



itv
DIVERSITY
EQUITY &
INCLUSION

Diversity Acceleration Plan

Report 2023



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showreel**

Welcome

“As a broadcaster, streamer, and global producer, ITV has a unique opportunity to shape culture for good. Diversity, equity and inclusion are fundamental to our work at ITV. We aim to create and showcase content by, with and for everyone.

I’d like to take this opportunity to thank everyone who delivers our Diversity Acceleration Plan. Our fantastic colleagues, networks, DEI team, and collaborators are driving measurable change.

I’m encouraged by the improvements I’ve seen over the last three years, and we still have much work to do. We will continue to drive change and improve experiences for our colleagues, audiences, and the wider industry.”

Carolyn McCall, Chief Executive Officer

Carolyn McCall



Ade Rawcliffe



“We are pleased to share this annual Diversity Acceleration Plan report highlighting the progress we’ve made. In three years, we have made some significant improvements at ITV, on and off-screen and within our own workforce. Yet the sector faces some broader challenges and for many in the industry, this year has been a difficult one. We will continue to work hard to protect and build on our progress.

This year, we’ve continued to focus on long-term change. Highlights include investing £54.2M of our Diversity Commissioning Fund from 2022-23, collaborating through the cross-industry TV Access Project to improve accessibility, and creating a pipeline of diverse writers and talent.

Moving forward, we’re cementing and building on our work so far. As our communities, cultures and contexts continue to evolve, so must we. We will push further to achieve sustainable impact at ITV and across society.”

Ade Rawcliffe, Group Director of Diversity & Inclusion

Our progress at a glance

Awards

Best Broadcaster for New Talent at The Edinburgh TV Foundation New Voice Awards for the second year

Listed as a **Diversity Leader 2023** by Financial Times-Statista

Winner of **FTSE Board of the Year 2023** by the Diversifying Group

Ranked **5th best representation of Women in Leadership** in the FTSE 250 Women Leaders Review in 2023

Top 75 Employer in the **Social Mobility Employer Index 2023**

CEO Carolyn McCall named in the **EMpower Role Model List 2023** for leaders driving inclusion

Invested **£54.2 million** of our **Diversity Commissioning Fund** and **£392k** of our **Diversity Development Fund** from 2022-23

185 diverse creatives stepped up into more senior production roles over 3 years of **Step Up 60**

21 up-and-coming diverse writers took part in **writers' initiatives**

11 Deaf, Disabled and Neurodivergent colleagues took part in **Amplify**, our senior leadership programme



ITV Able network event



Fresh Cuts Directors

ITV Studios hired our first in-house **Access Coordinator**

Colleague networks continue to grow, reaching over 3,000 members

ITV Academy ran 14 initiatives building a pipeline of diverse production talent, supporting many and creating 33 new roles

Over 450 colleagues completed **DEI training**, with over 180 Senior Leaders and Managers trained outside of the UK

Mainstream Content

Since launching our Diversity Commissioning Fund, we have commissioned more diverse creators, companies and content

We ring-fenced £80 million of ITV's content commissioning budget over three years: 2022-24. We're expanding whose stories we tell and who gets opportunities in TV production to achieve racial and disability equity.

We increased our commissioning spend with diverse-led production companies by more than 50% in the first year of our fund compared to the year before (2021).

"It's always been a dream of mine to have my own food travelogue so I'm gassed to finally be able to announce this new show! I'm also excited that this series is a co-pro with my own production label Big Productions and TwoFour. I'm so grateful to ITV and Natalie Rose for making this happen!"

Big Zuu



Big Zuu's 12 Dishes in 12 Hours

Diversity Commissioning Fund spend from 2022-23:

£54.2 million

including **£41.1M** with diverse-led production companies

2022: £31.4 million including £21.8 million with diverse-led production companies

2023: £22.8 million including £19.3 million with diverse-led production companies

As well as creating new content, the fund helped us continue investing in shows like *Sorry, I Didn't Know* (made by Triforce Productions), which returned for a fourth series in 2023. We commissioned a range of diverse-led production companies including Distant Voices Group, Douglas Road Productions, Flicker Productions, Fuuse Films, Greenacre Films, Noho Film and Television, Tall Story Pictures, TriForce Productions, and Whisper.

We use our £500k Development Fund to help develop people and ideas that can qualify for the Diversity Commissioning Fund. We have spent £392k so far, and have funded the development of over 30 projects including the pilot of *Big Zuu's 12 Dishes in 12 Hours* leading to it being commissioned for a series.

Beyond these funds, we made strong improvements in our shows; e.g. Maya Jama and AJ Odudu now present two of our biggest hits – *Love Island* and *Big Brother*. ITV Studios continues to make great diverse content like *I Kissed A Boy*, the UK's first dating show for gay men.

Our Diversity Commissioning Fund criteria include requirements around company ownership or leadership, creative leadership, stories and portrayal on-screen, or salary spend off-screen. For more information, [visit our website](#). The breakdown of spend with diverse-led production companies includes some co-productions. The 2022 figures above include a correction to figures in ITV's Social Purpose Impact Report 2022.

Mainstream Content

We connect and reflect society through our Diversity Commissioning Fund programmes

▶ WATCH OUR SHOWREEL

Three Little Birds

Created by Sir Lenny Henry and directed by Darcia Martin, Yero Timi-Biu and Charles McDougall



Ellie Simmonds: Finding my Secret Family

Presented by Ellie Simmonds and directed by Jasleen Sethi



Count Abdulla

Written by Kaamil Shah and directed by Asim Abbasi



John and Joe Bishop: Life After Deaf

Starring John and Joe Bishop and directed by Charlie Melville



Riches

Written and directed by Abby Ajayi



DI Ray

Written by Maya Sondhi and directed by Audrey Cooke and Alex Pillai



Fresh Cuts

Directed by Jordan Thomas, Archie Onobu, Jessicah North and Salomé-Dior Williams

Creating Opportunities

We invested in developing underrepresented creatives, building a diverse pipeline of talent

In 2023, we brought back Fresh Cuts for a second year. This is an initiative to support up-and-coming Black filmmakers to direct their first film for ITV as part of Black History Month.

We ran a range of initiatives for 21 promising diverse writers using our £500k Development Fund. This funding helps the writers secure early career commissions and broadcasting credits.

“Amplify was a great way to get one to one time with commissioners and a real insight of the opportunities at ITV. The development funding helped us secure access to a killer cast and get them on a character sizzle tape ready to pitch. Amplify has been a great platform in building a lasting and valuable relationship with ITV.”

Ché Chumber and Anton Inwood, Acclaimed Content, participants in Amplify: The Companies

Writers initiatives:

Disabled Writers in Development with Tall Story Pictures

Supporting four Disabled writers as they each develop an idea, write their script and pitch it to ITV's Head of Drama

Writers in Residence in partnership with 5 Acts

Supporting underrepresented writers to develop original ideas over two years

Comedy Writers Initiative

A writing and development opportunity on new comedy *Piglets*

Entertainment Writers Initiative

Collaborating with diverse writers on a new entertainment format

We also used the Development Fund to launch initiatives like Amplify: The Companies, which champions 10 production companies owned by People of Colour and Deaf, Disabled, or Neurodivergent leaders.

“Working on *Piglets* is an absolutely awe-inspiring experience. In their midst I listen a lot, learn a lot and laugh a lot with the aim of leaving a small impression of my own on the show”

Omar Khan, Comedy Writer Participant and writer for *Piglets*



Fresh Cuts screening at BAFTA

Creating Opportunities

We run a range of initiatives to improve diversity on and off-screen and help people progress in their careers

Actions and initiatives:

ITV Academy

We ran 14 initiatives this year, supporting a range of people and leading to the creation of 33 new roles at ITV. This includes Original Voices, which enables underrepresented writers to work on *Emmerdale* or *Coronation Street*. The Academy worked with inclusive production companies, Signpost Productions and Beacon Films, to offer free courses for Deaf, Disabled and Neurodivergent people.

Step Up 60

We created 185 opportunities for People of Colour and Deaf, Disabled and Neurodivergent people to step up into more senior production roles over three years. This includes 62 opportunities on ITV and ITV Studios shows in 2023 like Ant and Dec's *Saturday Night Takeaway* and *Vera*. Participants stepped up into a variety of roles including Directors, Producers and Researchers.

Inclusive Hair Workshops

All hair stylists on *Coronation Street* and *Emmerdale* have completed training courses for Afro, Curly, and Textured hair.

Production Principles

We created Production Principles in 2021 to embed DEI practices in every programme ITV commissions. In the last three years, 475 productions across around 160 production companies have taken these commitments. In 2023, we worked with Dr Clive Nwonka, Associate Professor of Film, Culture and Society at University College London, to help us review and refresh the Production Principles.

“Step Up 60 was such a pivotal experience for my career in TV as a Director. It has equipped me with the fundamental tools and confidence I need to further myself in the industry.”

Charlene Wango, Step Up 60 participant on *Rivals*



Inclusive hair workshop for hair stylists



Step Up 60 participant Charlene Wango (L) on set

Inclusive Culture

Our brilliant colleagues, networks and collaborators help shape an inclusive culture at ITV



I'm more than
my skin colour

Black History Month campaign

itv

MORE THAN MEETS THE EYE

Since our first colleague network launched in 2012, they have been vital in shaping our culture. Our Colleague Networks are Able, Balance, Embrace, Pride and the Women's Network. The networks continue to grow — **over 1,900 colleagues are part of at least one, totalling over 3,000 members** across all five. Some networks have global branches outside the UK.

Our networks help colleagues feel represented and heard. They are open to everyone and provide connection, opportunities and advocacy. Network chairs sit on our Inclusion and Diversity Council chaired by ITV's CEO. They share feedback on colleagues' experiences with senior leadership and the DEI team.

In 2023, our first line manager survey showed that **85% of colleagues agree that their managers build an inclusive team environment.** However, we need to do more to improve the experiences of Black, Mixed Race/Dual Heritage and other minority ethnic colleagues. ITV's engagement and culture survey showed that these groups feel less included. We are working with an external facilitator to tailor interventions and improve colleagues' experiences.

Our **Cultural Advisory Council** has evolved in its third year. These independent external advisers from a range of industries advise and challenge us on our DEI plans.

Through our Embrace network, Black colleagues launched an internal **Black History Month campaign.** Colleagues designed 'More than Meets the Eye' to address their experiences of racism and stereotyping in the industry.

Inclusive Culture

We provide tools, training, and guidance to help colleagues create an inclusive culture

Amplify

This senior leadership programme supercharges colleagues' leadership potential. Eleven Deaf, Disabled and Neurodivergent colleagues took part in 2023, following the 17 People of Colour who participated in 2022. The programme involves coaching, leadership sessions and individual sponsorship by ITV's Management Board. Last year's Amplifiers all continue to excel; participants include Sonny Hanley, promoted to Director of ITV Academy, Enita Kang, now Chief of Staff in the CEO Office, and Priya Singh, promoted to Director of Operations, Commissioning and Content.

Inclusive Language Guide

We launched our Inclusive Language Guide as an internal tool to create a shared way to communicate inclusively. We co-created it with our colleague networks, industry experts and Cultural Advisory Council. To bring it to life, we created a video of colleagues and talent talking about the words they use to describe themselves. Colleagues accessed the guide over 3,000 times in 2023.



Signpost Productions Pride picnic



Amplify event with Management Board sponsors

“If I had my doubts about the seriousness of ITV’s commitment to representing Britain’s diversity, inside and out, at every level of the organisation, the sheer amount of effort, resources and, yes, love, that went into Amplify 2.0 dispelled them entirely.”

Sameer Modha,
Amplify participant

Event Inclusion and Access Guidelines

We’re making our biggest events more accessible using new Inclusion and Access Guidelines. The guidelines help ITV, our partners, and suppliers make our main events inclusive. This means accessible venues, representative panels, subtitled videos, and more.

Training

We trained over 450 colleagues through a range of DEI workshops in 2023 and some colleagues took part in multiple courses. Workshops included: Creating Disability Inclusion, Deaf Awareness, Global DEI training, Inclusive Leader or Hiring, and Race Fluency.

Accessibility and disability equity

We have built accessibility into our productions and content from the start

Accessibility highlights:

Launched the world's first British Sign Language (BSL) FAST channel on ITVX (Free Ad-Supported Streaming TV, a 24/7 channel with signed content).

Hired ITV Studios' first in-house Access Coordinator across all our in-house drama labels, Bethany Matthews. She embeds accessibility in productions, ensuring people make adjustments so the cast and crew can do their best work.

Continued to create audio descriptions of contributors and characters for our mainstream content. This included *Coronation Street*, *Nolly*, *Love Island*, *Big Brother* and *Trigger Point*.

Made our Entertainment shows more accessible from set design to contributors. Designed the *Big Brother* house with accessible ramps and a stair lift from the start, and an Access Coordinator supported the diverse line-up. Remodelled the *Ant & Dec's Saturday Night Takeaway* set to include visible ramps as the main stage entrance. The cast and crew for both productions completed inclusion training.

Embedded accessibility into live coverage of the Coronation of King Charles with Signpost Productions. In an ITV first, live Audio Description, BSL and subtitles were available throughout. This was the first time a UK broadcaster provided live Audio Description.

ITV is an active member of the TV Access Project (TAP), a joint initiative created by ten of the UK's main broadcasters and streamers. We are collaborating with the alliance to embed accessibility and achieve full inclusion for Disabled people by 2030.

"This role is an opportunity to trailblaze and innovate our productions and elevate the amount of Deaf, Disabled and Neurodivergent talent we see on and off-screen and inspire the next generation of TV makers and watchers"

Bethany Matthews, ITV Studios Drama Accessibility Coordinator

Big Brother



Going Global

ITV Studios is a global creator, producer and distributor working across 13 countries – we are rolling out our DEI strategy globally



Queer Eye Germany, an
ITV Studios global format

Queer Eye Germany

We have been working with ITV Studios leaders globally since 2021 on Diversity, Equity & Inclusion. In 2022, we co-developed and launched our global DEI strategy. In 2023, we launched bespoke DEI training for over 180 global senior leaders and managers across Australia, Germany and the Netherlands. Results showed improved understanding, awareness and confidence across all locations.

After the training, colleagues developed local action plans to implement ITV's DEI strategy. In the Netherlands, Dutch colleagues ran a workshop to suggest and prioritise DEI activities. Actions include starting colleague networks, offering flexible holidays, and launching Disability Access Passports.

We champion diversity through our global content across ITV Studios. *Nata per te (Born for You)* in Italy is based on a true story following Luca, a single gay man, on his journey to adopt Alba, a young girl with Down's syndrome. *Erotic Stories* is an Australian series with a diverse cast that explores sex and intimacy; it won the Well Screen Production of the Year Award.

In 2024, we're launching mandatory DEI training globally for all colleagues. We will also work with local ITV Studios leaders to create action plans for each country.

“In our quest to create a more inclusive workplace, I'm immensely proud of our shared commitment to celebrate diversity both on and off-screen. Through training, we've opened our eyes to new perspectives, fueling an energy that drives us to make our office an even better place to work.”

Cathalijn Snijders, Head of Communications,
Global Partnerships, ITV Studios, Netherlands

Our Data

We take a data-driven approach to our DEI work at ITV and have measured tangible improvements over the last three years

Data helps us to identify barriers and underrepresentation, and it enables accountability. This helps us create a culture where everyone can be themselves and thrive.

Our workforce figures include UK permanent and PAYE fixed-term employees only as of 31 December 2023 (it does not include freelance, contingent or agency workers) and are based on the number of employees who chose to share diversity data, including those who select 'prefer not to say'. Due to rounding, figures do not always total 100%.

Our Senior Leader population is approximately 220 colleagues who report to a Management Board member and/or are in the list of top FTE salaries (excluding on-screen talent). Our Manager population is approximately 900 colleagues, distinct from our Senior Leaders. We updated these categories in 2023 following guidance from Ofcom - while there is some overlap with our previous categories, these figures are not directly comparable to previous reports.

*Our LGBTQ+ target combines sexual orientation and gender identity. In previous years, we had separated these categories so there are some differences in reporting methods, but the figures here are broadly comparable.

Targets for 2025

Improve representation in ITV's workforce, on-screen and off-screen by the end of 2025.

Disability

12% Deaf, Disabled, Neurodivergent, or with a long-term health condition.

Class

33% from working class backgrounds.

Ethnicity

20% People of Colour at the 'All colleagues' level at ITV.

15% People of Colour at senior levels.

Gender

50% Women.

LGBTQ+

7% Lesbian, Gay, Bisexual, Transgender or Queer.

Over the last three years, we have improved representation towards all of our target areas at the All Colleagues level. In 2023, we ran a successful campaign to increase diversity data completion rates up to 82%. An extra 2.4k colleagues fully completed their diversity data during this campaign.

Diversity of all colleagues over time

Diversity characteristic	2025 Target (Year End)	2021	2022	2023
Deaf, Disabled or Neurodivergent	12%	10.4%	11.4%	12.3%
People of Colour	20%: All colleagues	14.3%	14.9%	15.2%
Lesbian, Gay, Bisexual, Trans or Queer (LGBTQ+)*	7%	8.5%	9.3%	9.6%
Women	50%	52.6%	53.7%	53.2%
Working class background	33%	-	30.2%	28.9%

At senior levels, we have made improvements overall, but progress has been slower. We strengthened our focus on senior representation, particularly for Deaf, Disabled and Neurodivergent colleagues and People of Colour. We updated our definitions of Managers and Senior Leaders in 2023 to better reflect our business and to follow Ofcom's new guidance.

Diversity of senior ITV colleagues in 2023

Characteristic	2025 Target (Year End)	Managers	Senior leaders
Deaf, Disabled or Neurodivergent	12%	10.5%	7.6%
People of Colour	15%: Senior levels	11.6%	14.4%
Lesbian, Gay, Bisexual, Trans or Queer (LGBTQ+)*	7%	8.5%	7.0%
Women	50%	50.3%	49.3%
Working class background	33%	31.5%	20.4%

Our Data

Diversity of ITV colleagues in 2023: further breakdowns

People of Colour %

Ethnic group	%
Asian	6.7%
Black	3.3%
Mixed/multiple ethnic groups	4.3%
Other minority ethnic group	0.8%

LGBTQ+ colleagues %

LGBTQ+ group	%
Bisexual	2.6%
Lesbian or Gay	6.3%
Queer	0.1%
Any other sexual orientation	0.5%
Non-binary	0.2%
Transgender	0.3%

Our LGBTQ+ target combines sexual orientation and gender identity. We measure these separately and combine these categories. Some non-binary and trans colleagues may also identify as LGBQ+, so they may be counted in multiple categories in this breakdown but are only counted once in ITV's overall LGBTQ+ figure. Due to this and due to rounding, figures do not always total the broader figures for LGBTQ+ colleagues and People of Colour at ITV.

We ask three questions about class or socio-economic background. Due to rounding, figures do not always total 100%. We follow the Social Mobility Commission's approach to report our class data and for our main question (which we base our 33% target on) we categorised responses based on the NS-SEC category of the main household earner's occupation when the respondent was 14. When analysing our class data, we excluded responses from people who answered 'don't know', 'not applicable', 'prefer not to say', etc. This enables us to compare our main question with national benchmarks. Our 33% working class target only applies to ITV colleagues as this data is not currently collected by Diamond (the system for monitoring diversity in broadcasting). However, we are working with the Creative Diversity Network to update Diamond and start collecting this data.

Class/Socio-economic diversity of ITV colleagues

Socio-economic background based on occupation of main household earner at age 14

Background	All Colleagues (total)	Managers	Senior leaders
Professional background	60.9%	59.8%	68.2%
Intermediate background	10.3%	8.7%	11.5%
Working class background	28.9%	31.5%	20.4%

Type of school attended

School Type	%
Attended school outside the UK	6.6%
Independent or fee-paying school - bursary	5.1%
Independent or fee-paying school - no bursary	7.2%
State-run or state-funded school - non-selective	62.2%
State-run or state-funded school - selective on academic, faith or other grounds	19.0%

Whether parent/guardian had a degree or equivalent at age 18

Answer	%
Parent(s)/guardian(s) did not have a degree (or equivalent)	63.3%
Parent(s)/guardian(s) had a degree (or equivalent)	36.7%

Our Data

Intersectional data

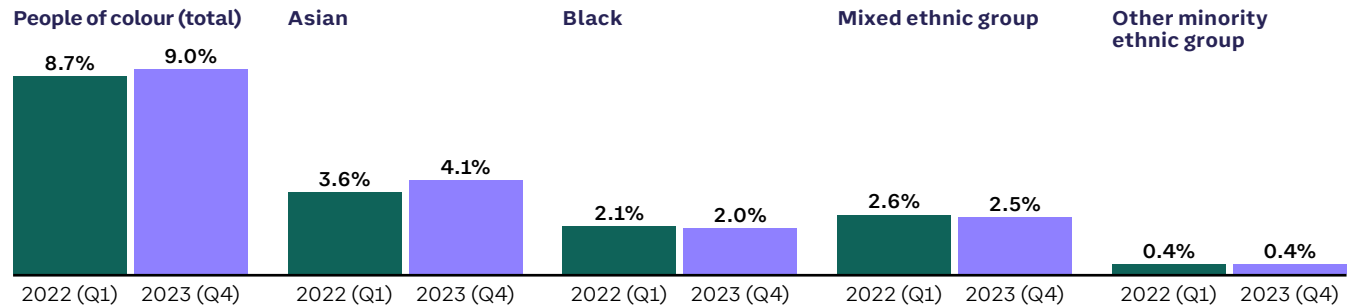
We take an intersectional approach to our DEI work – our interventions to improve experiences for some colleagues will also benefit many others, and we consider how people face specific barriers when they experience multiple forms of discrimination like racism, sexism and ableism. For example, Black women experience barriers linked to both their ethnicity and their gender, and Deaf, Disabled and Neurodivergent People of Colour experience ableism as well as racism.

We are sharing our intersectional data for the second time, comparing to the data we originally published in our 2022 Diversity Acceleration Plan report. Our proportions of Women of Colour and Deaf, Disabled or Neurodivergent People of Colour have slightly increased and exceed the national averages of 7% and 1.6% respectively (based on the 2011 census England and Wales data).

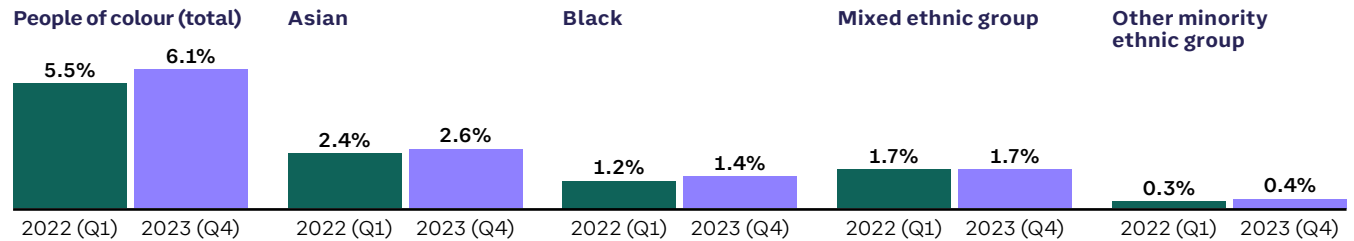
Class, ethnicity and disability

In 2023, many more colleagues completed their class data as a result of our diversity data campaign. Our data now better reflects our overall workforce, and this has driven an increase in our proportion of colleagues from professional backgrounds. When comparing our population of People of Colour to our White population, a smaller proportion are from professional backgrounds. Our Deaf, Disabled and Neurodivergent population has a similar breakdown by class compared to our non-Disabled population.

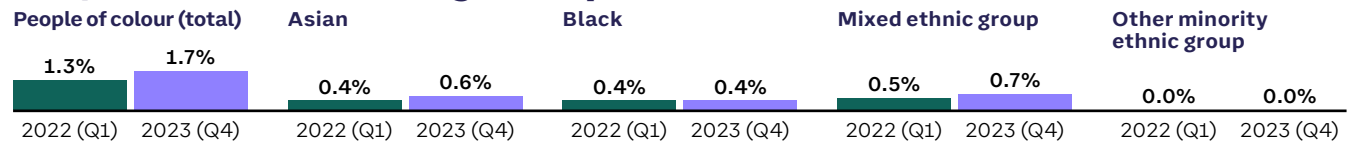
Women of Colour



Men of Colour



Deaf, Disabled or Neurodivergent People of Colour

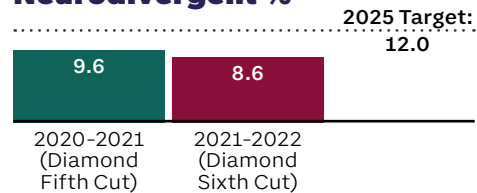


Background	People of Colour by class	White colleagues by class	Deaf, Disabled or Neurodivergent colleagues by class	Non-Disabled colleagues by class
Professional background	55.9%	61.9%	61.5%	61.2%
Intermediate background	14.8%	9.5%	10.0%	9.8%
Working class background	29.2%	28.6%	28.5%	29.0%

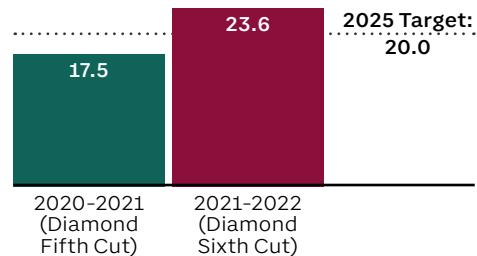
Our Data

On-screen contributions in ITV programmes

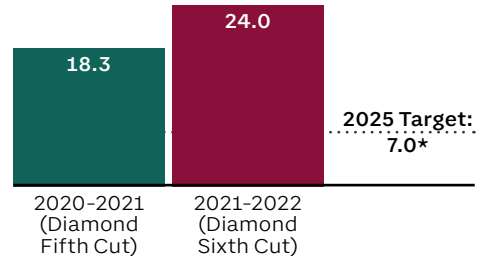
Deaf, Disabled or Neurodivergent %



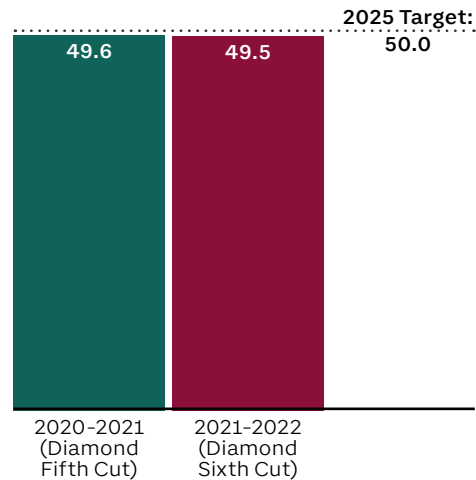
People of Colour %



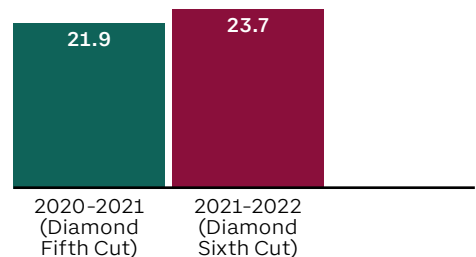
Lesbian, Gay, Bisexual, Trans or Queer (LGBTQ+) %



Women %

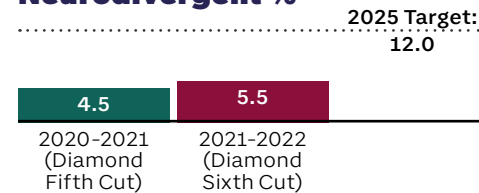


Age 50+ %

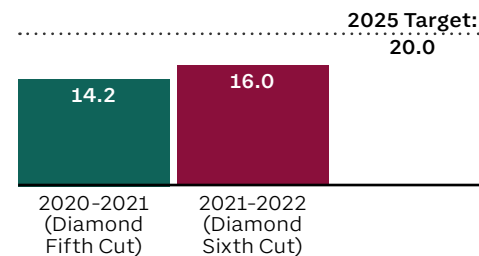


Off-screen contributions in ITV programmes (production teams)

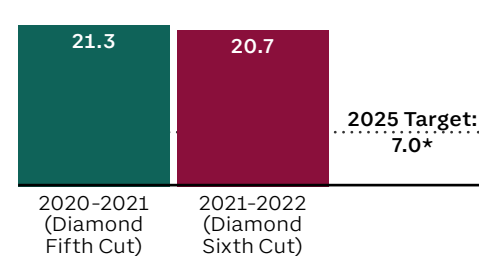
Deaf, Disabled or Neurodivergent %



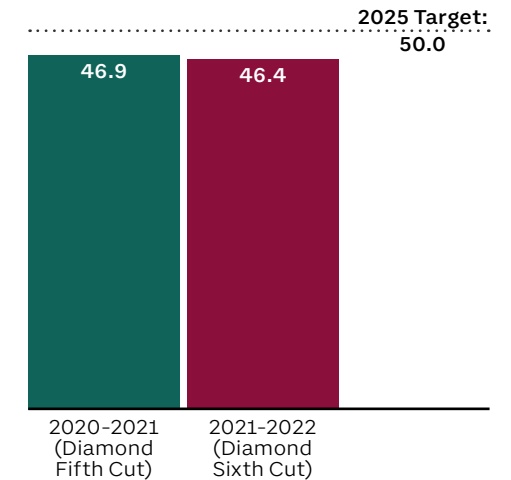
People of Colour %



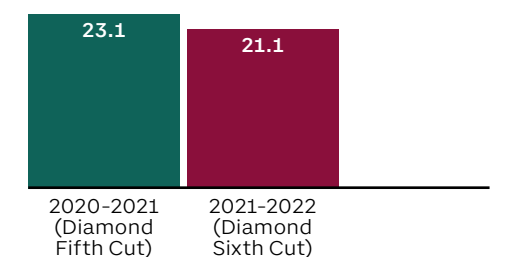
Lesbian, Gay, Bisexual, Trans or Queer (LGBTQ+) %



Women %



Age 50+ %



Our on-screen and off-screen data is collected via Diamond, an industry-wide data collection system for monitoring and reporting diversity in broadcasting. Diamond collects diversity data from cast, contributors, crew and production companies. Diamond does not currently measure class/socio-economic background, but we are ensuring this will be included in the current project to update Diamond.

*Our 7% LGBTQ+ target combines sexual orientation and gender identity, and we have combined the Diamond figures for LGB+ and transgender populations in this report. Our target is based on estimated working population data in these communities. In the Diamond: Fifth Cut report, benchmarks are 6.4% LGB+ and 0.8% transgender representation.

What's Next?

We will maintain and build on our success, seeking out more diverse ideas, production companies, and talent

We will continue to collaborate across the broadcasting industry to drive systemic change. In 2024, we will enable colleagues to address antisemitism and Islamophobia through education and training. We are also partnering with the Film and TV Charity in their cross-industry work to support organisations and improve the experiences of Jewish and Muslim colleagues and freelancers. We will collaborate further with the TV Access Project to achieve full inclusion for Disabled people by 2030. We are continuing our work with the Creative Diversity Network and improving the Diamond system that measures diversity in UK broadcasting.

At ITV, we will use our remaining Diversity Commissioning Fund and Development Fund in 2024 to continue driving change in our mainstream content, sharpening our focus on Deaf, Disabled and Neurodivergent leads. We will create more opportunities, building on our diverse pipeline of talent. To enable long-term change, we will sustain Step Up 60 and support alumni from past initiatives.

We are taking forward recommendations from our Amplify 2023 cohort to improve accessibility. Amplify will return for our Network Chairs, enabling colleagues to have a greater impact in building an inclusive culture. We are still working to improve senior representation through recruitment, progression and retention. This includes a data-driven focus on People of Colour; Deaf, Disabled or Neurodivergent

colleagues; and colleagues from working class backgrounds. We take an intersectional approach, and our work to improve experiences for some colleagues will also benefit many others.

We will train and upskill all colleagues through our new mandatory DEI training. We are delivering this globally and will offer further tools to support colleagues.

We continue working to create and showcase content by, with and for everyone, connecting and reflecting modern audiences. We look forward to collaborating further across our organisation and the industry to change ITV for the better.



ITV colleagues at London Pride