

Report 2024

Foreword

Welcome to the BPI's first-ever end-of-year Diversity, Equity and Inclusion (DEI) Review. This document provides a snapshot of where we are positioned as an organisation as of the end of 2024, as we continue on our longer five-year Diversity, Equity and Inclusion journey.

Overarching all of 2024's activity was the publishing of the BPI's Five-year Diversity, Equity and Inclusion Strategy in October 2024, coinciding with the end of National Inclusion Week. The strategy was supported with coverage in Music Week and has been positively received by industry and beyond, with the strategy winning the Trade Association Forum's 2025 Diversity and Inclusion Award.

While we are pleased to celebrate many areas of progress and achievement, this is an update and not a report card. The process of conducting this review and sharing our findings is in keeping with our commitment to transparency, and also with our commitment to sharing our learnings. The review itself is an important exercise to understand where we need to increase our focus and resources in 2025.

As the Outcomes and Objectives section of this report will show, we are already actively working on nine of our fourteen Five-Year Outcomes and Objectives as laid out in the Five-Year Strategy. Of those nine, we are 'Achieving' on six; three are 'Partially Achieving'; and five are areas of development which we will look to address in 2025.

We would like to formally take the opportunity to thank the team members, Council Representatives, BPI Members and Members of the Equity and Justice Advisory Group (EJAG) who have supported the strategy over the last year through its development and publication, and who continue to support the BPI on its DEI journey.

We hope will join us in recognising the progress made in 2024 as we turn to meet our next steps and the development of our DEI work in 2025.

Hailey Willington
Diversity, Equity and Inclusion Manager
BPI



2024 DEI Focus Areas

Central to the Five-year Strategy are three key pillars – **Lead By Example** (reflecting our internal work); **Connect and Support** (reflecting our membership work); and **Advocate and Amplify** (reflecting our external DEI work).

Lead By Example (Internal DEI Work)

Policies

As planned, 2024's focus was on the internal strand of the BPI's DEI Strategy, 'Lead by Example', with the objective of raising our own standards of inclusive practice in order to better support and understand the successes and challenges of our members. This year we conducted reviews on a number of internal policies and practices, looking at volunteering, care leave, flexible working, antibullying and harassment, and paternity leave policies, as well as how we monitor and implement our pay gap reporting. We are proud to have been able to go beyond the statutory minimum for our team on a number of these topics, including offering full pay from day one of employment for employees taking paternity leave, offering one week of fully paid care leave a year, and offering paid volunteering hours.

Recruitment

We also started the year with a holistic recruitment review, further developing our inclusive practice in how we advertise roles and assess and interview prospective new team members. Changes implemented include ensuring the DEI Manager is involved in the recruitment of every permanent and temporary team member at BPI, the use of anonymised CVs, and the use of scored interviews. A new policy has also been introduced around reimbursing travel expenses for candidates living outside London who are applying for roles with salaries of under £35,000 p.a., aimed at making BPI's roles accessible for people living in other parts of the country for whom travel for an in-person interview would otherwise be a financial barrier.

In 2024 the BPI also officially became an accredited living wage employer. In the autumn the entire BPI team undertook Disability and Neurodiversity Inclusion Training with Attitude is Everything and we have made significant progress on the BPI's Neurodiversity Policy which will be finalised in the first half of 2025.



The living wage employer badge

Wellbeing

Our organisational survey strategy implemented this year has enabled us to better understand the experiences of the BPI team across the areas of wellbeing, culture and satisfaction and engagement. The BPI Welfare committee was formed to lead on this work, and BPI has been proud to join Help Musicians as founding partners in their Allies Scheme as we develop our wellbeing strategy and work to promote good mental health across the music industry.

Mentorship

The first cohort of the BPI Mentorship Programme finished its year-long first phase in September 2024, and outcomes of the scheme have been very positive. Everyone in the cohort agreed that being mentored has positively impacted their professional life, work or career and that it helped them explore new skills and/or interests. Overall, 38% of the mentees within the first year either moved on from their current role into a new role within the industry or embraced new roles or responsibilities within the BPI. The first cohort of the programme has been written up as a case study as part of Creative UK's Create Diversity initiative.

Embedding Inclusive Practice

Inclusive practice was also implemented across a variety of BPI projects in 2024. April 2024 saw the BPI's first ever member conference, *In Tune With Tomorrow*, take place with Diversity, Equity and Inclusion woven throughout the conference topics. Meanwhile, the BPI's Insight and Innovation Department's Grow Music scheme launched with DEI principles embedded in its design. Through a partnership with Abbey Road REDD, Anthony David King, Angel Investing School, Measure of Music and UK Black Tech, the programme looked at both how it could support the next generation of innovators working in music technology and how it could train the next generation of angel investors, in particular historically underrepresented founders in the tech space. The BPI was also proud to implement more comprehensive diversity monitoring for awardees of the 2024 Music Export Growth Scheme (MEGS), and appoint three new presenters to launch a new content series, BRITs POV, through a nationwide talent search rooted in inclusive recruitment practice.

Partnership throughout the year has included in-kind support for POWER UP and Bristol-based Saffron Music, as well as ongoing work with The BRIT Trust and The BRIT School. The BPI was proud to start the year as a featured case study in and partners of Women in CTRL's 2024 edition of the Seat at the Table Report and the second half of the year saw us become founding partners in Music Minds Matter's Allies Programme. The BPI also ended the year becoming members of Black Lives in Music, formally cementing a partnership that has been nurtured by both organisations over a number of years. Finally, work has continued throughout the year on the development of the BPI's new specialist creative school in Bradford, West Yorkshire.



A group of BPI partner organisations' logos including, Women in CTRL, Music Minds Matter, Power Up, Saffron Music and Black Lives in Music

Council Elections

2024 finished with the team implementing actions from the Inclusive Council Elections Review conducted in late 2023 and early 2024. The 2025 election cycle has seen the implementation of clearer and more targeted information to potential candidates, dynamic randomisation on election ballots, and the standardisation of candidates' video hustings and election statements to remove barriers to entry for provisional candidates. We also improved our diversity data collection methods for the BPI Council and will be implementing these inclusive changes after the 2025 Election cycle concludes.

Connect and Support (Membership DEI Work)

Although 2024 had a focus on the internal strand of the BPI's DEI work, this has not stopped us from making exciting and meaningful progress in both our external and membership strands. One of the places the Internal and Membership Strands of BPI's DEI practice have intersected most this year is through BPI's work with its Equity and Justice Advisory Group (EJAG). We began a process in February of reviewing EJAG's Terms of Reference. In collaboration with the group's members, we were able to implement updated terms of reference which provide mechanisms for the retention of expertise and recruitment of new members, leaving EJAG in a strong position to advise BPI's DEI work moving forward. In the Autumn we launched a recruitment period for new members and were overwhelmed with the volume and high quality of applications received, with strong representation from applicants across BPI's membership. Through this process EJAG is now more connected with BPI's membership and well placed to advise in 2025 in the next phase of our membership DEI work.

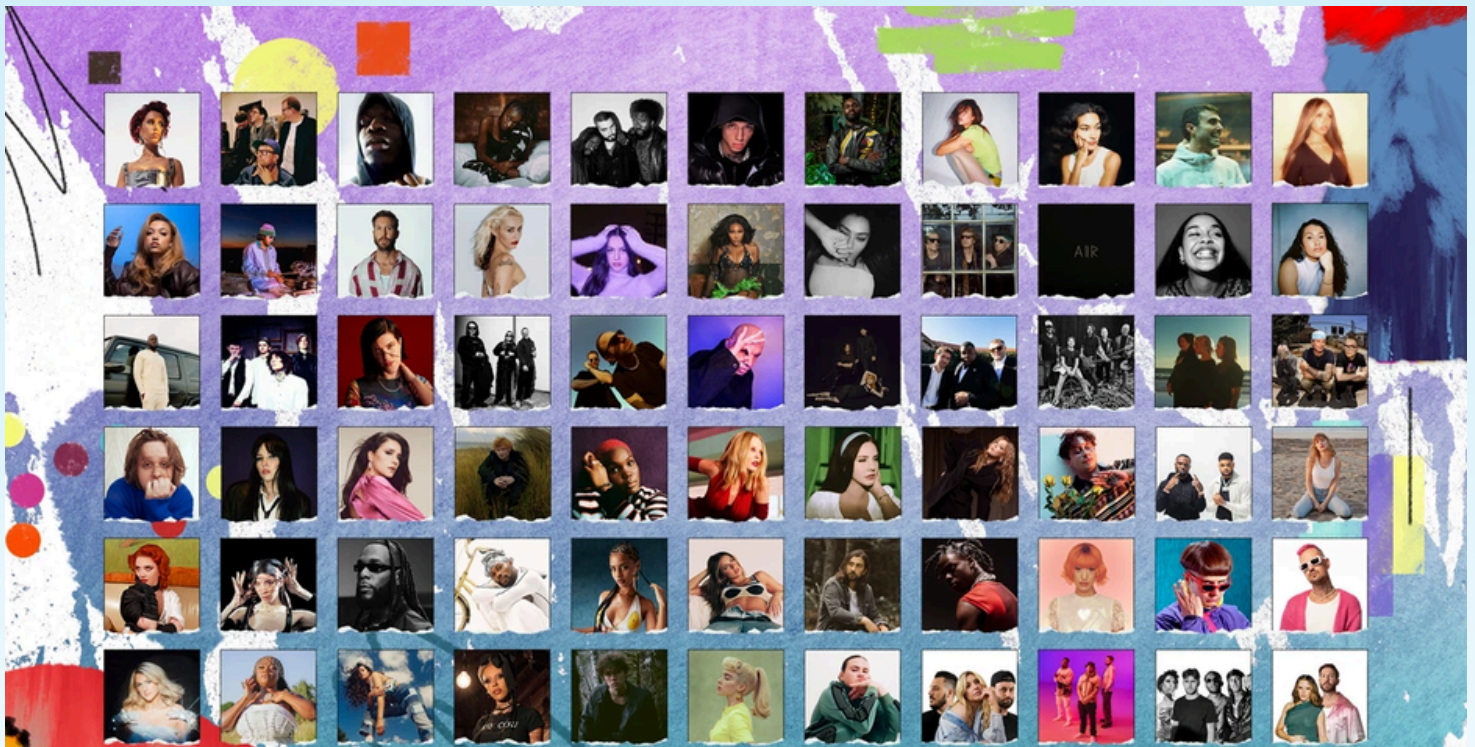


BPI's new office space at Tileyard

In addition to the focus on EJAG, BPI has continued to promote It's Not OK within the membership and introduced a new Wellbeing Resources section of the website over the summer, aimed at signposting resources to our members. Throughout 2024 we also continued to plan around how best to interact and communicate more effectively and inclusively with the membership in 2025. Key to this planning has been the design of BPI's new home at Tileyard, which, in conjunction with The Gallery events space, will provide an accessible physical hub for members to meet and network.

Advocate and Amplify (External DEI Work)

Following the conclusion of The BRIT Awards 2024 we began our annual BRITs DEI review. Following changes to the 2024 BRITs categories (expanding Artist of the Year to 10 nominees and separating the Pop and R&B categories), the awards saw record representation of women and gender minorities. Following review, these changes have been retained for 2025. Building on the review of BRITs 2024 Voting Academy diversity monitoring, we were able to further inclusively expand the voting academy diversity monitoring for BRITs 2025 and work with partners including EJAG and ESEA Music to address areas of underrepresentation compared with the wider music industry workforce in the 2024 Voting Academy. We are proud to have increased the number of disabled academy members by 2%, neurodivergent academy members by 4%, and to have recorded East and South East Asian identities within the Voting Academy for the first time, while the number of 'prefer not to say' responses decreased on average by 66% across all questions asked. In addition, the BRITs offered information on Conscious Voting Principles to the Voting Academy for the first time and conducted a review of supplier compliance through the lens of DEI and sustainability. Following last year's ceremony, The BRIT Awards were proud to award £1 million to The BRIT Trust to help the organisation continue its important work improving lives through the power of music and the creative arts.



A collage showing all the nominated artists from the BRIT Awards 2024

Outside of The BRIT Awards, externally-facing work this year included amplifying the UK Music Diversity Survey, supporting Black Lives in Music's antibullying and harassment research, and developing Changing Behaviours in Music, the BPI's pan-industry antibullying and harassment initiative alongside the ISM, MU, Ivors Academy and others. BPI has also been a proud funding supporter of the Creative Industries Independent Standards Authority (CIISA).

Reflection and Action Plan for 2025

2024's activity marks a significant acceleration in both activity and impact since the BPI began DEI action planning in this way in 2023. Rather than being the result of increased resource, this has been the result of the BPI's strategy being embedded across the organisation. We are proud of what we have accomplished in the past year, but there remains work to be done before we can confidently say we are on track to achieve all of our Five-Year Objectives and Outcomes. Thankfully, 2024 has provided us with clear next steps, and we look forward to following them and continuing the acceleration of our work into 2025.

We'll begin 2025 by following the threads of the internal strand of our DEI work. In addition to publishing this, our first annual DEI Review, we have published our gender, ethnicity and disability pay gap reports for the first time in line with our commitment to UK Music's The Five Ps. The BPI will be becoming a Disability Committed Employer in 2025 and we have plans to continue the review of our own inclusive practice through writing our neurodiversity and menopause policies as well as reviewing our recruitment practices, parental leave policies and further embedding how we live our anti-bullying and harassment policies.



A collage showing the current members of the BPI's Equity and Justice Advisory Group

This year we have welcomed nine new members to EJAG, and we'll be working closely with the group to weave the threads of our internal DEI work into our Membership work, which to date has been the least-developed strand of our DEI strategy. We will have a greater focus on providing resources and support to our membership as well as embedding our own inclusive practice with the BPI's membership as we settle into the BPI's new accessible home at Tileyard. We also hope to plan for and prepare this year for both the next cohort of BRITs Apprentices and the BPI's Mentoring Programme. Throughout the development of our membership activity, we will be led by the findings of the 2025 BPI Members Survey and guided by advice from EJAG.

In our external strand, we continue our commitment to partnership with Saffron Music, POWER UP, Black Lives in Music, The BRIT Trust and Music Minds Matter's Allies Programme, while also supporting UK Music's Value of Black Music Report. We look forward to launching Changing Behaviours in Music with our partners this year and supporting the launch of CIISA when it becomes operational. Development will continue this year as we work toward the launch of the BPI's new specialist creative school in Bradford, West Yorkshire and we look forward to continuing to building links with the community as we work toward the school's opening. Finally, we continue our commitment to regular reviews around two of the BPI's most consumer-facing activities, The BRIT Awards and Mercury Prize, as we continue to strive to find ways to make them as inclusive as possible.

Progress Against our Five-Year Objectives and Outcomes

Achieving

We are meeting our outcomes for this objective


Partially Achieving

There is an element of this objective that we are not yet meeting. It is an area of continued development

Area of Focus for 2025

This is an objective that we have not yet had resources within the DEI Action Plan to work on. We plan to begin work on this objective in 2025

Advocate and Amplify (External DEI Work)

 **Diverse representation around gender and ethnicity in BRIT Awards and Mercury Prize nominations lists**



A photo of the members of English Teacher receiving the 2024 Mercury Prize

Achieving

- The 2024 BRIT Awards had the largest proportion of women nominated in the history of the awards. On the night, 70% of 2024's winning acts were either women or non-binary people. 2024 also saw Raye make history as the artist to win the most BRIT awards in one year and the first woman to win Songwriter of the Year.
- BPI does not currently have a way to collect self-identified ethnicity data for award nominees but the diversity of the 2024 is reflected in the 2024 BRIT Awards Nominees Collage.
- In addition to this objective, we continue our commitment to annually review the BRITs Voting Academy aiming for it to be representative of the wider music industry, including improving the representation of Asian and Disabled Academy Members who have been underrepresented in previous years.
- The Mercury Prize in 2024 also had a diverse range of nominees. In addition to the ethnic and gender diversity of the 12 albums of the year, we were pleased to see the prize celebrate regional diversity, with Leeds' English Teacher winning the prize.

🎯 High level of recording industry response to UK Music Diversity Surveys, equalling or exceeding the 2022 response from membership and exceeding 80% of BPI Team Members

Partially Achieving

Area Achieved

- 90% of the BPI team responded to the 2024 UK Music Diversity Survey comfortably exceeding our 80% target.

Area to Develop and Next Steps

- Overall music industry response to the 2024 UK Music Diversity Survey was down slightly from 2022 but responses from individuals within the BPI membership still made up approximately 30% of all responses, a similar level to that of the 2022 survey.
- The 2024 Survey ran across the 2024 BRITs cycle, a time when BPI members typically don't meet for in-person activity. Adjustments and actions to further improve response from the BPI's membership to the 2026 Diversity Survey have already been noted and communicated to UK Music.

🎯 The BPI is seen as a leader and advocate for DEI across the industry



A photo of Dr Jo Twist OBE and Sophie Jones posing beneath a sign saying 'Women in Trade Associations 2025 Powerlist'

Achieving

- BPI was proud to start the year by being lead partner and a featured case study success for the 2024 Seat at the Table Report.
- Throughout the year the BPI was invited to share best practice with organisations including Global Radio as well as with fellow members of the UK Music Diversity Taskforce.
- In October we published the BPI's Five-year Diversity, Equity and Inclusion Strategy which was received positively by industry and we finished the year as finalists in the Trade Association Forum (TAF) Awards Diversity and Inclusion category in recognition of the Five-Year Strategy.
- The BPI's CEO Dr Jo Twist and CSO, Sophie Jones were both honored in the 2024 TAF Women's Powerlist and Sophie Jones was also inducted onto the 2024 Women in Music Roll of Honor.

🎯 A high level of positive self-reported impact from engaging with BPI partner organisations such as Saffron Music, the BRIT Trust and POWER UP



Saffron Music community members collaborate around a mixing desk



Senior women and non-binary people from music industry trade associations pose for a group photo at the Seat at the Table 2024 Report launch event

Achieving

- In 2024 BPI partnered with organisations including Music Minds Matter, POWER UP, Saffron Music and Women in CTRL on DEI related projects. In addition, the BPI continues its long-standing work with The BRIT Trust and The BRIT School.
- 100% of partner organisations who engaged with the BPI in DEI adjacent project work in 2024 either 'Strongly Agreed' or 'Agreed' that 'partnership with the BPI has helped us improve or embed our organisation or project's impact in 2024.'

Partner Testimonials

- **Music Minds Matter:** 'The BPI has been a leader in championing the Music Minds Matter ally scheme across the industry and we have been working together to help make positive change within the BPI team to better support the mental health of the team. Thank you for collaboration and for championing mental health in music!'
- **POWER UP:** 'The BPI has been present throughout our programme and supportive of the programmes aims and objectives. Specifically, BPI has given our cohort access to information and events that has added value to their careers.'
- **Saffron Music:** 'BPI's support gives much more weight to our work, allowing us to make industry connections and engage further stakeholders around areas including advocacy and research.'
- **Women In CTRL:** 'The partnership with the BPI for the 2024 edition of Seat at the Table significantly amplified the project's reach and influence. BPI helped us spotlight the urgent need for greater representation of women in leadership across the music industry. BPI's support helped open doors, engage key stakeholders, and inspired other organisations to follow suit.'

Lead by Example (Internal DEI Work)

🎯 The BPI Council is at least 30% Black, Asian or ethnic minority background and 50% Women and minority genders. The BPI holds annual Council diversity data covering spectrum of diversity dimensions

Achieving

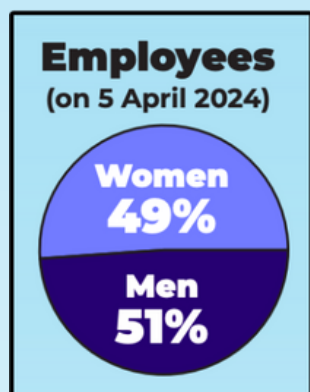
- Throughout 2024 the BPI's council was 59% women and 28% of members were from a Black, Asian or ethnic minority background. Due to the small size of Council, and the impact the change in one member can make, this is considered within margin for 'achieving' but we continue to look at how we can improve representation in this area.
- During 2024 we developed a new more inclusive framework for capturing the diversity of Council and this will be used for the first time in 2025 after the next round of Independent Representative Council Elections. This will include being able to monitor representation around disability and neurodiversity within Council for the first time.

🎯 The BPI's DEI Advisory Group is representative, diverse and covers all protected characteristics and a spectrum of diversity dimensions

Achieving

- During 2024 the BPI reviewed and developed a new term of reference for the Equity and Justice Advisory Group (EJAG), the BPI's DEI Advisory Group.
- Following the recruitment of nine new members, EJAG now includes a wide range of ethnicities, including East and South East Asian members, sexual orientations, members who identify as disabled and or neurodivergent, members from the trans community, members from lower socio-economic backgrounds, and members who are parents and carers.

🎯 The BPI workforce is 40-60% Women and minority genders and 30% of team members are from a Black, Asian or ethnic minority background



A graph showing 49% of BPI employees were women and 51% were men as of 5 April 2024

Partially Achieving

Area Achieved

- Throughout 2024 the BPI workforce ranged from 51-48% women, achieving the organisation's gender target.
- Over the course of 2024 we were able to further improve the BPI's workforce data collection processes and moved from holding self-identified data on 89% of the team at the start of the year to 96% of the team by May 2024.

Area to Develop and Next Steps

- Throughout 2024 Black, Asian or ethnic minority background team members made up 22-24% of the workforce which is under the organisation's ethnicity target.
- During 2024 the BPI implemented a range of inclusive recruitment processes which will be reviewed in Q1 2025 to identify actions to improve progress toward achieving the organisation's workforce diversity aspirations.

🎯 The BPI holds and publishes a consistent set of Gender and Ethnicity Pay Gap returns. By the end of 2025 the BPI has published and is working through an action plan to close any pay gaps

Area of Focus for 2025

- The BPI continued to publish its pay gap reporting internally this year. 2025 will see us reach the 50-employee threshold set by UK Music's The Five Ps for the first time. As such, we plan to publish our gender, ethnicity and disability pay gaps for the first time on 4 April 2025. As part of that process, we will be developing an action plan to close any identified pay gaps.



A graphic showing screenshots of the pages from BPI's 2024 Pay Gap Report

🎯 Team monitoring surveys report good wellbeing, high levels of satisfaction and engagement, high levels of psychological safety and low levels of decision-making distance and uncertainty avoidance in the BPI workplace. Departing staff speak highly of the BPI and organisational practices in exit interviews and surveys

Partially Achieving

Area Achieved

- In 2024 the BPI completed its first ever cycle of regular team monitoring surveys. When averaged, team members 'agree' (4/5) that they believe in BPI's mission, vision and values, that they feel supported by their managers and that both managers and colleagues members value their opinions.

Area to Develop and Next Steps

- While there is always room for improvement, across the year the team reported an average 6/10 work/life balance, 6/10 decision-making distance, and 3/5 for psychological safety and uncertainty avoidance.
- In April the BPI established its first Welfare Committee, a working group of colleagues from across the organisation who work with Help Musicians, through their Allies Programme, and the BPI Senior Leadership Team to implement the BPI's wellbeing strategy. In 2025 we will continue to roll out this strategy with a key focus on improving the team's self-reported wellbeing scores at particularly busy times of year and improving on the foundation already established in the areas of psychological safety and uncertainty avoidance. We will also be reviewing and standardising BPI's exit interview and survey formats.



Members of the BPI's Exec Team, MJ Olaore, Yolanda Brown OBE DL, Dr Jo Twist OBE and Sophie Jones pose around a table

🎯 DEI is incorporated into the systems and practices of all areas of the organisation including day-to-day practice



Participants from the first cohort of the Grow Music Programme pose at Abbey Road Studios

Achieving

- This year we further incorporated DEI principles into the systems and practices of a wide range of areas. A recruitment review as well as updates to the Paternity, Care leave, Volunteering, Antibullying and Harassment and flexible working policies have further embedded inclusive practice into the organisation. 2024 also saw us design and prepare to move into our own office space at Tileyard where the principles of accessibility have been woven into the design of the space from the inception of the project.
- The BPI also further embedded inclusive practice into a range of projects and initiatives including the Music Export Growth Scheme (MEGS), Independent Council Representative Elections, BRITs POV and Grow Music. We are proud that these are just some examples where DEI principles have been firmly embedded into areas of work from a project's inception

Connect and Support (Membership DEI Work)

🎯 >50% of members have a DEI strategy and action plan in place

Area of Focus for 2025

BPI's 2025 Member Survey will capture this information allowing us to set a 'baseline' against which we will be able to measure future progress.

🎯 High level of membership engagement with DEI resources, training and networks

Area of Focus for 2025

We are planning to significantly expand the BPI's DEI resources, training and networks available to members in 2025.

🎯 The BPI holds a consistent set of membership diversity data returns

Area of Focus for 2025

We are planning to launch updated more inclusive and intuitive membership diversity data return collection process in 2025.

🎯 Members feedback that DEI training and resources are meeting the needs of their organisations

Area of Focus for 2025

We plan to measure progress against this objective following the expansion of the DEI resources, training and networks available to members when we re-run the Member Survey in 2026.