



UK PUBLISHING EQUALITIES CHARTER



IN PARTNERSHIP WITH

THE **PUBLISHERS**
ASSOCIATION

ipg
Independent Publishers Guild



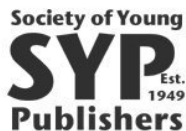
CONSULTATION



UK PUBLISHING EQUALITIES CHARTER

CONSULTATION DEADLINE FRIDAY 12 MARCH 2010

This Equalities Charter has been devised by a core group comprising ACE (Arts Council England), DIPNET (The Diversity in Publishing Network), the IPG (The Independent Publishers Guild), Skillset, the SYP (Society of Young Publishers) and the PA (The Publishers Association).



We welcome any comments and feedback to this consultation document. The deadline for responses is 12 March 2010.

If you have any questions about this charter please contact the Development Manager for DIPNET shelina.permaloo@booktrust.org.uk

OVERVIEW



Publishing plays an important and central role in the life of the nation: in economic, cultural, scientific, educational and social terms. In purely economic terms, publishing is the largest creative industry, adding more to the UK's bottom line than any other, generating a turnover in the region of £8.3 billion GVA (Gross Value Added) based on 2009 reports. The industry mainly comprises small companies, with 85% of them having fewer than 24 employees and only 3% with 200 or more employees. The main geographical area of employment is London and the South East. The North West is next, followed by Scotland, the South West and the West Midlands. In Wales and Northern Ireland the sector is predominately made up of small publishers and news media.

By 2011, just 18% of Britain's workforce will be white, non-disabled, under 35 and heterosexual. Employing people from a wide range of backgrounds, ages and life experiences can add significant value to any organisation. Open and inclusive recruitment processes mean that employers can benefit from a greater pool of talent from which to choose. There is clear evidence that diverse workforces lead to better staff retention rates, a greater understanding of different markets and a wider creative mix of people. Understanding equality and having policies and practices in place is not only good ethically, but also proven to be good for business.

This Equalities Charter will provide a framework for UK publishers (irrespective of company size) to promote and enhance equality throughout the sector. This is not about creating more work for publishers, it is about taking positive and practical steps towards achieving equality in publishing. By signing up to this charter, organisations will commit to use their influence to create a socially and culturally diverse industry in which people, irrespective of their social background, have the opportunity to thrive and be supported.

Not every company will be able to implement all areas of this charter at once, while others may already be meeting some equality targets. This charter will bind publishers together, providing a framework for them to work collectively to effect real change in the industry.

WHAT IS EQUALITY?



LEGAL HISTORY OF EQUALITIES

In the 1960s, laws were introduced that required ethnic minority people to be treated fairly. In the 1970s, new legislation stated that men and women should be treated equally and receive equal pay. The 1990s saw the introduction of new laws for the fair treatment of disabled people, and in 2004 a new law was introduced, giving gay and lesbian people the right to a legal partnership. Promoting equality of opportunity for all means giving every individual the chance to achieve their potential, free from prejudice and discrimination. This charter gives publishers an opportunity to show their commitment beyond current legislation and promote all areas of equality.

THIS CHARTER RECOGNISES EQUALITY WITH REGARD TO

- Race, colour and ethnic origin
- Gender
- Disability, health needs (including learning disabilities, physical impairment, mental illness and physical health needs)
- Religious belief
- Marital/family status and caring responsibilities
- Sexual orientation
- Age
- Physical appearance
- Perceptions of social class
- And any other injustices that may cause a person to feel threatened or discriminated against

THE EQUALITIES BILL – THE NEW LAW

In autumn 2010, the Equalities Bill will become law, integrating nine equality laws and over one hundred regulations into one single bill which will cover all areas of equality mentioned above. This new law will provide a clear framework for employers to promote fairness and equality, and reduce discrimination.

THIS CHARTER



We (the BA, the IPG and the PA) ask publishers, trade associations, booksellers and other organisations related to the publishing industry to pledge their support for equality in publishing by becoming a signatory to this charter.

THIS EQUALITIES CHARTER

We, the following signatories, pledge to support equality in publishing by driving forward change and enhancing opportunities by adopting this three point charter

1. People

Including traineeships, mentoring schemes, outreach work, staff development programmes, inclusive recruitment policies or other similar activities.

2. Action

Each organisation will set its own agenda and undertake actions to improve performance regarding equality. This could include setting up an equalities working group, organising events within local communities to promote publishing as an industry, taking on a positive action trainee or other similar activities.

3. Monitoring

Signatories will commit to undertaking a yearly workforce PEOPLE survey which will enable the industry to benchmark equality targets on an annual basis.

BENEFITS TO SIGNATORIES

- ✓ Free use of the equalities charter logo
- ✓ Receive free cross-industry workforce PEOPLE reports annually
- ✓ Increase your talent pool
- ✓ Gain access to an increasing consumer market ('Brown' Pound = £32Billion)
- ✓ Develop and share good practice
- ✓ Improve your reputation as an equal opportunities employer
- ✓ Improve productivity
- ✓ Receive access to a free online toolkit for all signatories*
- ✓ Recognise the benefits of equality for employees, customers and service users in global competitive markets

*The online toolkit will provide practical resources and guidelines to enable organisations to reach equality targets. The online toolkit will also have a social networking tool to enable organisations to share best practice online.

HOW WILL IT WORK?



The monitoring of this charter rests with the Equalities Charter panel, which will ask each signatory to report on evidence of actions they have championed on an annual basis. Signatories will be asked to provide adequate evidence showing their active support of this charter in order to remain a signatory.

SIGNATORIES TO THE CHARTER COMMIT TO

- ✓ Completing an annual **PEOPLE** survey. The survey will be available online via the online toolkit and will have a common format for all organisations.
- ✓ Championing Actions - If you are an organisation with fewer than fifteen members of staff we ask you to champion two actions per year; if you have fewer than fifty members of staff, we ask you to champion three actions per year; and if you have more than one hundred members of staff, we ask you to champion four actions per year.

Suggested **ACTIONS** will be provided to all signatories via the online toolkit. It is important to stress that such actions are ideas only and we welcome any other suggestions that promote equal opportunities. In so doing, this charter will ensure that signatories take responsibility for their own agenda on equalities.

EXAMPLES OF SUGGESTED ACTIONS FOR SIGNATORIES

- ✓ Produce an Equal Opportunities Policy
- ✓ Become involved in your local neighbourhood by promoting publishing in schools, colleges, universities, libraries and other local venues
- ✓ Promote more literature by authors from under-represented groups
- ✓ Develop a mentoring programme that supports under-represented groups
- ✓ Set up an equality working group to champion in-house equality policies/practices
- ✓ Provide specific training/development to staff from under-represented groups to enhance career progression into middle/senior management

From the information provided by signatories, the founding partners will be able to start **MONITORING** the industry in order to measure progress around equality in publishing.

GETTING INVOLVED



1. Read this document and provide feedback and comments. The deadline for responses is Friday 12 March 2010 and all feedback should be emailed to shelina.permalloo@booktrust.org.uk
2. Tell us if you would like to become a signatory to this Equalities Charter
3. Tell us the actions you would most like to focus on for 2010/11
4. Attend the Equalities Charter launch and drinks reception at London Book Fair
Date: Tuesday 20th April 2010
Time: 13.00 – 14.00
Venue: Wellington Rooms – Earls Court 1

For more information about this equalities charter please contact shelina.permalloo@booktrust.org.uk

FOUNDING PARTNERS



THE PUBLISHERS ASSOCIATION

The PA's mission is to strengthen the trading environment for UK publishers, by providing a strong voice for the industry in government, within society and with other stakeholders in the UK, in Europe and internationally; providing a forum for the exchange of non-competitive information between publishers; and providing support and guidance to the industry through technological and other changes.



The IPG helps publishers to do better business and become part of a real community — somewhere they can find advice, ideas and information. We give independent companies the support they need to get the most out of publishing and keep their businesses growing.



The Booksellers Association of the United Kingdom and Ireland Limited, representing over 95% of booksellers in the UK and Ireland, is committed to providing the widest possible range of services to its membership. Our services range from the commercial, such as reduced rates on credit and debit cards and a tailor made insurance scheme, to the practical, such as the 'Christmas Books' catalogue and carrier bags, to the intangible but invaluable, such as representation to Government and the EU.