

Equal Measures.

In association with



AN INTRODUCTION TO DEI IN DRINKS

UK HOSPITALITY IN CRISIS

3 in 5

workers from Black, Asian, and minority ethnic backgrounds felt that their ethnicity had hindered their career progression

26 times

more Black, Asian, and minority ethnic workers lost their jobs during COVID than white workers

In 2023, there are record staff shortages costing the hospitality industry

£25 billion

in lost revenue

1 in 4

Black, Asian, and minority ethnic hospitality staff lost their jobs compared to about 10% of white workers

83%

more vacancies than in 2019

45%

of operators have been forced to cut trading hours or capacity in order to cope

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SETTING DEI WITHIN THE UK HOSPITALITY LANDSCAPE

Hospitality is one of the most diverse industries in the UK, however, when you get above mid-management level (or lower in many cases), the demographic of those in higher positions gets very narrow.

Workers from Black, Asian, and minority ethnic backgrounds as well as other marginalised identities, are less likely to be promoted or given the opportunities to gain training or qualifications at work. Moreover, they are much more likely to be let go when cuts are made.

The UK hospitality industry is in crisis due to a decade of austerity, Covid, and Brexit meaning that many skilled workers have left the sector and/or country. The addition of the huge increase in energy bills, cost of living crisis, and many more factors means many individuals and businesses are suffering financially. During this time, hate crimes have more than tripled, with offences rising by more than a quarter in 2022.

This all culminates in the fact that people from underrepresented and marginalised groups need our support now more than ever, and we need to support the uplifting and upskilling of those previously excluded in order to thrive as an industry, society, and country.

DISCRIMINATION WITHIN UK HOSPITALITY

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**More than
3 in 5**

workers from Black, Asian,
and minority ethnic
backgrounds reported
witnessing discriminatory
behaviour

Only 52.4%

of the respondents who encountered discriminatory
behaviour had the opportunity to report the incidences.
47.6% did not report it

Over 1/3

of those who did were
dissatisfied in the
way it was handled

40.3%

of respondents place no or
low levels of trust in their
company to address
discriminatory behaviour

WHAT IS DEI & WHY SHOULD YOU INVEST IN IT?

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DEI STANDS FOR DIVERSITY, EQUITY AND INCLUSION.

Everyone deserves to be able to show up to work as themselves and not be discriminated against, consciously or otherwise, due to their identity. DEI training and policy is not only the right thing to do to ensure the Equality Act 2010 is being upheld and people feel safe and included in the workplace, studies also show that DEI is directly linked to increased profitability, greater staff retention, more creative thinking, and a happier work environment.

A 2019 study by BetterUp found that workplace belonging can lead to an estimated:

- 56% increase in job performance
- 50% reduction in turnover risk
- 75% decrease in employee sick days
- A single incidence of “micro-exclusion” can lead to an immediate 25% decline in an individual’s performance on a team project



Diversity in the workplace results in a 33% increase in EBITDA. This isn’t an opinion or just one study. Research from Deloitte, Boston Consulting Group, the Harvard Business Review, Forbes, and more all show the same thing: more diverse and inclusive companies are more innovative and, therefore, more profitable.

At the Board of Directors level, more ethnically & culturally diverse companies were 43% more likely to see above-average profits, showing a significant correlation between diversity and performance.

According to Glassdoor's 2020 Diversity Hiring Survey, “More than 3 out of 4 job seekers and employees (76%) report that a diverse workforce is an important factor when evaluating companies and job offers.”

Be inclusive Hospitality – Inside Hospitality Report April 2022 showed that 2 in 5 hospitality workers in the UK from Black, Asian, and minority ethnic backgrounds reported that they felt that their ethnicity had hindered them in their career progression. More than half also stated that they had witnessed or experienced racism in the workplace.

EQUAL MEASURES' DEI IN HOSPITALITY PROGRAMMES

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Equal Measures provides three main DEI courses and services, all centred around the UK Hospitality industry.

- DEI in Hospitality - Private Intermediate Training & Consultancy
- DEI in Drinks online course
- DEI in Hospitality Toolkit

They have been carefully crafted to give companies and individuals operating within the hospitality space the best tools, knowledge & resources to drive DEI forward.

All funds raised via the training will go directly back into Equal Measures UK, supporting the mission to deliver greater equity in the hospitality industry.

DEI IN HOSPITALITY - PRIVATE INTERMEDIATE TRAINING & CONSULTANCY

An intensive, interaction, and highly bespoke half-day course that deep-dives into DEI issues and workplace scenarios that occur specifically within the UK hospitality industry.

Courses are held privately within the client's place of work and are tailored to both the company and the roles of those in attendance. Attendees will leave the course with a greater understanding of DEI, its relevance to their workplace and industry at large, handouts & further resources to takeaway, and an action plan to begin improving DEI in their departments.

DEI IN DRINKS ONLINE COURSE

An engaging and interactive online course that looks at DEI issues and workplace scenarios that occur specifically within the UK Hospitality industry. Our DEI trainer will take you through key topics such as: UK Hospitality Landscape, Gender Identity; Unconscious Bias; The Empathy Gap; Privilege; Bias; Hiring & Managing; Communicating Values; and Successful Inclusivity. Attendees will also receive handouts & resources as takeaways.

DEI IN HOSPITALITY TOOLKIT

DEI in Hospitality Toolkit is a digital resource filled with all a company needs to start their DEI journey the right way. It includes policy templates, action plans, training manuals, inclusive signage information, interview and review tips, and more.



FOR MORE INFORMATION OR TO BOOK DEI SERVICES:

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