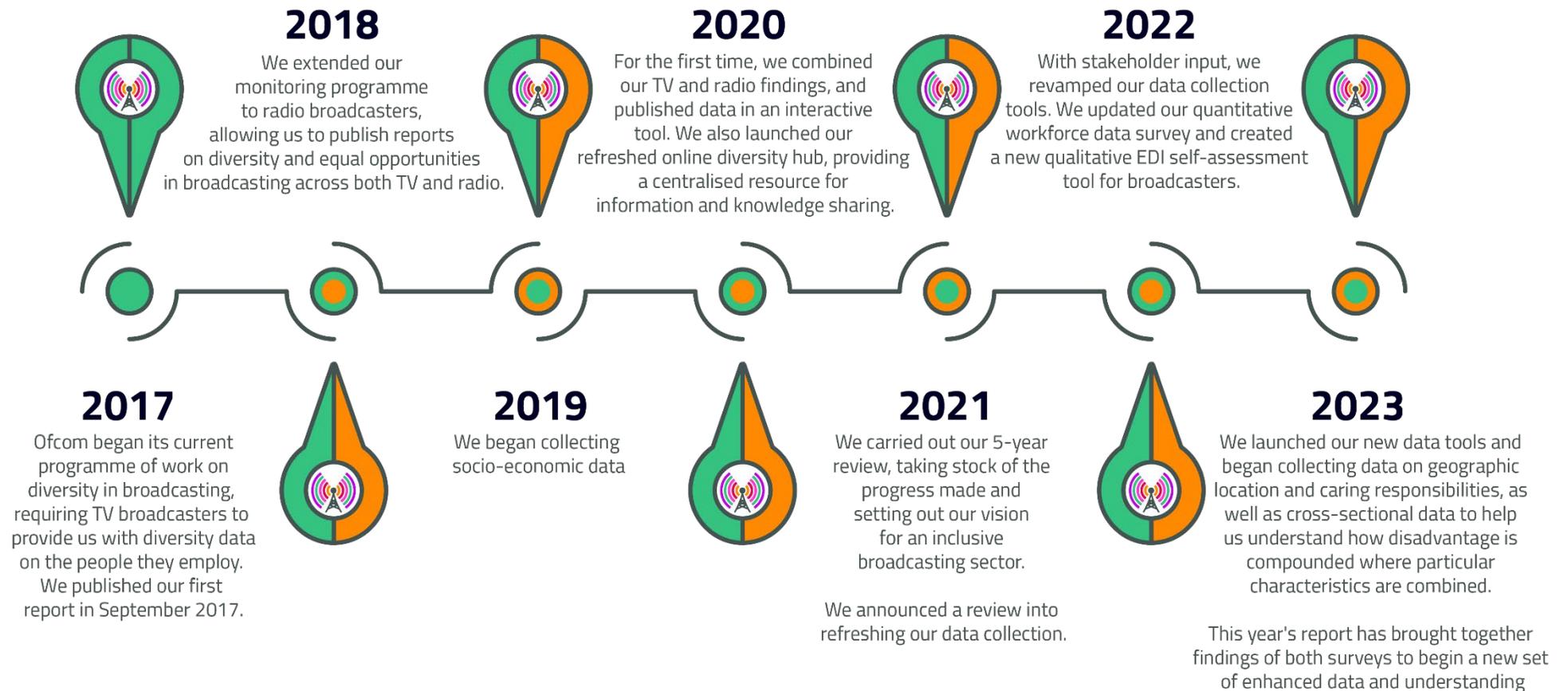
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- 5.7 To sustain greater representation of employees from groups that are currently underrepresented in broadcasting, people need to be able to enter the industry and thrive within it. Current data suggests there is a higher level of staff turnover among some groups, who are disproportionately represented in those leaving the industry. Those who completed our self-assessment tool will be able to draw on tailored feedback available to help them pinpoint areas to focus their attention and resources at an organisational level.

5.8 We will drive greater cooperation between broadcasters and other key sector stakeholders in relation to freelance diversity and commissioning policies and processes. We are determined to see that change is embedded across talent pipelines throughout the production chain.

# A1. Timeline

Figure 15: Timeline of our EDI in broadcasting work



## A2. Data tables

- A2.1 These data tables make year-on-year comparisons where possible (excluding 2022 data) for the TV and radio industries overall, and the largest TV and radio broadcasters (based on audience share), as well as S4C and STV.<sup>72</sup> For more detail on what data is comparable to previous years, see Figure 1 of our methodology report. The methodology report also details the benchmarks provided in these data tables.
- A2.2 The term ‘unknown data’ is used in these data tables to refer to the combined ‘not disclosed’, ‘no consent’ and ‘not collected’ data. This signifies data that we (and the broadcaster in the case of not disclosed) are unable to determine the effect it has on the profile for that characteristic. The remainder - ‘visible data’ - is what helps us to create an accurate picture of the industry. However, we acknowledge the visibility of data is not entirely within broadcasters’ control, as employees are entitled to not disclose their data to employers or to withhold consent for it to be shared with Ofcom. All proportions shown in these tables are based on visible data, except for ‘unknown data’.
- A2.3 We use \*\*\* to denote where there is not enough data, including where data is not available or where percentages relating to a single broadcaster equate to fewer than ten employees, or where individuals might otherwise be identifiable.
- A2.4 Note that the percentages shown for each characteristic are calculated on a different basis to the ‘unknown data’ percentages shown. The ‘unknown data’ percentages are calculated out of the total number of employees, either in the TV or radio industry overall, or at each individual broadcaster. As set out above, the percentages for each characteristic (e.g., women, women in senior management) are based on the total amount of ‘visible data’ in that category. As such, the percentages for the characteristics and ‘unknown data’ will not add up to 100%.

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<sup>72</sup> For TV, this is BBC TV, ITV, Channel 4, Paramount and Sky (source: BARB’s Monthly Viewing Summary). For radio, this is BBC radio and Global (source: RAJAR Quarterly Listening). This group is usually referred to in this series of reports as "the main eight" and also included Bauer Media in previous years. However as set out above, results for this group do not include data from Bauer Media for this year’s written report.

Figure 16: TV industry, 2022/23

Representation by characteristic	UK working population benchmark	All UK-based TV employees	Percentage point change since 2021	BBC TV <sup>73</sup>	Channel 4	ITV	Paramount	Sky
<b>Sex</b>								
Women	48%	49%	+3pp	46%	59%	55%	51%	46%
Women in senior management	-	42%	-	49%	52%	48%	44%	41%
Intersex	-	<1%	-	<1%	***	***	***	***
Unknown data	-	1%	-1pp	3%	<1%	1%	<1%	0%
<b>Gender identity</b>								
Different gender identity to sex registered at birth	1%	1%	-	1%	***	***	***	***
Unknown data	-	51%	-	15%	77%	39%	32%	100%
<b>Ethnicity</b>								
Minority Ethnic Group	14%	18%	No change	16%	21%	16%	24%	21%
Minority Ethnic Group in senior management	-	13%	-	7%	21%	16%	16%	11%
Unknown data	-	15%	+3pp	3%	8%	10%	4%	12%

<sup>73</sup> Note: The figures in this report differ from those published in the [BBC's Equality Information Report 2022/23 \(EIR\)](#). The figures for "BBC TV" and "BBC Radio" and "BBC UK public services" reported here (Figures 16, 17 and 18) are subsets of the figures published in the BBC's EIR. The BBC excluded employees on unpaid leave and those in roles not wholly funded by the BBC from its EDI/UK public services workforce data submission to Ofcom. These employees were included in the BBC's EIR UK public service figures. The EIR reporting is also based on 'total workforce data' in contrast to the 'visible workforce data' approach used in this report (as set out on page 5, and above at A2.2 and A2.4). BBC figures on the basis of both visible and total data can be found in our accompanying interactive tool.

Representation by characteristic	UK working population benchmark	All UK-based TV employees	Percentage point change since 2021	BBC TV	Channel 4	ITV	Paramount	Sky
<b>Disability</b>								
Disabled employees	16%	10%	No change	10%	15%	12%	12%	8%
Disabled people in senior management	-	8%	-	8%	***	7%	***	6%
Unknown data	-	25%	+1pp	6%	13%	13%	16%	26%
<b>Age</b>								
Aged under 50	68%	78%	-1pp	69%	86%	84%	85%	85%
Aged 50+	32%	22%	+1pp	31%	14%	16%	15%	15%
Unknown data	-	10%	No change	0%	0%	2%	0%	0%
<b>Sexual orientation</b>								
LGB+	3%	10%	+1pp	11%	14%	10%	9%	7%
Unknown data	-	32%	-1pp	14%	14%	14%	11%	25%
<b>Religion</b>								
Has a religion	61%	44%	-1pp	43%	48%	47%	43%	46%
No religion	39%	56%	+1pp	57%	52%	53%	57%	54%
Unknown data	-	35%	No change	9%	16%	46%	15%	29%

Representation by characteristic	UK working population benchmark	All UK-based TV employees	Percentage point change since 2021	BBC TV	Channel 4	ITV	Paramount	Sky
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**Socio-economic background – Parental occupation**

Working class background	39%	29%	+1pp	29%	29%	30%	27%	42%
Unknown data	-	56%	-2pp	20%	32%	55%	35%	96%

**Socio-economic background – Schooling**

Non-independent school	93%	87%	No change	87%	85%	88%	87%	89%
Unknown data	-	52%	-4pp	16%	39%	43%	26%	95%

**Caring responsibilities**

Have caring responsibilities	8%	39%	-	***	***	40%	***	***
Unknown data	-	91%	-	100%	100%	42%	100%	100%

Figure 17: Radio industry, 2022/23

Representation by characteristic	UK working population benchmark	All UK-based radio employees	Percentage point change since 2021	BBC radio <sup>74</sup>	Global
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**Sex**

Women	48%	50%	No change	52%	51%
Women in senior management	-	36%	-1pp	63%	34%
Intersex	-	<1%	-	<1%	***
Unknown data	-	1%	No change	2%	0%

**Gender identity**

Different gender identity to sex registered at birth	1%	2%	-	1%	***
Unknown data	-	49%	-	19%	100%

**Race and ethnicity**

Minority Ethnic Group	14%	13%	+3pp	11%	17%
Minority Ethnic Group in senior management	-	7%	-	***	***
Unknown data	-	4%	+14pp	2%	2%

<sup>74</sup> The BBC figures in this table differ from the figures published in the BBC's Equality Information Report 2022/23 (EIR). See footnote 73 above for details.

Representation by characteristic	UK working population benchmark	All UK-based radio employees	Percentage point change since 2021	BBC radio	Global
<b>Disability</b>					
Disabled employees	16%	8%	No change	10%	4%
Disabled people in senior management	-	9%	-	***	***
Unknown data	-	8%	-7pp	5%	5%
<b>Age</b>					
Aged under 50	68%	73%	-2pp	63%	89%
Aged 50+	32%	27%	+2pp	37%	11%
Unknown data	-	4%	-1pp	0%	0%
<b>Sexual orientation</b>					
LGB+	3%	11%	+2pp	11%	10%
Unknown data	-	19%	-7pp	18%	9%
<b>Religion</b>					
Has a religion	61%	44%	-1pp	42%	45%
No religion	39%	56%	+1pp	58%	55%
Unknown data	-	16%	-7pp	9%	12%

Representation by characteristic	UK working population benchmark	All UK-based radio employees	Percentage point change since 2021	BBC radio	Global
<b>Socio-economic background – Parental occupation</b>					
Working class background	39%	24%	No change	24%	***
Unknown data	-	56%	-8pp	24%	100%
<b>Socio-economic background – Schooling</b>					
Non-independent school	93%	83%	No change	83%	***
Unknown data	-	51%	-10pp	20%	100%
<b>Caring responsibilities</b>					
Have caring responsibilities	8%	27%	-	***	***
Unknown data	-	94%	-	100%	100%

Figure 18: BBC TV, BBC Radio and BBC combined workforce, 2022/23<sup>75</sup>

Representation by characteristic	UK working population benchmark	All UK-based TV employees	All UK-based radio employees	BBC TV	BBC radio	BBC TV and radio combined (UK public services)
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**Sex**

Women	48%	49%	50%	46%	52%	48%
Women in senior management	-	42%	36%	49%	63%	50%
Intersex	-	<1%	<1%	<1%	<1%	<1%
Unknown data	-	1%	1%	3%	2%	2%

**Gender identity**

Different gender identity to sex registered at birth	1%	1%	2%	1%	1%	1%
Unknown data	-	51%	49%	15%	19%	16%

**Race and ethnicity**

Minority Ethnic Group	14%	18%	13%	16%	11%	15%
Minority Ethnic Group in senior management	-	13%	7%	7%	***	7%
Unknown data	-	15%	4%	3%	2%	3%

<sup>75</sup> The figures in this table for 'BBC TV', 'BBC radio' and 'BBC TV and radio combined' (UK public services) differ from the figures published in the BBC's Equality Information Report 2022/23 (EIR). See footnote 73 above for details.

Representation by characteristic	UK working population benchmark	All UK-based TV employees	All UK-based radio employees	BBC TV	BBC radio	BBC TV and radio combined (UK public services)
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### Disability

Disabled employees	16%	10%	8%	10%	10%	10%
Disabled people in senior management	-	8%	9%	8%	***	9%
Unknown data	-	25%	8%	6%	5%	6%

### Age

Aged under 50	68%	78%	73%	69%	63%	68%
Aged 50+	32%	22%	27%	31%	37%	32%
Unknown data	-	10%	4%	0%	0%	0%

### Sexual orientation

LGB+	3%	10%	11%	11%	11%	11%
Unknown data	-	32%	19%	14%	18%	15%

### Religion

Has a religion	61%	44%	44%	43%	42%	43%
No religion	39%	56%	56%	57%	58%	57%
Unknown data	-	35%	16%	9%	9%	9%

Representation by characteristic	UK working population benchmark	All UK-based TV employees	All UK-based radio employees	BBC TV	BBC radio	BBC TV and radio combined (UK public services)
<b>Socio-economic background – Parental occupation</b>						
Working class background	39%	29%	24%	29%	24%	28%
Unknown data	-	56%	56%	20%	24%	21%
<b>Socio-economic background – Schooling</b>						
Non-independent school	93%	87%	83%	87%	83%	87%
Unknown data	-	52%	51%	16%	20%	17%
<b>Caring responsibilities</b>						
Have caring responsibilities	8%	39%	27%	***	***	***
Unknown data	-	91%	94%	100%	100%	100%

**Figure 19: Public Service Broadcasters in the Nations, 2022/23**

Representation by characteristic	UK working population benchmark	Scotland benchmark	Wales benchmark	All UK-based TV employees	Percentage point change since 2021	STV	S4C
<b>Sex</b>							
Women	48%	51%	51%	49%	+3pp	54%	59%
Women in senior management	-	-	-	42%	-	56%	***
Unknown data	-	-	-	1%	-1pp	1%	65%
<b>Race and ethnicity</b>							
Minority Ethnic Group	14%	7%	5%	18%	No change	10%	***
Unknown data	-	-	-	15%	+3pp	4%	70%
<b>Disability</b>							
Disabled employees	16%	21%	22%	10%	No change	15%	***
Unknown data	-	-	-	25%	+1pp	17%	66%
<b>Age</b>							
Aged under 50	68%	67%	67%	78%	-1pp	81%	***
Aged 50+	32%	33%	33%	22%	+1pp	19%	***
Unknown data	-	-	-	10%	No change	0%	100%

Representation by characteristic	UK working population benchmark	Scotland benchmark	Wales benchmark	All UK-based TV employees	Percentage point change since 2021	STV	S4C
<b>Sexual orientation</b>							
LGB+	3%	4%	5%	10%	+1pp	13%	***
Unknown data	-	-	-	32%	-1pp	19%	65%
<b>Religion</b>							
Has a religion	61%	40%	49%	44%	-1pp	38%	50%
No religion	39%	60%	51%	56%	+1pp	62%	50%
Unknown data	-	-	-	35%	No change	21%	65%
<b>Socio-economic background – Parental occupation</b>							
Working class background	39%	-	44%	29%	+1pp	31%	29%
Unknown data	-	-	-	56%	-2pp	25%	67%
<b>Socio-economic background – Schooling</b>							
Non-independent school	93%	-	-	87%	No change	90%	***
Unknown data	-	-	-	52%	-4pp	19%	64%
<b>Caring responsibilities</b>							
Have caring responsibilities	8%	-	-	39%	-	***	***
Unknown data	-	-	-	91%	-	100%	100%