

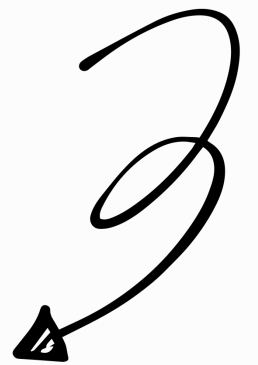


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# Building a Better Publishing Industry

A workshop-ish event

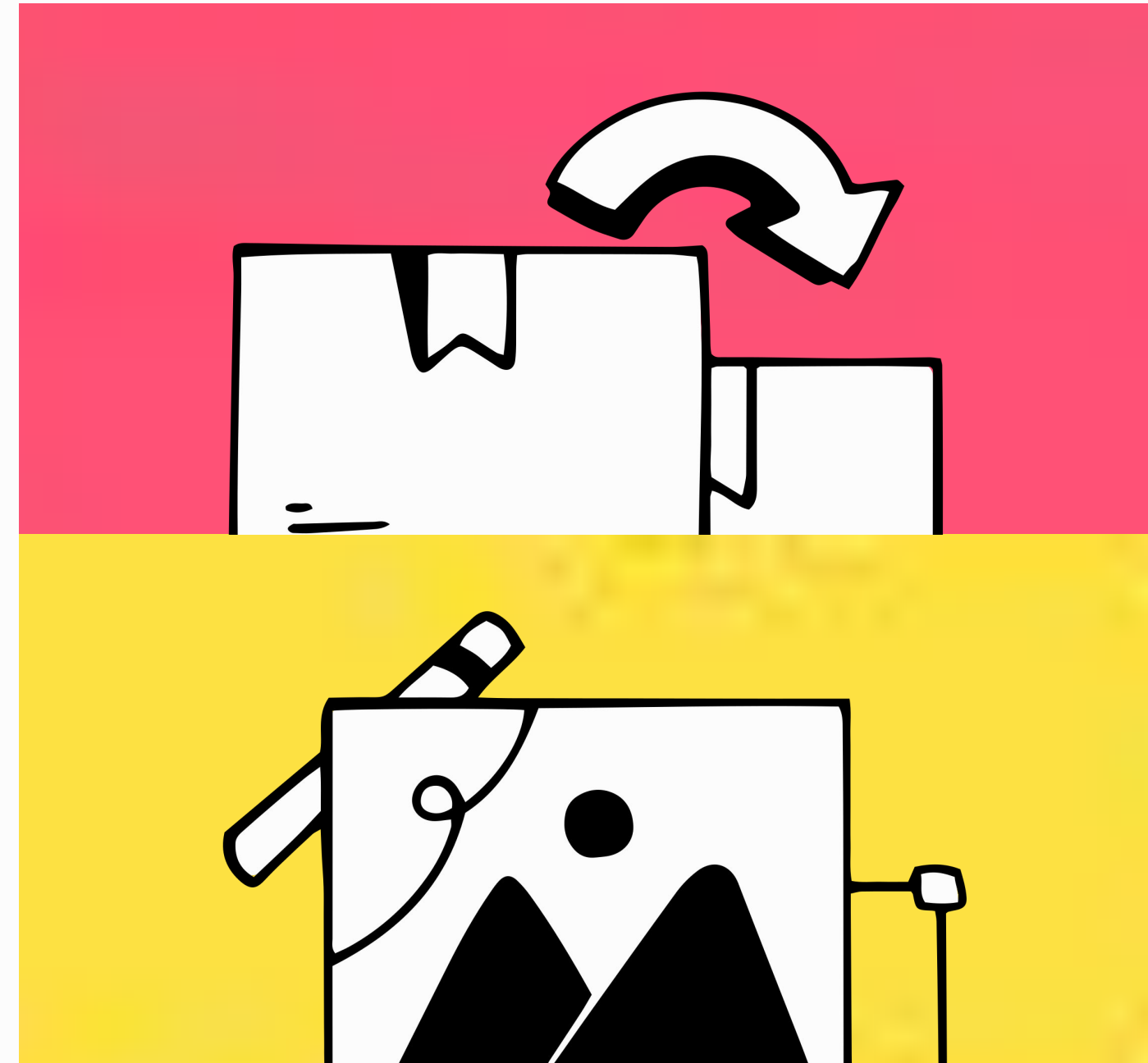
Iram Satti: Global Belonging and Inclusion Manager @ Bloomsbury  
Miriam Johnson: Senior Lecturer and co-founder of Dudley Editions



# Purpose of today

In conversation with [Miriam Johnson](#) (Senior Lecturer in Marketing and Co-Founder of Dudley Editions) and [Iram Satti](#) (Global Belonging and Inclusion Manager at Bloomsbury). We welcome you to take part in a discussion around the inclusivity challenges the publishing industry faces.

We also invite you to reflect on how publishers can develop better practices to hire a more diverse workforce and help them reach senior positions. This workshop aims to reflect on how publishers can enable junior colleagues to feel like valued members of the team with real and tangible progression opportunities.



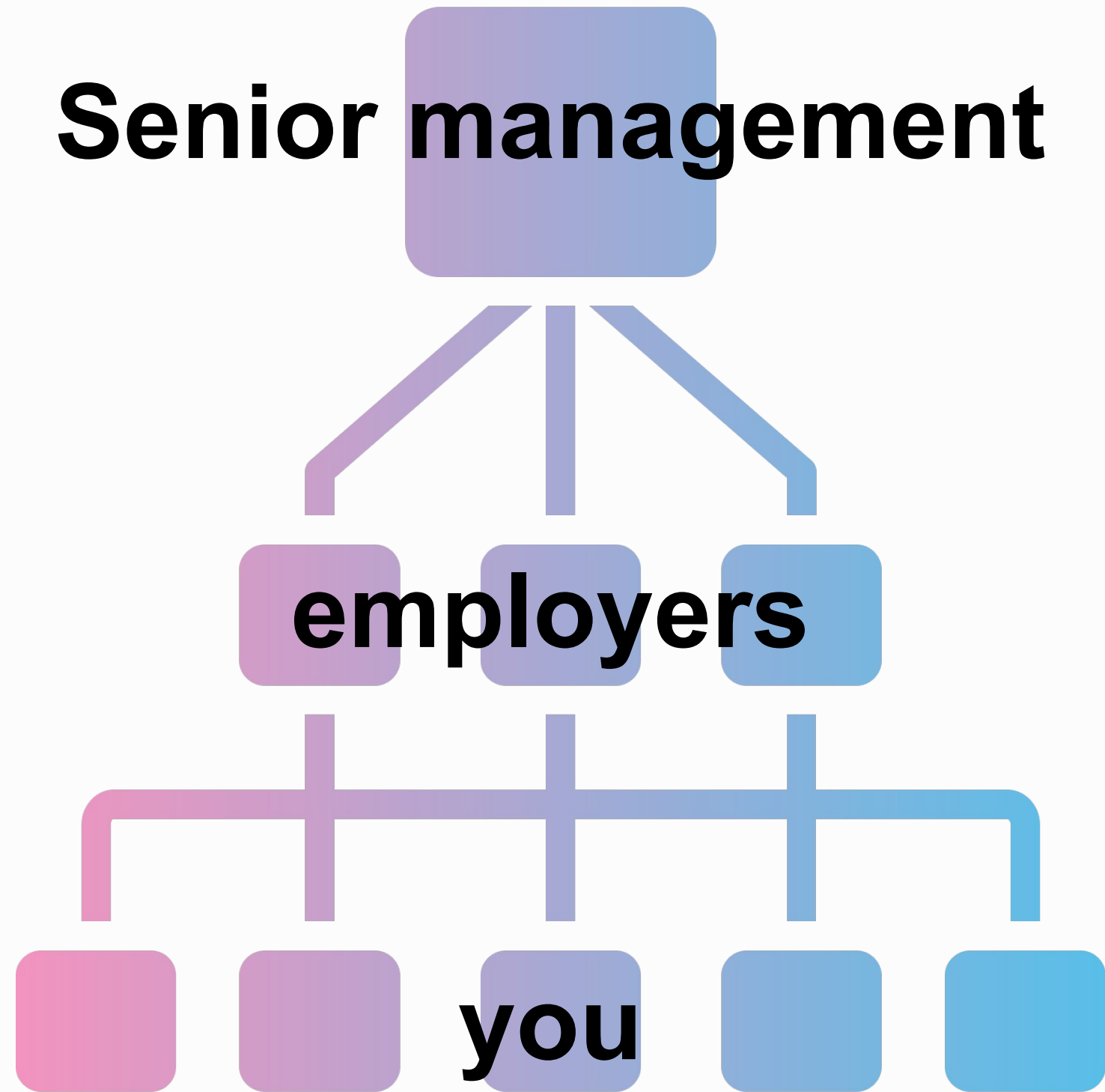
**why us?**



**why (not) you?**

# Let's talk about you

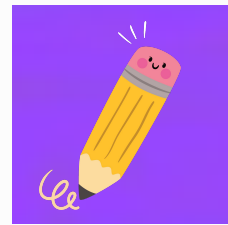
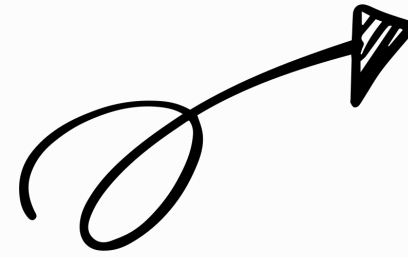
## Senior management



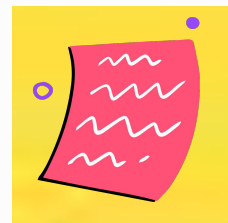
- Building a ground-up understanding of what employees need matters.
- A group understanding of DEI/B&I that works for you
- Ultimately scaffolding upwards to influence publisher-policies to aid in DEI/B&I and retention



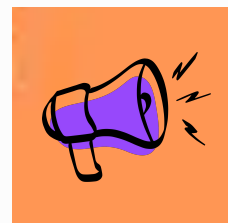
# To start



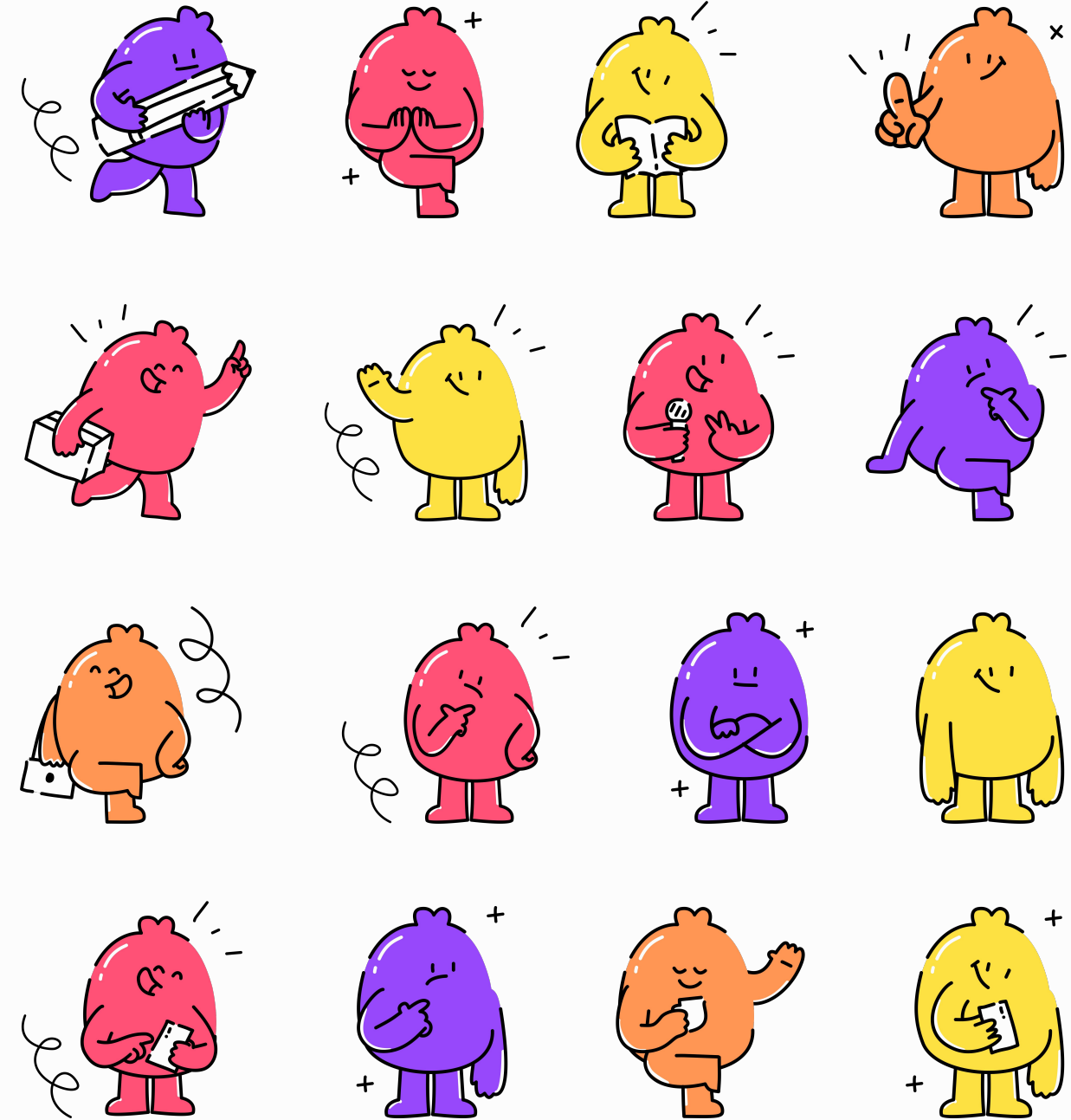
What does inclusion mean to you?



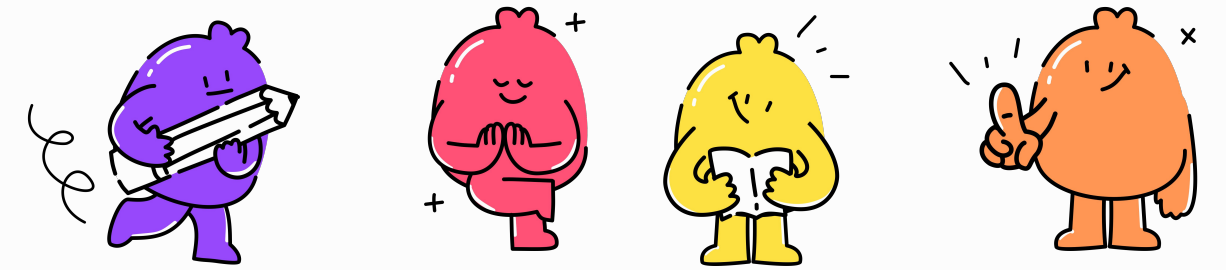
What makes you feel most included in a work or learning environment?



Think of a time when the lines of communication within a space were kept open - what did that look like and how did that make a difference/make you feel?



# Some stats and stuff



## *when we think about sex/gender...*

- nearly two thirds (64%) of IPG members' employees are women
- 4% of staff need accommodations for physical or mental differences—well below the national average
- 11% of members say they have vacancies that are hard to fill at the moment.

## *when we think about education level and social mobility/socio-economic backgrounds...*

The majority of the publishing workforce is educated to a degree level (postgraduate or undergraduate), though there has been a small drop in this proportion (79% vs 82% in 2022). Levels of education among respondents was high, with almost 60% of respondents (441) holding undergraduate degrees, and 35% (264) educated to Master's or PhD level. ([2025](#))

## *when we think about age...*

The age distribution of the publishing industry remains predominantly within the 25 to 44 age group (60%), consistent with the 61% reported in 2022. Only 5% of respondents were aged between 18-24 years, and 15% were aged 55 years or older, with both figures being consistent with the 2022 results (6% and 13% respectively) (PA, 2025)

# Not all publishers are equal



## BIG Publishers

People from ethnic minority groups make up 15% of all respondents in 2024. This represents a small, however statistically significant, decrease since 2022 (17%). ([PA](#), 2025)

## SMALL / INDIE Publishers

“Small presses, in particular, are looking to operate more with diversity, equality and inclusion or the environment in mind both in their publishing and their operations.” [Collins](#), 2024

## Outside of London

- Significant increase in staff outside of London ([PA](#), 2025)
- Most publishers have a presence here
- ‘The report also reveals that around half (49%) of IPG members’ staff are now home-based. Another 39% have hybrid working patterns, while only 12% work fully in an office.’ ([Bookseller](#), 2024)
- Starting salaries £23.5k ([Bookseller](#), 2025)

## Inside of London

- 35% in London ([PA](#), 2025)
- Average London salary is £47k ([Bulbul](#), 2025)
- To live comfortably, £50-60k ([Bulbul](#), 2025)
- Starting salaries of £26.5-£28k ([Bookseller](#), 2025)



the average salary across all [publishing] roles was found to be £36,086 a year.

# There is good work happening



1. Creative Access (2025) *An Industry In Flux: Creative Access Thrive Report*.  
<https://creativeaccess.org.uk/app/uploads/2025/07/thrive-report-2025.pdf>
2. Creative Access & FleishmanHillard UK (2024) *The class ceiling in the creative industries: Research report 2024*.  
<https://creativeaccess.org.uk/app/uploads/2024/07/the-class-ceiling-in-the-creative-industries-report-2024.pdf>
3. Jiménez, L.M., Beckert, B., Polera, R. and Dietiker, J.C. (2023) *Diversity Baseline Survey 3.0*. Lee & Low Books.  
<https://www.leeandlow.com/about/diversity-baseline-survey/dbs3/> (US focus)
4. The Centre for Literacy in Primary Education (2024) *REFLECTING REALITIES Survey of Ethnic Representation within UK Children's Literature 2023*.  
<https://clpe.org.uk/system/files/2024-12/CLPE%20Reflecting%20Reality%202024%20v6%20WEB.pdf>
5. The Publishers Association (2025) *UK Publishing Workforce: Diversity, inclusion and belonging in 2024*.  
<https://www.publishers.org.uk/publications/uk-publishing-workforce-diversity-inclusion-and-belonging-in-2024/>
6. Wright, B., Lennox, A. and Mata, F. (2025) *Understanding Australian Readers: Behavioural Insights into Recreational Reading*. BehaviourWorks Australia, Monash Sustainable Development Institute.  
<https://australiareads.org.au/wp-content/uploads/2025/02/Understanding-Australian-Readers-Full-Report.pdf>  
(Australia focus)





# This is where we are now

Policies and reports by the PA, individual orgs doing their own thing, all piecemeal more or less

How do we make it better? How do we break it and start again? - do we need to?

share 3 things you think would make the workplace more inclusive

tell us what would help keep you in a role

what would make you leave a role in your dream job?



# in the meantime

## How do you stay resilient?

- what is resilience
- what can you do now to stay resilient?
- **answers here**
- **Have you ever seen Purl?** <https://vimeo.com/1071601251>

## Practice radical compassion

- Where you are now is where someone else will be in a few years,
- what does compassion mean to you in the workplace and how can you implement it in your tasks?

# control what you can

What is  
directly in  
your control?

Daily acts  
of inclusion

Is everyone  
invited

Wedging the  
door open



# What's next

We will collate your responses to our questions, and pull something together

we want to scaffold this upwards to drive a policy shift in the industry to better support DEI/B&I and retention

Working with publishers, the PA, and IPG

Develop guidelines for wider industry that supports all workers to be their best and feel safe and included





# Questions/Thoughts

# From the day!

Collated from your sticky-notes!

## Top themes (by count across all sticky-notes)

1. **Inclusion & belonging:** welcoming from day one; being seen/heard; invited to team chat; not pressured to be extrovert; team cohesion; groups/networks.
2. **Communication & transparency:** open conversations; transparency in comms and higher-level decisions; access to feedback before meetings; being heard, not just “feeling” heard.
3. **Feedback:** respectful, constructive, and consistent; formalised annual review.
4. **Pay & costs:** incremental/inflation-linked salary increases; covering costs (trains, hotels, travel); not being exploited.
5. **Growth & progression:** training opportunities; clear path of progression.
6. **Recognition & support:** being valued/specifically appreciated; visibility; supported to supportive.

