

## **ITV's Step Up 60 Guidelines**

### **What is Step Up 60?**

Step Up 60 is an important new diversity initiative announced by Carolyn McCall on 6 July 2020, to support the development and career progression of under-represented groups in the television industry.

### **How Does it Work?**

ITV's target is to create 60 "Step Up" opportunities, whereby an individual in an under-represented group will have the opportunity on a production to fulfil the duties of a more senior role (and to receive their first programme credit for doing so). For example, a Director being given the opportunity to shadow a Lead Director, and to "step up" to the role of Lead Director for part of the series.

This is not about guaranteeing a promotion opportunity for individuals to permanent roles. Rather the aim is to give individuals experience of stepping up on a temporary basis into a more senior role, to assist them in their career progression. Step Up 60 should not be used to select candidates for recruitment or promotion into a permanent role.

### **Which Roles are Covered and who are the Under-Represented Groups?**

Only roles where we have identified under-representation for a particular group are covered. The current list can be found [here](#)

The initiative is aimed primarily at providing opportunities to individuals from Black, Asian and minority ethnic backgrounds. However, for certain roles an opportunity may be offered to other under-represented groups. The applicable under-represented groups for each role are also listed in the above link.

### **Can Other Roles be Considered for a Step Up 60 Opportunity?**

In principle **yes**. However, to ensure ITV complies with its legal obligations only roles where we have identified that the relevant group is under-represented can be considered. This process needs to be managed by our production company partners, in conjunction with your Commissioning Editor and Ade Rawcliffe, ITV's Group Director of Diversity & Inclusion.

If you think you have a role which would be suitable for a Step Up 60 opportunity, and which is not on the current list, please liaise with your Commissioning Editor who will consider the request and let you know if an opportunity can be offered. Our Group Director of Diversity & Inclusion's prior written approval will be required for any new Step Up 60 opportunity.

### **Are Employees and Freelancers Covered?**

Yes – Step Up 60 opportunities can be used for employees and for freelancers for any of the identified roles. Employees who are currently part of a formal performance management process would not be eligible to apply.

### **Does Step Up 60 Apply Only to Existing Employees/Freelancers?**

No. Step Up 60 opportunities can also be offered to individuals recruited for new employment or freelance roles. However, to ensure ITV complies with its legal obligations, we **cannot** offer a position to a new employee or freelancer just to offer them a Step Up 60 opportunity. To be clear, this means that we cannot recruit an individual because they are from one of the identified under-represented groups. For example, if we have a vacancy for a potential Step Up 60 opportunity for an Assistant Producer from a Black, Asian or minority ethnic background to step up into the role of Producer on an episode of a production, ITV cannot recruit a new employee or freelancer for the AP role on the basis that they are

from a Black, Asian or minority ethnic background, and you want to offer them the Step Up opportunity. You would have to recruit for the role on merit in the normal way, following ITV's recruitment policies and procedures, and if the successful candidate also meets the requirements for the Step Up 60 opportunity then they can be offered the role on that basis. The fact that someone is from the under-represented group cannot be a factor in deciding whether to offer the vacant role to them.

### **Selecting From Existing Employees/Freelancers – How do we do it?**

The Step Up 60 initiative will provide a fantastic opportunity for existing employees or freelancers to develop their careers with ITV. If you have identified a possible Step Up 60 opportunity then the first task is to identify any existing employees or freelancers who may be suitable. This will depend on the role in question. For example, if you have identified an opportunity on a production for an Assistant Producer from a Black, Asian or minority ethnic background to step up to a Producer for one episode (and to shadow the Producer during filming), then we would expect you to do the following:

- Advertise details of the opportunity to all APs working on the show (employees and freelance) making clear that the opportunity is open to applicants from a Black, Asian or minority ethnic background only
- If there is only one eligible AP they can be offered the opportunity.
- If there is more than one eligible AP then you will need to decide to whom to offer the opportunity. We would expect you to take into account each eligible AP's experience and performance in the role when deciding to whom to offer the opportunity.
- The Step Up arrangement should be confirmed in writing, and a standard letter will be produced for this purpose.

For example, a Producer on This Morning

Stage 1 - Identify the Step Up opportunity - this could be offered in the role of Producer because supporting data shows that Producers from a Black, Asian or minority ethnic background are under-represented in our industry.

Stage 2 - Advertise details of the opportunity to all APs working on This Morning (employees and freelance) making clear that the opportunity is open to applicants from a Black, Asian or minority ethnic background only

Stage 3 - If there is only one eligible AP they can be offered the opportunity. If there is more than one eligible AP then you will need to decide to whom to offer the opportunity. We would expect you to consider each eligible AP's experience and performance in the role when deciding to whom to offer the opportunity.

### **New Roles – Recruiting for Step Up 60 – How do we do it?**

If you have a vacant role, whether for an employee or a freelancer, and you think it would be suitable for a Step Up 60 opportunity, then the following steps will apply:

- Seek approval to create the Step Up 60 opportunity via your Commissioning Editor (who will liaise with ITV's Group Director of Diversity & Inclusion)
- The role can be advertised/presented as including a Step Up 60 opportunity if the successful candidate is from the under-represented group. However, remember that you cannot make any recruitment decisions on the basis that the individual is from an under-represented group

- Recruit for the role based on merit in the usual way
- If the successful candidate is also from the relevant under-represented group, the role can be offered as a Step Up 60 opportunity.

To take an example, ITV has a vacancy for an Assistant Producer on I'm a Celebrity, which has been identified and advertised to include a potential Step Up 60 opportunity. The role is recruited based on merit. The successful candidate is Black, Asian or from a minority ethnic background. The role can then be offered to that candidate to include the Step Up 60 opportunity to take on a Producer role for part of the series, and receive an on screen credit for such step up role undertaken.

Another example, Vera has a vacancy for a Director for one of its episodes, which has been advertised and identified to include a potential Step Up 60 opportunity. The role is recruited based on merit. The successful candidate is Black, Asian or from a minority ethnic background. The role can then be offered to the candidate to include a Step Up 60 opportunity

ITV Entertainment are looking for a Multi-Camera Studio Director for a spin-off studio show. The role has been identified and advertised to include a potential Step Up 60 opportunity. The role is recruited based on merit. The successful candidate is Black, Asian or from a minority ethnic background. The role can then be offered to that candidate to include the Step Up 60 opportunity.

#### **For New Roles, How do we Encourage a Diverse Range of Applicants?**

Whilst we cannot recruit employees or freelancers on the basis that they have a particular diversity characteristic (which would be unlawful positive discrimination under UK employment laws), there are lots of positive measures we can take to address under-representation, and ITV is already active in this area. Examples of positive action which we can take include:

- placing job adverts to target particular groups, to increase the number of applicants from that group
- including statements in job adverts to encourage applications from under-represented groups. With Step Up 60 we can include a statement that the role is potentially suitable for a Step Up 60 opportunity
- offering work experience or internships to help certain groups get opportunities or progress at work
- offering shadowing or mentoring to under-represented groups or those with particular needs
- hosting an open day specifically for under-represented groups to encourage them to get into a particular field
- Emphasising our commitment to diversity, and making ITV an attractive place to work for everyone.

If you have any ideas for other positive action measures please raise these with your Commissioning Editor. We do have to be careful to comply with the law in this area, so any measures would require sign off and approval, but we are open to all creative ideas in this area.

#### **Monitoring Step Up 60**

We are keen to ensure that we are able to track our progress against this commitment, so please do keep your Commissioning Editor(s) informed of all Step Up 60 initiatives and opportunities you have created (whilst ensuring at all times that you adhere to all GDPR requirements around protecting personal data) and Ade Rawcliffe, ITV's Group Director of Diversity & Inclusion will be reviewing progress.

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