

## Broadcasters introduce diversity pledge

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### The BBC, ITV, Channel 4 and Sky will now require all their suppliers to sign up to a shared diversity pledge.

The broadcasters have updated their editorial specification forms to require indies, in-house producers, post-production houses and other suppliers to meet at least two of four measures designed to improve diversity.

These include a commitment to recruit fairly and from as wide a base as possible, to encourage diversity in output and at senior decision-making levels, and to take part in, or run, events that promote diversity.

Companies will be asked to prove their commitment annually.

The pledge replaces Pact's established diversity pledge for indies and was devised by the Cultural Diversity Network, a cross-broadcaster body headed by C4 chief executive Andy Duncan.

Five, Turner, MTV Networks and Virgin Media are also part of the network and back the pledge, but have yet to alter their contracts.

"The ambition is that within a year, anyone doing business with us will need to be signed up," Duncan said. "Indies have one common pledge to sign for all broadcasters and producers moving between broadcasters can take it with them."

Former MP Oona King, who recently joined C4 as its first head of diversity, added: "For too long, we haven't had access to the full talent pool in the UK and haven't made an effort to go beyond the usual suspects."

She cited C4-funded *Slumdog Millionaire* as an example of the commercial and cultural benefits of featuring diverse voices.

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*Slumdog Millionaire*

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