



**IP INCLUSIVE**

Working for diversity and inclusion in IP

# Annual Report 2019

# IP Inclusive

## Annual Report 2019

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### **2019: A year for new things**

#### **Foreword by Andrea Brewster OBE**

It all started with a fantastic January panel discussion on diversity “allies”. This was the first time all three of our then-existing communities – IP & ME, IP Out and Women in IP – had collaborated on a joint event, and it set the scene for a 2019 in which we brought even more people together, throughout the IP community, in the pursuit of greater diversity and inclusion. It also saw the launch of our IP Inclusive Ally badges, and it’s been great to see so many people wearing them.

Our annual meeting, later in January 2019, yielded many ideas for the year’s projects. I’m delighted to say that we have been able to deliver on, or at least to make a start on, most of those. In particular we’ve turned our attention to socio-economic mobility, mental wellbeing and support for disabled people, weaving the three themes into many of our 2019 activities.

It has been a year for new things. Apart from the “joint allies” event, we went live with our new website; established three new regional networks (in the South West, the North of England and the Midlands); recorded our very first podcast (“Demystifying coaching”); set up a task force to progress our Careers in Ideas outreach campaign, with a working group focusing specifically on socio-economic mobility; and launched two further networking and support communities: “IP Futures” for early-career IP professionals and “IP Ability” for disabled people and carers. As a result we’ve been able to engage with more, and a wider range of, IP professionals than ever. We’ve also taken opportunities to collaborate with other IP sector organisations, and worked particularly hard to establish closer links with both IP paralegals and IP solicitors.

In November we ran our first ever diversity survey, to establish benchmarks against which to evaluate our future progress. We were not sure how well this would be received, but the 2019 annual meeting had confirmed that this was the right year to make a start, and we were delighted at the number of responses. The valuable information gained from this venture will be shared at our 2020 annual meeting and will inform our plans for the coming twelve months.

Meanwhile our communities have been busy organising events and resources for their own supporters. The Women in IP community was particularly active in 2019, running events on a wide

range of topics, and collaborating with our regional networks and with external organisations to spread the word about IP Inclusive, and the business case for diversity, to a wider audience.

On the operational side, we've created ourselves a new "Lead Executive Officer" role, which I was appointed to in July 2019. As well as leading IP Inclusive's activities and day-to-day operations, my job is also to facilitate and support the initiative's future development, working alongside its governing body IP Inclusive Management (IPIM). It's a role I feel very privileged to be playing, and there is plenty to look forward to.

January 2020 finds us in a strong position. We are reaching more people, extending our influence, and thereby increasing our ability to make positive change. We are in a better place, structurally speaking, from which to grow further yet sustainably. There is however plenty more to do, if we are to build on our 2019 successes. The Careers in Ideas task force needs developing, and indeed we've already started to upgrade some of its existing resources. Our website could do with a few tweaks to improve visitor interactions. Our five communities can together reach out to, and support, their allies and build on the idea of "intersectionality" (the overlap between different diversity categories). We can work more closely with business support professionals within IP organisations. And we can further develop and strengthen our structure, if necessary looking into longer-term funding options.

Our benchmarking survey highlighted the areas where diversity levels are lowest, and we should work on those, particularly through IP & ME and IP Ability. And perhaps most importantly, the survey showed that we need to do more to persuade the sceptics, whether based on the business case or the human one, of the importance of diversity and inclusion to the IP professions. This I believe should be our priority for 2020.

We are beginning the new decade with another first: a full-day diversity conference based around our annual meeting. This will hopefully allow more of our supporters to meet up and share ideas, and generate momentum for our 2020 work. I am very much looking forward to seeing people there and working with them on the plans and projects we discuss.

Heartfelt thanks to everyone who has helped to make IP Inclusive what it is today: an inspiring testament to what can be achieved through volunteers alone, with few resources, when people come together with a passion for change.

Andrea Brewster OBE  
Lead Executive Officer  
IP Inclusive

## 1 Workstream A: awareness-raising upstream of the professions

Workstream A acts through the “Careers in Ideas” outreach initiative<sup>1</sup>, which aims to raise awareness of IP-related careers and encourage newcomers from a wider range of backgrounds.

### 2019 highlights

- March: round-table meeting to establish a Careers in Ideas “task force” and to discuss priorities and assign roles for the year’s work. The meeting included a talk from education and outreach expert Johnny Rich, who created the Careers in Ideas resources, with advice on effective outreach strategies.
- March: creation of a working group, within the task force, focused on socio-economic mobility. This working group led the following projects:
  - June: workshop and panel discussion on recruitment and outreach practices for improving socio-economic mobility both into and within the IP sector.
  - July: publication of recruitment guidelines based on the workshop outcomes.
  - November: initial work on creating a workshop for the January 2020 IP Inclusive conference, and on the development of further Careers in Ideas resources: these will include an updated career pathways guide, and resource packs targeted at particular educational milestones such as A-level and university choices.
- April: compilation of a preliminary database of educational establishments, using publicly available information, with a view to co-ordinating IP professionals’ outreach efforts.
- September: event on social mobility in the IP sector, with a keynote speech by Nicholas Cheffings, Chair of the PRIME initiative; talks from relevant charities; and discussions on the social mobility schemes that IP sector organisations could most usefully get involved with.
- November: the launch event for our new Midlands network (see 2.2 below) focused partly on recruitment and social mobility, with a discussion of the July recruitment guidelines and their implementation.

We encourage IP professionals to make use of the Careers in Ideas materials when they visit schools, universities and careers fairs. Our Twitter® account (@CareersInIdeas) helps us to generate further publicity for the initiative.

### 2020 plans

We had hoped to achieve more in 2019 through the new Careers in Ideas task force, but were constrained by lack of volunteer time. It would seem sensible to attempt to create, in 2020, several smaller working groups to tackle discrete projects or responsibilities, as this worked well in 2019 in the context of socio-economic mobility. For example, a website working group could take responsibility for co-ordinating entries for the “opportunities board”, answering queries from site visitors, posting new content, and analysing site traffic so as to inform future work.

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<sup>1</sup> <http://careersinideas.org.uk/>

Thus far we have the following plans for 2020:

- Continue to develop enhanced, and better targeted, Careers in Ideas resources, and to help IP professionals make good use of them (for instance through workshops, discussion groups and training events).
- Work with IP Federation on at least one project related to improving socio-economic mobility in the IP sector, this being a key theme for their centenary year celebrations.
- Convene a sector-wide round-table meeting to explore routes to, and barriers to, entry into the IP professions, and less conventional alternatives to improve diversity and inclusivity on recruitment.
- Attract more volunteers, from different backgrounds and in different roles in the IP professions, to help spread the word among their own networks; remind IP sector organisations to involve Careers in Ideas in their outreach activities, in their entry-level recruitment and in activities such as work experience days.
- Increase awareness of the campaign among IP solicitors and barristers, IP paralegals and secretaries, IP office examiners and business support (in particular HR and practice management) professionals: we hope that the Careers in Ideas workshop at our January 2020 conference will help with this.
- Continue our efforts to establish and grow relationships with other outreach organisations and educational establishments.

Part of our awareness-raising activities could potentially be channelled through a “Careers in Ideas Week”, as an alternative to IP Inclusive Week during 2020 (see 3.2.3 below).

### *Key contacts*

Task force leader: Chris Burnett (Birkett Long).

Working group on socio-economic mobility: Julie Barrett (Purposive Step Consulting), Andrea Brewster (IP Inclusive), Jay Janusz (Boult Wade Tennant) and Sheila Wallace (Marks & Clerk).

Schools database project: Natasha Perks (Abel & Imray).

Additional help with the Careers in Ideas Twitter account: Thomas Hailes (EIP).

## **2 Workstream B: the IP Inclusive EDI Charter**

### **2.1 General**

At the start of 2020 we had 144 signatories to our Equality, Diversity and Inclusion (EDI) Charter, 15 of whom signed up during 2019. These continue to represent a wide range of entities, in terms of size, structure, location and areas of practice; they include in-house IP departments, membership

organisations and both private and public sector practitioners and bodies. They also include suppliers to the IP sector, for example specialist recruiters and business consultants, and providers of IP databases, publications and management systems. One notable new signatory this year was the Intellectual Property Regulation Board (IPReg).

Increasing numbers of signatories are now using the IP Inclusive logo to indicate their commitment to the cause, for example on their websites and corporate stationery.

We have continued to distribute information, updates and calls to action to our network of Charter EDI Officers, with more frequent email updates than in 2018. Through our new website (see 3.2.2 below), we have also been able to provide diversity and inclusion (D&I)-related resources for our signatories to use, accessible via a single, searchable Resources page. The “Steps to Inclusion” D&I review – a resource developed for IP Inclusive by Focal Point Training – has proved useful to several of our signatories this year for evaluating their D&I credentials and developing strategies for improvement. Focal Point continue to adapt the review in response to IP Inclusive supporters’ feedback.

Higher levels of Charter accreditation may be considered in the future, for example linked to diversity data reporting; this is something to discuss at our intended 2020 event on the subject (see 5.3 below). Thus far we have focused on supporting our current signatories’ efforts in pursuing the six Charter commitments<sup>2</sup>. Facilitating the sharing of best practices and experiences, through our Charter signatory networks, has proved a valuable way of doing this.

## 2.2 The regional networks

In 2019 we created three new regional networks for our Charter signatories outside London, along similar lines to the Scotland network established in 2018. These networks provide opportunities for regional supporters to meet, share ideas and resources, and support one another in fulfilling the Charter commitments. This in turn helps us to reach more people, and to provide activities, events and resources that are better tailored to the needs of organisations in particular areas.

The networks are generally run by small, informal committees which include representatives from a number of local organisations. These organisations take turns to create and host events. Where possible, the committees include regional representatives of IP Inclusive communities: for example, the South West network committee has a regional representative for IP Out and the North of England network a representative for IP & ME.

Each network has its own section in the main IP Inclusive mailing list, allowing it to target notifications, updates and invitations to relevant people. We have also created a website page dedicated to our regional networks and events.

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<sup>2</sup> <https://ipinclusive.org.uk/about/our-charter/>

The new networks did a great job, in 2019, of mobilising and supporting our Charter signatories around the country, in cases leading to new sign-ups. We put on far more regional events than in the previous year (see below), plus several live viewings of webinars broadcast from London. It has been encouraging to see such an appetite for pooling resources, as in the joint mental health first aid training course hosted by Abel & Imray in Bath in October, modelled on the pilot we ran with CIPA in June (see 5.1 below).

### 2019 highlights

- February: informal breakfast meeting for the Scotland network in Edinburgh, with presentations and discussions on “resilient thinking”.
- June: lunch-time seminar on “Wellbeing in the workplace” to mark the launch of the South West network. This Bristol event featured speakers from the UK IPO and the IP-focused mental health charity Jonathan’s Voice.
- June: launch of the new North of England network, at the Women in IP community’s “Connected Bubbles” events (see 4.6 below).
- July: “Picnic in the Park” lunch-time social event in Bristol, organised by the South West network as a prequel to the Bristol Pride March the following day.
- September: live viewings of the “Colleagues on the autism spectrum” webinar (see 3.1 below) in Sheffield and York.
- October: live viewings of the Women in IP community’s “Inclusive leadership” webinar (see 4.6 below) in Bristol and Sheffield.
- October: North of England network panel discussion on “Flexible working – making it work for you and others”, hosted in Leeds and organised in collaboration with the Women in IP community. Panellists included patent attorneys, a specialist IP recruiter, and Ruth Gawthorpe, CEO at The Smart Working Revolution. The discussion was broadcast live to venues in Liverpool, Manchester, Newcastle, Sheffield and York.
- October: a “pooled” mental health first aid training course in Bath, organised by the South West network (see 5.1 below).
- November: a series of posts on the website “News and Features” page, introducing the four regional networks and the work they do.
- November: launch of the new Midlands network, at a seminar/workshop in Birmingham, to mark IP Inclusive Week. The seminar focused on social mobility and recruitment, with speakers from the charity in2scienceUK and the Midlands network committee.
- November: a North of England network informal early morning “drop-in coffee and chat” in Sheffield, for IP professionals in the area to discuss what they would like from the network.

There were three additional non-London events this year, hosted by the IPO in Newport: an October seminar on mental wellbeing, organised with IP Out (see 4.5 below); and two November events for IP Inclusive Week (see 3.2.3 below).

IP Inclusive Week itself, from 11 to 17 November 2019, also provided a focus for Charter signatories around the country to get involved in – or to organise their own – D&I-related activities and events: see 3.2.3 below.

### *2020 plans*

The regional network committees are already planning 2020 events. In the January calendar are a second “drop-in coffee and chat” for the North of England network, this time in Manchester, and a Scotland network event on improving access to the IP professions, in Glasgow with a video link to Aberdeen. The North of England network is also planning a multi-location March event on diversity allies, in collaboration with the IP Inclusive communities.

We hope that the four existing networks will continue to thrive during 2020, to both widen and strengthen involvement in IP Inclusive. Ideally, they will also provide a blueprint for similar networks to be established in other areas.

These networks have absorbed some of the work around developing and supporting the Charter community. Nevertheless it would be useful for IP Inclusive, during 2020, to recruit more volunteers to help with the Charter Group’s administration and communications, including keeping the signatory database up to date. It would be useful, as suggested in our 2019 plans but not yet achieved, to establish a team to take charge of developing and engaging with the Charter community, the support we provide to signatories and potential follow-up schemes such as higher levels of accreditation.

### *Key contacts*

The EDI Charter group as a whole is co-ordinated by Andrea Brewster.

The committee members for the regional networks are:

- Midlands: Hannah Barton (Marks & Clerk); Nicholas Briggs (Shakespeare Martineau); Becky Egan (Freeths); Lynne Jackson (Marks & Clerk); Claire O’Brien (Mills & Reeve); Kerry Russell (Shakespeare Martineau); Hannah Thorne (Marks & Clerk); Jennifer Unsworth (Vault IP; committee lead); Anthony Williams (Barker Brettell).
- North of England: Catherine French (Sacco Mann); Abdulmalik Lawal (Franks & Co; IP & ME representative); Liam O’Connor (Marks & Clerk); Vanessa Stainthorpe (HGF); Joanna Thurston (Withers & Rogers).
- Scotland: representatives from Brodies, Burness Paull, Lawrie IP, Lincoln IP, Marks & Clerk, Murgitroyd and Ouzman IP. Committee lead Laurence Cheney (Murgitroyd).
- South West: Caroline Day and Susan Gregory (Haseltine Lake Kempner); Megan Jefferies (Thrings; committee co-lead); Rachel Jones (Mewburn Ellis); George Karkera (Withers & Rogers); Jonny Lerwill (Airbus Defence & Space; IP Out representative); Fiona McBride (Withers & Rogers; committee co-lead); Jim Pearson (Abel & Imray).



## 3 Workstream C: training and awareness-raising

### 3.1 Training events and resources

Workstream C provides cost-effective, accessible and appropriately-tailored training for IP professionals in diversity-related issues. In turn it increases IP professionals' awareness of, and willingness to undertake, such training.

As in previous years, our 2019 events were developed and hosted entirely by volunteers. This meant not only that they could be opened to all our supporters, free of charge, but also that they helped to foster a sense of involvement in the IP Inclusive cause, as well as creating networking, business development and PR opportunities for speakers, hosts and delegates. Many of them yielded follow-up resources, including speaker presentations, event recordings, guidance notes (for example the recruitment guidelines based on our June Careers in Ideas workshop (see 1 above)) and discussion outcomes: these have been made available free of charge on our website.

An important additional resource which we launched during 2019 was the Mental Health and Wellbeing page of our new website: see 5.1 below.

On the whole our training and resources have been well received, and experts from both within and outside the IP professions have been happy to contribute. IPReg's CPD guidelines continue to recognise the CPD content of our events for patent and trade mark attorneys<sup>3</sup>.

As requested at the 22 January 2019 annual meeting, we tried to make the year's events accessible to as many of our supporters as possible, by including several webinars in the programme, with live regional viewings where possible; and by organising non-London events such as those from the regional networks.

#### *2019 highlights*

Most of our 2019 events are described elsewhere in this report, including those organised by the regional Charter networks (see 2.2 above), the five communities (4 below) and the Careers in Ideas team (1 above). Others were focused on mental health and wellbeing (5.1 below) or organised to mark IP Inclusive Week (3.2.3 below). In addition, we broadcast two disability-related webinars (4.3 below), and provided a presentation on "Unconscious bias and stereotypes in the workplace" at CIPA's annual IP Paralegals' Conference.

#### *2020 plans*

We already have several dates in the calendar for the first quarter of 2020, including a February webinar on the basics of unconscious bias, and other events by the communities and regional networks. In addition, our 2020 annual meeting will form part of a full-day conference on D&I-related topics: if this format proves popular, we may repeat it in future years, potentially for a larger audience.

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<sup>3</sup> See IPReg's guidance on CPD activities at <https://ipreg.org.uk/pro/cpd/cpd-activities>

Suitable topics for 2020 events will be discussed at our annual meeting on 21 January. We are also considering a survey about the types of events our supporters would appreciate, in terms not only of content but also location, format and timing.

## 3.2 Awareness-raising

### 3.2.1 General

Workstream C also embraces mechanisms for raising awareness of D&I-related issues in the IP professions. Thus far we have largely done this through our website, our Twitter accounts and LinkedIn®. We also took opportunities to contribute articles and interviews to IP sector-specific publications such as the *Inside Careers* guide, *Managing IP* and the *CITMA Review*. In addition, we have provided monthly updates for the *CIPA Journal*, and Dawn Ellmore Employment’s publication *IP Recruiter* also features updates on IP Inclusive and Careers in Ideas.

We use our Mailchimp® mailing lists (a general “IP Inclusive Updates” list; lists for each of the communities and regional networks; and lists for the authorised signatories and EDI officers of our Charter signatories) to make supporters aware of our own activities and of general D&I-related developments. The IP Inclusive Updates list had 479 subscribers at the start of 2020.

During 2019 we significantly increased the frequency of our email updates. The new website (see 3.2.2 below) has made it easier for us to flag, in these updates, forthcoming events and new site content. The “News and Features” page of the site, meanwhile, provides a platform for a range of awareness-raising materials, from news to opinions to information and resources. Supporters can subscribe to notifications of new “News and Features” posts: 246 people were using this function at the start of 2020.

Our social media activity continues to be vital to our stakeholder engagement efforts. At the start of 2020, @IPInclusive had 1,571 followers on Twitter and @CareersInIdeas 402 followers, while our LinkedIn discussion group had 306 members. Our networking and support communities (see 4 below) have their own LinkedIn groups and Twitter accounts, through which they raise awareness of more specific issues.

During 2020 we should continue to try to recruit volunteers to help with IP Inclusive’s communications, including website maintenance and social media accounts. As our support base grows, these are becoming increasingly important, and correspondingly more time-consuming.

### 3.2.2 The IP Inclusive website

#### *Upgrade project*

As the gateway to IP Inclusive, our website is key to engaging with both current and future supporters, as well as equipping them with the resources they need to improve D&I in their own workplaces. In the second half of 2018 we raised the funds to proceed with an upgrade, and we spent a large part of January 2019 completing that, transferring and updating content from the previous site and creating new material.

This work was co-ordinated at the IP Inclusive end by Andrea Brewster and Jonny Lerwill (Airbus Defence & Space), with help from communications consultant Johnny Rich and on the project management front from Duncan Grant of The Membership Organisation. A “sneak preview” was revealed at our 22 January 2019 annual meeting, with a talk by Johnny Rich about its development and objectives. The new site went live (at [www.ipinclusive.org.uk](http://www.ipinclusive.org.uk)) on 5 February 2019.

We have been extremely pleased with the end result. The new site is easy to edit, allowing us to add our own content (News and Features posts, events, resources, Charter signatories, IP Inclusive team members, even new pages and communities) so as to keep it fresh and up to date. Its content is also more accessible and better structured than before, which has made it easier for us to communicate with both supporters and potential supporters, and for them to get in touch with the relevant parts of the initiative. We believe it represents good value for money and that overall, it is doing what we intended it to, with the dynamic parts (the constantly changing News and Features and events posts) working to attract and retain visitors. Separate pages have also been created for each of the support and networking communities (see 4 below), which again can be easily updated.

### *News and Features posts*

During 2019 we published 94 News and Features posts, the highest number naturally being in November (the month containing IP Inclusive Week). The posts covered a wide range of topics, and included IP Inclusive news, resources and event reports; comment and opinion; and features containing relevant information and updates. A steady supply of guest blogs, from both within and outside of the IP professions, has helped us to widen participation, strengthen our expertise and raise our public profile. Guest contributors this year included Lord Chris Smith, Chair of the IP Regulation Board; Tim Moss CBE, Chief Executive of the UK Intellectual Property Office (IPO); and many IP, D&I and mental wellbeing experts.

As in 2018, many of the 2019 posts were themed around awareness dates such as LGBT+ History Month, International Women’s Day, World Autism Awareness Week, Mental Health Awareness Week, World Suicide Prevention Day, Inter Faith Week, International Men’s Day and International Day of Persons with Disabilities. These dates are also marked on a calendar that forms part of the Events page of the website.

### *Resources*

The new site has a searchable Resources page, to which we added several items during 2019, as discussed at 3.1 above, including our first podcast, “Demystifying coaching” (a joint project with development coach and former patent attorney Karen Crawley). These resources are free for site visitors to download and use.

The site also includes a dedicated page for mental health resources (see 5.1 below). In addition, it provides a platform for formal IP Inclusive materials such as our policies, annual reports, and information about IP Inclusive Management (see 7 below) and its meetings.

### *Site analytics*

Google Analytics® (a free service) is embedded in all the site pages to allow us to monitor basic visitor data. This tells us that there has been an encouraging increase in visitor numbers – including both new and returning users – since the site was launched, and that as intended, many visitors stay long enough on the site to view more than just the “landing page” where they arrived. The biggest proportion of traffic derives from search engine results, but social media referrals have been increasing since launch, with Twitter our biggest source and LinkedIn making an increasingly significant contribution.

### *Administration and maintenance*

The new website was developed by Visix Ltd (now Making Websites Better Ltd (MWB)). It is also currently hosted by MWB, which allows us continued access to people who are well placed to maintain and if necessary develop it.

Its creation was made possible by funds from a number of sponsors: Abel & Imray, Appleyard Lees, Bird & Bird, Chapman IP, Dehns, Tibor Gold MBE, Haseltine Lake (now Haseltine Lake Kempner), HGF, Hoyle IP Services Limited, the UK IPO, IPReg, Jonathan’s Voice, Kilburn & Strode, Lawrie IP, Marks & Clerk, Potter Clarkson and Withers & Rogers. We provide reports to these sponsors, on the use of the site by its visitors and editors, the first of which we issued in early August 2019. Based on the Google Analytics data, these reports not only demonstrate the value that sponsors’ donations have generated for IP Inclusive and for the wider IP community, but also help us to monitor the effectiveness of the site and its content, and to improve how we use it in the future.

### *2020 plans*

There are some aspects of the site functionality that we would like to improve, in particular the mailing list sign-up form (which does not currently accommodate new communities and regional networks); we hope to raise a small amount of sponsorship during 2020 to allow us to do this. Other priorities for 2020 include increasing footfall to the Resources and Mental Health and Wellbeing pages; recruiting more volunteers to help manage site content; improving the way that new content is flagged through our social media channels; and making the site more accessible to disabled people. It may be appropriate to survey site users to establish which areas to address first.

## **3.2.3 IP Inclusive Week**

### *2019 highlights*

Our second annual “IP Inclusive Week” took place from 11 to 17 November 2019. As with the 2018 campaign, its aims were to raise awareness of IP Inclusive and widen our reach; to start conversations on D&I issues; to catalyse improvements in D&I levels and practices throughout our support base; and to foster a sense of community and involvement among the people and organisations who are interested in improving D&I in the IP professions.

We called on all our supporters to do at least one thing during IP Inclusive Week, however small, to improve D&I, and asked them to share that via our social media outlets. Participation was wide and

enthusiastic, particularly (as in 2018) within the patent and trade mark professions. Charter signatories around the country organised activities and events including discussions, training sessions, wellbeing initiatives, the publication of internal fact sheets on the role of diversity “allies”, and a multi-cultural “food fest”. Some launched initiatives that will continue to have an impact well into the future, such as internal D&I committees or action groups.

This year there were more IP Inclusive events in and around IP Inclusive Week, including:

- IP & ME’s “Festivals of Light” celebration (see 4.2 below).
- A discussion, as part of an IP Federation Council meeting, on IP Inclusive’s social mobility projects and potential areas for collaboration.
- A Women in IP panel discussion on “non-linear” careers (see 4.6 below).
- Two events hosted by the IPO in Newport and open to all IP professionals: one a talk on gender profiles in worldwide patenting, and the other a panel discussion on faith, belief and inclusivity (IP Inclusive Week coinciding with Inter Faith Week).
- The Midlands network launch event (see 2.2 above).
- The launch of IP Ability, with an inaugural survey and subsequent informal discussion event (see 4.3 below).

A dedicated page on our website<sup>4</sup> posted suggestions beforehand for IP Inclusive Week activities. During the week itself, the page was updated several times a day with tweets and posts to generate a “scrapbook” record. We also published News and Features posts from each of our regional networks – including the newly-launched Midlands network – to encourage engagement across the UK. Together with a great deal of Twitter activity, from the @IPInclusive account as well as those of our communities and Charter signatories, this all helped to raise awareness of IP Inclusive and its work, and to drive additional traffic to the website.

Overall, we were pleased with levels of engagement, including through the IP Inclusive events. That said, the organisations that were most involved were those who were already staunch IP Inclusive supporters, and we are not sure that IP Inclusive Week 2019 drew in any new followers, or in particular that it reached the more D&I-sceptical individuals and organisations.

### *2020 plans*

In view of the above, we need to consider whether IP Inclusive Week is worth repeating in 2020. It may be more appropriate for us to focus our efforts next year on ways to persuade more people of the importance of D&I: this could involve, for example, building on the work begun by the Women in IP community around the business case for diversity (see 4.6 below).

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<sup>4</sup> <http://www.ipinclusive.org.uk/ip-inclusive-week/>

Another possibility, on which we can canvass our supporters' views, would be to run IP Inclusive Week biennially in future. It may also be worth running a "Careers in Ideas Week" in alternate years, so as to direct our efforts at building a more diverse pipeline into the IP professions.

### 3.2.4 Key contacts

Our Lead Executive Officer Andrea Brewster has overall responsibility for our communications and awareness-raising activities, including IP Inclusive Week. Alongside Jonny Lerwill (Airbus Defence & Space), she maintains the IP Inclusive website, with help from Emily Teesdale (Abel & Imray) in sourcing posts for the News and Features page. Andrea also maintains the IP Inclusive and Careers in Ideas Twitter accounts, the latter in collaboration with Thomas Hailes of EIP.

The communities, regional networks and occasionally individual event organisers also contribute awareness-raising content and resources, and assist Andrea in running IP Inclusive's online accounts with SurveyMonkey®, Eventbrite® and Mailchimp.

## 4 Workstream D: support schemes

### 4.1 General

We now have five networking and support communities: IP & ME, IP Ability, IP Futures, IP Out and Women in IP. Of these, IP Ability and IP Futures were both established during 2019. Each organises its own social, networking, training and awareness-raising events, and communicates relevant issues and resources via its mailing list, its LinkedIn discussion group and where applicable its Twitter feed.

The communities have been providing safe spaces, which were not previously available to many in the IP sector, in which their members can share experiences and seek guidance and support from like-minded professionals, as well as a focus for those wishing to act as "allies" to the relevant groups. They continue to be valuable ambassadors for the IP Inclusive cause, both within the IP sector and in their relationships with similarly-aligned external groups.

All five communities have growing mailing lists and well-supported events. They are all open to "allies" of the groups they represent, and an early highlight of 2019 was a packed January panel discussion co-organised by IP & ME, IP Out and Women in IP, exploring the role and importance of allies. The communities hope to collaborate on a further such event during 2020. A talk on allies and "intersectionality", by the InterLaw Diversity Forum founder Daniel Winterfeldt, had been planned for September but unfortunately had to be cancelled at short notice; we hope to rearrange in 2020 so as to generate more discussion around the overlap between the groups that our communities represent. In general, it would be good to provide more resources and guidance for allies, in particular people who may currently feel that IP Inclusive is only for the "minority" groups.

## 4.2 IP & ME

IP & ME is our networking and support community for BAME professionals and their allies. At the start of 2020 it had 222 subscribers to its mailing list, 263 followers on Twitter (@bameipinclusive), 60 members in its LinkedIn group and 312 connections through its LinkedIn profile page.

### 2019 highlights

- January: involvement in the joint allies event discussed at 4.1 above.
- November: “Festivals of Light” celebration, which included talks on the cultural significance of both Diwali and Hanukkah; a talk by Judge Amanda Michaels on her experiences as a woman at the IP Bar; and Diwali- and Hanukkah-themed refreshments during the subsequent networking session. This popular event attracted more than 60 registrants.
- IP & ME representative (Abdulmalik Lawal) established on the committee of the new IP Inclusive North of England network, with a view to organising regional IP & ME events during 2020.

### 2020 plans

IP & ME look forward to welcoming new followers and ideas in 2020, and to organising further events and resources, including in collaboration with the other communities.

### Key contacts

The current IP & ME committee members are James Anani-Isaac (BAT); Hannah Burrows (Reddie & Grose); Kingsley Egbonu (Managing Intellectual Property); Richard Goddard (BP); Tibor Gold MBE; Tasmina Goraya (Taylor Wessing); David Joo (Barnes IP); Maherunesa Khandaker (HGF Law); Abdulmalik Lawal (Franks & Co); Joseph Letang (Dehns); and Anita Shaw (IBM).

Committee leads: Richard Goddard, Kingsley Egbonu and Anita Shaw.

## 4.3 IP Ability

IP Ability is our networking and support community for disabled people, carers and their allies. Its work embraces disabilities and long-term health conditions of all kinds, be they mental or physical, visible or invisible, permanent or temporary, sudden onset or progressive.

IP Ability intends to provide support, information and resources for IP professionals and their employers; raise awareness and understanding of disability in the sector; and encourage and assist stakeholders in making the IP professions accessible, inclusive and welcoming for disabled people and those in care-giving roles.

Its committee was formed during the summer of 2019 and the community was officially launched during IP Inclusive Week in November. As a precursor to this, IP Inclusive had broadcast two webinars on disability-related topics: “Enabling not disabling” in July 2019 and “Colleagues on the autism spectrum” in September 2019. The July event included speakers from the Law Society’s Lawyers with Disabilities Division and the disability support network PurpleSpace. The September webinar included representatives from Autism Spectrum Connections Cymru, Ambitious about

Autism, and the IPO's neurodiversity support network iThink. These contacts have provided valuable support and advice on the establishment of IP Inclusive's own disability support network.

Still a relatively new community, IP Ability already had, at the start of 2020, 21 subscribers to its mailing list, 57 followers on Twitter (@IP\_Ability) and 20 members in its LinkedIn group.

### *2019 highlights*

- November: launch of an inaugural survey to gauge the proportion of disabled people and carers in the IP sector, the level of understanding and awareness of the challenges they face, and the support available to them.
- December: informal launch gathering, coinciding with the UN's International Day of Persons with Disabilities. This event included a discussion on IP Ability's future plans, with a look at the latest survey results and with input from Jane Burton, Chair of the Law Society's Lawyers with Disabilities Division, and Natasha Hirst from the research project Legally Disabled?.

### *2020 plans*

Suggestions from the 2019 launch event, together with the results of its inaugural survey, will help shape IP Ability's 2020 plans and allow it to target support and awareness-raising to the areas where they are most needed.

The committee hopes to organise a larger-scale launch event during the first half of 2020, aimed at improving disability confidence in the IP sector. It will also begin collating and signposting resources for disabled people, carers, employers and allies, via its website page. Where appropriate it will help IP Inclusive to lobby for better disability awareness and support measures.

IP Ability is also collaborating with the Women in IP community on a February 2020 webinar about the menopause and inclusivity, which among other things will explore the notion of menopause symptoms as "disabilities" under employment and discrimination laws.

### *Key contacts*

The current IP Ability committee members are Jonathan Andrews (Reed Smith); Chris Clarke (Vectura); Karen Genuardi (AA Thornton); Beth Marshall (Murgitroyd); Carolyn Pepper (Reed Smith); Marianne Privett (AA Thornton); Francesca Rivers (Cancer Research Technology); and Debra Smith (Mayfin IP).

Committee leads: Marianne Privett and Francesca Rivers.

## **4.4 IP Futures**

IP Futures is our networking and support community for early-career IP professionals. We define "early-career" loosely as meaning the first 5 or 6 years or so in the IP professions. The community's committee was established in April 2019 and it launched in May 2019 with a survey on social mobility in IP, its official launch event following in September.



At the start of 2020, IP Futures had 75 subscribers to its mailing list and 53 members in its LinkedIn group.

### *2019 highlights*

- May: launch of an inaugural survey for early-career IP professionals, asking questions relating to social mobility and inclusivity at the point of entry into the IP sector.
- July: social drinks gathering for new committee members to meet and formulate plans.
- September: evening launch event, including a “sneak peek” at the survey results, and workshop-style discussions on three key areas in light of those results: outreach, recruitment, and early-career support.
- November: publication of a report summarising the main survey findings and the discussion and action points from the September workshop.
- December: evening lecture by Emma Himsworth QC on her experiences of diversity and inclusion in the IP professions, with some additional thoughts on Brexit, followed by refreshments and networking.
- December: social drinks gathering for both existing and potential new committee members.

### *2020 plans*

The ideas generated at the 2019 launch event will help shape IP Futures’ 2020 plans, which are likely to include collaboration with the Careers in Ideas outreach initiative as well as with IP Inclusive’s regional networks and with relevant external groups such as the CIPA Informals.

The committee will also be holding an informal networking breakfast in late January 2020, to keep the momentum going after IP Futures’ popular December 2019 event.

### *Key contacts*

The current IP Futures committee members are Agata Antepowicz (Carpmaels & Ransford); Katie Atkinson (Allen & Overy); Rachel Bell (Marks & Clerk); David Ewing (BAE Systems); Sanam Habib (Finnegan); Thomas Hailes (EIP); Beth Marshall (Murgitroyd); Rebecca McBride (Mishcon de Reya); Caitlin Morris (Marks & Clerk);, Mehreen Sattar (Kilburn & Strode); and Giovanna Verganò (Cleveland Scott York).

Committee lead: Rachel Bell.

## **4.5 IP Out**

IP Out is our networking and support community for LGBT+ professionals and their allies. It organised four successful events during 2019, tackling relatively less mainstream topics such as bisexuality, “conversion therapy” and male suicide.

At the start of 2020 its LinkedIn group, “IP Out Network”, had 99 members. It had 242 followers on Twitter (@ip\_out) and 407 subscribers to its mailing list.

### 2019 highlights

- January: involvement in the joint allies event discussed at 4.1 above.
- March: informal evening drinks at The Apple Tree in Clerkenwell.
- May: private screening of the film *Boy Erased*, about so-called “conversion therapy”, with pre-film drinks and nibbles.
- September: panel discussion on “Unmasking the bisexual identity: fact vs fiction”, a collaboration with London Bisexual Network.
- October: “Jonny Benjamin MBE – The Journey to Hope & Recovery”, an evening event co-organised with, and hosted by, the UK IPO in Newport. This featured talks on mental health from Graham McCartney of Jonathan’s Voice and from mental health campaigner Jonny Benjamin MBE, followed by a networking buffet for both IP Out supporters and IPO staff.
- IP Out representative (Jonny Lerwill) established on the committee of the IP Inclusive South West network, the October Newport event being the community’s first non-London project, with more hopefully to follow.

### 2020 plans

IP Out has already organised a January 2020 event: “David Stone: in conversation with Stuart Baran”. In this evening discussion, solicitor advocate, notary and Deputy High Court Judge David Stone will talk with IP barrister Stuart Baran about his life and career and the changes he has witnessed in LGBT+ inclusion and acceptance. The committee hopes to organise another three events during 2020, including at least one purely social event.

### Key contacts

The current IP Out committee members are Isobel Barry (Carpmaels & Ransford); Triona Desmond (Pinsent Masons); Georgina Hart (Wiggin LLP); Tobias Hawksley-Beesley (NBCUniversal); Tom Leonard (Kilburn & Strobe); Jonny Lerwill (Airbus Defence & Space); Martyna Polenska (Appleyard Lees); Al Skilton (UK IPO); Darren Smyth (EIP); Vicki Taylor (Legal Media Group); and Conor Wilman (Dehns).

## 4.6 Women in IP

Women in IP is our networking and support community for female IP professionals and their allies. It is open to people of all genders, as are its events.

The community was incredibly active during 2019, focusing much of its work on the business case for diversity but also addressing career development issues in the IP sector. In addition it secured several speaking opportunities for IP Inclusive more generally, and forged closer links with the London Chapter of ChIPs, a non-profit organisation for women in technology, law and policy.

At the start of 2020, Women in IP had 759 subscribers to its mailing list, 353 followers on Twitter (@WomeninIP) and 799 members in its LinkedIn group.

### 2019 highlights

- January: involvement in the joint allies event discussed at 4.1 above.

- April: joint IP Inclusive/AIPLA Women in IP “global networking events” in Bristol, Leeds, London and Manchester.
- May: series of eight News and Features posts on the IP Inclusive website, addressing the International Women’s Day theme of “balance for better” from a range of perspectives.
- June: annual “Diversity in IP” event, co-hosted by CIPA, FICPI-UK and a visiting AIPLA delegation. This year the traditional breakfast was a lunch instead, at which guest speakers addressed the business incentives for D&I, introduced by Women in IP co-leads Joanna Conway and Susi Fish.
- June: committee members Andrea Brewster, Joanna Conway and Susi Fish provided an update for the Law Society’s IP Law Committee, focused on the business case for diversity, followed by a discussion on “agile” working arrangements.
- June: “Connected Bubbles” summer drinks and social receptions, which took place simultaneously in eight different venues around the country. The northern events were used to launch the new IP Inclusive North of England network (see 2.2 above). An associated social media campaign encouraged attendees to share light-hearted stories about their experiences of agile working.
- September: an update by Andrea Brewster, Joanna Conway and Susi Fish on the work of the Women in IP community, as well as on general IP Inclusive activities, at the now-annual IP Inclusive drinks reception following CIPA Congress.
- October: webinar on “Inclusive leadership: top down and bottom up”, a joint project with Finnegan, with live viewings in Bristol and Sheffield. The panellists explored what business leaders can do to promote inclusivity in the workplace and how others can support and encourage them.
- October: release of IP Inclusive’s first podcast, “Demystifying coaching” (see 3.2.2 above).
- October: collaboration with the North of England network on its panel event “Flexible working – making it work for you and others” (see 2.2 above).
- October: Anita Shaw (IBM) represented IP Inclusive at London IP Week, speaking about D&I in IP and the work of the Women in IP and other IP Inclusive communities.
- October: Susi Fish, alongside Emma Dennis of Gowling WLG, gave a keynote speech on the business case for diversity at the CITMA Autumn Conference.
- November: launch of a new e-newsletter containing news, event listings, publications and resources of interest, and reviews and comment on relevant materials from other Women in IP supporters. Compiled by Susi Fish, this is intended to be distributed to Women in IP mailing list subscribers at around two-monthly intervals.
- November: panel discussion on “How to navigate a non-linear career”, to mark the start of IP Inclusive Week, organised in partnership with Reignite Academy.
- November: “News and Features” posts and associated social media activity for International Men’s Day.
- December: Joanna Conway spoke at the Informa International Copyright Law Conference, about IP Inclusive generally and the business case for diversity.

- October and December: informal early-morning “coffee dates” in London, with the loose themes of “networking” in October and “imposter syndrome” in December.

### *2020 plans*

The Women in IP committee has plenty of follow-up plans for 2020. It hopes to recruit further helpers and continue to improve interactions with its mailing list subscribers (for example through the new e-newsletter), so as to make the most of the momentum and support gathered at its still highly popular events.

The next scheduled event is a February 2020 panel discussion on countering gender-based stereotypes to create more balanced teams. Panellists will include professional coaches, HR personnel, leaders in the IP field and those who can speak to character profiling. Women in IP are also working with IP Ability on a February webinar about inclusivity and the menopause.

Joanna Conway has been developing a mentoring scheme for women working in the IP sector, which the community hopes to launch during the first half of 2020, potentially in collaboration with ChIPs. There are also tentative plans to run coaching workshops with Karen Crawley, who helped with the community’s first podcast (see above) and will be speaking at its February 2020 event.

### *Key contacts*

The 2019 Women in IP committee members were Isobel Barry (Carpmaels & Ransford); Andrea Brewster (IP Inclusive); Megan Briggs (Burness Paull); Joanna Conway (Kemp Little); Holly Cowie (D Young & Co); Susi Fish (Boult Wade Tennant); Barbara Fleck (Appleyard Lees); Sarah Kostiuks-Smith (Mewburn Ellis); Yelena Morozova (Finnegan Europe); Lucy Samuels (Gill Jennings & Every); Tara Sarwal (Norton Rose Fulbright); Andrew Sunderland (Haseltine Lake Kempner); and Emily Teesdale (Abel & Imray).

Committee leads: Joanna Conway and Susi Fish.

## **5 Other activities**

### **5.1 Mental health and wellbeing**

#### *Working with mental health charities*

Recognising that mental health support is key to an inclusive working environment, we worked closely in 2019 with the IP-focused mental health charity Jonathan’s Voice, to raise awareness and understanding of mental health issues, reduce the stigma surrounding them, and target support to both employees and employers in order to improve mental wellbeing in the IP professions.

Our first joint project was a dedicated Mental Health and Wellbeing page<sup>5</sup> on our new website. This carries information and resources for individual IP professionals, their employers, and those who want to help support their colleagues. It also signposts resources available elsewhere. Emily Collins (Kilburn & Strode) helped us to prepare a template mental health policy, which is also available on the Resources page of the website for our Charter signatories to use. Jonathan’s Voice sponsored this website page and provided valuable input and advice, which they continue to do in order to keep the page up to date.

We have also worked where possible with the charity LawCare, and signposted their helpline and other resources to the IP professionals we work with. In October 2019, our Lead Executive Officer Andrea Brewster became one of a new network of LawCare “Champions”, intended to strengthen engagement between the charity and the legal professionals it serves.

Sadly, the City Mental Health Alliance withdrew its support for the working group it established in November 2018, including the workshop initially planned for spring 2019. Jonathan’s Voice have however continued to work with some of its participants on related projects.

### *Mental Health Awareness Week (13-19 May 2019)*

We marked Mental Health Awareness Week with several events in May and June 2019:

- Our third annual mental wellbeing survey (see below).
- A webinar on “Mental health: Time to listen, time to act”, presented by Graham McCartney of Jonathan’s Voice, with information on mental health “first aid” training. There were live viewings of that webinar in Bath, Birmingham, Cambridge, Cardiff, Leeds, London, Nottingham and Stratford-upon-Avon.
- A webinar on “How the character traits of legal professionals undermine their mental wellbeing”, presented by Nick Bloy of Wellbeing Republic, with a live viewing in London.
- A mental health first aid training course (see below).

We also published several relevant posts on our website News and Features page, including guest contributions from LawCare and from the IPO’s Chief Executive Tim Moss.

### *Mental wellbeing survey*

During Mental Health Awareness Week 2019 we repeated our 2018 survey on mental wellbeing in the patent profession, but extended it this time to embrace CITMA as well as CIPA members. We created a separate version this year for paralegal members of the two institutes, and introduced questions mirroring those in the Junior Lawyers Division survey run earlier in the year, to allow comparisons with the wider legal sector.

Response rates were, encouragingly, much higher than in 2018, and indicated that some progress had been made in addressing mental health in the patent and trade mark sectors. The figures on

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<sup>5</sup> <https://ipinclusive.org.uk/mental-health-and-wellbeing/>

anxiety and stress compared favourably with those reported by the Junior Lawyers Division. However, our survey was a reminder that there are still problems, in particular with high stress levels, high workloads and their impact on people's general health, happiness and productivity at work. Many respondents still felt unable to talk about their mental health at work, or to take adequate time off to address problems.

We reported the survey results in September 2019<sup>6</sup> and aim to repeat the exercise next year to gauge progress. In the meantime we will work with CIPA, CITMA, Jonathan's Voice and LawCare to provide better mental health support for IP professionals; to encourage open dialogue about mental health and reduce the associated stigma; to improve workplace cultures to be more inclusive of those with mental health problems; and to improve signposting to relevant resources. The survey results continue to be valuable in highlighting the areas most in need of improvement.

### *Mental health first aid (MHFA) training*

We have been working with Jonathan's Voice to improve access to MHFA training for IP professionals. Our May webinar explained more about the training, with testimonies from IP professionals who had undertaken it, and tips for maximising its value in the workplace.

In June we ran a two-day MHFA training course, hosted by CIPA in London and taught by Mental Health First Aid England. This was a pilot to allow IP Inclusive supporters to try out the training without investing in a full-scale in-house course, and helped us to gauge the value and popularity of shared training. Jonathan's Voice kindly paid for our Lead Executive Officer Andrea Brewster to attend the course, to help her to champion MHFA training in future. A similar "pooled" MHFA course was organised by the IP Inclusive South West network in October (see 2.2 above); we hope more will follow in other regions.

### *Other 2019 highlights*

Other events, throughout 2019, shone a light on mental wellbeing and related issues. Some were organised by the regional networks (see 2.2 above) and some by the networking and support communities (see in particular the October 2019 IP Out event referred to at 4.5 above). Our other 2019 work on mental health and wellbeing included the following.

- September: talk on "Inclusivity, acceptance and mental wellbeing" for a CITMA paralegals' seminar.
- November: webinar on "Mental health and wellbeing for IP paralegals", with Jonathan's Voice, for CIPA paralegal members.
- Relevant posts on our website News and Features page throughout the year, including those marking Mental Health Awareness Week and additional items from, for example, Jonathan's Voice, Nick Bloy of the Wellbeing Republic, IP recruiters Fellows and Associates, and our Lead Executive Officer Andrea Brewster.

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<sup>6</sup> See <https://ipinclusive.org.uk/newsandfeatures/our-2019-mental-wellbeing-survey-2/>

### *2020 plans*

Mental wellbeing is an area of our work that benefits from collaboration with – or indeed delegation to – the many excellent organisations that are already providing relevant support. Thus, we will continue to work with Jonathan’s Voice into 2020, in particular on projects they have embarked on for providing a mental wellbeing guide tailored for patent and trade mark attorneys, and on mental health support for early-career IP professionals and those transitioning from university into work. Jonathan’s Voice have also offered advice and support for our planned 2020 Mental Health Awareness Week survey.

We will of course work with the new network of LawCare Champions on joint IP Inclusive and LawCare projects, ensuring that those projects are open to, and appropriately tailored for, IP professionals. We would also like to organise more pooled MHFA courses, both in London and elsewhere; in the latter case we will work through our regional networks where possible. Follow-up schemes for the course graduates, to ensure they are adequately supported and empowered, might usefully form part of our work with the LawCare Champions.

Finally, in 2020 we hope to reschedule a webinar that we unfortunately had to postpone in 2019, relating to workplace dress codes and their impact on inclusivity and mental wellbeing.

## **5.2 Widening our reach**

### *2019 highlights*

One of the priorities we had identified for 2019 was to reach out to sections of the IP community that were not yet well represented in our support base. These included in particular (a) regional supporters and (b) a wider audience of “IP professionals”. We made significant progress with this work in 2019. In particular we:

- Established three new regional networks (see 2.2 above) and through them, put on several non-London events. These networks include IP solicitor representatives as well as patent and trade mark professionals.
- Delivered as much as possible of our training via webinars, accessible remotely and often accompanied by live viewings around the country.
- Held events at different times of day, and recorded some (in particular the webinars) for people to access in their own time.
- Set up two new communities: IP Futures for early-career IP professionals and IP Ability for disabled people and carers (see 4.4 and 4.3 above).
- Through IP Futures, began building closer links not only with the CIPA “Informals” group but also more widely, including among early-career IP solicitors and barristers.
- Participated in three events for patent and trade mark paralegals, two of which related to mental wellbeing (see 5.1 above) and one (3.1 above) to unconscious bias.
- Continued to work with the IP Federation to ensure that the needs and views of in-house IP departments are not overlooked.

- Developed closer links with the Law Society’s IP Law Committee (see in particular 4.6 above) and its Lawyers with Disabilities and LGBT+ Lawyers Divisions.
- Welcomed Michael Silverleaf QC, already a member of IP Inclusive Management (see 7 below), as a formal representative for the IP Bar.
- Forged initial links with the InterLaw Diversity Forum, its Founder and Chair Daniel Winterfeldt taking part in our joint allies event in January (see 4.1 above), and with the PRIME campaign, which works for improved social mobility in the legal sector as a whole.
- Continued to develop our relationships with the IPO’s internal support groups and mental health team, and to involve them in our own communities and events, leading to enthusiastic participation by IPO staff in IP Inclusive Week activities (see 3.2.3 above) and in our November benchmarking survey (5.3 below).
- Extended our Mental Health Awareness Week survey to the trade mark as well as the patent profession, with separate versions for (a) paralegal members and (b) student members of the two institutes (see 5.1 above).
- Became involved with CITMA’s D&I group meetings, and contributed content for the *CITMA Review*, with the aim of doing so on a regular basis in the future.
- Collaborated with mental health charities such as Jonathan’s Voice and LawCare (see 5.1 above), which has helped us to spread the word among a whole range of professionals.
- Through our Women in IP community, addressed various external events (see 4.6 above).
- Began talking with diversity champions at the European Patent Office, with a view to collaborating on events, support schemes and general network building.
- Signed up to the Tech Talent Charter, a scheme that promotes greater inclusion and diversity in technology roles, with the aim of working with the initiative on future events.
- Continued to grow our network of Charter signatories, with representatives from a good range of sectors (see 2.1 above).

We are grateful to the many organisations who invited us to take part in their events and thus to reach wider audiences.

At our January 2019 annual meeting, we welcomed representatives from AIPPI, IPLA and the Law Society’s IP Law Committee, helping us to reach out to solicitors, barristers, legal executives and their teams. We hope that the same will happen at our 2020 annual meeting, to which key IP sector figures have been invited.

Our networking and support communities also have a wide reach throughout the IP sector, whilst our work on diversity “allies” (see 4.1 above) is helping us to convey the message that IP Inclusive is for everyone in the IP professions, not just those in minority groups.

It has been good to hear, anecdotally, that more people are aware of IP Inclusive now, some regarding it as an essential part of the IP landscape. Our Lead Executive Officer Andrea Brewster’s inclusion in *Managing IP*’s 2019 list of The 50 Most Influential People in IP (see 5.5 below) confirmed our growing importance in the sector.



### 2020 plans

In 2020 we need to build on the last year's work, to ensure that our new supporters feel sufficiently included and supported, and ideally to widen and deepen our connections yet further.

We believe it will be important to focus our efforts on the diversity "sceptics". We do not believe their stance is healthy for individual professionals, their businesses or the IP sector as a whole, and we must work hard to persuade them of at least the commercial, if not also the ethical, incentives for change. It would be sensible to look at better ways to work with the "business support" professionals within our sector, for example the HR, training, business development and practice management professionals: with the right resources, these people are ideally placed to take our messages back to the decision-makers in IP organisations.

## 5.3 Data gathering

Our 2019 plans included "starting conversations on the pros and cons of D&I data gathering", and we set ourselves the target of obtaining some of our own data as well. Thus, for IP Inclusive Week in November 2019, we took the bold step of launching our first ever, sector-wide diversity survey. Our aim was to gather some basic, benchmarking data that we could use not only to inform our future plans and priorities, but also to help evaluate the impact of our work.

The survey was voluntary, anonymous and open to all types of IP professionals. We were delighted to receive over 1,000 responses during the three weeks that it remained open, representing a better range than we had hoped for in terms of IP-related roles, working environments and career levels (including, for example, respondents from academia, the media, the IP Office, in-house departments, the patent and trade mark professions (including paralegals) and the wider legal sector). We believe this reflects the fact that we considerably widened our reach during 2019.

The survey appeared to attract more participants from so-called minority groups, and doubtless from among those who already support D&I, but fewer senior professionals. It cannot therefore be relied upon for precise quantitative indications of diversity levels. Nevertheless, it gives us a feel for the current position, which we can build on in future such exercises, and it should allow us to visualise trends and problem areas and to target our future work accordingly.

### 2020 plans

We will report the survey results in time for our annual meeting on 21 January 2020, so that we can take account of them in our 2020 plans. We will also make recommendations for appropriate follow-up measures, which are likely to focus on ensuring that future versions (we hope to repeat the survey in November 2020) attract more, and more diverse, respondents.

We also hope to run an event exploring the benefits and the challenges (including potential legal and data protection issues) of gathering diversity data, and to develop best practice guidelines on the topic for our Charter signatories. This too may increase the appetite for data gathering within individual IP sector organisations, and participation in our own sector-wide surveys.

## 5.4 Lobbying/influence

“Lobbying” is perhaps too strong a term for the work that we do in this context, but we try to encourage positive change throughout the IP sector, and where we become aware of inequalities, or policies that impact negatively on D&I in the IP professions, we seek to catalyse improvements.

Some good news came in June 2019 when the IP Regulation Board (IPReg) announced removal of the 25% cap that it had previously applied to “non-interactive” activities such as watching a recorded webinar rather than the live broadcast. In its announcement, IPReg referred to the concerns that IP Inclusive had expressed in September 2017, that the previous restrictions could disadvantage patent and trade mark attorneys who – for medical reasons, or in order to care for children or other dependants – work part-time, as well as those who have difficulty accessing training that involves significant travel. We were delighted that those concerns had been both heard and addressed.

We believe it is inappropriate to discuss pending cases where we are working with IP sector organisations, and in cases individual IP professionals, in pursuit of change. Suffice to say that we continue to welcome requests and suggestions from IP professionals who are affected by relevant issues. Our five communities (see 4 above) also provide forums through which to channel concerns about issues that affect specific groups within the IP community: IP Ability, for example, would be keen to hear about, and help with, accessibility problems.

### 2020 plans

Amongst other things, we intend in early 2020 to respond to CIPA’s “Mercer Review” into the education, training and assessment of UK Chartered Patent Attorneys. We will seek our supporters’ views, and in particular work with our Careers in Ideas, IP Ability and IP Futures teams, to equip us to contribute comments on D&I-related aspects of the current training and assessment mechanisms, for example their impact on inclusivity for groups such as older people, parents, carers, disabled people, and those from less privileged backgrounds.

## 5.5 Awards

Although not our main focus, it is a nice bonus to achieve recognition from independent sources, and thus far we have managed to acquire some kind of award in every one of the last three years. In December 2019 we learned that our Lead Executive Office Andrea Brewster had been included in *Managing IP*’s 2019 list of The 50 Most Influential People in IP<sup>7</sup>. Her presence on this international listing indicates how much of an impact IP Inclusive has made in the IP sector and how increasing numbers of people are becoming aware of, not to mention involved in, its work. This all helps, of course, with the activities described in 5.4 above: we have become a well-known, credible and authoritative voice and thus better able to advocate for the causes we represent.

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<sup>7</sup> See <https://www.managingip.com/Article/3907375/Managing-Trade-Marks-Archive/The-50-most-influential-people-in-IP-2019.html>

## 7 IP Inclusive Management (IPIM)

### *General*

IPIM continues to oversee activities carried out under the IP Inclusive and Careers in Ideas banners; to be responsible for the assets and liabilities arising from those activities; and to ensure that IP Inclusive functions appropriately at the formal and administrative levels.

IPIM's current members (appointed at the IP Inclusive AGM on 22 January 2019) are:

- CIPA, represented by Julia Florence;
- CITMA, represented by Richard Goddard (Chair);
- FICPI-UK, represented by Liz Dawson (Treasurer);
- IP Federation, represented by Carol Arnold (Secretary) and Julie Dunnett; and
- The IP Bar, represented by Michael Silverleaf QC.

The Chief Executives of CIPA and CITMA (Lee Davies and Keven Bader) serve in an advisory capacity. The IPO, represented by Ben Buchanan, attends IPIM meetings as an observer and also provides valuable advice and support.

Sadly, Carol Arnold will be stepping down, at the January 2020 AGM, as both Secretary and IP Federation representative. Julie Dunnett will continue as the IP Federation representative but an alternative Secretary will need to be appointed.

### *The Lead Executive Officer (LEO)*

In the first half of 2019, IPIM established a new role of IP Inclusive Lead Executive Officer (LEO), to which the initiative's founder Andrea Brewster was appointed for an initial one-year term beginning on 1 July 2019. This involved the development of a new Memorandum of Governance for the IPIM-LEO relationship, and a job description for the LEO.

The LEO's role is to lead IP Inclusive's activities and day-to-day operations, co-ordinating and supporting the work of its volunteers in pursuit of the initiative's objectives. The LEO will also explore options for future development, including potential new structures and funding mechanisms, and assist IPIM in putting appropriate plans in place. This new arrangement is designed to facilitate and support IP Inclusive's growth, whilst safeguarding the goodwill and confidence of its stakeholders.

The LEO works as a contractor for IPIM, meeting its members when necessary to discuss IP Inclusive's operational and strategic priorities.

## 8 Financial matters

IPIM has responsibility for IP Inclusive’s financial affairs. Its 2019 financial report, prepared by its Treasurer Liz Dawson, is annexed.

CITMA’s Chief Executive Keven Bader manages the IPIM bank account. Financial risks are minimised by only raising funds for specific projects and always securing the necessary donations or sponsorship fees before contracting with suppliers.

The LEO’s fixed monthly fee of £2,000 (which includes all out-of-pocket expenses) is funded by CIPA, CITMA and IP Federation. IP Inclusive’s operating costs for 2019 were kindly sponsored by IPReg (third party liability insurance, bank charges, online subscriptions and Data Protection Fee), IP Federation (Careers in Ideas website hosting) and CIPA (domain name registrations). IPReg have also pledged to sponsor our 2020 operating costs, for which we are extremely grateful.

As in 2018, CIPA has continued to provide “unseen” financial support by allowing access to its Webex® platform for our webinars and teleconferences, providing administrative support for events, and storing and distributing our exhibition banners and promotional materials.

Many other donations – of time, expertise, venues, refreshments, and IT and front-of-house support – have also been largely unseen but vital to our work during 2019: see 9 below.

## 9 Acknowledgements

IP Inclusive would like to thank everyone who helped to make 2019 such a success, including those who donated funds or administrative support; hosted or organised events; spoke or introduced speakers; and contributed time, energy, ideas and enthusiasm.

Particular thanks go to the individuals who led specific projects, such as for Careers in Ideas; to the committee members in the five networking and support communities and the four regional networks (especially those who established new committees); and importantly to the IP Inclusive Management team (see 7 above), whose guidance is vital to our stability and success. We are also grateful to these people’s employers and business colleagues for supporting their involvement in IP Inclusive.

### *2019 sponsors*

In addition to those who sponsored the 2018-2019 website upgrade (listed at 3.2.2 above) and our 2019 operational costs (8 above), we have also received donations this year from Jonathan’s Voice (Andrea Brewster’s place on the June mental health first aid training course – see 5.1 above); and Murgitroyd (initial work on the 2019-2020 Careers in Ideas development project – see 1 above).

Abel & Imray, EIP and HGF all sponsored production of IP Inclusive “ally” badges, lanyards and magnets, some for themselves and some for wider distribution at IP Inclusive events.

### *Event organisers & hosts*

We are grateful to the following organisations who hosted and/or organised events for us in 2019, allowing us to provide free training, usually with generous refreshments and networking opportunities in some fabulous locations: AA Thornton (London); Abel & Imray (Bath, Cardiff and London); Allen & Overy (Belfast and London); Appleyard Lees (Cambridge and Leeds); Avidity IP (Cambridge); Burness Paull (Glasgow); Carpmaels & Ransford (London); CIPA (London); Definition IP (Newcastle); Franks & Co (Sheffield); HGF (Leeds, Sheffield and York); HGF (Leeds and Sheffield); Hogan Lovells (London); Kilburn & Strode (London); Marks & Clerk (Birmingham, Edinburgh, London and Manchester); Mewburn Ellis (Bristol and Manchester); Mills & Reeve (Cambridge); Murgitroyd (York); NBCUniversal (London); Norton Rose Fulbright (London); Pinsent Masons (London); Potter Clarkson (Nottingham); Pure Ideas Ltd (Stratford-upon-Avon); Sacco Mann (Sheffield); Stephenson Harwood (London); Thrings (Bristol); the UK IPO (Newport); Urquhart-Dykes & Lord (Leeds); Withers & Rogers (Bristol and Sheffield); and WP Thompson (Liverpool).

CIPA in particular has hosted all of our webinars, which has been key to our ability to reach IP professionals around the country.

Thank you too to all the individuals whose hard work ensured the success of these events, and to the numerous speakers and discussion leaders.

And thank you in advance to the organisations that have already agreed to host 2020 events: Bird & Bird (London); CIPA (webinars); Cleveland Scott York (London); EIP (London); Kilburn & Strode (London: January 2020 conference); and Murgitroyd (Aberdeen and Glasgow).

### *Event participants*

Representatives from the following organisations, both within and outside the IP sector, have shared their time and expertise with us, free of charge, and provided valuable input to our 2019 events and resources: 8 New Square; AA Thornton; Ambitious about Autism; Arm; Autism Spectrum Connections Cymru; Birkett Long; Clarivate Analytics; Collingwood-Evans Consulting; Finnegan; Focal Point Training; Freshfields Bruckhaus Deringer; Gill Jennings & Every; HGF; Hogan Lovells; Hogarth Chambers; IBM; in2scienceUK; InterLaw Diversity Forum; the IP Federation; Johnny Rich; Jonathan's Voice; Jonny Benjamin MBE; Karen Crawley Coaching; the Law Society's IP Law Committee, Lawyers with Disabilities Division and LGBT+ Division; Legally Disabled?; London Bisexual Network; Marks & Clerk; One Essex Court; Pinsent Masons; PRIME; PurpleSpace; Purposive Step Consulting; Reckitt Benckiser; Reed Smith; Reignite Academy; Sacco Mann; SEO London; Shakespeare Martineau; Sutton Trust; The Brokerage; The Smart Working Revolution; the UK IPO; and Wellbeing Republic.

### *And finally...*

Our thanks go not only to those who are named in this report but also to those who have worked behind the scenes, or simply supported us or spoken about us or attended our events. Sincere apologies if we have omitted to mention you; please know that we are hugely grateful for your support.

## 10 IP Inclusive contact details

### IP Inclusive

- [www.ipinclusive.org.uk](http://www.ipinclusive.org.uk)
- LinkedIn group: “IP Inclusive” (linkedin.com/groups/8473869)
- Twitter: @IPInclusive
- Emails:
  - General queries: [contactipinclusive@gmail.com](mailto:contactipinclusive@gmail.com)
  - Charter queries: [ipinclusivecharter@gmail.com](mailto:ipinclusivecharter@gmail.com)
  - Events queries: [ipinclusiveevents@gmail.com](mailto:ipinclusiveevents@gmail.com)
  - Data protection queries: The Data Protection Officer at [ipinclusivedata@gmail.com](mailto:ipinclusivedata@gmail.com)

### IP & ME

- [www.ipinclusive.org.uk/ip-me/](http://www.ipinclusive.org.uk/ip-me/)
- LinkedIn group: “IP Inclusive: IP & ME” (linkedin.com/groups/12049564)
- LinkedIn profile: linkedin.com/in/ipandme/
- Twitter: @bameipinclusive
- Email: [bameipinclusive@gmail.com](mailto:bameipinclusive@gmail.com)

### IP Ability

- [www.ipinclusive.org.uk/ip-ability/](http://www.ipinclusive.org.uk/ip-ability/)
- LinkedIn group: “IP Inclusive: IP Ability” (linkedin.com/groups/13756630)
- Twitter: @IP\_Ability
- Email: [IPAbilityNetwork@gmail.com](mailto:IPAbilityNetwork@gmail.com)

### IP Futures

- [www.ipinclusive.org.uk/ip-futures/](http://www.ipinclusive.org.uk/ip-futures/)
- LinkedIn group: “IP Inclusive: IP Futures” (linkedin.com/groups/8792265)
- Email: [ipfuturesinclusive@gmail.com](mailto:ipfuturesinclusive@gmail.com)

### IP Out

- [www.ipinclusive.org.uk/ip-out/](http://www.ipinclusive.org.uk/ip-out/)
- LinkedIn group: “IP Out Network” (linkedin.com/groups/8488373)
- Twitter: @ip\_out
- Email: [IPOutNetwork@gmail.com](mailto:IPOutNetwork@gmail.com)

### Women in IP

- [www.ipinclusive.org.uk/women-in-ip/](http://www.ipinclusive.org.uk/women-in-ip/)
- LinkedIn group: “IP Inclusive : Women in IP” (linkedin.com/groups/8557958)

- Twitter: @WomeninIPI
- Email: [womeninipinclusive@gmail.com](mailto:womeninipinclusive@gmail.com)

### Careers in Ideas

- [www.careersinideas.org.uk](http://www.careersinideas.org.uk)
- Twitter: @CareersInIdeas
- Email: [careers.in.ideas@gmail.com](mailto:careers.in.ideas@gmail.com)

### IP Inclusive Management

- Chair: Richard Goddard; [Richard.goddard2@uk.bp.com](mailto:Richard.goddard2@uk.bp.com)
- Secretary: Carol Arnold<sup>8</sup>; [ipimsecretary@gmail.com](mailto:ipimsecretary@gmail.com)
- Treasurer: Liz Dawson; [ipimtreasurer@gmail.com](mailto:ipimtreasurer@gmail.com)
- Written correspondence c/o CIPA at Halton House, 20-23 Holborn, London EC1N 2JD

## 11 Notes

References in this report to numbers of EDI Charter signatories, mailing list subscribers, Twitter followers and LinkedIn group members were correct as at 2 January 2020.

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<sup>8</sup> Until the 21 January 2020 AGM; new Secretary TBA

## Annex:

### IP Inclusive Management 2019 Financial Report

#### SUMMARY:

<b>Opening Balance:</b>	<b>£7,483.73</b>
<b>Income:</b>	<b>£30,388.36</b>
<b>Expenditure:</b>	<b>£32,567.64</b>
<b>Current balance:</b>	<b>£5,304.45</b>

#### BREAKDOWN OF INCOME AND EXPENDITURE:

	<b>Income</b>	<b>Expenditure</b>	<b>Balance</b>
LEO services – initial transformation project	£4,000.00	£4,000.00	0
LEO services – ongoing	£22,700.00	£20,900.00	£1,800.00
Promotional materials (badges, lanyards, etc.)	£1,206.00	£1,206.00	0
IPI website development (£6,730.00 remaining from 2018)	£1,000.00	£5,095.20	–£4,095.20
Careers in Ideas website – (initial surplus £356.53)	£466.56	£466.56	0
Operating costs (Liability Insurance, Survey Monkey and other regular subscriptions)	£1,000.00	£673.84	£326.16
Bank charges/refund	£15.80	£106.04	–£90.24
Misc. refund		£120.00	–£120.00