

# YMU BIPOC: 2020/2021 MANIFESTO

We are committed to making systemic change within our organisation, with two core aims: **1)** to increase BIPOC representation of our colleagues, clients and partners and **2)** to improve the culture and working experience for our BIPOC colleagues. This manifesto, and commitment to its implementation, has support at the highest level of YMU, and will remain an ongoing, public record of our determination to improve. Join us. Challenge us. Improve us.

## EDUCATION

- ✓ First Tuesday in June of every year will be a compulsory Black Out Tuesday, featuring curated content and talks
- ✓ Month long curated content around Black History Month in October in UK and February in US - focus on education, understanding and progressive discourse
- ✓ Quarterly client and colleague led workshops for all teams to ensure conversation remains consistent throughout the year and challenging
- ✓ Compulsory unconscious bias training across the Group - UK and US specific
- ✓ Tailored appraisal questions to include assessment of individual commitment to diversity and inclusion
- ✓ BIPOC representative to sit on all divisional boards and Group Board
- ✓ Election Day (US/UK) to be made a paid holiday to promote voting and Democratic rights

## RECRUITMENT

- ✓ Change of all applications to a 'Blind CV' process, removing names and personal identifiers (unless head hunting), including a rollout to recruitment agencies.
- ✓ BIPOC representatives to attend 3 + recruitment events (minimum) annually, in UK and US, with spaces featuring high BIPOC populations e.g. specific universities, HBCU's, community centres, schools etc.
- ✓ Freelance pool to feature BIPOC representation and new briefs to be fairly and consciously tendered where appropriate
- ✓ Working with key partners to increase our visibility with BIPOC candidate such as Black Writers' Guild, Black Young Professional Network, Creative Access and more
- ✓ Introduction of a 'Recruitment Framework' for all hiring managers from January 2021, featuring clear advice, procedures and recommended talent pools
- ✓ Hire Analyst to assess and publish BIPOC mix of colleagues to whole Group annually and divisional monthly

## COMMUNITY

- ✓ Annual allocation of funds to BIPOC organizations, charities and businesses starting from Jan 2021
- ✓ Creation of YMU Mentors, an annual mentorship program led by Senior Leadership, working with public schools and colleges with a high BIPOC population.
- ✓ Commitment to lobbying close partners and companies who work with YMU to do more in this area e.g. labels, broadcasters, brands
- ✓ Launch a 'BIPOC Creative Fund' to support young BIPOC creative talent. This would take the form of 'grants' and be given to those without access to resources
- ✓ 1 "Open Day" per year open to young BIPOC candidates to explain more about who we are, what talent management is and the roles they could apply for in time

**COMMITTEE MEMBERS:** JASON MADUBUKO (UK SPORT), JORDAN SCHWARZENBERGER (UK CENTRE), CHRYSTAL LECOINTE (UK MUSIC), MATTHEW EASY (UK ENT), WAJID SIDDIQUI, (UK BUSINESS MANAGEMENT) ETIENNE SMITH (US MUSIC), MATT COLON (US MUSIC), VANESSA DEL MURO (US ENT), MONICA WERTZ (US CENTRE) AND NADINE ELLIOTT (UK BUSINESS MANAGEMENT)  
 CHAIR - MARY BEKHAIT (UK CEO)