



**BPI DEI**

# Report 2025

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## Foreword

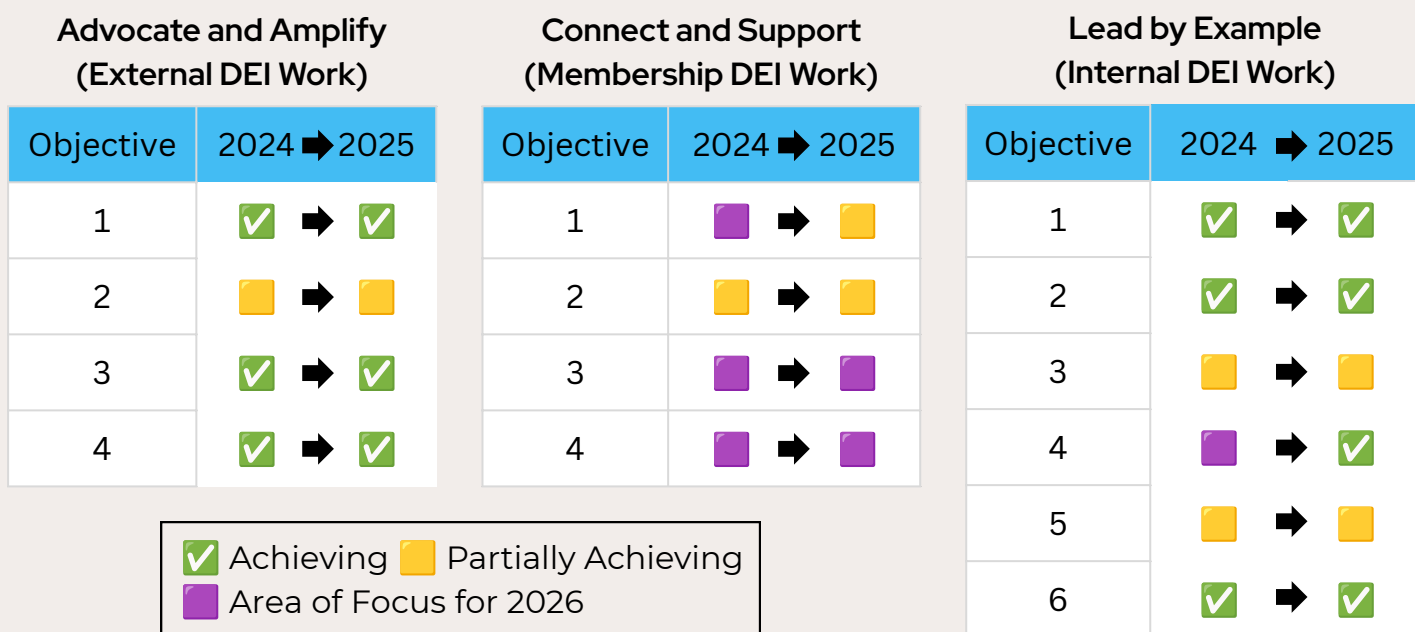
Welcome to the second edition of the BPI annual Diversity, Equity and Inclusion (DEI) Report. This Report provides a snapshot examining where we are positioned as an organisation within our wider Five-year DEI Strategy at the end of 2025. This important annual moment is an opportunity to update, share our learnings and reaffirm our commitment to transparency with our members and wider industry partners.

2025 was a busy year starting with the BPI’s unexpected but welcome win of the Diversity and Inclusion Award at the Trade Association Forum (TAF) Awards in February. Winning the award has allowed us to share our experience working through our five-year DEI Strategy, not just with our partners in music and the creative industries, but with trade associations across the UK.

Opportunities such as speaking at the Trade Association Forum Best Practice Exchange and judging the 2026 TAF Awards has allowed us to build on the experience of publishing the 2024 DEI Report and share what we’ve learned from delivering the strategy over the past year - a time when wider progress around diversity, equity and inclusion has felt far from certain.

As inclusive practice has continued to embed across the BPI, 2025 has seen us have capacity to act on an increased number of our five-year objectives. This year we delivered action on 12 of our 14 objectives. It’s heartening to see more green and yellow ‘achieving’ and ‘partially achieving’ on our status chart, indicating that we are moving in the right direction as we make significant progress on even more of our five-year outcomes and objectives.

## Five-year Objective Status Chart



Thank you to the BPI team, Internal DEI Working Group, BPI Council Representatives, BPI members, DEI partners and particularly the Equity and Justice Advisory Group (EJAG) who all play key roles in keeping this work energised, sustainable and impactful.

**Hailey Willington**  
 Head of Diversity,  
 Equity and Inclusion  
 BPI



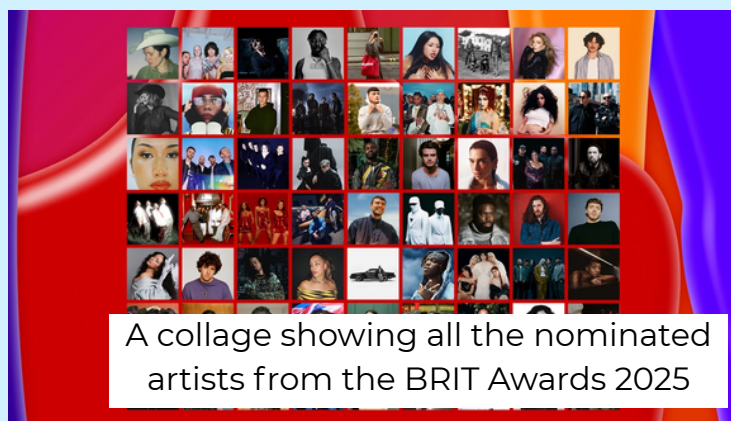
## 2025 DEI Focus Areas

Central to the **Five-year Strategy** are three key pillars:

<p><b>Advocate and Amplify</b> (reflecting our external DEI work)</p>	<p><b>Lead By Example</b> (reflecting our internal work)</p>	<p><b>Connect and Support</b> (reflecting our membership work)</p>
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### Advocate and Amplify (External DEI Work)

The 2025 BRIT Awards continued to see strong diversity represented in both the nominees and winners. Following The BRITs 2025, the BPI announced that both The BRIT Awards and Mercury Prize would be moving outside of London for the first time.



The Mercury Prize took place in Newcastle on the 16 October 2025, in partnership with Newcastle City Council and the North East Combined Authority. In addition to showcasing an exciting and diverse set of 12 Albums of the Year, activity around the Mercury Prize was supported with a week-long fringe for the first time, delivered by talent development agency Generator. The Mercury Fringe delivered cultural activities to 8,367 people, providing a stage for local creatives and inspiration to young people across the region. While local hero Sam Fender took home the top prize, Newcastle City Council has shown that the more than £1.4 million in economic and cultural value was generated by the 2025 Mercury Prize.

In preparation for The BRIT Awards 2026, the BPI has once again seen record numbers of BRITs Voting Academy members participate in diversity monitoring, showing that the BRITs Voting Academy remains diverse in areas including age, ethnicity, gender and sexual orientation. The BRITs continued to expand its offer of information on Conscious Voting Principles to BRITs 2026 Voting Academy Members, offering two webinars in December 2025 ahead of and during voting. 93% of Conscious Voting Principles attendees reported that the principles of conscious voting will have an impact on their decision making, and 100% of attendees would recommend the session to fellow BRITs Voting Academy members.

During 2025 the BPI supported UK Music in the development of the Black Music Means Business Report and continued to be a proud funding supporter of the Creative Industries Independent Standards Authority (CIISA).

## Lead By Example (Internal DEI Work)

The BPI started 2025 with a focus on the internal strand of its DEI work. Work to formalise inclusive practice within our policy and practice included:

- Training six members of the BPI Team as Menopause Champions
- Developing and collaboratively writing BPI's Menopause Policy
- Developing and collaboratively writing BPI's Neuroinclusion Policy
- Becoming a Disability Committed Employer as part of the Government's Disability Confident Scheme
- Establishing a Wellness Benefit for BPI staff
- Publishing the 2024 DEI Report
- Publishing BPI's first ever publicly available Pay Gap Report examining gender, ethnicity and disability pay gaps
- Planning for the next cohort of BPI's mentoring scheme
- Undertaking a scheduled recruitment review
- Reviewing the Compassionate, Parental Bereavement & Time Off for Dependents policy so it exceeds statutory requirements

Inclusive practice continued to be woven into the delivery of two BPI-run programmes, the second cohort of BPI Innovation's Grow Music, and Round 24 of the Music Export Growth Scheme (MEGS).



GrowMusic's 2025 cohort

During 2025 the BPI was proud to work with partners including Black Lives in Music, the BRIT School, ELAM, the BRIT Trust, Lila, Music Minds Matter, POWER UP and Saffron Music. The BPI also entered a three-year partnership to sponsor the DE&I Initiative of the Year award at the Women in Music Awards.



## Connect and Support (Membership DEI Work)

At the start of 2025, nine new members were appointed to EJAG strengthening the group's relationship with the BPI's membership. Over the course of the year, EJAG has been collaborating on developing BPI's DEI focused member training, diversity networks and member resources.

The 2025 member training offer was informed by areas in which members asked for support through their responses to the 2025 BPI Member Survey. From October – December 2025, 93 participants registered to take part in DEI focused member training. Training topics included:



- Taking Care of Yourself in Music – delivered in partnership with Help Musicians
- Dealing with Difficult Behavior - delivered in partnership with Help Musicians
- Social Model Approaches to Neurodiversity for team members - delivered in partnership with Attitude is Everything
- Managing Relationships in Music - delivered in partnership with Help Musicians
- Social Model Approaches to Neurodiversity for line managers - delivered in partnership with Attitude is Everything
- The Class Ceiling - delivered in partnership with Creative Access

This year the BPI brought over 400 industry partners and members together, helping to facilitate three DEI network events. We were particularly pleased to be able to host some of these events at the BPI's new home in Tileyard helping to establish this space as a hub for the BPI community.


- The South Asian Soundcheck: The Future Unveiled delivered in partnership with Lila and Warner Music Group
- ESEA Heritage Month Mixer for BPI members delivered in partnership with Sony Music Entertainment, Warner Music Group and Universal Music Group
- The Collective Black Network Event for BPI members delivered in partnership with Sony Music Entertainment, Warner Music Group and Universal Music Group

# Progress Against our Five-Year Objectives and Outcomes

<p><b>Achieving</b> We are meeting our outcomes for this objective</p>	<p><b>Partially Achieving</b> There is an element of this objective that we are not yet meeting. It is an area of continued development</p>	<p><b>Area of Focus for 2026</b> This is an objective that we have not yet had resources within the DEI Action Plan to work on. We plan to begin work on this objective in 2026</p>
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## Advocate and Amplify (External DEI Work)



 **Diverse representation around gender and ethnicity in BRIT Awards and Mercury Prize nominations lists**



Charli XCX accepting her BRIT Award

### Achieving

- The 2025 BRIT Awards were another strong year for representation of women with Charli XCX leading with five nominations and four wins on the night. Representation of women and non-binary people in BRITs nominations also included Dua Lipa, Jade, and The Last Dinner Party, reflective of a strong 12 months in music that saw women spend a record number of weeks at the top of the Official Singles Chart and account for half of the year’s top-20 best-selling albums.
- Although the BPI does not hold self-identified ethnicity data for award nominees, the diversity of the 2025 nominees is evidenced in the 2025 BRIT Awards Nominees Collage.
- In October 2025 the Mercury Prize moved outside of London for the first time in its history. 2025’s 12 Albums of the Year reflected a wide range of artist dimensions of diversity including age, class, ethnicity, gender, geography and sexual orientation. The prize on the night was won by North Shields native Sam Fender in front of a hometown crowd in Newcastle.

🎯 High level of recording industry response to UK Music Diversity Surveys, equalling or exceeding the 2022 response from membership and exceeding 80% of BPI Team Members

## Partially Achieving

### Area Achieved

The next UK Music Diversity Survey is expected to take place in the second half of 2026. As a result, this objective continues to be classed as 'partially achieving'.

### Area to Develop and Next Steps

Work continued throughout 2025 to collaborate with UK Music, through BPI's membership on the UK Music Diversity Taskforce, to prepare for the 2026 Survey and engagement across the recorded music sector.

🎯 The BPI is seen as a leader and advocate for DEI across the industry

## Achieving

- The BPI was announced as Winner of the 2025 Diversity and Inclusion Award at the 2025 Trade Association Forum Awards, recognising the work of BPI's Five-year Diversity, Equity and Inclusion Strategy.
- Throughout the year the BPI was invited to share best practice with the wider creative industry presenting to Creative UK's Diversity Leaders Forum as well as All Things People & Talent X Handel Recruitment's creative industries-focused Talking Talent Roundtables. The BPI was also pleased to share experience of DEI work in the music industry with the FA and BAMREF members.
- The BPI was featured as a case study for Creative UK's What Works for Improving Diversity and Inclusion in the Creative Industries programme which launched in January 2025.
- The BPI's CEO Dr Jo Twist and CSO Sophie Jones were included in the 2025 TAF Women's Powerlist for a second consecutive year.



Hailey Willington and Jake Hills accepting the BPI's TAF award.

🎯 A high level of positive self-reported impact from engaging with BPI partner organisations such as Saffron Music, the BRIT Trust and POWER UP



LILA's 'Future Unveiled' event, co-hosted by BPI



## Achieving

- In 2025 BPI partnered with organisations including Music Minds Matter, POWER UP, Saffron Music and Lila on DEI related projects. In addition, the BPI continues its long-standing work with the BRIT School and BRIT Trust.
- 100% of partner organisations who engaged with the BPI in DEI adjacent project work in 2024 'Strongly Agreed' that 'partnership with the BPI has helped us improve or embed our organization or project's impact in 2025'.

### Partner Testimonials

- **Music Minds Matter:** "This year, by coordinating wellbeing sessions with us for people within their member organisations, BPI help us extend our reach into recorded music, and to build sustained awareness of mental health. BPI's support for MMM helps to show that mental wellbeing is truly central to the business of music."
- **POWER UP:** "BPI have supported our participants in their careers by support with export pathways, advice and general support. This aligns with the ethos of POWER UP."
- **Saffron Music:** "Working in partnership with the BPI throughout 2025 has helped strengthen both Saffron's organisational development and the wider impact of our work across music and music tech. The partnership has helped amplify Saffron's work and strengthened our ability to advocate for more inclusive and equitable industry practices."
- **LILA:** "Having the BPI co-host the Future Unveiled event on 16 September gave our findings a platform and a level of visibility we could not have achieved alone. It brought together music professionals, artists, and trade bodies in one room, and the BPI's involvement helped signal to the wider industry that this research mattered and deserved serious attention. Looking back, the BPI's support did more than help us launch a report. It helped open doors and put Lila in rooms that are already shaping what comes next for us."

## Lead by Example (Internal DEI Work)

🎯 The BPI Council is at least 30% Black, Asian or ethnic minority background and 50% Women and minority genders. The BPI holds annual Council diversity data covering spectrum of diversity dimensions

### Achieving

- Despite a rotation of new BPI Council members, throughout 2025 the BPI's Council was 62% women and 28% of members were from a Black, Asian or ethnic minority background. Due to the small size of Council and the impact the change in one member can make, this is considered within margin for 'achieving' but we continue to look at how we can improve representation in this area.
- The Council Diversity Survey ran for the first time in 2025 providing the BPI its first Council data return. This is a foundation we are building on as we explore and fine-tune how we internally monitor additional dimensions of diversity on the BPI Council.

🎯 The BPI's DEI Advisory Group is representative, diverse and covers all protected characteristics and a spectrum of diversity dimensions

### Achieving

- Following the successful recruitment of nine new members in 2024, throughout 2025 EJAG included members from a wide range of ethnicities, sexual orientations, ages and included members who identify as disabled and or neurodivergent, members of the trans community, members from lower socio-economic backgrounds and members who are parents and carers.
- We were pleased to run a successful EJAG recruitment cycle in Autumn 2025 through which we appointed seven new members. This will help maintain the wide diversity of experience on EJAG as the founding EJAG members step down at the end of their terms in December 2025 and June 2026.

**Partially Achieving**

🎯 The BPI workforce is 40-60% Women and minority genders and 30% of team members are from a Black, Asian or ethnic minority background

**Area Achieved**

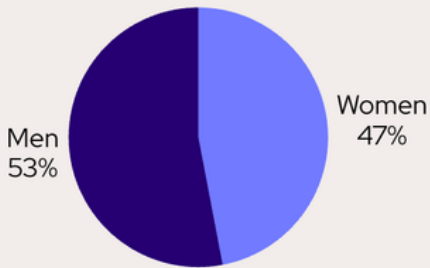
- Throughout 2025 the BPI workforce ranged from 48-50% women, achieving the organisation’s gender representation target.

**Area to Develop and Next Steps**

- Throughout 2025 team members from Black, Asian or ethnic minority backgrounds made up 24-26% of the workforce which is under the organisation’s ethnicity target. However, this is progress from 2024 when Black, Asian or ethnic minority background team members made up 22-24% of the workforce. What appears as modest progress is notable, particularly as the size of the BPI team increased during 2025 and only 21% of the workforce was from a Black, Asian or ethnic minority background in April 2024.
- During 2025 the BPI conducted a Recruitment Review examining the inclusive recruitment processes implemented in 2024. The outcomes of this review have informed additional inclusive recruitment steps that BPI is implementing in partnership with its recruiters.
- With collaboration from EJAG, the BPI also undertook work in 2025 to review the monitoring format of its workforce diversity targets, including the development of a workforce disability target which the BPI plans to adopt in 2026.

**Employees**

(5th April 2025)



A graph showing 47% of BPI employees were women and 53% were men as of 5 April 2025

**Achieving**

🎯 The BPI holds and publishes a consistent set of Gender and Ethnicity Pay Gap returns. By the end of 2025 the BPI has published and is working through an action plan to close any pay gaps

- The BPI published its first Pay Gap Report in April 2025. This report covered gender, ethnicity and disability pay gaps.
- The report identified points of celebration including a negative mean gender pay gap, negative mean ethnicity bonus gap, a negative median ethnicity pay gap, and negative median disability pay gap. The 2024 Pay Gap Report also identified actions the BPI is taking to close existing pay gaps and explained how we expect existing pay gaps to narrow as more recently joined members of the team are reflected in the figures and become eligible for their bonuses in upcoming reporting periods.

🎯 Team monitoring surveys report good wellbeing, high levels of satisfaction and engagement, high levels of psychological safety and low levels of decision-making distance and uncertainty avoidance in the BPI workplace. Departing staff speak highly of the BPI and organisational practices in exit interviews and surveys

## Partially Achieving

### Area Achieved

- BPI continued its cycle of regular team monitoring surveys in 2025 before a scheduled pause for the BPI Welfare Committee to conduct a team survey review allowing for any required updates to the survey framework.
- When averaged over the course of 2025, BPI team members 'agree' that they feel supported by their managers and that both managers and colleagues value their opinions. These averages are higher than 2024 across all three questions, indicating that the BPI is heading in the right direction in its work to create an environment where team members are safe and supported and where they feel they belong.
- The BPI Welfare Committee was proud to introduce a wellness benefit in 2025 giving all team members an annual allowance to engage in activity that supports their wellbeing at and outside of work.
- Departing team members in 2025 spoke highly of the BPI's supportive and inclusive culture in exit interviews.

### Area to Develop and Next Steps

- While there is always room for improvement, across the year, the team reported an average of 7/10 decision-making distance, and 3.5/5 for psychological safety and uncertainty avoidance.
- The BPI exec team, senior leadership team and Welfare Committee will continue to collaborate over 2026 to identify actions that can embed consistency of approach across the organisation and continue to develop sustainable workloads in support of team wellbeing.

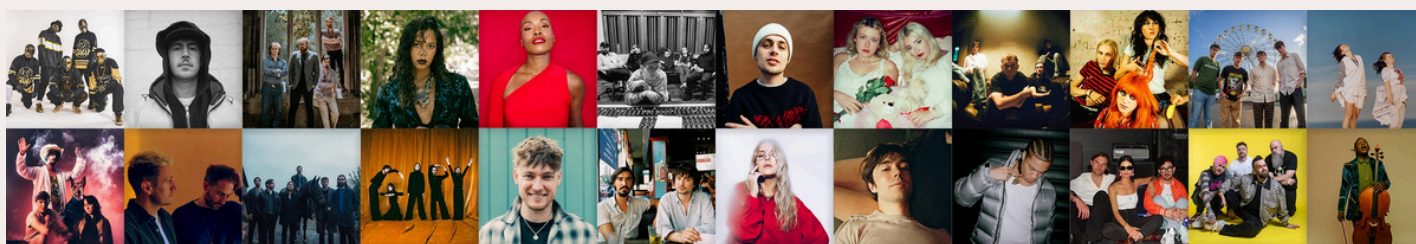


BPI's exec team

## Achieving

🎯 DEI is incorporated into the systems and practices of all areas of the organisation including day-to-day practice

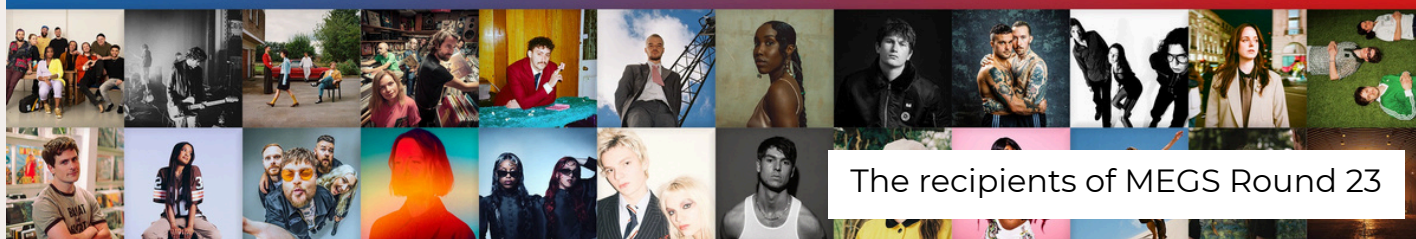
- This year the BPI continued to incorporate inclusive practice into a wide range of areas within its policies and practices. This included becoming a Disability Committed Employer, further embedding inclusive recruitment practices and work on neuroinclusion, menopause and a Compassionate, Parental Bereavement and Time Off for Dependents Policy which goes beyond statutory requirements.
- Accessibility was an essential consideration of the design of our virtual and physical member spaces in 2025. January 2025 saw the BPI move into a new home in Tileyard. The new BPI offices are step-free and incorporate a range of inclusive design choices including quiet and flexible spaces, height adjustable desks, accessible facilities, adjustable lighting and wheelchair friendly facilities among others. Work that has been done to plan the new BPI website and members' platform in 2026 ensures that both will meet improved accessibility standards.
- The BPI continued to embed inclusive practice into our work with projects and initiatives in 2025. These included the second round of Grow Music and Round 24 of the Music Export Growth Scheme (MEGS).



**£1.6 MILLION**



**58 ARTISTS**



The recipients of MEGS Round 23

## Connect and Support (Membership DEI Work)

🎯 >50% of members have a DEI strategy and action plan in place



The first meeting of 2026 for the new EJAG members

### Partially Achieving

#### Area Achieved

- During the first half of 2025 the BPI conducted its most recent Members' Survey providing a snapshot of BPI's Members' DEI work. Based on the survey we have been able to determine that 24% of respondents have a DEI Statement, Policy or Action Plan in place; that 33% regularly discuss DEI in their organisations; and that 37% have embedded inclusive practice in their recruitment.

#### Area to Develop and Next Steps

- In 2025 The BPI developed a new more accessible website and member platform both of which launched in January 2026. The new member platform allows us to communicate information in different way, conduct member surveys and collect feedback more easily with the aim of improving the quality of data and response rates.
- In response to the findings of the 2025 Members survey, the BPI worked with EJAG to develop a DEI Policy Framework which is adaptable for members of different sizes and contexts. The framework will be piloted with members in the first half of 2026 and we plan to launch it later in the year. The aspiration is to provide resources that can help members who regularly discuss DEI in their organisations and have embedded inclusive practice in their recruitment formalise their existing DEI practice in organisational policy and increase the number of members who have a DEI statement, Policy or Action Plan in place.

🎯 High level of membership engagement with DEI resources, training and networks

## Partially Achieving

### Area Achieved

- The BPI registered 85 attendees to its series of DEI focused training sessions which ran from October-December 2025 as part of the BPI's wider offer of member training.
- During Autumn 2025 the BPI brought together over 400 attendees from the BPI membership and wider industry together at three Diversity Network events.

### Area to Develop and Next Steps

- During Q1 2026 the BPI will undertake a review of member training focusing on ways to reach more participants and ensure registrations are consistently converted into attendees.
- In 2026 we will continue to work with our members and industry partners to expand the BPI's offer of member network events. The new BPI member's platform will also provide capability to cultivate member network spaces online.
- Over the next 12 months we plan to launch resources to help our members develop and embed their own DEI policy while fitting in with existing industry DEI frameworks such as UK Music's The Five Ps.

🎯 The BPI holds a consistent set of membership diversity data returns

## Area of Focus for 2026

We took the conscious decision to pause a planned update to the membership diversity data return collection process in 2025. This was influenced by the development of the BPI's new member platform which should facilitate expanded opportunities to collect data from members going forward.

🎯 Members feedback that DEI training and resources are meeting the needs of their organisations

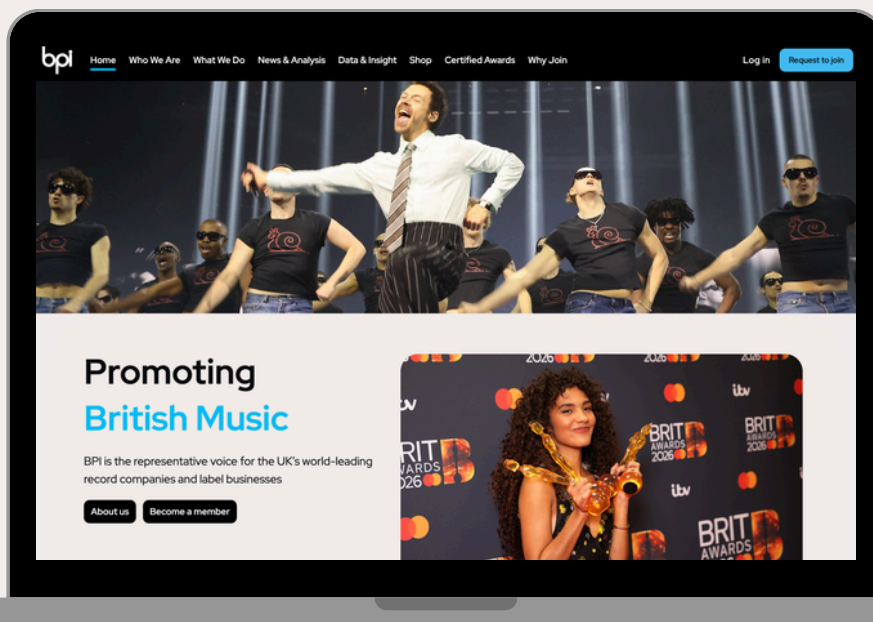
## Area of Focus for 2026

Progress against this objective will be monitored when we re-run the BPI Member Survey and collect member feedback in 2026. However, anecdotal feedback already indicates that members are finding the BPI's DEI focused training helpful and impactful.

## Reflection and Action Plan

2026 sees us firmly in the second half of the BPI's Five-year DEI Strategy which runs from 2023–2027. As such, this year will be a key point for us to assess progress against our objectives and make any necessary adjustments. This may require scaling up the areas in which we are over-indexing, or adjusting objectives or targets that prove unrealistic. In both cases we reaffirm our commitment to setting high standards for our inclusive practice, and to transparently communicate any changes as we share our journey undertaking work in these areas with our members and industry partners.

Connecting and supporting the BPI's members, enabling them to diversify their teams and become more equitable and inclusive in their own organisational practice will be an increased area of focus for 2026. Following the success of 2025, we plan to launch an expanded offer of Member Training and work with more members and partner organisations to bring the membership together for DEI network events. With the support of EJAG we will continue to collaboratively develop, pilot and roll out resources to support our members and their DEI work.



A graphic of the BPI's new website and member platform

The launch of the BPI's new website and member platform will provide more accessible online spaces for members to connect with each other and the BPI. This infrastructure will be key to delivering the next phase of the BPI's DEI work and we are excited that increased functionality to collect member feedback will allow us to provide support that truly reflects the needs of the membership.

Within our own organisational practice, we will continue to report our gender, ethnicity and disability pay-gaps and embed the Disability Committed Employer framework into the BPI's recruitment. We are excited to roll out the BPI's neuroinclusion and menopause policies which were developed during 2025 in collaboration with the wider team. We are also planning a comprehensive redesign of the BPI's parental leave policies. This will bring many existing policies together in a cohesive framework where we can go beyond the legal minimum, demonstrating best practice in this area. We will also be undertraining a scheduled review and update to the BPI's Antibullying and Harassment policy. We are looking forward to the launch of the next cohort of BPI's mentoring program in 2026 and will be training the next group of BPI mentors in the second half of the year.



Jorja Smith and Ezra Collective performing at BRITs 2025

2026 will mark The BRIT Awards' first venture outside of the capital as The BRITs are staged on the 28 February 2026 in Manchester as part of a two-year residency in the city. Following on the success of the 'fringe' model delivered in partnership with Generator for the 2025 Mercury Prize in Newcastle, the BRITs team will be working in partnership with Brighter Sound to deliver BRITs Fringe, a program of engagement taking place across Manchester ensuring that the benefits and legacy of The BRIT Awards are embedded into the local Manchester music ecosystem.

Also in the external strand of our work, we continue our commitment to partnership with Saffron Music, POWER UP, Black Lives in Music, The BRIT Trust and the Music Minds Matter's Allies Programme. Across all our partnerships we will be looking at ways that we can deepen and solidify these links. Our support continues for CIISA as its services become operational in 2026 and 2026 will also see the BPI support the next edition of Women in CTRL's Seat at the Table report. Finally, in addition to support for the BRIT School and ELAM, development will continue as we work toward the launch of the industry's new specialist creative collage in Bradford, West Yorkshire currently scheduled to open in September 2028.

These are just some of the plans we have in store for 2026. By expanding our activity across the country, working increasingly closely with members and making sure our work is data informed, we hope to continue to create impact in our DEI work.

**Hailey Willington**

Head of Diversity, Equity and Inclusion  
BPI

