



IP INCLUSIVE

Working for diversity and inclusion in IP

Annual Report 2024

Contents

	Page
<i>(Nearly) ten years on...: foreword by Andrea Brewster OBE</i>	3
1 Our strategic objectives	5
2 Allyship	6
3 Diversifying the upstream pipeline (Careers in Ideas)	10
4 Our EDI Charter	19
5 Networking and support communities	21
6 Regional activities	35
7 Mental health and wellbeing	39
8 Resources	43
9 Senior leaders' diversity think tank	53
10 External relationships	55
11 Lobbying/influence	61
12 Structure, governance and management	63
13 The executive team	71
14 Financial matters	77
15 Other operational matters	81
16 Acknowledgements	86
17 Notes	88
Annex I: IP Inclusive Management 2024 Financial Report	89
Annex II: IP Inclusive contact details	91

IP Inclusive Annual Report 2024

2024: (Nearly) ten years on... **Foreword by Andrea Brewster OBE**

In the spring of 2025, IP Inclusive will have been on the scene for ten years. Much has changed during that time; we've grown in size, capabilities and influence, and importantly, our understanding of EDI issues has evolved. That said, our initial focus on inclusivity rather than quantitative diversity stats, and on the intersections between different diversity strands, has stood the test of time. IP Inclusive is now firmly embedded in the UK's IP sector, valued for its ability both to focus and to amplify EDI-related efforts. We hope to celebrate the anniversary – and the achievements along the way – with all our supporters next year.

Looking back over the last twelve months, we've completed several big projects and launched important new resources. We've also seen plenty of events, with an increasing focus on bringing people together in person again. The theme of "allyship" has underpinned all this work, which well suits IP Inclusive's collaborative and intersectional approach to EDI.

Our Careers in Ideas team ran their second successful *Summer of IP* campaign in 2024, with high levels of engagement from both employers and student participants. A pre-launch event for university careers advisers helped us spread the word more widely this time, and new events targeted at students in particular disciplines brought greater focus to our outreach. We also launched a new, improved Careers in Ideas website later in the year – something which had been on our wish-list for some time – and we've been delighted by the positive feedback it's received.

In other news, IP Inclusive gained a new community, IPause, in the first quarter of 2024. What was previously a (peri)menopause working group has adopted a more formal role in recognition of its increasing importance and the level of engagement with its work.

Additional help from two summer interns, plus an increase in executive team hours, has given us the chance to catch up on bigger projects from the current business plan, including our proposed EDI data gathering toolkit, our EDI starter pack and our allyship guidelines. The vast majority of IP Inclusive's financial resources are dedicated to the support provided by the executive staff at IP Inclusive "HQ", without whom none of this would be possible. IP Inclusive's strength lies in its ability to encourage and support collaborations; that can only happen if you have a brilliant team of people coordinating and in Anne Burgato and Helen Smith we have just that.

August saw the start of our new budgeting year and we are now trying to raise the funds we need to continue with our plans. If you're reading this and can help in any way, I'd love to hear from you. We believe we have a fair and inclusive funding model, but it does rely on our stakeholders being both generous and committed to EDI.

We will move into 2025 – and our next decade – with an open mind about whether and how IP Inclusive should evolve and how it should be funded. We'll begin with a survey of stakeholders (both Charter signatories and individual IP professionals) to find out more about the value we bring to the sector, the importance of specific parts of that, and what people would like to see us do more of or do better. Everyone who works in the UK's IP professions will be welcome to feed in ideas. We'll create a fresh impact report, as well as our next two-year business plan, based on the results of this consultation. We're also aiming to recruit new members to our Advisory Board in early 2025, to broaden the range of perspectives we have access to when planning IP Inclusive's work. Understanding how the wider IP and EDI landscapes might change over the next ten years will of course be key to our own development.

We look forward to hearing your feedback, and hopefully to seeing you at our 2025 annual meeting and ten-year "birthday party" on 2 April.

I always enjoy writing the forewords to our annual reports. Reflecting on the previous year is a terrific reminder of how much has been achieved, by so many people working together for a common cause. That in turn kindles enthusiasm for, and belief in, the journey ahead. I feel proud to be part of it. We all should.

Andrea Brewster OBE (she/her)
Lead Executive Officer
IP Inclusive

1 Our strategic objectives

1.1 General

During 2024 we continued working to our 2023-25 business plan¹, which covers the two years from August 2023 to July 2025. It is shaped by the six strategic objectives outlined below.

As in the preceding year, the general theme of allyship (the first objective) underpinned our work in all other areas.

This report describes the specific things we did during 2024 to pursue the business plan objectives. There is more about the 2023-25 plan at 12.4 below.

1.2 Allyship

Encouraging and empowering allies throughout the IP professions

See section 2 for our 2024 work under this heading, which included several allyship-focused events, a new set of allyship guidelines, and various related talks and online content.

1.3 Inclusive hybrid working arrangements

Encouraging and supporting inclusive, accessible hybrid working arrangements post-Covid

Several of our 2024 events touched on this topic, in particular our Scotland Network's January get-together (see 6.2 below), Women in IP's "Connected Bubbles" events in February (5.7.2 below), an October "Pledge Prattle" meeting for our Senior Leaders' Pledge signatories (9.3.2 below), and our World Mental Health Day webinar on mental health support in the workplace (7.3 below).

We have also tried to model the use of inclusive hybrid formats for our own events: see 8.8.2 below.

1.4 In-person events and networking opportunities

Improving opportunities for our supporters to build their personal and professional networks

A significant proportion of our 2024 events were in-person or hybrid gatherings, providing opportunities for attendees to network and chat both before and after the main discussions, including in the regions: see 8.5.3 below.

1.5 Support for early-career IP professionals

Increasing support and networking opportunities for recent entrants to the IP professions

Our IP Futures community continued to provide support and networking opportunities for early-career professionals: see 5.5 below. They also worked with us on our equality, diversity and inclusion (EDI) starter pack for new recruits to the IP professions (8.2 below).

¹ See <https://ipinclusive.org.uk/newsandfeatures/guiding-us-through-the-next-twelve-months/>

Many early-career professionals were involved in Careers in Ideas activities, especially the *Summer of IP* campaign (3.2 below), giving them opportunities to engage more confidently with the profession they had joined.

During 2024 we also worked with the CIPA Informals, who represent trainee patent attorneys. They continued to help promote our activities and provided a platform for IP Inclusive at the CIPA Student Conference (7.2 below) and its student induction day (10.2.2 below).

We will continue this work into 2025 with a January webinar for trainees alongside Jonathan’s Voice (7.3 below) and a joint event from IP Futures and our Scotland Network.

1.6 Data gathering

Gathering – and helping IP sector businesses to gather – data to assess EDI levels in the IP professions, IP Inclusive’s impact, and areas in need of future work

Early in 2024 a meeting of our senior leaders’ diversity think tank focused on EDI data gathering (9.2 below), which led to work on an EDI data gathering toolkit for the IP professions (8.4 below). We collaborated with several key IP sector organisations to align approaches on data gathering and assist with future benchmarking in the sector. We also continued to lobby the IP sector regulator IPReg (the IP Regulation Board) to collect diversity data more frequently, which again we believe is useful to our supporters for benchmarking purposes: see 11.2 below.

As regards data about IP Inclusive’s impact, we are planning a survey of our Charter signatories and other stakeholders in early 2025: see 12.4.4 below.

1.7 Diversifying the upstream pipeline

Continuing, through Careers in Ideas, our efforts to attract a more diverse pool of recruits and widen access to the IP professions

See section 3 for our work under this heading, in particular the *Summer of IP* campaign, the Careers in Ideas Mentoring Hub and its new website.

2 Allyship

2.1 General

The theme of “allyship” is key to our 2023-25 business plan and informed all our work in 2024. IP Inclusive supporters are by definition allies; we wanted to celebrate that and at the same time to help them become more active, confident and better-informed allies for those in need of their support.

In line with the business plan, we involved our communities and support networks – both individually and together – in allyship-related projects. Their input was vital in establishing, and promoting, what good allyship looks like.

Among other things, the business plan committed to:

- Providing basic guidance on allyship in our EDI “starter pack” for new entrants to the IP professions (see 8.2 below).
- Using regional events to provide insight and guidance on effective allyship (6.6 below).
- Organising an event to provide an allies’ guide to EDI-related discussions and inclusive language, with input from all the communities (2.2 and 2.3 below).
- Encouraging the inclusion of allies in the communities’ events and their representation on the communities’ committees; the provision of information and resources to help allies support the relevant groups; and intersectional allyship through collaborations between our communities and support networks.

We are extremely pleased by the progress we made against these commitments during 2024.

2.2 Events

Allyship was either the subject of, or woven into, many of our own events as well as – where feasible – our interactions with other organisations.

- In March, we collaborated on a joint webinar with LawCare and Jonathan’s Voice (see 7.3 below) which emphasised the value of reverse mentoring to allyship, inclusivity and wellbeing.
- In April, we ran a hybrid event on conversations about EDI and allyship, hosted by Mills & Reeve in Cambridge and online.
 - The format was a panel discussion followed by audience Q&A, the panel including representatives from all six of our communities.
 - A report of the event, with links to follow-up resources, was published on our website News and Features page in June.
- Also in April, our Lead Executive Officer Andrea Brewster took part in a joint session with Jonathan’s Voice at the CIPA Student Conference (7.2 below), in which she highlighted the importance of allyship and support networks during the early stages of an IP career.
- In May, Andrea spoke at CIPA’s Scotland meeting in Edinburgh about allyship and the assumptions and stereotypes that can undermine it.
- In June, our webinar with IP Inclusive partners Focal Point Training and Consultancy provided guidance on tackling sexual and other forms of harassment at work, in particular through effective allyship, as well as the impact of the forthcoming Worker Protection Act.
- In July, Gowling WLG hosted a hybrid event with us on allyship for the LGBTQ+ community.

- Entitled “Beyond the lanyard: how can allies do more?”, this event formed part of our regional allyship events programme (6.6 below) and took place in Birmingham and online.
- Fran Di Lallo (Barker Brettell) and Andrea Brewster joined the panel discussion representing IP Out and IP Inclusive.
- In September, Andrea addressed CIPA’s Manchester meeting, explaining the concept of allyship using a set of patent “claims”.
- Also in September, we organised a workshop on allyship and preventing sexual harassment, as a follow-up to the June webinar.
 - The workshop was co-presented by Laura Cassels from our Women in IP events focus group and Stella Chandler of Focal Point; it was hosted in-person by Keltie in London.
 - We posted a report of the event on our website News and Features page in November.
- Later in November, a hybrid event from our senior leaders’ diversity think tank covered allyship for senior IP professionals (9.2 below) and drew attention to our soon-to-be-launched allyship guidelines (2.3 below).

2.3 Our allyship guidelines

Using as a foundation the events we were running on allyship-related themes, we tasked ourselves in 2024 with creating a set of guidelines for allies and would-be allies. All six of our communities encourage allies to get involved, so we felt it was important for them to contribute to the guidelines. The project spread over several months, with an official launch in early December.

The purpose of the guidelines is to encourage, inform and empower anyone who is keen to act as an ally – and hopefully also to persuade those who are yet to come on board. They are intended to be relevant to anyone who works in IP. Created with input from our communities, they include:

- Insights into what allyship means and why it matters.
- Real-life examples, from the communities, of what good allyship means to the people they represent. These powerfully illustrate the impact allyship can have and its value to recipients.
- Ideas and information to help people put allyship into day-to-day practice at work.
- A separate “checklists and resources” document, which goes into greater depth on:
 - Supporting individual colleagues
 - Creating a supportive workplace culture
 - Inclusivity-enhancing workplace policies
 - External accreditation schemes
 - Awareness dates and occasions to celebrate
 - Sources of additional information.

Some of this material is especially relevant to leaders, managers and those in more senior roles, who are ideally placed to champion diversity and to drive lasting change in the policy, strategy and culture within their organisations. The ideas in the checklists and resources document were again contributed largely by the six communities.

The guidelines can be used to inspire and inform conversations; answer questions; plan activities; set targets and chart progress; and shape policy. They can be incorporated into a training programme and/or distributed as a resource to dip into for inspiration or advice. We believe they will have value for both individuals and the organisations where they work.

We have made the guidelines available as a PowerPoint presentation, including features such as alt-text and reading order to make it accessible to people using screen readers. We have also produced a small file size, black and white version with plain text, for wider accessibility. The checklists and resources are collated in a separate Word document. All can be downloaded from our website resources page², and are introduced and explained in a News and Features post³.

Like the EDI starter pack described at 8.2 below, they are intended as a “living document”, to be updated in response to ongoing user feedback.

2.4 Other allyship-related activities

Also in 2024, continuing our pursuit of the allyship theme:

- Andrea Brewster contributed a short article on the “what, who and when” of allyship for the February *CITMA Review*.
- Our new EDI starter pack included a module on allyship and why it matters: see 8.2 below.
- Our website News and Features page featured three allyship-focused articles (8.7.2 below), while many others mentioned the subject as part of a wider discussion.
- We sourced new, more environmentally-friendly IP Inclusive Ally pin badges and distributed them to in-person attendees at our April annual meeting and other subsequent events.
 - They proved popular and more have since been sent to supporters who requested them.

Future plans on the allyship front include:

- Further events in the regional allyship programme (6.6 below), of which one in Leeds on reverse mentoring is already partly organised.
- A “joint allies” event involving representatives from all six communities, to showcase the new guidelines and share ideas for their implementation.
 - If possible, we will use this as a basis for a new IP Inclusive “Ally’s Pledge”.

² See <https://ipinclusive.org.uk/resources/allyship-guidelines/>

³ See <https://ipinclusive.org.uk/newsandfeatures/our-new-resource-allyship-guidelines/>

2.5 Key contacts

Our work on allyship, being central to our 2024 activities, has been run from within the executive team. Anne Burgato was closely involved in organising the allyship-related events, in particular those in the regional programme. Helen Smith created and launched the allyship guidelines and liaised with the six communities over their input. Both have helped ensure the allyship thread runs through all of our content and communications.

3 Diversifying the upstream pipeline (Careers in Ideas)

3.1 General

Careers in Ideas⁴ is IP Inclusive's outreach initiative, designed to raise awareness of IP-related careers, encourage recruits from a range of backgrounds and widen access to the IP professions.

The "task force" that runs the initiative focused most of its 2024 work on repeating the previous year's *Summer of IP* campaign. This again proved incredibly successful: see 3.2 below. Another big project for 2024 was a new Careers in Ideas website, which we finally launched in early November (3.4 below). The Mentoring Hub (3.3 below) also continued to thrive.

The task force met in February 2024, mainly to discuss *Summer of IP* plans but also for a more general catch-up on Careers in Ideas projects. After that, activities were progressed by individual working groups.

3.2 Summer of IP

3.2.1 General

Our 2024 *Summer of IP* campaign⁵ was a programme of awareness-raising events and work experience/taster opportunities, designed to attract a wider range of new recruits into IP sector roles. It was in most respects a repeat of the first *Summer of IP*, which we ran in 2023 and which proved popular with both employers and would-be employees⁶.

As in 2023, the campaign was in two parts: (i) a programme of introductory events from Careers in Ideas and (ii) opportunities provided by individual IP sector employers. The latter were promoted centrally through Careers in Ideas, providing an umbrella under which, and contacts through which, the activities could be targeted to a wider audience.

The campaign launched officially on 1 July 2024 and ran throughout July and August, with some employer events still taking place in September and one even taking place in late June.

⁴ See <https://ipinclusive.org.uk/careers-in-ideas/> and <https://careersinideas.org.uk/>

⁵ See <https://ipinclusive.org.uk/careers-in-ideas/summer-of-ip-2024/>

⁶ See <https://ipinclusive.org.uk/careers-in-ideas/summer-of-ip-2023/>

3.2.2 Introductory events

The Careers in Ideas events and talks that formed part one of *Summer of IP* were introductory in nature, raising awareness about IP generally and the careers available in the sector. Nine were pre-recorded; ten others ran during the early part of the campaign as either online or hybrid events (again, with recordings available afterwards). These events, and the resultant resources (including recording links), are summarised on our website resources pages⁷. They included:

- General information about IP, the associated career roles, the benefits of joining the IP professions, Careers in Ideas and *Summer of IP*.
- Events about specific roles and working environments (eg IP solicitor or barrister, IP paralegal, careers in patents, careers in trade marks, in-house roles and public sector careers) and how to access them.
- An application skills “masterclass” about CVs, covering letters, interviews and the application process for patent and trade mark trainee roles (a popular version of an often-repeated event that first ran in Careers in Ideas Week 2020).
- New for 2024, webinars about roles suitable for people with specific technical backgrounds (computer science, physics and engineering, and chemical and biological sciences).
- Also new in 2024, a networking reception organised by IP Futures, giving *Summer of IP* participants the opportunity to meet and chat with existing IP professionals: see 5.5.2 below.

Some of these were updated versions of, or recordings of, successful introductory events from the 2023 campaign. They were run by members of the Careers in Ideas task force, in many cases working alongside supporting organisations and hosts (CITMA, Finnegan Europe, Kilburn & Strode, Mishcon de Reya and Powell Gilbert).

Our June “pre-launch” event also provided an introduction to Careers in Ideas, *Summer of IP* and IP careers more generally: see 3.2.4 below.

3.2.3 Employer opportunities

Key to the campaign were the part two opportunities offered by IP sector employers. Although we provided guidelines and suggestions for participating organisations, the details of their activities and events were largely up to them. We encouraged them to cover a range of roles and to do whatever they could to encourage would-be recruits from diverse backgrounds and education levels.

Over the course of the summer there were 37 such opportunities for *Summer of IP 2024* participants, which we began promoting via the *Summer of IP* webpages from June onwards. They included taster and insight events such as open days/evenings; workshops; webinars and online discussions; work experience and work shadowing placements; and an online CV/cover letter clinic which ran throughout August.

⁷ See <https://ipinclusive.org.uk/resources/summer-of-ip-2024-introductory-events-resources/> and <https://careersinideas.org.uk/resource/summer-of-ip-2024-introductory-events/>

Some were held online but most in person, at locations including Bath, Birmingham, Brentford, Bristol, Cambridge, Cardiff, Glasgow, Guildford, Liverpool, London, Manchester and Marlow. As hoped, they embraced a mixture of IP sector roles including in particular as patent attorneys, trade mark attorneys and IP solicitors. One event related specifically to IP business support, administration and paralegal careers. There were opportunities on offer from in-house IP teams as well as private sector firms – more, in fact, than in 2023.

The Bristol and Glasgow insight events were collaborations between several local organisations, organised through our South West and Scotland Networks respectively (see 6.2 and 6.3 below).

During July and August we also offered one-to-one online “coffee date” chats for 24 would-be recruits, with IP professionals in a range of roles. These were coordinated centrally through Careers in Ideas, and involved a pleasingly high number of our supporters as coffee date “hosts”.

3.2.4 Pre-launch event

New for *Summer of IP 2024* was a pre-launch event to raise awareness of the campaign among the people who could help us reach a wider range of recruits. Originally intended as an in-person event in early May, this unfortunately had to be rescheduled to early June due to train strikes, and converted to an online format. The move did however improve registration numbers.

The pre-launch event introduced *Summer of IP* to university careers advisers and outreach charities. It was also a chance to showcase Careers in Ideas more generally and provide an overview of IP sector careers. Breakout rooms were used in the second half to allow delegates to chat to individual IP professionals in a range of roles. The event was hosted by Marks & Clerk, whose team did much of the planning and organising beforehand. Several IP professionals assisted with talks and with breakout room hosting.

The event recording was made available with the introductory resources for the campaign.

3.2.5 Summer of IP comms

Due to the limited editability of the then-current Careers in Ideas website (see 3.4.1 below), most of the publicity for, and administration of, *Summer of IP 2024* was hosted on the IP Inclusive website. This included a new dedicated *Summer of IP* page and another summarising the 2024 employer opportunities, plus a listing of all the introductory events and resources.

The campaign was publicised through direct emails, the June pre-launch event and the Careers in Ideas LinkedIn page and Instagram accounts, as well as through IP Inclusive’s mailing list and LinkedIn channels. LinkedIn also became a forum for participants (both students and employers) to post about their *Summer of IP* experiences, all of them positive.

Employer participants were issued with guidelines and activity suggestions, as well as a registration form to allow us to post their activities in a consistent fashion on the *Summer of IP* webpages. This year’s guidelines included suggestions for recruiting more inclusively, to help reach attendees that fulfilled the campaign’s EDI-improving objectives.

Our two interns, Jessica Anderson and Sara Belazregue (13.4 below), contributed a great deal to the promotion and administration of the campaign. During June Jessica helped us promote it to potential recruits and their advisers, contacting university careers and “widening participation” departments and outreach charities, who in turn helped to advertise the campaign among their own contacts. In particular we tried to target universities with whom the IP sector has traditionally had fewer interactions, and those with a good record for diverse recruitment (based on data from the Higher Education Statistics Agency (HESA)). These people were personally invited to the June pre-launch event.

Jessica created most of the promotional materials, including image tiles for individual events and new, more engaging, Instagram content. Sara helped prepare posts for the individual employer opportunities and also ran the Careers in Ideas “coffee date” scheme, corresponding directly with participants both within and outside the IP professions.

Many IP Inclusive supporters also helped us promote the campaign within their own networks.

The IP Inclusive website News and Features page featured two posts relating to *Summer of IP 2024*:

- In August, reporting on a taster day run by Secerna.
- In September, from Jessica Anderson about her internship with IP Inclusive, in particular her work on *Summer of IP* and other Careers in Ideas projects.

3.2.6 Evaluation and future plans

Feedback from *Summer of IP* participants – both students and employers – was as positive in 2024 as in 2023, if not more so. This year a total of 35 IP Inclusive Charter signatories were involved in *Summer of IP* activities, compared to 18 in 2023.

Overall the campaign seems to have been a success, with pleasing attendance at our events, employer activities also generally well subscribed, and high calibre participants from a good range of backgrounds. It also saw good engagement on social media, in particular LinkedIn. As in 2023, it brought new contacts for Careers in Ideas and built on existing ones among universities, outreach charities and careers advisers.

A follow-up survey for our coffee date participants also yielded positive feedback. Respondents generally felt the scheme had been efficiently run and useful, and that they had been well treated by their hosts.

We have yet to decide whether to re-run *Summer of IP* for a third time in 2025, or to turn it into a biennial undertaking from here on. It is resource-intensive, but a high-value part of the IP Inclusive portfolio that seems to generate a good return on investment.

3.3 The Careers in Ideas Mentoring Hub

The Careers in Ideas Mentoring Hub⁸ continued in 2024 to bring together existing IP professionals and would-be recruits to the sector. It is designed to help higher and further education students navigate their way into IP-related careers, particularly if their teachers, friends and relatives are unable to provide the necessary insights.

The hub is hosted on the online Mentorloop⁹ platform, which helps us streamline processes, reduce the administrative burden and generally ensure that both mentees and mentors get the best out of their interactions. Mentor-mentee matching and communications take place via the platform, so as to provide an appropriate degree of privacy and protection for all participants. The hub also hosts resources for both mentees and mentors, including the mentor terms of reference, mentee guidelines, general information about IP-related careers, and recordings and presentations from mentor training sessions.

In April, thanks to a donation from IPReg, we were able to expand our Mentorloop subscription from 100 to 250 participants as of the May half-yearly renewal. This expansion may also allow for a small trial of a Women in IP mentoring scheme (see 5.7.3 below).

At the start of 2025 the Mentoring Hub had 142 registered mentees and 45 mentors (the corresponding figures at the start of 2024 being 53 mentees and 46 mentors). In all, 101 participants had been matched since the scheme began in late 2021, 47 of them in 2024.

Feedback from the scheme remains positive: our “mentoring quality score” was 4.41 out of 5 – above the Mentorloop benchmark of 4.2 – at the start of 2025.

Summer of IP brought new mentee requests and a waiting list has been established, via Mentorloop, to help manage the increase. In 2025 we will need to recruit and train a new cohort of mentors to relieve the backlog and address ongoing demand. The mentor training typically covers the role and remit of a mentor and practical advice for the situations they might encounter – along with guidance from the scheme leader Carol Nyahasha on the MentorLoop platform and on the formal support and safeguards available for participants through IP Inclusive.

3.4 The Careers in Ideas website

3.4.1 Background

Careers in Ideas has its own website¹⁰. It was designed to be low maintenance but because it gave us less editorial freedom, we were increasingly hosting Careers in Ideas content – for example for the Mentoring Hub and the *Summer of IP* campaign – on the IP Inclusive site. We therefore felt it no longer provided an appropriate shop window for the rapidly-expanding Careers in Ideas initiative.

⁸ See <https://careersinideas.org.uk/mentoring-hub/> and <https://ipinclusive.org.uk/careers-in-ideas-mentoring-hub/>

⁹ See <https://mentorloop.com/>

¹⁰ See <https://careersinideas.org.uk/>

Facilitated by a generous donation from Haseltine Lake Kempner, and the identification of a new, more cost-effective website services provider (see 12.2.3 in our 2023 Annual Report¹¹), we initiated a rebuild in 4Q 2023.

Whilst that was in progress, we largely avoided posting content (for example news, events and resources) on the old site.

3.4.2 The rebuild project

The new website was developed by VTS Web Services¹², who now host both our websites (see 15.2.3 below). They were assisted by a small working group from within the Careers in Ideas task force, and the overall project managed by our Lead Executive Officer Andrea Brewster.

It was, unfortunately, dogged by delays in the early part of 2024, partly due to illness among key VTS team members. The working group was shown a first draft of the new site in late March, on which it provided feedback before progressing to the content updating phase. That initial feedback was largely positive; the development site had a more modern appearance and a greatly improved structure compared to the old one.

Although we had hoped to launch the new website in time for our *Summer of IP* campaign, that proved unfeasible and the campaign itself then took priority until later in the summer.

From late 2Q 2024 onwards, VTS provided training for our executive team members in the use of the new editing system. This allowed us to bring in our summer interns, Jessica Anderson and Sara Belazregue, to help us create, collate and upload new content and also migrate content from the existing site (in particular role descriptions and case studies). Executive team members Andrea Brewster, Anne Burgato and Helen Smith focused much of their time in October on uploading and checking the new site content and resolving outstanding “snagging” issues.

3.4.3 The new site

We launched the new website in early November 2024. We are extremely pleased with the final version. It has a simpler, more user-friendly structure than before and is better targeted to its intended audience of would-be recruits to the IP professions and their careers advisers. Content designed to assist IP professionals in their outreach work (the other aspect of our Careers in Ideas work) has been removed and will now sit solely on the IP Inclusive website.

The new site includes:

- General information about IP, IP-related careers and the sector’s approach to EDI.
- A page showcasing different IP career options.

¹¹ See <https://ipinclusive.org.uk/wp-content/uploads/2024/01/240126-ip-inclusive-2023-annual-report.pdf>

¹² See <https://www.vtswebservices.co.uk/>

- For a range of IP-related legal, technical and business support roles, the site explains what the job involves, the key skills it requires, the best bits and the worst, the likely working environment, and how to apply.
- For each role, there is a link to a case study from someone already in it (see below).
- All posts were updated in 2024 by volunteers in the relevant roles.
- At the start of 2025 there were 16 of these career option posts on the site.
- Case studies from IP professionals in different roles.
 - We have a wide range of these now, thanks to our volunteers. They tell their many different career stories and talk about why they enjoy their work in IP.
 - Some were taken from the existing site and updated; others were created specially for the new site.
 - At the start of 2025 there were 44 of these case studies, with a good amount of diversity in their genders, ethnicities and social and educational backgrounds as well as representation from the LGBTQ+ community and from disabled and/or neurodivergent people.
- A resources page providing access to information videos; recordings of Careers in Ideas (in particular *Summer of IP*) events; and basic Careers in Ideas materials including a poster, introductory presentation, careers summary chart, IP quiz and promotional “The IP Crowd” collages.
 - At the start of 2025 there were 12 items on this page.
- An events page which, though not populated at the moment, will be ideal for promoting future *Summer of IP* campaigns.
- A news page, which we hope will carry occasional guest posts as well as Careers in Ideas news and event reports and information about specific types of career.
 - At the start of 2025 there were 9 posts on this page.
- A dedicated page about the Careers in Ideas Mentoring Hub (see 3.3 above).
 - This information used to have to sit on the IP Inclusive website, making it difficult (and confusing) for potential mentees to find.
- A page about *Summer of IP*, with links to resources from the 2023 and 2024 campaigns and a video summary of the 2024 programme created by intern Sara Belazregue.
- A “jargon buster” of key IP-related terms used across the site, and search functions allowing visitors to find career options, case studies, resources, events and news posts in particular categories or by keyword.
- A contact form for emailing suggestions and queries directly to the Careers in Ideas team.
- A short video insight into careers in IP, created for us by Carys Bello at Fellows and Associates (15.3.1 below), which has pride of place on the home page.

The site is simple in construction and at present offers no user interaction other than the contact form, although it is designed to accommodate more functionality (for example live posting of job opportunities) if necessary in the future. In the meantime, we believe it represents a valuable source

of information about IP careers, and signposts to other useful resources, that we can promote to careers advisers and direct would-be recruits to.

It was created using WordPress, as was the IP Inclusive website, and is similarly easy to edit and maintain. Because it benefits from more up-to-date (and better supported) technical features than the IP Inclusive site, it will also offer greater versatility in the longer term. All three of our executive team members are able to edit and update its content.

3.5 Other 2024 highlights

Other Careers in Ideas activities during 2024 allowed us to widen our reach by working alongside external organisations who already have access to the would-be recruits we target.

- January saw publication of a podcast recorded by Andrea Brewster in November 2023 with Lynsey Hyslop, as part of her “When I grow up I want to be” series¹³.
 - We promoted this through Careers in Ideas social media later in 1Q 2024.
- In March, Andrea met with a representative of the STEM Returners programme¹⁴ with a view to helping raise awareness of one another’s work and in particular promoting *Summer of IP*.
- In December she met with Dr Hamid Merchant, Head of Department for Bioscience at the University of East London.
 - The discussion covered possible careers talks, workshops and other support schemes for his students, who come from a wide range of ethnic backgrounds.

Throughout the year we continued to work alongside In2scienceUK¹⁵, who helped us promote *Summer of IP* among currently under-represented student communities. This award-winning charity has formed valuable partnerships with several IP sector organisations through its links with Careers in Ideas; in August it provided an update on these collaborations for the News and Features page of the IP Inclusive website. Our relationship with In2scienceUK is sufficiently close that we now list the charity as an IP Inclusive “partner” on our website “Supporters and Partners” page: see also 10.5 below.

IP Inclusive supporters also continued to work, often encouraged by Careers in Ideas, with other relevant charities and outreach groups, many of which are showcased in our directory for IP professionals¹⁶. Over the summer our intern Sara Belazregue worked on updates to this directory; we hope to publish a new version early in 2025.

One final highlight of late 2024 was the purchase of new Careers in Ideas pin badges, similar to the IP Inclusive Ally badges described at 2.4 above. These will be available for IP professionals to distribute at careers fairs and other outreach events. We also hope that volunteers involved in

¹³ See <https://open.spotify.com/show/OihaaqQ6RywMj9pT9qPOKH>

¹⁴ See <https://www.stemreturners.com/>

¹⁵ See <https://in2scienceuk.org/>

¹⁶ See <https://ipinclusive.org.uk/resources/careers-in-ideas-directory-of-outreach-organisations/>

Careers in Ideas will want to wear the badges themselves to help raise awareness of the initiative and start new conversations on IP careers.

3.6 Social media and comms

3.6.1 LinkedIn

We use LinkedIn to flag Careers in Ideas-related content from our two websites; for interacting with both would-be recruits and IP professionals doing outreach work; and for strengthening our links with other organisations who are active in this space.

The Careers in Ideas LinkedIn page¹⁷ continued to increase in reach during 2024 and was particularly active through the *Summer of IP* period and in November when we launched the new website. At the start of 2025 it had 865 followers, compared to 429 at the start of 2024.

Our corresponding LinkedIn group sees less activity but still had 127 members at the start of 2025 (119 at the start of 2024); this is more for IP professionals who are involved in outreach activities rather than the potential recruits they target.

3.6.2 Other

Activity on our X account continued to decrease during the early part of 2024. In August IP Inclusive stopped engaging with X, including for Careers in Ideas: see 15.3.3 below.

We used Instagram to help promote *Summer of IP* content. Our intern Jessica Anderson handled this, creating fresh content for both *Summer of IP* and Careers in Ideas more generally and targeting other relevant Instagram users to try to widen engagement with our posts. The Instagram account (@careersinideas)¹⁸ had 135 followers at the start of 2025 (76 at the start of 2024).

The IP Inclusive website also featured three Careers in Ideas-related posts on its News and Features page in 2024:

- In August, (a) a guest post from In2scienceUK (see 3.5 above) and (b) a report of a taster day run by Secerna.
- In September, a post from Jessica Anderson reflecting on her internship with Careers in Ideas and *Summer of IP* and in particular the development of their social media comms.

See also 3.2.5 above regarding comms specific to the *Summer of IP* campaign.

3.7 Key contacts

The Careers in Ideas task force members are currently: Carys Bello (Fellows and Associates); Andrea Brewster (IP Inclusive); Rebecca Brooks (Mewburn Ellis); Julie Browne (Shell); Tilly Buchanan-Cook (Dehns); Anne Burgato (IP Inclusive); Chris Burnett (Birkett Long); Hannah Chaudry (Dehns); John Enser (CMS Cameron McKenna Nabarro Olswang); Pete Fellows (Fellows and Associates); Sally

¹⁷ See <https://www.linkedin.com/company/82198927/>

¹⁸ See <https://www.instagram.com/careersinideas/>

Lingjun Gao (Mathys & Squire); Joshua Green (Mishcon de Reya); Tom Hailes (Kilburn & Strode); Gordon Harris (Trevisan & Cuonzo, formerly Gowling WLG); Brenna Howley (Gill Jennings & Every); Jay Janusz (Boult Wade Tennant); Charlotte Jones (Viatrix and Royal Society of Chemistry Law Group); David Joo (Aon); Philip Lawrence (UK Intellectual Property Office (IPO)); Alison Lawson (Zacco); Stephanie Learoyd; Joseph Letang (Dehns); Ayesha Malik; Anna Matthew (Powell Gilbert); Carol Nyahasha (Kilburn & Strode); Natasha Perks (Abel + Imray); Monifa Phillips (Appleyard Lees); Matthew Philpott (IPO); Heather Scott (Gill Jennings & Every); Polly Shaw (Dehns); Cherry Shin (HGF); Naomi Slater (Marks & Clerk); Helen Smith (IP Inclusive); Siddharth Kusumakar (Powell Gilbert); Jo Spreckley (Marks & Clerk); Tess Waldron (Powell Gilbert); Sheila Wallace (formerly Marks & Clerk); Rachael Ward (Gill Jennings & Every); Andy Whitlock (Mewburn Ellis); Ellie Wilson (Mishcon de Reya); and Connor Yap (AstraZeneca).

The Mentoring Hub is run by Carol Nyahasha.

Work on *Summer of IP 2024* was led by Andrea Brewster and Helen Smith from the IP Inclusive executive team, with administrative help from Jessica Anderson and Sara Belazregue who interned and/or volunteered with us in the spring and summer of 2024 (see 13.4 below).

The website rebuild was initially coordinated by a working group comprising Julie Barrett (Purposive Step Consulting), Carys Bello, Andrea Brewster, Julie Browne, Anne Burgato, Pete Fellows, Gordon Harris, Matthew Philpott, Helen Smith and Rachael Ward. Jessica Anderson and Sara Belazregue contributed during the summer of 2024, and the project was finally brought to completion by Andrea, Helen and Anne in the executive team.

The Careers in Ideas website and social media accounts are managed by Andrea Brewster and Helen Smith (website), Carol Nyahasha (LinkedIn), and Rebecca Brooks and Ayesha Malik (Instagram).

4 Our EDI Charter

4.1 General

Our EDI Charter scheme¹⁹ exists to promulgate best practices throughout the IP professions, in particular at the organisational level. It is open to all UK-based organisations that work in or with the UK's IP professions, whatever their size or the type(s) of product or service they provide. It is a voluntary, self-certifying code of practice with six high-level commitments, through which signatories make a public endorsement of support for equality, diversity and inclusion.

Those signatories are a rich source of ideas and experience, of feedback on our current and past work and of input into our future plans. They are also our main source of income (see 16.2 below): by the end of 2024, 22 signatories had together contributed £41,850 to our 2024-25 fundraising

¹⁹ See <https://ipinclusive.org.uk/about/our-charter/>

campaign, whilst 23 had contributed to the 2023-24 fundraising campaign – or to Women in IP’s “Connected Bubbles” events – from January to July 2024 inclusive. Many offer other forms of support such as event organisation and/or hosting (16.3 below) and content creation. Their involvement has been key to major projects such as the *Summer of IP* campaign (3.2 above), which saw participation by 35 Charter signatories and by individual professionals from many more.

During 2024 we acquired two new Charter signatories: Script IP in January and Openshaw & Co in June.

Other signatory changes during the year were:

- Renewals Desk stepping down from the Charter scheme in August.
- Armstrong Teasdale ceasing to be a signatory in September due to closure of its London office.
- AA Thornton ceasing to be a separate signatory following its merger with Venner Shipley in November.

This left us with 154 Charter signatories at the start of 2025. They continue to represent a wide range of entities in terms of size, structure, location, areas of practice and business model; they include membership bodies, suppliers to the IP sector, IPReg and the IPO. All are listed on our website²⁰.

Many of our Charter signatories have representatives on the senior leaders’ diversity think tank and/or who have signed our Senior Leaders’ Pledge (see 9 below); this helps us to build more effective relationships with our community of signatories.

4.2 Charter signatory resources and comms

IP Inclusive’s growing collection of free resources, along with our training and awareness-raising events, help signatories fulfil their Charter commitments. The “Pledge Prattle” forum (9.3.2 below) also provides opportunities for senior professionals in signatory organisations to share ideas and best practices and to collaborate to improve standards across the sector.

There is more information about the IP Inclusive resources at 8 below.

Throughout the year we continued to update the Charter signatories’ “designated EDI officers” on our work, roughly fortnightly, through our mailing list. We also issued more targeted communications to signatory contacts on appropriate occasions.

4.3 The Senior Leaders’ Pledge

The IP Inclusive Senior Leaders’ Pledge²¹ is a commitment made by individual IP professionals rather than the organisations in which they work. It was created to encourage our Charter signatories to

²⁰ See <https://ipinclusive.org.uk/about/charter-signatories/>

²¹ See <https://ipinclusive.org.uk/the-ip-inclusive-senior-leaders-pledge/>

engage with EDI at the senior, decision-making level. See 9.3 below for more information about the pledge and the “Pledge Prattle” forum we run for its signatories.

4.4 Charter signatories’ survey

In 2022 we surveyed our Charter signatories about IP Inclusive’s impact on, and value to, the sector. This information was used as the basis for a formal impact report later the same year. The survey also provided an opportunity for signatories to confirm the six Charter commitments and to update their contact details where necessary.

We hope to repeat this exercise in early 2025: see 12.4.4 below. This should help us maintain effective communications with, and a good understanding of, our community of Charter signatories, and ensure they engage meaningfully with the Charter scheme.

4.5 Key contacts

Work relating to the EDI Charter is coordinated by Andrea Brewster and Anne Burgato from our executive team. Anne is responsible for administering the Charter and Senior Leaders’ Pledge schemes, maintaining records and communicating with signatories. The Pledge Prattle forum is run by Andrea Brewster and Gwilym Roberts (Kilburn & Strode).

5 Networking and support communities

5.1 General

We currently have six networking and support communities²², the most recent (IPause) having been established in February 2024: see 5.4 below. Each organises its own social, training and awareness-raising events, and publishes relevant issues and resources via its own communication channels and the IP Inclusive website.

Our communities provide safe spaces for their members to share experiences and seek guidance and support from one another, as well as a focus for those wishing to act as “allies” to the relevant groups, who are welcome to get involved. They are valuable ambassadors for the IP Inclusive cause, both within the IP sector and in their relationships with counterpart groups elsewhere.

The communities collaborate with one another and with the regional networks, in particular on events, recognising the many intersections between the experiences of their respective members. Several of our 2024 events were joint projects between two or more communities, and all six have been closely involved in our 2024 work on allyship (see 2 above), in particular the April event on conversations about EDI and allyship and our new allyship guidelines. They also contributed to the development of the EDI starter pack (8.2 below), with video clips from their committee members

²² See <https://ipinclusive.org.uk/community/>

about the benefits of getting involved with IP Inclusive. These ventures highlight the value of our community structure, which allows for allyship and collaboration across diversity strands.

In February we held an online get-together of community committee leads to introduce new recruits, share updates and ideas, discuss their involvement in the year’s allyship projects, and explore other potential collaborations for 2024. The meeting included a useful discussion about committee structures and ways to engage committee members, share responsibilities and increase efficiency.

5.2 IP & ME

5.2.1 General

IP & ME²³ is our community for IP professionals from minority ethnic backgrounds, and their allies.

At the start of 2025 it had 559 subscribers to its mailing list and 143 members in its LinkedIn group (these figures at the start of 2024 were 531 and 133 respectively), as well as 836 followers (682 the previous year) for its LinkedIn profile page. Its X account (@ipinclusiveIPME) was not active in 2024: see 15.3.3 below.

5.2.2 Events

In addition to its collaborations with other communities on allyship-related events, IP & ME organised a variety of its own events during 2024. These included informal online “Coffee Club” discussions and two “lunch-&-learn”-style webinars, a new format which proved popular and will be continued into 2025.

The 2024 events were:

- In February, a Coffee Club on the theme of how love, affection and kindness are expressed and understood across cultures.
- In May, a Coffee Club discussing “Why is EDI still important?”
- In June, an online lunch-&-learn, “How to take your power back”, with coach Sadia Salam, about tackling your negative inner voice.
 - A report of this webinar was published on our website News and Features page the following week.
- In July, another online lunch-&-learn, “Through a different lens”, with guest speaker Vandita Chandrani talking about improving understanding of the EDI issues that affect other people.
 - This event was organised and run by IP & ME, in collaboration with IP Ability and Women in IP.
- In August, a book club-style event to mark South Asian Heritage Month.
 - This informal, small-group discussion was based on the book *Chai Time at Cinnamon Gardens* by Shankari Chandran. Although two simultaneous in-person events were

²³ See <https://ipinclusive.org.uk/community/ip-me/>

scheduled to be hosted by Forresters in Birmingham and London, only the London event went ahead in view of the far right riots taking place at the time which affected attendance in Birmingham.

- In December, an online community get-together to reflect on IP & ME’s 2024 activities, review what worked and what didn’t, plan for the year ahead and recruit new volunteers.

A January 2025 lunch-&-learn webinar has already been scheduled, with guest speaker Adjoa Anim.

5.2.3 Other 2024 highlights

In July, committee co-leads Lianne Da-Cunha, Beatrice Malacart and Riddhi Patel were guests on CIPA’s “Two IPs In A Pod” podcast, helping to raise IP & ME’s profile and encourage conversations on ethnic diversity in the sector and support for IP professionals from minority ethnic backgrounds.

Other 2024 highlights included:

- In January, a guest post on our website News and Features page from patent engineer Katrina Scanlan, with her thoughts about the impact of a minority ethnic background on her own and other people’s perceptions and on her career journey so far.
- In August, the addition of a welcome and introductory video to the IP & ME webpage.
- In October, publication of a recorded panel discussion to mark Black History Month, in which IP professionals Abdulmalik Lawal, Josh McLennon and Ashley Tambe engaged in a panel-style discussion about their Black heritage, navigating a career in the IP professions, and what Black History Month means to them.
 - The discussion was chaired by IP & ME co-lead Beatrice Malacart.

Not so much a highlight, but nevertheless important to the IP & ME community, was the publication of its statement on the IP Inclusive website and social media, in January, expressing support for everyone affected by the conflict in the Middle East. IP & ME urged tolerance and sensitivity, and offered support to individual IP professionals in need.

5.2.4 Committee matters

Lianne Da-Cunha, Beatrice Malacart and Riddhi Patel took over as IP & ME committee co-leads towards the end of 2023. In January 2024, the general IP Inclusive Updates newsletter introduced them and called for ideas for future IP & ME activities; this was mirrored in our LinkedIn feed. A follow-up post in a March “IP Inclusive Updates” newsletter called for new committee members, but unfortunately this did not yield any volunteers who were able to hold either short- or longer-term sub-committee positions.

5.2.5 The IP Inclusive AskME directory

Sadly, despite enthusiasm at committee level, we have not been able to progress the online “AskME” directory during 2024.

AskME was intended to improve the visibility of minority ethnic professionals in the IP sector, and would allow “customers” such as publishers, editors and event organisers to search a free online list

of IP professionals from minority ethnic backgrounds who were willing to speak at events, provide content, contribute to committees, mentor others or act as examiners for professional exams.

We have still been unable to recruit sufficient numbers of volunteers to launch the directory. The project will remain on hold – with a significant portion of the underlying structure already prepared – in case of future increases in interest.

5.2.6 Key contacts

The IP & ME committee is co-led by Lianne Da-Cunha, Beatrice Malacart and Riddhi Patel (all of Forresters). Other IP Inclusive supporters assist on an *ad hoc* basis with individual projects and events.

5.3 IP Ability

5.3.1 General

IP Ability²⁴ is our community for IP professionals who are disabled, neurodivergent and/or carers, as well as 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.

Its committee includes working groups focused on specific topics: neurodiversity; exam accessibility; invisible/concealed disabilities; physical disabilities; long-term health conditions; carers and caring responsibilities; mental health; and workplace adjustments.

At the start of 2025, IP Ability had 228 subscribers to its mailing list, 146 members in its LinkedIn group and 16 members in its Facebook group (these figures at the start of 2024 were 176, 127 and 15 respectively). Its X account (@IP_Ability) was not active in 2024: see 15.3.3 below.

5.3.2 Events

IP Ability's 2024 events were:

- In May, “All you need to know about the new Carer’s Leave Act”, a webinar about carers’ rights under new UK legislation.
- In June:
 - An online coffee date on “Myth-busting disability and neurodiversity”.
 - A joint webinar with CIPA, “Knowing me, knowing you? ADHD and the IP profession”.
- In July, a joint “lunch-&-learn” event with IP & ME and Women in IP (see 5.2.2 above).

5.3.3 Resources and awareness-raising

IP Ability continued to raise awareness and educate in other ways, in particular by creating content for the IP Inclusive website. Relevant posts on our News and Features page included:

²⁴ See <https://ipinclusive.org.uk/community/ip-ability/>

- In February, a report on the December 2023 IP Ability webinar “Beyond labels: challenging the stigma of ‘disabled’”.
- Also in February, a guest post about office “cake culture” and its impact on people with eating disorders, to mark Eating Disorders Awareness Week.
- In April, a summary of the key findings from IP Ability’s 2023 survey on disability and caring responsibilities in the IP professions.
 - The survey, open from December 2022 until the end of February 2023, was an updated version of IP Ability’s 2019 launch survey and yielded 55 responses. The purpose of re-running the survey was to explore how things have changed in the IP sector for disabled people and carers, and what further support IP Ability can provide. The committee are using the results to inform their future plans.
- In June, a report of the webinar with CIPA on ADHD in the IP professions.
- In December, an article by IP Ability co-lead Marianne Privett entitled “Amplifying Leadership: Learning from Disabled Leaders beyond IP”.
 - This was written to mark International Day for Persons with Disabilities and was based around the day’s theme of “amplifying the leadership of persons with disabilities for an inclusive and sustainable future”. It highlighted the skills and insights of ten inspiring disabled leaders in professions related to IP, including the legal, research and creative industries.
 - The article was also published in IP Ability’s LinkedIn group.

September saw an update to the IP Ability webpage, with a more streamlined structure and the addition of a new page summarising the community’s resources, articles and events. A welcome and introductory video had been added to the page in May.

IP Ability was also involved in the creation, with Bnode, of a digital accessibility training package for IP Inclusive Charter signatories: see 8.3 below.

During 2024 its committee continued to provide support for individual IP professionals with concerns about access and reasonable adjustments in qualifying exams. It is often able to signpost sources of guidance and broker helpful connections. It uses information gathered from this work to inform its own lobbying activities, for instance its contributions to our Patent Examination Board consultation responses (11.3 below).

5.3.4 Other 2024 highlights

A particular highlight of 2024, for IP Ability, was featuring in an August episode of CIPA’s “Two IPs In A Pod” podcast. Committee co-leads Chris Clarke and Marianne Privett were guests on the podcast, alongside IP Ability supporter George Lucas (EIP), who talked about his experiences of living and working with Asperger’s syndrome.

In August and November, the IP Ability committee provided input into IP Inclusive’s responses to the Patent Examination Board’s consultations on its final diploma exams (11.3 below).

The IPause events, news posts and resources are also potentially relevant to the IP Ability community (5.4 below), and occasionally involve collaboration between the two communities, as for example on our World Menopause Day webinar.

5.3.5 Key contacts

The current members of the IP Ability core committee are Victoria Barker (Finnegan); Chris Clarke (Vectura); Marianne Privett (Venner Shipley, formerly AA Thornton); Barbara Rigby (Boult Wade Tennant); and Francesca Rivers (Cancer Research Horizons).

The content committee members are currently Victoria Barker; Caelia Bryn-Jacobsen (Kilburn & Strode); Becky Campbell; Loreta Dimech-Mencattelli (Marks & Clerk); Stephanie Jackson (HGF); Marianne Privett; Megan Rannard (Marks & Clerk); Barbara Rigby; and Alex Vowinckel (CMS Cameron McKenna Nabarro Olswang).

The committee leads are Chris Clarke and Marianne Privett.

5.4 IPause

5.4.1 General

IPause²⁵ supports IP professionals who are affected by the (peri)menopause and their allies. Launched in February 2024, it is the newest of our six communities, having begun as a less formal working group towards the end of 2022.

Its first year has seen a great deal of activity and been well supported. Issues relating to (peri)menopause are becoming increasingly widely discussed and have relevance to IP professionals across roles and working environments, not just those who are going through the menopause or perimenopause but also those who have done, will do in the future and/or wish to understand and support others who are doing so.

IPause has LinkedIn and WhatsApp groups, both established in 2023: at the start of 2025 these had 78 and 19 members respectively (59 and 21 at the start of 2024). The IPause mailing list had 52 subscribers at the start of 2025.

5.4.2 Events

IPause events are open to people of all ages and genders and in any IP-related role. During 2024 there were five of them:

- In March, “Supporting the (peri)menopause life-stage with life-style”, a webinar with guest speaker Dana Chapman about the impact of general lifestyle choices (including nutrition, health and personal care) on the symptoms of (peri)menopause.
- In April: “It takes a village”, an informal online coffee date in the “Menopause Matters” series, in this case to discuss activities and priorities for the newly-formed community.

²⁵ See <https://ipinclusive.org.uk/community/ipause/>

- In September, another Menopause Matters coffee date, discussing the impact and management of hot flushes.
- In October, “Menopause and the workplace: What should we know and what can we do?”, a webinar on legal aspects of menopause inclusivity in the workplace, reasonable adjustments and employers’ obligations.
 - This event, which took place on World Menopause Day (18 October), was run in collaboration with IP Ability and Women in IP.
- In November, a third Menopause Matters coffee date about coping with “brain fog”.

5.4.3 Resources and awareness-raising

In 2023 the working group that gave rise to IPause produced a compilation of sources of information, support and ideas. This was intended as a “living” document, with regular updates to reflect knowledge and experiences shared within the IP Inclusive community, and IPause continues to curate it. The compilation is available on our website resources page²⁶ and also now via the new IPause webpage.

The working group had also begun creating, in 4Q 2023, a mini-series of menopause “stories” – short video interviews and blog posts in which IP professionals share their experiences and suggestions on aspects of (peri)menopause in order to reassure and inspire other people. IPause published the collection in April 2024.

The community’s LinkedIn and WhatsApp groups continue to generate supportive and enlightening conversations between IP professionals on issues relating to (peri)menopause. Both have proved to be valuable sources of information, ideas and support. These groups are open to all UK-based IP professionals, although they are “private” groups which allows a degree of control over their membership and content moderation.

Reports of (a) the working group’s December 2023 webinar on nutritional approaches to coping with (peri)menopause and (b) the October 2024 IPause webinar on legal aspects of (peri)menopause support were published on our website News and Features page in January and December respectively.

5.4.4 Other 2024 highlights

In August, the IPause committee chair Jane Wainwright was a guest on CIPA’s “Two IPs In A Pod” podcast, discussing how to support people affected by (peri)menopause and the work IPause does in that sphere.

The community has also been informally involved in plans for an event on men’s mid-life health, alongside Jonathan’s Voice, CIPA and CITMA (see 7.4 below).

²⁶ See <https://ipinclusive.org.uk/resources/menopause-inclusivity/>

It has continued to explore the possibility of facilitating and promoting “menopause champion” training for IP professionals, a project which it hopes to progress in 2025. It may begin by organising training for one or two of its committee members, with a view to running a webinar about their experiences for other IPause supporters.

5.4.5 Committee matters

Our working group on (peri)menopause support met in January 2024 to coordinate its future activities. At that meeting it took the decision to convert to an IP Inclusive community. “IPause” was launched in February; its committee comprised the previous working group members, from whom Jane Wainwright (Potter Clarkson) was appointed chair.

The new IPause committee met again in May and October to plan its events for the year.

5.4.6 Key contacts

The current members of the IPause committee are: Susan Bradley (Marks & Clerk); Andrea Brewster (IP Inclusive); Mandi Ellinor (Venner Shipley, formerly AA Thornton); Maria Hall (Mewburn Ellis); Megan Jefferies (Thrings); Mandy Laurie (Burness Paull); Vicky Maynard (D Young & Co); Angela McCleave (Boult Wade Tennant); Laura Newby (Ministry of Defence); Caroline Priddle (D Young & Co); Helen Smith (IP Inclusive); Victoria Townsend (Pure Ideas); and Jane Wainwright (formerly Potter Clarkson).

The committee chair is Jane Wainwright.

Mandi Ellinor and Helen Smith curate the (peri)menopause resources document. Jane Wainwright established and manages the LinkedIn group, Vicky Maynard the WhatsApp group.

5.5 IP Futures

5.5.1 General

IP Futures²⁷ is our community for early-career IP professionals. We define “early-career” loosely as meaning the first five or six years in the IP professions.

At the start of 2025, IP Futures had 358 subscribers to its mailing list and 232 members in its LinkedIn group (these figures at the start of 2024 were 281 and 235 respectively). It also had 622 followers for its LinkedIn page (547 at the start of 2024).

5.5.2 Events

During 2024 the IP Futures committee ran two in-person events that provided opportunities for more junior IP professionals to build and develop their networks. One of these, an August drinks reception hosted by Finnegan Europe in London, was part of our *Summer of IP* programme (see 3.2 above) and allowed people already working in IP to network with potential new recruits.

²⁷ See <https://ipinclusive.org.uk/community/ip-futures/>

IP Futures also co-organised a “Meet the IP professionals” event with hosts Kilburn & Strode during *Summer of IP*. This took place in London in July; it included two panel discussions, one with patent attorneys and the other with trade mark attorneys, plus refreshments and networking at the end. Although the event itself was in-person, the panel discussions were recorded and the recording made available afterwards as a *Summer of IP* resource. Tom Hailes and Carol Nyahasha, both from Kilburn & Strode and both members of the Careers in Ideas task force, ran this project; Tom is also a member of the IP Futures committee.

The final IP Futures event of 2024 was “Networking – the theory and the practice”, which combined expert tips on networking with the opportunity to put them into practice. It was hosted by Pinsent Masons in London.

5.5.3 Other 2024 highlights

In May 2024, IP Futures launched a survey of early-career IP professionals to gather their opinions on EDI and assess where more work can be done to encourage social mobility. Intended as a follow-up to a similar survey run in 2019 to mark IP Futures’ launch, it yielded over 70 responses, which the IP Futures committee will use to help shape their 2025 plans.

Its other 2024 work included providing input into our new EDI starter pack (see 8.2 below), and discussions with IPO staff to explore potential collaborations and mutual support.

It is already planning a 2025 event with the IP Inclusive Scotland Network (6.2 below).

5.5.4 Committee matters

Previous committee lead Sanam Habib had stepped down in late 2023 and was succeeded by Fionnuala (Fi) Richardson from Finnegan Europe. Our Lead Executive Officer Andrea Brewster met with Fi in early March to discuss IP Futures’ 2024 plans and its involvement in wider projects such as allyship events and resources, the EDI starter pack and *Summer of IP*.

In March, we included a call for new IP Futures committee members in the IP Inclusive Updates newsletter. This yielded several new recruits, who were assigned specific projects to progress. The new committee met in April to discuss future plans, leading to the survey described at 5.5.3 above and the events listed in 5.5.2 above.

5.5.5 Key contacts

The current IP Futures committee members are Kritika Chhokra (BAT); David Ewing (BAE Systems); Sanam Habib (Sony); Tom Hailes (Kilburn & Strode); Douglas Jayatilaka (Powell Gilbert); Monifa Phillips (Appleyard Lees); Fionnuala Richardson (Finnegan Europe); Mehreen Sattar (Reckitt); Eilidh Smith (Pinsent Masons); and Giovanna Verganò (Cleveland Scott York).

The committee lead is Fionnuala Richardson.

5.6 IP Out

5.6.1 General

IP Out²⁸ is our community for LGBTQ+ IP professionals and their allies.

At the start of 2025 its LinkedIn group, “IP Out Network”, had 234 members and its mailing list 637 subscribers; these figures at the start of 2024 were 208 and 641 respectively. Its X account (@ip_out) has not been active since August 2024: see 15.3.3 below.

5.6.2 Events

As in previous years, IP Out put on a mixture of educational and social events during 2024. All were either in-person or hybrid, the hybrid ones incorporating refreshments and networking opportunities for in-person attendees. They included:

- In February, “From Albert Square to Parliament Square”, hosted in London and online by Carpmaels & Ransford, with guest speaker Lord Cashman.
- In May, “Five decades of Switchboard”, with guest speaker Bob Hughes from the national LGBTQIA+ support line Switchboard. This was another hybrid event, hosted in London and online by Kilburn & Strode.
- In June, a social event at Zodiac Bar in London. IP Out funded the first drink for all guests, including some new supporters.
- In July, “Beyond the lanyard: how can allies do more?”, about allyship for the LGBTQ+ community (see 2.2 above).
- In September, “Fireside chat with Helen Jones and ‘back to school’ social”. Helen shared her experiences as a female patent attorney and a lesbian over the course of her career, in an event hosted in London and online by Gill Jennings & Every, of which she is a former partner.
- In December, a festive social event at The Yard Bar in Soho, for which Potter Clarkson kindly contributed to the bar tab.

5.6.3 Other 2024 highlights

During 2024 the IP Out committee, concerned at the increasing anti-trans movement in the wider community, began developing a toolkit for improving trans and non-binary inclusion. The kit is being designed specifically for IP Inclusive Charter signatories, with input from trans-inclusion experts at Global Butterflies²⁹. It will include a glossary of common terms relating to trans and non-binary identities; a list of steps an organisation can take to be more trans- and non-binary-inclusive; a transition roadmap for when a team member wants to change their gender identity or expression; a template trans and non-binary inclusion policy; and a practical guide for what to do and say when someone you manage tells you they want to transition. We hope to publish the toolkit early in 2025.

²⁸ See <https://ipinclusive.org.uk/community/ip-out/>

²⁹ See <https://globalbutterflies.com/>

In the meantime, several of our 2024 website News and Features posts raised awareness of IP Out’s work, in particular reports of its November 2023 webinar about asexuality and February 2024 event with Lord Cashman.

Other 2024 highlights for IP Out included:

- In May, the addition of a welcome and introductory video – recorded by the then committee co-chairs Isobel Barry and Darren Smyth – to the IP Out webpage.
- In June, receipt of an £800 donation from Triona Desmond, which the committee will use to cover external speaker fees at its events, charitable donations and first drinks at social gatherings such as the one held at Zodiac Bar.
- In April and June, articles by committee co-chair Darren Smyth in IP sector publications:
 - In *WIPR*, about being “out” on work trips abroad (April).
 - In *Managing IP*, “Why Pride is both a protest and celebration” (June, to mark Pride Month).

5.6.4 Key contacts

The current IP Out committee members are Isobel Barry (Carpmaels & Ransford; co-chair); Epseeta Chowdhury (Finnegan Europe; CIPA Informals liaison); Triona Desmond (Pinsent Masons; IP Inclusive liaison); Georgina Hart (Wiggin LLP; co-secretary); Tom Leonard (Kilburn & Strode; co-secretary); Robin de Meyere (Hoffmann Eitle; communications director); Kevin Rich (Potter Clarkson; co-chair); Ari Rollason (Haseltine Lake Kempner; email director); Eden Sarid (King’s College London; LinkedIn director); Al Skilton (IPO); and Darren Smyth (EIP).

The committee co-chairs are Isobel Barry and Kevin Rich. Kevin succeeded Darren Smyth when committee roles changed at the end of 2024.

5.7 Women in IP

5.7.1 General

Women in IP³⁰ is our community focusing on issues that can predominantly affect women in the IP professions. It is open to people of all genders.

At the start of 2025 it had 1,145 subscribers to its mailing list and 1,898 members in its LinkedIn group, compared to 1,088 and 1,796 respectively at the start of 2024. It also now has a LinkedIn page (see 5.7.3 below), which at the start of 2025 had 57 followers. Its X account (@WomeninIP) has not been active since August 2024: see 15.3.3 below.

5.7.2 Events

Women in IP ran, or was involved with, ten events in 2024, two of which had a wider regional reach.

- In February, it organised another of its popular “Connected Bubbles” social events.

³⁰ See <https://ipinclusive.org.uk/community/women-in-ip/>

- These involved simultaneous get-togethers for women in IP and their allies in five locations: Bath, Glasgow, London, Manchester and Southampton. All were well attended.
- Discussions were based loosely on the “hybrid working” theme, with an additional discussion in Bath in which two senior female IP professionals shared their thoughts on the sector’s approach to EDI and changes since they joined.
- Venue and catering costs were covered by donations from Boulton Wade Tennant, Burness Paull, Carpmaels & Ransford, Finnegan Europe, Mewburn Ellis and Script IP.
- In March, it ran an informal online coffee date with several small group discussions hosted by individual volunteers. The theme was “Perfectionism – how can we escape the trap?”
- In April, the community collaborated with AIPLA for their Women in IP global networking events. In-person gatherings took place in Leeds, London and Manchester, hosted with the help of Women in IP committee members, to explore this year’s theme of “Cultivating leaders”.
- In June, events focus group member Laura Cassels chaired our webinar with Focal Point Training and Consultancy on allyship and preventing sexual harassment (see 2.2 above).
- In July, another of the community’s online coffee dates tackled the theme of “Empathy – extending it to others and ourselves”. This one was hosted as a single event, using breakout rooms for the group discussions.
- Later in July, Women in IP was involved in a joint “lunch-&-learn” event with IP & ME and IP Ability (5.2.2 above).
- In September, an in-person workshop followed up on the June webinar on preventing sexual harassment. Laura Cassels co-presented with Focal Point director Stella Chandler.
- In October, a third online coffee date, with breakout room discussions, centred on the theme of “Navigating holidays – deadlines, time-off, relaxation, childcare”.
- Also in October, on World Menopause Day, Women in IP worked with IP Ability and IPause on a joint webinar about menopause inclusivity in the workplace (5.4.2 above), co-chaired by committee member Yelena Morozova.

Women in IP’s flagship annual event took place in October and was hosted by Lewis Silkin both in London and online. It took the form of a panel discussion based around Michelle King’s book *The Fix: Overcome the Invisible Barriers That Are Holding Women Back at Work*, which also explored “invisible barriers” for allies. The panellists were Esther Crew (Founder and CEO of Performance & Engagement), Susi Fish (Partner and patent attorney, Boulton Wade Tennant), Lucy Johnson (Chairperson, HGF) and Mark Jones (DEI & Wellbeing Lead, Lewis Silkin), with the discussion moderated by Stephanie Kay (Managing Associate, Lewis Silkin).

Additional simultaneous viewings of the panel discussion were coordinated at in-person events in Edinburgh, Leeds, Manchester, Nottingham and Oxford for local supporters to watch the online broadcast together and enjoy in-person networking afterwards. The London event was fully booked and well attended, including for a popular networking reception after the panel discussion.

IP Inclusive supporter Carys Bello, Head of Social Media at Fellows and Associates, kindly produced a short video of highlights from the annual event, which we were able to use on social media to celebrate its success.

The Women in IP committee has already begun planning its 2025 events, including a re-run of the “Connected Bubbles” programme; a webinar addressing one or more of the themes arising from the October 2024 annual event (potentially in collaboration with other communities); and an online coffee date in late January or early February.

5.7.3 Other 2024 highlights

Much of Women in IP’s work is managed by its five focus groups (see 5.7.5 below). The events and coffee dates focus groups were particularly busy in 2024 (5.7.2 above), as was the “socials” focus group, which generated:

- In March, a series of LinkedIn posts to mark International Women’s Day.
 - These included interviews with senior female IP professionals having a variety of roles and career paths. Interviewees shared their experiences on the EDI front and their thoughts on the 2024 #InspireInclusion theme. They also reflected on the UN’s International Women’s Day theme of “Invest in women: Accelerate progress”.
 - The interviews were collated and published in a website News and Features post later in the month.
- In May, a small amount of social media activity around Mental Health Awareness Week, encouraging people to share stories of their activities to mark its "Moving more for our mental health" theme.
- In November, a new Women in IP LinkedIn page³¹ to complement its existing LinkedIn group. This will be used to publicise the community’s activities, events and updates from 2025 onwards.
- Also in November, Women in IP’s first newsletter since September 2022.
 - This was circulated via the Women in IP mailing list and flagged on the new LinkedIn page.
 - The group intends to publish it quarterly from now on, to highlight relevant events, resources and comment.
 - There is an archive of these newsletters on the Women in IP webpage³².

The mentoring focus group progressed plans for an intended Women in IP mentoring scheme. A great deal of work has been done in researching an appropriate scope and some of the procedural aspects of the scheme, which may be run as a trial initially on the Mentorloop platform we use for Careers in Ideas (3.3 above). Prior to that, the group will carry out a basic survey to gather

³¹ See <https://www.linkedin.com/company/ip-inclusive-women-in-ip/posts/>

³² See <https://ipinclusive.org.uk/newsandfeatures/women-in-ip-newsletter-archive/>

supporters' views on the types of mentoring wanted and how best to deliver them. It hopes to be in a position to launch its scheme during 2025.

The career guidance group has also been planning a survey, to collect sector-wide data on career progression processes and support. Its survey will look at criteria for promotion; the availability of, and support for, parental leave and sabbaticals; additional training on business development, people management and business management; "hidden criteria" for promotion; and issues relating to career guidance. The group ultimately aims to form an idea of best practices that could be established as standards across the IP professions.

The mentoring and career guidance focus groups will work together to support women in all roles in the IP sector and at all stages of their careers. It is hoped that both will be able to launch their surveys early in 2025.

The work done by IPause for people affected by (peri)menopause (see 5.4 above) is also expected to have value to members and supporters of the Women in IP community. 2024 events and resources from IP & ME (5.2 above) have also often touched on issues that can affect women in IP (in particular STEM-related) roles.

5.7.4 Committee matters

The main Women in IP committee continued to meet monthly throughout 2024. Its focus groups met separately to progress their own projects; each includes at least one main committee member to ensure coordination.

Tara Sarwal (Haleon) and Lucy Samuels (Gill Jennings & Every) stepped down from the committee in 1Q and 3Q 2024 respectively.

During 3Q 2024, Laura Carney (Mewburn Ellis) stepped down from the mentoring focus group and Eleanor Pilott (Abel + Imray) from the events focus group. Helga Chapman (Murgitroyd) and Stephanie Foy (Mishcon de Reya) joined the mentoring group in 3Q and 4Q 2024 respectively.

5.7.5 Key contacts

The current Women in IP committee members are Andrea Brewster (IP Inclusive); Megan Briggs (Burness Paull); Lucy Coe (Mewburn Ellis); Joanna Conway (Deloitte); Triona Desmond (Pinsent Masons); Susi Fish (Boult Wade Tennant); Catherine French (Sacco Mann); Catherine Haworth (NuBreed Hotels); Amy McSkimming (Burness Paull); Michelle Montgomery (Carpmaels & Ransford); Yelena Morozova (Finnegan Europe); Kate O'Rourke (Mewburn Ellis); Wendy Peet (Procter & Gamble); Sabine Rehaber (Mathys & Squire); and Natasza Shilling (Vodafone).

The committee lead is Lucy Coe.

The focus group members are currently:

- Mentoring: Amy Auger (Cambridge Mechatronics), Frances Baxter (Boult Wade Tennant), Helga Chapman (Murgitroyd), Joanna Conway, Stephanie Foy (Mishcon de Reya), Catherine Haworth and Yelena Morozova.
- Events: Laura Cassels (Script IP), Lucy Coe, Victoria Coleman (Mewburn Ellis), Catherine French and Agne Zasinaitė (Dentons).
- Coffee dates: Michelle Montgomery, Lidija Pavlovic (Imperial Brands) and Wendy Peet.
- Socials: Bonnie Brooks (D Young & Co), Melike Eceoglu Yalcin (Mysfyt, Inc), Susi Fish, Amy McSkimming and Rebecca Ronney (Brodies).
- Career guidance: Veronika Brázdová (Potter Clarkson), Triona Desmond, Chloe Flower (Carpmaels & Ransford), Charlene Nelson (Foot Anstey), Kate O'Rourke and Natasza Shilling.

6 Regional activities

6.1 General

Our regional networks³³ provide opportunities for signatories from specific areas of the country to share ideas and support one another in fulfilling the Charter commitments. This in turn helps us to reach more people, and to provide better tailored events and resources. The networks are generally run by informal committees which include representatives from local organisations.

Each regional network has its own section in the IP Inclusive mailing list, allowing it to target updates and invitations to relevant people. These sections included, at the start of 2025, 137 subscribers for the North of England Network, 102 for Scotland and 159 for the South West (compared to 110, 84 and 140 respectively at the start of 2024). The Scotland Network has its own LinkedIn group, which had 80 members at the start of 2025 (58 at the start of 2024).

The regional networks' roles and support bases have been changing in recent years, as businesses adopt more flexible and hybrid working arrangements. Our Midlands Network was temporarily "parked" mid-way through 2023 and we have not yet been able to revive it. The North of England Network has not been active this year. We did, however, still run several events outside London during 2024, as described in 6.2 to 6.4 and 6.6 below. Collaboration with the IP Inclusive communities, and involvement in regional careers outreach projects, helped make this possible.

We will continue to work with our regional supporters, informed in particular by the results of our 2023-24 survey (6.5 below), but as with all IP Inclusive activities, this will be driven from grass roots level; we see no point in attempting to establish networks where there is currently less interest and/or insufficient volunteer support.

³³ See <https://ipinclusive.org.uk/our-regional-edi-charter-networks/>

6.2 Scotland Network

Our Scotland Network appears to enjoy the strongest level of support at the moment. During 2024 it recruited several new members to its committee, representing a range of roles and working environments. It also continues to encourage new IP Inclusive Charter signatories and donors in Scotland.

The network ran four events in 2024, all of them in-person:

- In January, a late afternoon event about the individual professional's role in creating effective hybrid working arrangements. This had been rescheduled from November 2023 (due to train strike-related issues) and was hosted by Marks & Clerk in Edinburgh.
- In May, a late afternoon event on neuro-inclusion, hosted by Shepherd and Wedderburn in Glasgow.
- In August, an insight event on IP careers for our *Summer of IP* programme (see 3.2 above), co-organised by network members CMS, Dentons, HGF, Marks & Clerk, Murgitroyd, Scintilla IP and SGMA; this was hosted by Marks & Clerk in Glasgow.
- In September, a breakfast event, "Mental wellness: out of summer, into winter", hosted by Thorntons in Glasgow to discuss mental wellbeing through the transition into autumn and winter.

A January 2025 event has already been organised on "How to attract and retain talent in a Gen Z world". This too will be in-person and will be hosted by Hindles in Edinburgh. The network is also planning a 2025 event with IP Futures (see 5.5.3 above).

In May, David Blair and Laurence Cheney from the network's leadership team met with our Lead Executive Officer Andrea Brewster in Edinburgh, where they discussed their successful working model, their future plans, and opportunities for collaboration with other parts of IP Inclusive. The committee continued to meet regularly during 2024.

6.3 South West Network

The South West Network committee met in April to discuss its 2024 plans. Although the meeting was in-person, Andrea Brewster was able to join online and contribute to discussions about wider IP Inclusive activities.

As a result of this meeting, the committee members collaborated on a September event for the *Summer of IP* programme (see 3.2 above). Hosted by Thrings in Bristol, this included a panel discussion about a range of IP-related careers, followed by an opportunity for student delegates to talk in smaller groups with professionals in specific roles. The organisations involved were 3PB Barristers, Abel + Imray, Airbus, Haseltine Lake Kempner, Mewburn Ellis, Script IP and Thrings.

We also hope to work with the South West Network on an allyship-related event in 2025, as part of the regional allyship events programme described at 6.6 below.

6.4 Other regional activities

Several of our other 2024 events had a regional dimension. Women in IP’s “Connected Bubbles” social gatherings were run simultaneously in Bath, Glasgow, Manchester and Southampton as well as London. Their annual event, “Overcoming invisible barriers”, was broadcast live from London to in-person gatherings in Edinburgh, Leeds, Manchester, Nottingham and Oxford, giving regional attendees a chance to continue the discussions within their own local networks. Women in IP’s collaborations with the AIPLA’s Women in IP network in April 2024 also saw events in Leeds and Manchester as well as London. See 5.7.2 above for more about these events.

Two allyship-related events also took place outside London: see 6.6 below.

6.5 Regional supporters’ survey

With the possible exception of Scotland, attendance at our regional events has been relatively poor in recent years. Some have had to be cancelled due to insufficient registrations.

We felt there was a need to rethink how IP Inclusive supports people outside London, so from late November 2023 to the end of January 2024 we ran a survey to establish where our regional supporters are based; what they want from events outside London; preferred formats, locations and timings; and barriers to attending regional events. The survey was open to all our supporters and promoted through all our communications channels.

The results, summarised in a March News and Features post on our website, did not yield any clear blueprint for a successful regional event. They did however reveal that:

- Bath, Bristol and Manchester were the most popular locations, closely followed by Birmingham, Cambridge and Sheffield.
- Event timing was a key concern. There was no consensus among respondents for a preferred time, although Wednesday evenings seemed the most popular.
- Seminars or panel discussions with an interesting speaker or relevant subject were the most popular type of event.

The survey also yielded new organiser and host volunteers in some of the regions.

In collaboration with the community and regional network committees, we continue to use these results to organise better-tailored content for the survey respondents and their colleagues. Attendance at regional events, however, has remained low compared to our London ones, and we have to tailor our plans accordingly.

6.6 Regional allyship events programme

To address a number of our business plan objectives, we began work in 2024 on a programme of regional events on allyship and related themes. They have a hybrid format: this widens their reach, allows their key outcomes to be recorded and disseminated as allyship resources for the wider community, and also provides valuable networking opportunities. Our communities, regional

networks and locally-based Charter signatories are closely involved, as appropriate for the chosen themes.

The survey results discussed at 6.5 above have of course helped shape the content, format, location and timing of these events.

The first in the series was an April event in Cambridge, “Help! How do I start a conversation on EDI?”, which involved all six of our communities. A second took place in Birmingham in July and related specifically to LGBTQ+ allyship. See 2.2 above for more details of both. We are now planning a third for Leeds in the first half of 2025, on the use of reverse mentoring to encourage and empower allies.

We will continue to build on this programme further into 2025, and hope to organise events in Manchester, Scotland and the South West. Ideally there will also be another “joint allies” event involving all the communities, which can both raise awareness of, and also shape updates to, our new allyship guidelines (2.3 above).

Our Lead Executive Officer’s talks at CIPA’s Edinburgh and Manchester meetings (10.2.2 below) have also helped take the allyship message to a wider range of locations.

6.7 Key contacts

The Scotland Network is led by David Blair (SGMA), Laurence Cheney (Murgitroyd), Rachel Gillan (CMS Cameron McKenna Nabarro Olswang) and Margaret Hastie (Murgitroyd), with new committee members Amy Dawson (HGF), Gillian Harrison (HGF) and Ryan Kellingray (Dentons). The committee is also supported by representatives of Brodies, BTO, Burness Paull, Cameron IP, Capella IP, Hindles, Innovare IP, IP Pragmatics, KPIP, Lawrie IP, Lean IP, Lincoln IP, MacRoberts, Marks & Clerk, Morton Fraser, Ouzman IP, Scintilla IP, Shepherd and Wedderburn, Snapdragon IP and Thorntons, who have been involved in its recent activities, as have a number of in-house IP professionals.

The committee members for the South West network are currently Susan Antoine (Haseltine Lake Kempner); Laurie Bray (Withers & Rogers); Rebecca Brooks (Mewburn Ellis); Judith Coghlan (Script IP); Caroline Day (Haseltine Lake Kempner); Megan Jefferies (Thrings; committee lead); Jonny Lerwill (Airbus Defence & Space); and Jim Pearson (Abel + Imray).

Work on the regional allyship events is led by Anne Burgato and Andrea Brewster from our executive team. Anne also created, administered and reported the regional supporters’ survey.

7 Mental health and wellbeing

7.1 General

We believe that mental wellbeing is closely linked to diversity- and inclusion-related issues in the workplace, with members of marginalised groups often suffering disproportionate challenges³⁴. We therefore continue to work alongside other organisations to encourage conversations on this topic and to provide guidance and support to improve wellbeing in the UK’s IP professions.

The intersections between mental health and marginalisation mean that the work of our six communities (see 5 above) is a valuable additional source of support for wellbeing in the sector. Our regional networks also often address mental health-related issues in their local events, for example the Scotland Network’s September event on coping with the transition from summer into autumn (6.2 above).

7.2 Collaborations with external organisations

Other, more specialist, organisations do great work to promote mental wellbeing in the legal professions. All our 2024 activities in this area were therefore collaborations with such organisations, to avoid duplicating or diluting one another’s efforts.

We worked particularly closely with the mental health charities LawCare³⁵ (which serves the entire legal community) and Jonathan’s Voice³⁶ (which focuses more on the IP sector). We promoted their activities and resources via our newsletters and social media communications, and joined forces with them on the events described at 7.3 below.

In addition to seven joint webinars, our work with Jonathan’s Voice in 2024 included:

- In April, a joint session at the CIPA Student Conference.
 - This covered mental health issues for new starters to the patent profession, the challenges of embarking on a new career, the value of support networks in reducing or preventing problems, the importance of allyship, and the support available from IP Inclusive and elsewhere.
 - It included a live poll about students’ experiences on joining the profession, the results of which underlined the vulnerability of patent trainees at this point in their career as well as highlighting areas where more could be done to help.
- Events relating specifically to men’s mental wellbeing (see 7.4 below).
- Providing input into mental health training videos being trialled by the charity.
- Publishing guest posts from Jonathan’s Voice team members on our website News and Features page (7.6 below).

³⁴ See the results of the 2020-21 LawCare survey at <https://www.lawcare.org.uk/media/14vhquzz/lawcare-lifeinthelaw-v6-final.pdf>, and our 2022 “Mental health and intersectionality” webinar report at <https://ipinclusive.org.uk/newsandfeatures/reflecting-on-our-mental-health-and-intersectionality-webinar/>

³⁵ See <https://www.lawcare.org.uk/>

³⁶ See <https://jonathansvoice.org.uk/>

- Creating a new mental health “hub” for the IP Inclusive website³⁷, based on content created by Jonathan’s Voice and our respective volunteers.
 - The new content has a more concise and accessible structure, that clearly signposts information and resources likely to be of use to our site visitors.
 - The hub was launched in November with social media and newsletter posts.

Our Lead Executive Officer Andrea Brewster remains a LawCare Champion, and is therefore well placed to help ensure the charity’s support is accessible to, and appropriate for, IP professionals. In September, she and Helen Smith from the executive team attended a LawCare round-table to discuss plans for a 2025 re-run of its sector-wide “Life in the Law” survey.

In March Andrea met with mental wellbeing professionals Illuminate VR to discuss potential mental health-related projects for our senior leaders’ diversity think tank (9 below) and for trainee IP professionals. We hope to take these further in 2025, potentially alongside work on the Mindful Business Charter, when Illuminate’s Director Lisa Whittleton returns from maternity leave.

Other organisations also help provide access to new audiences for our mental wellbeing-related comms and resources: for example through CIPA and CITMA’s involvement in our October webinar (7.3 below), the podcast with CIPA on men’s mental health (7.4 below), and the student conference mentioned above.

7.3 IP Inclusive events

Our 2024 events on mental health and wellbeing included seven joint webinars with Jonathan’s Voice:

- In January, “Procrastination frustration!”, a webinar/workshop about why we procrastinate, its pros and cons and how to tackle it.
 - Speaker Penny Aspinall kindly shared both her slides and an accompanying workbook with our supporters after the webinar.
- In March, “The power of reverse mentoring”, an event with both Jonathan’s Voice and LawCare about the use of reverse mentoring to improve understanding and inclusivity, and in turn wellbeing, at all levels of an organisation. This also emphasised the importance of allyship: see 2.2 above.
- In April (to mark Stress Awareness Month), “Workable ranges – a map and method for better balance and wellbeing”, about managing our individual resilience to stress.
- In May (during Mental Health Awareness Week), “Mindfulness and anxiety”, about mindfulness and its use in combating anxiety.
- In September, “Changing the narrative on suicide: an interview with Dr Susie Bennett”, a webinar to mark World Suicide Prevention Day in which Dr Bennett provided an update on her research into male suicide.

³⁷ See <https://ipinclusive.org.uk/mental-health-and-wellbeing/>

- In October (on World Mental Health Day), “Supporting staff wellbeing, mental health and work-life balance”, a webinar with CIPA, CITMA and Jonathan’s Voice about organisational support for staff wellbeing, with particular emphasis on work-life balance and on the use of hybrid working models.
- In November, “Taking the conversation one step further”, a webinar with Jonathan’s Voice with advice on how to talk to friends, family and colleagues about their emotional wellbeing.

We are already planning more webinars with Jonathan’s Voice for 2025, one of which will take place in January and focus on mental wellbeing for trainees.

We ran two further events with Jonathan’s Voice, both in hybrid format, as part of our work on men’s mental wellbeing: see 7.4 below.

7.4 Men’s mental wellbeing

IP Inclusive and Jonathan’s Voice continued working to support, and promote conversations about, men’s mental wellbeing throughout 2024. Highlights included:

- In June, “Fostering openness: men’s mental wellbeing”, a hybrid event hosted by EIP in London and online.
 - Speaker James McFarlane (an IP solicitor involved with men’s mental health projects, and also a LawCare Champion) spoke about his struggles with mental health and the men’s mental health group he established for lawyers in Scotland. We subsequently published a reading list based on his recommendations at the event. Informal networking followed the main discussion for in-person attendees.
- In November (to mark “Movember”):
 - “A Deep Dive into Men’s Mental Health and Suicide Prevention”, a hybrid event hosted by Keltie in London and online. Guest speaker Dr Susie Bennett spoke about men’s mental health in the modern world and in particular male suicide awareness and prevention.
 - An episode of CIPA’s “Two IPs in a Pod” podcast featuring Rich Wells from IP Inclusive and Graham McCartney from Jonathan’s Voice. The discussions centred on men’s mental health in the IP professions and the work being done to support it.

In addition, our September webinar with Jonathan’s Voice focused in particular on the causes and prevention of male suicide: see 7.3 above.

We are progressing our work in this area deliberately slowly, to allow time to raise awareness of, and engagement with, men’s mental health issues. Our February 2023 round-table on the topic had yielded no clear consensus as to the form that mental wellbeing support should take for men in IP, and in particular insufficient interest for a dedicated Men in IP support group. Attendance at 2024 events on the topic has not been huge and people who identify as men continue to be less well represented there. We remain committed, however, to keeping the conversations alive and providing support where it is needed, informed by feedback from these events.

To this end, we have already scheduled a February 2025 webinar featuring TEDx speaker Ryan Parke, who will share his views on how hormones, lifestyle and goal setting can influence both mental and physical health for men. We also have tentative plans for a webinar with representatives of the IPO's men's network, and another (in collaboration with Jonathan's Voice, CIPA and CITMA and co-branded with IPause) on wellbeing issues that affect men in mid-life.

7.5 Our Mental Health First Aiders' Network

Our Mental Health First Aiders' (MHFAers') Network³⁸ was established to provide a forum for qualified MHFAers and would-be MHFAers in the IP sector to share experiences and support one another. It did not see any significant activity in 2024 although its LinkedIn group carried occasional posts about mental health-related events and projects from IP Inclusive and Jonathan's Voice.

At the start of 2025 its LinkedIn group had 66 members (67 at the start of 2024) and its WhatsApp group 30 members (31 as at the start of 2024).

7.6 Resources and awareness-raising

During 2024 we published reports of seven of our mental health-related events on our website News and Features page, and links to recordings of six of the webinars on our website resources page (that for the October webinar being available through CITMA). The recordings were supplemented with speaker slides and other follow-up resources wherever possible.

In total, ten of our 2024 News and Features posts were mental health-related. They included:

- In January and February, reports of our December 2023 "Exploring anxiety" webinar and the January 2024 one about procrastination, plus a reproduction of a report from the *CIPA Journal* of our November 2023 event on men's mental health.
- In February, a guest blog to mark Eating Disorders Awareness Week (see 5.3.3 above).
- In May, a reproduction of an article by LawCare Champion Claire Jacques, on the neuroscientific importance of movement – and of awareness of movement – for mental wellbeing; this was written to mark Mental Health Awareness Week.
- In May and June, reports on the April and May webinars with Jonathan's Voice, one about "workable ranges" and the other about mindfulness and anxiety.
- In July, two guest blogs from Jonathan's Voice, about (a) how to talk to people who have been recently bereaved and (b) the importance of taking a break for mental wellbeing.
- In October, an article by Andrea Brewster in *Managing IP* to mark World Mental Health Day, commenting on the link between workload pressures and mental wellbeing in IP workplaces.
- Also in October, a report of the September webinar with Jonathan's Voice about "changing the narrative on suicide".
- In November: a post introducing our new mental health "hub" (7.2 above).

³⁸ See <https://ipinclusive.org.uk/newsandfeatures/our-support-network-for-mental-health-first-aiders/>

- In December, follow-up tips from the November webinar on conversations about mental health.
- Also in December, a guest blog from Jonathan’s Voice co-founder Val McCartney about loneliness at Christmas.

Other News and Features posts throughout the year – on (peri)menopause, ADHD, tackling the “inner critic”, allyship, and sexual harassment – were also relevant to mental wellbeing.

The mental health hub on our website also carries information, guidance and resources, newly updated with help from Jonathan’s Voice (7.2 above).

7.7 Key contacts

Our work on mental health and wellbeing is coordinated by Andrea Brewster. The men’s mental wellbeing projects are led by Richard Wells (Tropic), working with Andrea Brewster and with Graham McCartney from Jonathan’s Voice.

Anne Burgato and Helen Smith from our executive team (13.3 below) also help coordinate our mental health-related activities and resources, including our work with Jonathan’s Voice.

8 Resources

8.1 General

IP Inclusive aims to provide cost-effective, accessible and appropriately-tailored training for IP professionals in EDI-related issues. Our resources include events (and associated materials such as recordings, speaker presentations and reports); knowledge exchange opportunities; guidelines, toolkits and template documents; directories; signposts to external resources; and social media content to spark discussion on relevant topics. In addition, through Careers in Ideas⁴, we provide resources to help IP professionals in their careers outreach work.

All of these are available free of charge to UK-based IP professionals. They can be accessed via our website resources page³⁹ and/or relevant website event posts. We continue to develop both their content and their accessibility, drawing on input from across our support base and where applicable from outside the IP sector.

During 2024 our resources were focused on the high-level objectives in our 2023-25 business plan¹, in particular those relating to allyship, supporting early-career IP professionals, and diversifying the upstream pipeline. We launched two significant new resources in the second half of the year, as specifically promised in the plan: an EDI “starter pack” (see 8.2 below) and the allyship guidelines discussed at 2.3 above. We also progressed the intended EDI data gathering toolkit (8.4 below) and,

³⁹ See <https://ipinclusive.org.uk/resources/>

with Jonathan’s Voice, created an improved mental health “hub” to replace our previous website mental wellbeing pages: see 7.2 above. A digital accessibility training package, not foreshadowed in the business plan but a natural extension of our own work to improve IP Inclusive’s accessibility, was another resource we launched towards the end of 2024: see 8.3 below.

Many of our 2024 events and follow-up resources were also directed to the business plan objectives: see 8.5.3 below.

8.2 EDI starter pack

We began work in 1Q 2024 on an EDI “starter pack” for new recruits to the IP professions. During the year we took soundings from across the IP Inclusive community – including HR professionals and practice directors in IP sector organisations, IP Futures, the IP Inclusive Advisory Board, the CIPA Informals, and more senior people with training responsibilities – in order to create a resource that would be of genuine practical value.

We launched the pack in November⁴⁰, in time for our Lead Executive Officer Andrea Brewster to speak about it at CIPA’s student induction day (see 10.2.2 below).

Its key features include:

- A two-part format, of which part 1 introduces basic EDI concepts and IP Inclusive, and signposts EDI-related information and resources; and part 2 provides guidance on allyship and its importance.
- A short video about IP Inclusive’s value in the IP professions and the advantages of being involved.
 - This was created by our summer intern Jessica Anderson (13.4 below), with a collection of quotes from IP Inclusive volunteers.
 - The video, and individual excerpts from it, are also available as stand-alone resources and have been useful for promoting IP Inclusive in other forums.
- Both pdf and PowerPoint versions, designed to fit into existing induction and onboarding materials and events and/or for posting on a company intranet.
- Additional small file size, plain text versions, to widen accessibility.

The EDI starter pack is intended as a “living document”, to be updated in response to ongoing user feedback. It was created primarily by executive team member Helen Smith (13.3.3 below), who ran this project – including the associated consultations – from its initial design to launch.

⁴⁰ See <https://ipinclusive.org.uk/newsandfeatures/launch-of-edi-starter-pack/>

8.3 Digital accessibility training package

Digital accessibility specialists Bnode⁴¹ (who had already provided a free webinar for us as well as some internal training) have created an online training package for IP Inclusive Charter signatories. We launched it in November 2024, co-branded as an IP Inclusive, IP Ability and Bnode project⁴².

The product, offered for just £500, includes two virtual training sessions and is broadly similar to that provided for our executive team in February 2024 (see 13.3.5 below). It covers the basics about checking and improving accessibility for both internal and external content in documents, presentations, websites and social media. It is specially tailored for organisations that do not have huge resources at their disposal but want to be aware of the simple, low-budget (often cost-free) tools and practices that can help them reach a wider range of people.

8.4 EDI data gathering toolkit

Throughout 2024 we were working on a “toolkit” to help our Charter signatories, in particular in the patent and trade mark sector, gather EDI-related data with confidence. This is a collaboration with CIPA, CITMA, the IP Federation, IPReg and the IPO.

The project originated in our senior leaders’ diversity think tank (see 9 below). The think tank’s February 2023 meeting included a discussion on clients’ EDI data gathering requirements, which can vary significantly and can be tricky to satisfy within UK data protection and employment laws. By way of follow-up, the organisers of that meeting (Andrea Brewster, Saiful Khan of Potter Clarkson and Gwilym Roberts of Kilburn & Strode) met with representatives from CIPA, CITMA, The IP Federation, IPReg and the IPO to discuss the creation of guidelines and basic sector standards for EDI data gathering. All attendees supported the concept, leading to a valuable exchange of ideas and content from other IP and wider legal sector sources.

Together we created a draft template for a basic EDI survey. We then consulted with think tank members, in a February 2024 meeting (9.2 below), about both the template and the concept of an associated “toolkit” of guidance and resources. There was wide support for both, and useful feedback regarding specific aspects of their content.

We hope to launch the finished toolkit in the first half of 2025. It will include:

- A template standard EDI data gathering survey.
 - This is based on standards developed elsewhere in the legal and IP sectors (for example the SRA’s 2023 Diversity Questionnaire and the current Civil Service standard (which itself follows guidance from the Office for National Statistics), as well as previous IP Inclusive surveys) and aligns with CIPA and IPReg surveys conducted in 2024.

⁴¹ See <https://bnode.co.uk/>

⁴² See <https://ipinclusive.org.uk/newsandfeatures/accessibility-training-in-a-digital-environment/>

- It takes account of feedback provided by the senior leaders’ diversity think tank, as well as from the five collaborating organisations.
- It is intended as a voluntary standard, and users will be free to amend it to suit their own requirements.
- Guidance on the legal (in particular data protection and employment law) aspects of EDI data handling.
 - This has been kindly prepared for us by Burley Law Limited⁴³ (commercial law, IP and employment law solicitors), who are also IP Inclusive Charter signatories.
- Practical tips for gathering and processing EDI data, including for optimising survey design and response rates.
- A collection of relevant resources (including benchmarking data, guidance and templates) available elsewhere.

The toolkit will be targeted at signatories to the IP Inclusive EDI Charter and other IP sector employers, in particular private practices. Although adoption of the template survey will be voluntary, we hope that by encouraging – and facilitating – its use throughout the sector we can increase confidence in EDI data gathering, align approaches, create better benchmarks and reassure clients that the sector follows consistent good practices.

Like our other resources, the EDI data gathering toolkit is likely to develop over time in response to user feedback.

8.5 IP Inclusive events

8.5.1 General

Our events allow us to raise awareness and increase understanding of EDI-related issues. Importantly, they also provide a forum for people within the IP sector to share experiences and best practices, and safe spaces in which to develop their professional networks.

The events continue to be open to all our UK-based supporters, free of charge, being largely developed and hosted by volunteers. As in previous years, experts from both within and outside the IP professions have been kind enough to contribute their time and expertise for free, which has been vital to our avoidance of a “paywall”. It has also helped 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 alike.

Many of the events yield follow-up resources, including speaker presentations and supplementary materials, recordings, guidance notes and discussion outcomes. These are available, also free of charge, on our website and increase the accessibility and longer-term value of the events they derive from.

⁴³ See <https://burleylaw.co.uk/>

The IP regulator IPReg, which regulates registered patent and trade mark attorneys, provides guidance on continuing professional competence⁴⁴ in which it includes several topics relating to EDI and wellbeing (for example knowledge and awareness of equality and diversity; how to make reasonable adjustments for clients or colleagues; unconscious bias; inclusive leadership and management; and the importance of mental and physical wellbeing in the workplace) in its suggestions for patent and trade mark attorneys’ professional development. It notes how such issues “affect not only inclusivity (and thus also diversity) in the workplace, but also attorneys’ productivity, resilience and general fitness to practise”. We believe this guidance lends additional credibility and value to the content that IP Inclusive generates.

8.5.2 Our 2024 listings

We posted 45 events for 2024 on our website events page⁴⁵, plus a summary of the events forming part of the *Summer of IP* campaign (see 3.2 above). 26 of these were organised through our communities (see 5 above), 3 through our Scotland Network (6.2 above) and one through our senior leaders’ diversity think tank (9.2 below). They also included two events in our regional allyship-related programme (2.2 and 6.6 above), and our 2024 annual meeting (15.1 below).

Often our communities and networks run joint events, recognising the intersectionality between different under-represented groups. One of our 2024 webinars, for example, was a collaboration between IP & ME, IP Ability and Women in IP (5.2.2 above), another between IPause, IP Ability and Women in IP (5.4.2 above). Our April event in Cambridge, meanwhile, involved representatives from all six communities: see 2.2 above.

We organise some of our events in partnership with other organisations such as AIPLA, CIPA, CITMA, Focal Point Training and Consultancy, Jonathan’s Voice and LawCare (see 7.2 above and 10.2 and 10.5 below). 2024 saw 14 such collaborations, of which 9 involved Jonathan’s Voice (in some cases with others as well) and one was run in partnership with the LGBTQ+ support group Open House at Gowling WLG (2.2 above). In February 2024 our events page also listed a CITMA webinar on managing stress in the workplace, which was open to all IP Inclusive supporters.

Meetings of our senior leaders’ think tank (9.2 below) were not posted on the website unless open to the wider IP Inclusive community; nor were the related “Pledge Prattle” sessions (9.3.2 below). The same applies to our *Summer of IP* pre-launch event (3.2.4 above).

For more information about our 2024 annual meeting, and our plans for the 2025 one, see 15.1 below.

8.5.3 Business plan focus

We tried to focus our 2024 events on the key objectives in the 2023-25 business plan:

- Six of them related to allyship.

⁴⁴ See <https://ipreg.org.uk/sites/default/files/Continuing%20competence%20guidance.pdf>

⁴⁵ See <https://ipinclusive.org.uk/events/>

- Several referred to the impact of hybrid working in specific contexts, in particular our Scotland Network event in January (see 6.2 above) and our October webinar with Jonathan’s Voice, CIPA and CITMA to mark World Mental Health Day (7.3 above).
- In terms of providing opportunities for in-person networking, 8 of our 2024 events were run in-person only and 10 in a hybrid format. This represents a significant increase in “in real life” gatherings compared to the years immediately following the Covid-19 pandemic. A good proportion of them were run outside London: see 6 above.
- IP Futures ran two in-person networking events for early-career IP professionals, one as part of the *Summer of IP* programme. We also spoke at two CIPA events for trainee patent attorneys (10.2.2 below).
 - We have a number of plans for early-career-focused events in the first half of 2025, including a January webinar with Jonathan’s Voice: see 7.3 above.
- A meeting of our senior leaders’ diversity think tank focused on EDI data gathering, and led to the data gathering toolkit project discussed at 8.4 above.
- Our *Summer of IP* events were all aimed at diversifying the pipeline of new recruits to the IP professions.

8.5.4 Attendance levels

Event “no-show” rates remained high in 2024, at an estimated 40-50% (although there were exceptions for some higher-profile events). IP Inclusive does not seem to be alone in observing this, however. There can be any number of reasons why people are unable to attend an event they have registered for in good faith, particularly in the context of a “non-core” topic such as EDI. IP professionals’ working routines have become more flexible, with perhaps less certainty as to location and timing and less “spare time”. Both work-related and personal issues can disrupt plans, as can the weather and travel problems such as train strikes. We are also aware that some people – not unreasonably – register for an online event primarily so as to access the recording and follow-up resources.

We understand all these issues and factor them into our event planning and registration systems.

Despite the above, we have been pleased to see good numbers of attendees at most of our events, with the exception of in-person events outside London (see the discussion at 6.5 above).

8.6 YouTube content

Our YouTube channel hosts our event recordings as well as other videos and podcasts such as the “welcome” videos produced by our communities (see 5 above), resources for the *Summer of IP* campaign (3.2 above), content created for specific awareness days, and the volunteers’ videos recorded for our EDI starter pack (8.2 above).

During 2024 we posted 43 videos on it. These included:

- 18 event recordings (7 of which were from hybrid events, including our annual meeting).

- 11 *Summer of IP* resources, of which 10 were event recordings (including from the June pre-launch event) and one an introduction to the campaign.
- 3 welcome videos, for our IP & ME, IP Ability and IP Out communities.
- 4 discussions recorded by IP & ME to mark South Asian Heritage Month and Black History Month (5.2.3 above).
- 5 videos created for the EDI starter pack, 4 of which provided short excerpts from the main video, on specific themes.
- A video created for the home page of the new Careers in Ideas website (3.4 above).
- A recording of intern Jessica Anderson’s presentation about her work with IP Inclusive and Careers in Ideas (13.4.1 below).

In addition, we added seven podcasts to the channel. These included two recorded by IP & ME to mark South Asian Heritage Month 2023, and podcast versions of three “Menopause Stories” created by IPause during 2023 and of two IP & ME discussions recorded for Black History Month 2024.

We also created ten playlists – on allyship; Careers in Ideas; *Summer of IP 2024*; mental health; Black History Month 2024; and for content from IP & ME, IP Ability, IPause, IP Out and Women in IP – to help users find video content on particular topics.

We publish all our YouTube content “unlisted” to reduce spam and trolling problems. Decisions about whether or not (or how much) to record or to publish event recordings are generally guided by speaker preferences and advice, depending on the subject matter.

8.7 Other 2024 resources

8.7.1 Website resources page

During 2024 we published 27 new items on our website resources page, expanding and enriching the content available to help our supporters with their EDI work. In addition to those mentioned at 8.2 and 8.3 above, and the allyship guidelines (2.3 above), these included 20 event recordings and/or associated materials such as speaker presentations, workbooks and follow-up links; a reading list from the June event on men’s mental health (7.4 above); a summary of the *Summer of IP* introductory events and recordings; the volunteer videos recorded for the EDI starter pack; and a collection of podcasts and videos from the IP Inclusive communities, which we continue to update as new content becomes available⁴⁶.

8.7.2 Website “News and Features” posts

On our website News and Features page⁴⁷, we published posts covering a wide range of topics including news from IP Inclusive, its governing body IPIM and its external partners; our formal documents such as reports, meeting minutes, financial statements, budgets and consultation

⁴⁶ See <https://ipinclusive.org.uk/resources/podcasts/>

⁴⁷ See <https://ipinclusive.org.uk/newsandfeatures/>

responses; resources; event reports; comment and opinion; and features containing relevant information and updates.

Seventeen event reports summarised guidance and insights shared by participants, featuring practical tips and supporting resources. They covered a variety of themes, many of the events having been organised by our six communities to explore issues of relevance to the groups they represent.

The IP Inclusive news posts included reports on the results of (a) our regional supporters' survey (6.5 above) and (b) IP Ability's 2023 survey on disability and caring responsibilities (5.3.3 above), as well as reflections from intern Jessica Anderson on her work with IP Inclusive (13.4.1 below).

Our 2024 News and Features posts also provided:

- Suggestions for being a better ally, including specifically for people who identify as asexual and for people with ADHD, but also for the wider groups represented by our communities.
- Personal stories about the impact of ethnic background on career progression, about workplace inclusivity for people with eating disorders and about how (peri)menopause can affect people at work.
- Dietary tips to help cope with the symptoms of (peri)menopause, and guidance on workplace adjustments for people with (peri)menopause symptoms.
- Women in IP's collection of interviews to mark International Women's Day (5.7.3 above).
- A large amount of expert advice for improving mental wellbeing (7.6 above) and self-confidence (5.2.2 above).
- A summary of key outcomes from IPReg's 2024 diversity survey.
- An introduction to our new mental health "hub" (7.2 above).
- Profiles of disabled leaders from fields connected to IP, to mark International Day of Persons with Disabilities (5.3.3 above).
- Access to, and information about, the IPause "menopause stories" collection (5.4.3 above), EDI starter pack, online accessibility training and allyship guidelines.
- Access to our 2023 Annual Report, the minutes of 2024 IPIM and Advisory Board meetings, our Lead Executive Officer's 2024 quarterly reports, IPIM's 2024-25 budget and 2023-24 financial statements, and IP Inclusive's response to a 2024 IPReg consultation (11.2 below).

In total, we published 43 News and Features posts during 2024. Many of them were contributed voluntarily by, or sourced by, our supporters. Anne Burgato and Helen Smith in our executive team also generated content and captured event outcomes, helping us to publish prompt and targeted resources. The 2024 posts included 17 event reports and 9 guest posts. Twelve of them related to our communities' activities, 10 to mental wellbeing, 7 to formal IP Inclusive matters, 4 to new resources we had launched and 2 to Careers in Ideas and/or *Summer of IP*. Three specifically focused on allyship, but many more were at least partly relevant to that topic.

8.7.3 Other

Further resources are available from our website Mental Health Hub (see 7.2 above) and from specific community pages (for example the disability-related resources collated by IP Ability⁴⁸, the (peri)menopause-related resources collated by IPause²⁶ and Women in IP's "Quick wins for Charter signatories"⁴⁹). During 2024 the IP Out committee have also been developing a toolkit for trans and non-binary inclusion, which we hope to publish early in 2025: see 5.6.3 above.

In the autumn and winter of 2024, some of our supporters were involved in an EDI-focused virtual book club organised by Advisory Board Chair Sally Bannan. Their first get-together was in late October and discussed *Reasons to Stay Alive* by Matt Haig. Another is planned for early 2025 to explore *Strong Female Character* by Fern Brady.

8.8 Resource coordination and accessibility

8.8.1 Promoting our resources

New events and resources are flagged in our fortnightly update newsletters and on our LinkedIn page. More targeted event reminders are sent to relevant sections of our mailing list. Supporters can also subscribe to notifications of new News and Features posts.

Our website events page carries up-to-date listings of forthcoming and previous events, many of which are also posted on relevant communities' pages. Similarly, the resources page provides access to all our resources, including those from event participants; these are tagged and categorised so users can filter for items of interest. The posts for specific events include links to follow-on materials such as recordings, speaker slides and event reports.

The News and Features page carries all our news and blog posts, again searchable by tags and categories. They include event reports and introductions to significant new resources such as the EDI starter pack and allyship guidelines. They are cross-referenced in relevant event posts.

Where feasible we collate and publish ideas, best practices and resources available from relevant external organisations – with the help of our Advisory Board, communities and other groups. We also work with IP sector membership bodies to disseminate our own resources more widely: see for example the collaborations described in 10 below.

8.8.2 Event accessibility

Our events continue to be largely online or hybrid: 24 of them were online and ten hybrid during 2024. Wherever appropriate recordings are made available afterwards. This helps us share information, guidance and resources with a wider range of people, regardless of their physical location, professional role, working arrangements or personal constraints. It also makes it easier for

⁴⁸ See <https://ipinclusive.org.uk/resources/disability-confidence/>

⁴⁹ See <https://ipinclusive.org.uk/resources/quick-wins-for-charter-signatories/>

us to schedule and administer events and to capture the learning outcomes, which in turn allows us to provide more of them, on a wider range of themes, and better associated resources.

Our 2023-25 business plan committed to providing more in-person events to offer our supporters opportunities for informal networking, relationship-building and mutual support; we believe this is important for fostering awareness and understanding, and hence inclusivity and allyship. As a result we significantly increased the proportion of in-person or hybrid events during 2024. In-person attendance is still, however, much less popular in the regions than in London (see 6 above), and having become familiar with online meetings and events during the Covid-19 pandemic, it is clear that this will remain the format of choice for many of IP Inclusive's activities and their participants.

We have of course taken care to ensure that our hybrid events, which allow both in-person and virtual attendance, are suitably welcoming and inclusive for both groups of participants, in particular during interactive Q&A sessions.

8.8.3 Online accessibility

For our online events and larger meetings we provide automatic closed captions to improve accessibility. Our event recordings also carry YouTube's free automatic subtitles. We and our co-hosts offer support to event delegates who have special access requirements, whether attending online or in person.

In 2024 we worked to improve the accessibility of our online resources. Our executive team (Andrea Brewster, Anne Burgato and Helen Smith) undertook basic training in February on the issues involved and resources available, with the aim of building best practices into our future events and content. This training was provided by Chris Naylor from Bnode (see 8.3 above and 13.3.5 below). Where feasible we work with IP Ability and their contacts to ensure the training is put to good effect.

New resources published this year have been made available in small file size versions, with minimal graphics, to improve accessibility and ensure compatibility with screen readers. Our allyship guidelines were specifically road-tested by a screen reader user. We try to adopt best practices, learnt from Bnode, when producing all our resources and in our online (including LinkedIn, mailing list and website) comms. We do not have massive resources available but the training has shown us that many are available for free and many others require just a simple change of approach to take a wider range of users into consideration when creating content.

9 Senior leaders' diversity think tank

9.1 General

Our senior leaders' diversity think tank was established in the autumn of 2020⁵⁰. Since then it has helped raise awareness of IP Inclusive's work and its value to our Charter signatory organisations, ensuring their engagement has the requisite authority and support. Although still focused on private sector patent and trade mark practices, it has helped us extend our reach to professionals in previously under-represented groups (for example business support professionals) as well as to its members' contacts both within and outside their sector and to their clients in in-house IP teams. Importantly, since at present many in senior roles are not themselves members of "minority" groups, it has added significantly – in numbers and influence – to our community of EDI allies.

9.2 2024 highlights

2024 highlights for the think tank included:

- In February, a meeting to discuss EDI data gathering.
 - Representatives from patent and trade mark sector membership bodies and the IP sector regulator IPReg shared their approaches to EDI data gathering.
 - Discussions then moved to a potential sector-wide template EDI survey and accompanying guidelines, for which there was sufficient support for us to progress the EDI data gathering "toolkit" described at 8.4 above.
 - The meeting also provided feedback on an initial draft template survey.
- Three "Pledge Prattle" meetings for signatories to the Senior Leaders' Pledge and their colleagues (see 9.3.2 below).
- The involvement of many think tank members' firms in our *Summer of IP* outreach campaign (3.2 above).
- In November, an event on "Allyship for leaders".
 - Hosted by Kilburn & Strode in London and online, this was open to all IP Inclusive supporters.
 - Panellists Lord Justice Birss, Vandita Chandrani (Elekta), former IP Federation President Suzanne Oliver (Scintilla) and Gwilym Roberts (Kilburn & Strode) discussed the importance of senior-level allyship and how to get started, sharing personal experiences and practical tips for overcoming common barriers to allyship.
 - We will publish an elevator pitch-style video, based on the discussions, to help people persuade both would-be and wouldn't-be allies to get involved with the EDI agenda.

⁵⁰ See <https://ipinclusive.org.uk/newsandfeatures/new-senior-leaders-diversity-think-tank/>

9.3 The Senior Leaders' Pledge

9.3.1 General

The IP Inclusive Senior Leaders' Pledge²¹ was introduced by the think tank in July 2021. Its primary purpose was to encourage championing of EDI at the highest levels of our Charter signatory organisations, but it has also – through the “Pledge Prattle” forum described below – proved useful to facilitate the sharing of best practices and of solutions to EDI challenges.

The Senior Leaders' Pledge is a personal rather than organisational scheme and involves eight generic commitments. These are accompanied by suggestions for practical steps that could be taken to demonstrate each of them. Individual signatories tailor their versions of the pledge, selecting measures for each of the eight commitments that are appropriate for them and their organisations. We believe the scheme is helping our Charter signatories improve their EDI efforts, at the same time strengthening our engagement with them.

At the start of 2025 there were 113 signatories to the Senior Leaders' Pledge, compared to 114 at the start of 2024 (some having retired during the year and other new signatories having joined).

9.3.2 The “Pledge Prattle” forum

Our informal online “Pledge Prattle” discussions allow Senior Leaders' Pledge signatories and their senior HR and management colleagues to share experiences on specific aspects of the pledge and its implementation. These half-hour drop-in gatherings (which are not recorded) have proved both popular and candid. We ran three in 2024:

- In January to discuss external EDI accreditation schemes, their implementation and their value.
- In July about mentoring schemes, including the types of scheme that participants' firms have in place; their ease of introduction and administration; and their impact on inclusivity, wellbeing and staff development and retention.
- In October on the theme of “Hybrid (is it?) working”; this explored how firms are handling the balance between remote working and being in the office; how they have tackled any associated challenges; and what safeguards they have adopted for individuals and for the business as a whole.

Pledge signatories are encouraged to suggest topics for future discussions, some of which ultimately feed into larger IP Inclusive events or resources.

9.4 Key contacts

The senior leaders' diversity think tank is a joint project with CIPA and CITMA. It is led by CIPA's Honorary Secretary Gwilym Roberts and our Lead Executive Officer Andrea Brewster, who also share the organisation and chairing of Pledge Prattle meetings. Saiful Khan (Potter Clarkson) is also involved in the data gathering project that arose out of earlier think tank meetings (see 8.4 above).

10 External relationships

10.1 General

We work in partnership with, though independently of, a large number of IP-focused organisations as well as others from outside the sector (see 10.5 and 10.6 below). Together they represent a rich source of resources and support, helping us not only to raise awareness and improve cross-sector collaboration, but also to influence policy and culture when appropriate.

We enjoy particularly good relationships with our founding organisations (10.2 below), with the UK's Intellectual Property Office (10.3 below) and with the IP sector regulator IPReg (10.4 below). We also work closely with the IP and legal sector mental health charities Jonathan's Voice and LawCare: see 7.2 above.

All of this helps us garner a range of perspectives and ideas from across the IP professions. We believe, too, that our relationships with other organisations are mutually beneficial, allowing us all to learn from one another's efforts in the EDI space and to raise awareness of our work among ever-widening audiences.

10.2 Our founding organisations

10.2.1 General

Our four founding organisations were the Chartered Institute of Patent Attorneys (CIPA)⁵¹, the Chartered Institute of Trade Mark Attorneys (CITMA)⁵², The IP Federation⁵³ and the British Association of the International Federation of Intellectual Property Attorneys (FICPI-UK)⁵⁴.

Our relationships with them remain close and productive, in particular with CIPA, CITMA and the IP Federation. Both IPIM and our Advisory Board include members who are involved with the three organisations.

CIPA, CITMA and The IP Federation are also involved in our work on an EDI data gathering toolkit (see 8.4 above), along with IPReg and the IPO. As part of this project, they joined discussions with our senior leaders' diversity think tank to explore their members' approaches to data gathering and their thoughts on the proposed template survey and guidelines: see 9.2 above.

We are grateful to these organisations for their continuing support, both financially and through input into specific projects, and for their help in engaging not only patent and trade mark attorneys but also the professionals who work with them in the IP sector.

⁵¹ See <https://www.cipa.org.uk/>

⁵² See <https://www.citma.org.uk/>

⁵³ See <https://www.ipfederation.com/>

⁵⁴ See <https://ficpi.org/nationalassociation/british-association-international-federation-intellectual-property-attorneys>

10.2.2 CIPA and CITMA

Our collaborations with CIPA and CITMA during 2024 included:

- In January and December, our Lead Executive Officer Andrea Brewster met with CIPA Vice President Bobby Mukherjee to provide input into CIPA’s work on potential patent attorney apprenticeships.
- In February, Andrea attended a CIPA Council meeting to provide an update on IP Inclusive’s activities, in particular Careers in Ideas and *Summer of IP 2024* (see 3.2 above).
 - Council members – including the Chair of CIPA’s EDI Committee – were keen to work more closely together on careers outreach and awareness-raising.
 - Andrea was also awarded Honorary Membership of the institute at the meeting.
- In April, Andrea spoke in a session on mental health, with Jonathan’s Voice, at CIPA’s Student Conference (7.2 above).
- In May, she gave a talk at CIPA’s Scotland regional meeting in Edinburgh, about allyship and the assumptions that can undermine it.
- In June, IPIM member Robert Andrews represented IP Inclusive at a joint CIPA and AIPLA diversity-themed evening reception.
- Also in June, IP Ability ran a joint webinar with CIPA on ADHD in the IP professions (5.3.2 above).
- In July:
 - CITMA contributed a webinar on trade mark careers to our *Summer of IP* programme.
 - Andrea met with CITMA Chief Executive Keven Bader and the new lead of its Diversity & Inclusion Working Group Triona Desmond, exploring ways in which the two organisations could support one another’s EDI-related efforts.
 - Representatives from our IP & ME, IP Ability and IPause communities made guest appearances on three of CIPA’s “Two IPs In A Pod” podcast episodes: see 5.2.3, 5.3.4 and 5.4.4 above.
- In September, Andrea spoke at CIPA’s Manchester meeting about allyship, its importance and how to put it into practice (2.2 above).
- In November she spoke at CIPA’s student induction day, providing an introduction to IP Inclusive and to EDI more generally in the patent profession, and promoting our newly-launched EDI starter pack (8.2 above).

As in previous years, both CIPA and CITMA kindly opened their EDI- and wellbeing-related webinars, free of charge, to all IP Inclusive supporters. In 2024 those included the joint webinars referred to above, and also a February CITMA webinar, “Out in the office”, to mark LGBT+ History Month, which was open to non-CITMA members in IP Inclusive and advertised on our website events page.

Andrea also continued to contribute regular IP Inclusive updates for the monthly *CIPA Journal* and articles for the *CITMA Review*: the latter included a piece on the “what, who and when” of effective

allyship for the February 2024 issue and one on our efforts to support and align approaches to EDI data gathering for the September 2024 issue.

Whenever possible, we work with the two institutes' student and paralegal members as well as with chartered patent and trade mark attorneys, and also with the business support professionals who work alongside CIPA and CITMA members. CIPA's student body the Informals is an especially strong supporter of the IP Inclusive cause; its members participate in our events as both speakers and delegates and help to promote our work. As well as inviting us to speak at the student conference referred to above, they provided input into our new mental health hub (7.2 above) and our EDI starter pack, were represented in our April event on allyship (2.2 above) and our November webinar with Jonathan's Voice (7.3 above), and have planned another webinar with us for January 2025.

Our senior leaders' diversity think tank is also largely comprised of CIPA and CITMA members and their colleagues, having been established with the two institutes' help.

10.2.3 The IP Federation

Another of our founding organisations, The IP Federation continues to support and promote IP Inclusive's activities and encourage its members to get involved. Those members are represented in several IP Inclusive forums (in particular IPIM, the Advisory Board and the Careers in Ideas task force), to which they bring valuable perspectives and expertise that are often different to those available in the private sector.

10.3 The UK Intellectual Property Office (IPO)

Since its inception, IP Inclusive has always had strong links with the IPO⁵⁵, its senior staff and its internal support networks, sharing knowledge and experiences and ensuring that IPO staff can also engage with IP Inclusive activities. IPO employees are represented on our Advisory Board, the Careers in Ideas task force and the IP Out committee. They continue to support us by communicating and promoting attendance at IP Inclusive events in the IPO, in particular among their network chairs. In turn we have helped them promote their own research projects and consultations (for example, in 2024, a survey on their educational initiatives and research into disability, neurodiversity and innovation). The collaboration is valuable for ensuring that both organisations' EDI-related activities are sensibly aligned for the benefit of the wider IP sector.

During the first half of 2024, the IPO established a new team of people to liaise with IP Inclusive, including in specific areas such as Careers in Ideas and the communities. This is led by their Senior Futures Advisor and Senior Research Manager Erich Hou-Richards. Our Lead Executive Officer Andrea Brewster met with Erich in August and November, to discuss areas for collaboration, and they intend to meet quarterly from here on. Erich also has good contacts among the community of IP academics, and hopes to help us widen our reach by getting them involved in relevant IP Inclusive

⁵⁵ See <https://www.gov.uk/government/organisations/intellectual-property-office>

activities. Ben Buchanan, the IPO's Deputy Director of Patents, was our previous point of liaison and remains as a member of the IP Inclusive Advisory Board.

IPO staff were particularly involved, during 2024, in:

- Careers in Ideas and its *Summer of IP* campaign (see 3.2 above), for which they provided speakers for events, assistance with the *Summer of IP* pre-launch event and input into (including content for) the new website (3.4 above).
- Our work on EDI data gathering standards and the associated toolkit (8.4 above), which involves the IPO's Head of Inclusion and Diversity Nicola Smith.
- Our work on men's mental wellbeing (7.4 above), as part of which we are planning a 2025 webinar with representatives from their men's network.
- Our IPause webinar for World Menopause Day in October (5.4.2 above), for which they provided a panellist to speak about the IPO's menopause policies and support.

In December, Andrea Brewster took part in a "Seven Questions" interview as part of the IPO's "IP 2050" strategic planning project. This was a useful exercise for us too, in terms of the longer-term strategic aspects of IP Inclusive's work.

10.4 The Intellectual Property Regulation Board (IPReg)

IPReg⁵⁶, which regulates UK-registered patent and trade mark attorneys, continued to support and collaborate with IP Inclusive during 2024. Both sides take care, however, to maintain an appropriate independence between their respective regulatory and representative functions: see 11.2 below regarding our responses to formal IPReg consultations.

In March our Lead Executive Officer was invited to attend part of IPReg's monthly "Regulatory Forum" with the Chief Executives of IPReg, CIPA and CITMA, the Presidents of CIPA and CITMA and the IPReg Chair. She provided an update on IP Inclusive's activities and discussed future collaborations on EDI-related initiatives. The atmosphere was extremely supportive. Since the meeting, IPReg has continued to work with us on our proposed EDI data gathering toolkit (see 8.4 above), and has contributed generously towards our 2024 operating costs (16.2 below).

In June, our IP Ability community provided input into neurodiversity-related aspects of IPReg's 2024 diversity survey. That survey was carried out during July, providing valuable benchmarking data for the patent and trade mark professions; we reported on the results in a September post on our website News and Features page.

10.5 IP Inclusive "partners"

Certain external organisations work particularly closely, and generously, with IP Inclusive. These we have come to refer to, on our website⁵⁷ and on social media, as our "partners".

⁵⁶ See <https://ipreg.org.uk/>

⁵⁷ See <https://ipinclusive.org.uk/our-supporters-and-partners/>

One of our longest-standing and most valued such partners is Focal Point Training and Consultancy⁵⁸, with whom we have been working for several years and who continue to share their expertise for free through joint events and resources. During 2024 we collaborated with them on a webinar and follow-up workshop about sexual and other forms of harassment at work; our Women in IP community was involved with these (see 2.2 and 5.7.2 above). We have already begun working with Focal Point on projects for 2025 to do with working practices and boundary setting.

We also partner a great deal with the mental health charities LawCare and in particular Jonathan’s Voice: see 7.2 above.

On the Careers in Ideas front (3.5 above), we have collaborated for several years with the social mobility charity In2scienceUK¹⁵. During 2024 they:

- Introduced us to their alumnus Sara Belazregue, who provided invaluable help on Careers in Ideas projects, firstly as a volunteer and then as a paid intern (13.4.2 below).
- Attended our *Summer of IP* pre-launch event and helped us promote the campaign through their own social media channels (3.2 above).
- Helped us publicise the new Careers in Ideas website (3.4 above).
- Provided a guest post for our website News and Features page.

In August we added In2scienceUK to the “partners” section of our website Supporters and Partners page, in recognition of their ongoing support and the value of our collaborations.

At the end of August 2024, the Tech Talent Charter⁵⁹, to which IP Inclusive was a signatory, closed. Membership of its community of signatories – which carried no financial cost – had been useful for increasing our access to EDI-related initiatives and resources from other tech-related, often IP-generating, organisations outside our sector. Its annual D&I report had become an industry benchmark and a good source of information and ideas relating to EDI-improving practices. We were disappointed to learn of its closure, although many of its resources remain available via the website of the technology trade association techUK⁶⁰.

10.6 Other external collaborations

We regularly work with experts from outside the IP sector, who contribute generously as guest speakers at our events or by making their resources available to IP Inclusive supporters: see for example our communities’ events (5 above) and those relating to men’s mental wellbeing (7.4 above). Other external organisations, in particular outreach charities and university careers advisers, have helped us spread the word about Careers in Ideas and its *Summer of IP* campaign: see 3 above.

⁵⁸ See <https://www.focalpointtraining.com/>

⁵⁹ See <https://www.techtalentcharter.co.uk/home>

⁶⁰ See <https://www.techuk.org/>

Our collaboration with digital accessibility experts Bnode⁴¹ led to the creation of a bespoke training product for IP Inclusive Charter signatories: see 8.3 above.

Within the IP and wider legal sectors, our Lead Executive Officer Andrea Brewster has also been involved in discussions with:

- A group of HR managers from patent and trade mark practices, with whom she spoke in January 2024 about Careers in Ideas and *Summer of IP*.
- InterLaw Diversity Forum⁶¹, with whom she met in July to discuss joint approaches to EDI data gathering.

In October, Andrea took part in a podcast with the IP firm Pure Ideas, exploring the development of IP Inclusive and her personal experiences as a female patent attorney.

Occasionally our supporters write on EDI-related topics for IP sector publications. In April and June 2024, IP Out co-chair Darren Smyth penned articles for both *World Intellectual Property Review* and *Managing IP* (5.6.3 above). In October, Andrea Brewster wrote in *Managing IP* to mark World Mental Health Day (7.6 above).

We also collaborate, wherever feasible, with the IP Bar Association, the Law Society's Intellectual Property Law Committee, the Intellectual Property Lawyers' Association (IPLA) and other UK IP sector groups who can help us promote our activities and events to their own networks. IP professionals associated with these groups are represented in a range of IP Inclusive forums, including our governing body IPIM, our Advisory Board, the Careers in Ideas task force and the committees of our six communities. They were also represented in our 2024 *Summer of IP* activities and in the case studies featured on the new Careers in Ideas website (3.4 above).

10.7 International collaborations

IP Inclusive does not have the resources to extend its reach beyond the UK, and our objectives remain firmly focused on the UK's IP professions. Nevertheless, we continue to collaborate with international organisations where feasible so as to learn from one another's experiences in the EDI space.

IP Inclusive supporters are represented on the Diversity & Inclusion Working Group established by the Board of the Institute of Professional Representatives before the European Patent Office (epi)⁶². Sally Bannan, who is active in that group, has been the Secretary of our Advisory Board since January 2024: see 12.3.2 below. In August, Andrea Brewster met with Cyra Nargolwalla from the group to discuss the impact of EDI on mental wellbeing. We will continue to assist them wherever possible, on that and other specific projects and more generally in promoting EDI to the epi Council and its wider membership.

⁶¹ See <https://www.interlawdiversityforum.org/>

⁶² See <https://patentepi.org/en/>

During 2024 we also enjoyed interactions with the American Intellectual Property Law Association (AIPLA)⁶³. We had been invited to take part in their late January/early February colloquium on “Incentivizing Innovation, Entrepreneurship and Creativity Through Diversity, Equity, Inclusion and Accessibility” in Puerto Rico. Although we did not have the resources to attend ourselves, Robert Watson (Mewburn Ellis and FICPI-UK) kindly spoke for us there about IP Inclusive’s work. In April, our Women in IP community joined forces with the AIPLA on their global Women in IP networking events (5.7.2 above), as they have done for several years. In June, IPIM member Robert Andrews represented IP Inclusive at a joint CIPA and AIPLA reception (10.2.2 above).

11 Lobbying/influence

11.1 General

Although we avoid engaging in political lobbying, we do try to encourage positive change in our sector. Where we become aware of inequalities, or policies that impact negatively on EDI in the IP professions, we seek to catalyse improvements. This extends to issues that could unfairly restrict access to, or progression within, IP-related careers.

We continue to welcome requests and suggestions from IP professionals who are affected by relevant issues, and where feasible we will help them address those issues. Our six communities also provide forums through which to channel concerns about challenges affecting specific groups.

11.2 Regulation

IPReg⁵⁶ regulates all UK-registered patent and trade mark attorneys. Since encouraging a diverse workforce is one of its regulatory objectives, it is well positioned to influence EDI-related attitudes and behaviours in a significant section of the IP professions.

In August 2024 we responded to IPReg’s annual consultation on its business plan, budget and practising fees⁶⁴. Since IPReg largely intended, in 2025/26, to continue with work proposed in its 2024/25 plan, our response mostly referred back to our August 2023 submissions⁶⁵. It also:

- Applauded the conducting of the 2024 diversity survey, earlier than anticipated in the last plan; this aligned with recommendations in our 2023 submissions.
- Repeated our 2023 recommendation to update registrant diversity data annually, alongside collection of the practising fees.
- Commended the inclusion, in the proposed budget, of an increased allowance of £12,500 for supporting diversity initiatives.

⁶³ See <https://www.aipla.org/>

⁶⁴ See <https://ipinclusive.org.uk/newsandfeatures/ip-inclusive-response-to-ipregs-2025-6-business-plan-budget-consultation/>

⁶⁵ See <https://ipinclusive.org.uk/newsandfeatures/ip-inclusive-response-to-ipregs-2024-25-business-plan-budget-consultation/>

11.3 Exam accessibility

In August 2024 IP Inclusive responded to the Patent Examination Board (PEB)'s July 2024 consultation on proposed changes to the Final Diploma examinations for UK patent attorneys. Our response was prepared with input from the communities, in particular IP Ability which continues to provide support for individuals with concerns about access and reasonable adjustments in qualifying exams (see 5.3.3 above).

The response supported changes that we believe should make the exams more accessible for disabled and/or neurodivergent candidates and for carers, and added suggestions for making those changes more widely beneficial. It also stressed the importance of an objective, fair, transparent and easy-to-use procedure for requesting and granting reasonable adjustments.

We included two further recommendations: (a) that the PEB commission an independent EDI impact assessment before finalising changes to the exams; and (b) that training for examiners and question setters include an understanding of the unconscious biases that could affect the roles they perform.

In October, the PEB called for further comments following its publication of specimen materials for the revised examinations. IP Inclusive provided feedback in response, again with input from IP Ability. We did not comment in detail on the specimen materials, but did urge the PEB to "road-test" its proposed new syllabi and examination procedures, alongside specimen question papers and mark schemes, with a range of volunteers (including in particular people who are disabled and/or neurodivergent, people with caring responsibilities, people whose first language is not English, and those with less experience and expertise in the technical field to which the relevant examination relates) in order to identify and address problems that could disadvantage some groups of candidates.

Our October submissions reiterated our August calls for fair and accessible adjustments systems, appropriate training for examiners and question setters, and an EDI impact assessment.

11.4 Access to the IP professions

In 2023, a proposal had emerged from within the Council of the epi⁶² (the representative body for European patent attorneys) to raise the degree entry requirements for the European qualifying exams. We believed that this proposal, to require candidates to hold a Masters degree, could significantly limit access to the patent profession for UK STEM graduates, in particular those from less advantaged backgrounds, and thus compromise diversity in the UK patent profession.

We consulted with representatives of the UK patent profession, in particular CIPA and the Diversity & Inclusion Working Group of the epi, and offered to add IP Inclusive's voice, when appropriate, to the objections they had already raised. Ultimately this was not needed, however, as the proposal was rejected by the epi Council in November 2024.

We are grateful to all the people, at CIPA and on the epi's Council and working groups, who spoke out against this proposal and helped ensure it did not succeed.

12 Structure, governance and management

12.1 General

IP Inclusive has retained the structure it first adopted in 2021. Its governing body IP Inclusive Management (IPIM) is an unincorporated association supported by an Advisory Board and an executive team (see 12.2, 12.3 and 13 below). The initiative works in partnership with, but is independent of, its donors and other supporters – including its founding organisations the Chartered Institute of Patent Attorneys (CIPA), the Chartered Institute of Trade Mark Attorneys (CITMA), the IP Federation and the UK Association of the International Federation of Intellectual Property Attorneys (FICPI-UK).

It remains our longer-term goal to incorporate IP Inclusive as a registered entity, potentially as a community interest company. Also now under consideration is to register it, or at least aspects of its work, as a charity or charitable incorporated organisation. We hope to look more closely into these options during 2025, informed by the results of our stakeholder consultation (12.4.4 below).

12.2 IP Inclusive Management (IPIM)

12.2.1 General

IPIM⁶⁶ 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. In particular through its executive team (see 13 below), it guides and supports the many volunteers whose work is crucial to our success, and provides them with organisational backup.

IPIM is responsible for publishing IP Inclusive’s annual (including financial) reports, which are compiled by its Lead Executive Officer. Those for 2023 were published on 26 January 2024⁶⁷.

12.2.2 Membership

At the end of 2024 IPIM’s members (appointments confirmed at the 2024 AGM) were:

- Michael Silverleaf KC, 11 South Square (Chair)
- Clair Curran, Reckitt (Secretary)
- Gordon Harris, Trevisan & Cuonzo and School House Consulting Ltd (Treasurer)
- Ese Akpogheneta, BAT
- Robert Andrews, Mewburn Ellis
- Andrea Brewster, IP Inclusive

⁶⁶ See <https://ipinclusive.org.uk/ip-inclusive-management/> and <https://ipinclusive.org.uk/the-ip-inclusive-management-team/>

⁶⁷ See <https://ipinclusive.org.uk/newsandfeatures/our-2023-annual-report/>

- Alicia Chantrey, Associated British Foods
- Julie Dunnett
- Lesley Evans
- James St Ville KC, 8 New Square

Andrea Brewster is both an IPIM member and IP Inclusive’s Lead Executive Officer.

There were no changes to IPIM’s membership or officers during 2024. However, Michael Silverleaf indicated at the 16 April AGM that he intended to step down as Chair the following year. At IPIM’s 17 September meeting, James St Ville was appointed to succeed Michael from 1 January 2025.

A register of IPIM members’ interests is available on the IPIM page of our website; it was updated on 22 February, 26 March, 21 June, 3 October, 21 November and 26 November with changes to individual members’ entries. The IPIM constitution⁶⁸ is available on the same page.

12.2.3 2024 meetings

IPIM met on 5 February, 25 March, 16 May, 18 June, 17 September and 19 November 2024. Its formal AGM was incorporated into IP Inclusive’s annual meeting on 16 April 2024 (see 15.1 below), at which the 2023 annual and financial reports were accepted, IPIM’s membership confirmed and its 2024-25 officers appointed. The minutes of these meetings are available from the IP Inclusive website⁶⁹; they are prepared with assistance from executive team member Anne Burgato.

The 16 May meeting was an in-person get-together hosted by Mewburn Ellis in London. Its purpose was to discuss wider strategic issues such as progress against the 2023-25 business plan objectives, future priorities and challenges, IP Inclusive’s structure, and fundraising strategies. IPIM intends to repeat this exercise annually from now on.

The 19 November meeting included a joint session with the Advisory Board (see 12.3.3 below).

Issues discussed during 2024 IPIM meetings, in addition to operational details, included longer-term HR resources; Advisory Board activities and membership; and the 2024 and 2025 annual meetings. Standing agenda items are HR updates from the Lead Executive Officer; financial updates (including fundraising activities and bank account management) from the Treasurer and Lead Executive Officer; Advisory Board updates (including a review of issues on which the Board’s input has been or will be sought); and changes to the register of IPIM members’ interests.

12.2.4 Financial issues

IPIM is responsible for deciding and delivering on IP Inclusive’s business plans and budgets, and for overseeing IP Inclusive’s finances. The business plans and budgets are prepared by the Lead

⁶⁸ See <https://ipinclusive.org.uk/wp-content/uploads/2021/06/210607-new-ipim-constitution.pdf>

⁶⁹ See <https://ipinclusive.org.uk/newsandfeatures/ipim-meeting-minutes-2024/>

Executive Officer with input from the Advisory Board and our wider support base (see 12.4 and 14.3 below).

IPIM also publishes IP Inclusive’s annual financial reports: the 2023 report was posted on our website on 26 January 2024 (12.2.1 above) and formally accepted at the 16 April AGM. IPIM’s annual formal financial statements are prepared by its accountants Haines Watts (14.2.1 below).

For more details of IP Inclusive’s finances, see 14 below.

12.2.5 Risk management

IPIM is responsible for managing the risks associated with IP Inclusive’s activities. We believe those to be small: see the risk assessment in Annex III to our March 2021 document “Plans for IP Inclusive’s Future”⁷⁰. They are mitigated by:

- Sound internal governance and supporting structures.
- A cautious approach to budgeting and cash flow.
- A ring-fenced contingency fund.
 - This exists in case IP Inclusive needs to be dissolved at short notice. It contained £13,000 at the start of the August 2024 to July 2025 budgeting period and is increased by an appropriate amount each year to accommodate growth, this year’s increase taking it to £17,000. The contingency fund does not affect our not-for-profit method of operating.
- Transparent and open communications with, and frequent input from, our stakeholders (including via the Advisory Board, the communities and other IP Inclusive networks, and our annual meetings).
- A code of conduct⁷¹ for the volunteers and others (including executive staff, Advisory Board members and IPIM itself) who represent IP Inclusive.
 - The code is accompanied by terms of reference, guidelines and where appropriate formal policies to assist the people to whom it applies.
- Back-up and sharing of key systems and information.

IPIM holds third party liability insurance appropriate for a small unincorporated association acting in the community interest. The policy includes £5M of public liability insurance and £10M of employer’s liability insurance, together with legal expenses protection. It is underwritten by Markel International Insurance Company Ltd and is secured through the brokers Access Insurance, who specialise in working with community groups and charities. It is renewed annually in February.

We keep the brokers informed of relevant changes to IPIM’s circumstances, for instance to its structure, finances or employment obligations. Fortunately these have not to date resulted in significant changes to our annual premium or insurance terms.

⁷⁰ See <https://ipinclusive.org.uk/wp-content/uploads/2021/03/210317-plans-for-ip-inclusives-future.docx>

⁷¹ See <https://ipinclusive.org.uk/wp-content/uploads/2023/11/231109-ip-inclusive-volunteers-code-of-conduct.pdf>

IPIM also has access to HMRC enquiry fee protection, through its accountants Haines Watts: see 14.2.1 below.

12.3 The IP Inclusive Advisory Board

12.3.1 General

The IP Inclusive Advisory Board⁷² was established in September 2021. It is a non-executive body which acts as an informal sounding board and “critical friend” to IPIM. In particular its members advise on IP Inclusive’s strategies and plans; make recommendations based on their knowledge of the IP sector and of relevant best practices elsewhere; update us on developments and opportunities they become aware of; help us take account of the needs and views of the community we serve; and act as ambassadors among the groups to which they have access. At IPIM’s request, they can have input into both strategic and operational matters.

Advisory Board members represent a range of IP sector roles, backgrounds and career levels, bringing diverse perspectives to bear on IP Inclusive’s decisions. This in turn allows more volunteer influence over our strategies and policies as well as our day-to-day work, which helps us tailor the support we provide.

12.3.2 Membership

2024 saw a number of changes to the Advisory Board’s membership, and 2025 is likely to see even more.

As at 1 January 2025 the Board’s 19 members, appointed by IPIM, were: Susan Antoine (Haseltine Lake Kempner; South West Network); Carol Arnold (retired patent attorney; CIPA Benevolent Association; IP Federation); Sally Bannan (Cytiva; epi D&I Working Group; IP Federation); Julie Browne (Shell; Careers in Ideas task force; IP Federation); Caelia Bryn-Jacobsen (Kilburn & Strode; IP Ability; CIPA Council); Ben Buchanan (IPO); Pete Fellows (Fellows and Associates; Careers in Ideas task force); Jodie Bates (Boult Wade Tennant); David Joo (Aon; Careers in Ideas task force); Saiful Khan (Potter Clarkson; senior leaders’ diversity think tank); Abdulmalik Lawal (Franks & Co; IP & ME; North of England Network); Liam Lawlor (Murgitroyd); Josh McLennon (Håmsø Patentbyrå AS; IP & ME); Charlene Nelson (Foot Anstey; Mental Health First Aiders’ Network); Carol Nyahasha (Kilburn & Strode; Careers in Ideas task force; CITMA Council); Megan Rannard (Marks & Clerk; IP Ability); Rina Sond (Rina Sond & Associates); Sarah Vaughan (CITMA); and Sheila Wallace (formerly Marks & Clerk; Careers in Ideas task force).

Carol Arnold served as the Board’s Chair for the whole of 2024 and will continue to do so into 2025. Josh McLennon stepped down as Secretary in January 2024 and was succeeded by Sally Bannan; he remains as an ordinary Board member.

⁷² See <https://ipinclusive.org.uk/the-ip-inclusive-advisory-board/>

Also in January, Julie Barrett, Liz Dawson and Beatriz San Martin stepped down from the Board. Sarah Phillips and Kathryn Taylor stepped down in April. Becky Campbell did not express a wish to remain beyond her initial three-year term. Re-appointment of the remaining members, all of whom had volunteered to remain on the Board for a further one to three years, was approved by IPIM at its 17 September meeting: see 12.3.6 below. Vanessa Stainthorpe stepped down at the end of 2024.

12.3.3 2024 meetings

The Advisory Board met four times during 2024, on one of which occasions they were joined by our Lead Executive Officer Andrea Brewster and on another of which by the wider IPIM membership.

- 24 January 2024
 - Here the Board discussed its succession planning (see 12.3.6 below) and provided advice for IPIM on supporting regional activities.
- 5 June 2024
 - Andrea Brewster attended this meeting to answer questions, gather feedback and discuss the Board's interactions with IPIM and the executive team.
 - The meeting addressed (a) progress in delivering on the 2023-25 business plan and associated priorities and (b) Advisory Board succession planning and a proposed recruitment campaign.
 - Board members also provided guidance and ideas for fundraising activities.
- 25 September 2024
 - This was a hybrid meeting, hosted by Marks & Clerk in Birmingham and online. It provided a valuable opportunity for Board members to meet one another in person.
 - The Board discussed, inter alia, the proposed recruitment campaign and also its success in fulfilling its terms of reference.
- 19 November 2024
 - This was a joint meeting with IPIM and included a discussion on how well the Advisory Board and IPIM interact (12.3.4 below).
 - Also discussed were two items related to IP Inclusive's approaching tenth anniversary: (a) what we should celebrate about the first ten years, what we have learned from them and what we should aim for on entering our next decade; and (b) ideas for celebrating the anniversary, in particular at the 2025 annual meeting.

Advisory Board members were also present at the 2024 annual meeting (15.1 below), at which former Chair Ben Buchanan gave an update on their work.

Formal minutes from the Advisory Board's 2024 meetings are available from the IP Inclusive website⁷³.

⁷³ See <https://ipinclusive.org.uk/newsandfeatures/advisory-board-meeting-minutes-2024/>

12.3.4 Advisory Board/IPIM liaison

In addition to their joint meetings, the Board provides more detailed advice to IPIM through its internal meeting notes, and through occasional discussions between the Board's Chair and Secretary and our Lead Executive Officer Andrea Brewster. Andrea attended the Board's June 2024 meeting to supplement this exchange of ideas and updates. Board members also help IPIM with specific projects where necessary: see 12.3.5 below. Conversely, IPIM can provide assistance to the Board for example in connection with its membership succession planning (12.3.6 below).

Advisory Board/IPIM interactions were discussed at a joint meeting in November. Based on those discussions, IPIM has committed to including, in all its future meetings, a consideration of the areas in which it would value the Advisory Board's input. It has also proposed a new, clearer process for both requesting and following up on that input. This should provide the Board with a regular supply of stimulating discussion topics, and allow IPIM to get the most out of the rich source of expertise, ideas and perspectives that the Board represents.

Both the Advisory Board and IPIM have committed to scheduling future meetings well ahead for each year and will align them where appropriate, allowing IPIM to tailor its requests to suit the Board's timetable as well as the IP Inclusive business planning cycle.

These new processes are not intended to discourage IPIM from asking for input on other issues on an *ad hoc* basis, or the Board from providing advice and alerts that arise between meetings.

12.3.5 Other Advisory Board work

Individual Board members provided IPIM with the following additional assistance during 2024:

- Feedback on a presentation, by our intern Jessica Anderson, about her work on *Summer of IP* and Careers in Ideas comms (see 13.4.1 below).
- Feedback on a draft of the EDI starter pack (8.2 above).
- Promoting IP Inclusive at a range of IP-related events and among relevant organisations within and outside the IP sector.

12.3.6 Succession planning

According to its terms of reference⁷⁴, the Advisory Board's members are appointed for a three-year term. This can be extended by up to three years in cases where IPIM and the Board agree that "it is appropriate for a member to serve for a longer period due to the nature of their contribution to the Board's work or to ensure appropriately staggered re-appointments".

Most of the Board's original members joined at its inception in September 2021. We felt that some form of rolling succession scheme was needed to ensure that not all stepped down at once in September 2024 and that the Board continued to represent as wide a range of perspectives as possible. Suitable succession planning and recruitment mechanisms were discussed between the Advisory Board and IPIM during the second half of 2023, as were processes for the appointment of

⁷⁴ See <https://ipinclusive.org.uk/wp-content/uploads/2021/10/211011-ipi-advisory-board-terms-of-reference.pdf>

new members. As a result, Board members were asked in January 2024 for their (non-binding) thoughts on how long they would like to remain in post.

The responses were encouraging, most members indicating a willingness to stay for a further one to three years according to personal preferences. Taking account of those who had stepped down during the early part of 2024 (see 12.3.2 above), this made possible exactly the kind of rolling appointment programme we had wanted. At the Board's recommendation, IPIM's 17 September meeting formally approved the re-appointment, for a term of up to three years as appropriate, of those members who had volunteered to remain on the Board beyond their first term.

We will now seek to recruit new members, in particular to replace some of the skills, experience, perspectives and contacts lost through the 2024 resignations, and more generally to increase the diversity of roles, career levels and other demographics represented on the Board. We had originally hoped to launch a recruitment campaign during the autumn of 2024 but unfortunately did not have the time. We hope instead to begin advertising for new members early in 2025.

Although new recruits will need to be formally appointed by IPIM, in practice the selection process will be a collaboration between IPIM and the Advisory Board. Existing Board members' views will be taken into account. As at the Board's initial creation, our recruitment and appointment processes will be open and inclusive.

12.4 Business planning

12.4.1 General

IP Inclusive's business plans and strategic objectives are decided by IPIM, as are the associated budgets. They are based on input from our volunteers and other stakeholders, in particular at the annual meetings, and on recommendations from the Advisory Board. They are prepared by our Lead Executive Officer Andrea Brewster, both IPIM and the Advisory Board having the opportunity to comment on draft versions prior to publication.

Since August 2023, we have been working to a two-year business plan. This, together with an intention to establish longer-term strategic goals, aligns with stakeholder suggestions and increases our capacity to focus on and develop our objectives.

We budget annually, however, our July 2024 budget covering the period from August 2024 to July 2025: see 14.3 below. We review progress on the current business plan before preparing each new budget.

12.4.2 The 2023-25 plan

We are currently operating to a business plan that covers the period from August 2023 to July 2025. This was published on 24 July 2023¹; its key features are set out at 1 above.

In addition to the six high-level objectives listed there, and the specific things we intend to do in pursuit, the business plan also includes (a) operational changes to equip us to deliver on the

objectives and to provide improved support for our volunteers; (b) some longer-term strategic plans (with associated stakeholder consultations: see 12.4.4 below) to help sustain IP Inclusive for as long as the need exists; (c) a summary of the things we hope to continue to do as part of our day-to-day activities, which will support the other work; and (d) further “nice-to-have” items suggested by our Advisory Board and annual meeting attendees, our approach to which was intended to depend on the available resources as well as on input from other stakeholders.

12.4.3 Delivering on the business plan

Throughout 2024 our executive team (Andrea Brewster, Anne Burgato and Helen Smith) continued to work on the 2023-25 business plan objectives. Both Anne and Helen have taken responsibility for specific projects (see 13.3 below), many of which have already come to fruition. All this work is done in collaboration with IP Inclusive’s volunteers – in particular in the communities, regional networks and Careers in Ideas task force – and with the support and guidance of both IPIM and its Advisory Board.

Overall we are satisfied that we have made good progress towards, and in many cases achieved, the targets we set ourselves in the current business plan. Since it runs to the end of July 2025, we still have six months in which to work on the remaining objectives. That said, aside from repeating the *Summer of IP* outreach campaign in 2024 (itself a large though rewarding amount of work), we have not yet been able to progress the “nice-to-have” extras included in the business plan; we will however keep them in mind for future plans.

In February 2024 we held a plenary meeting of community committee leads (5.1 above) which, among other things, discussed joint activities to promote and facilitate allyship, this being the primary focus of the 2023-25 business plan (2 above).

IPIM’s May 2024 strategy meeting (12.2.3 above) reviewed mid-term progress against the business plan objectives, in light of advice from the Advisory Board and of feedback from the April annual meeting. We intend this to become an annual procedure, providing regular opportunities for our governing body to discuss the initiative’s longer-term plans and strategic development. Our review of progress against the business plan also helps shape our budget for the following year.

IPIM and the Advisory Board will be closely involved in developing the next two-year business plan (covering the period from August 2025 to July 2027) and associated budgets. The process will be informed by input from the stakeholder consultation discussed at 12.4.4 below and from the 2025 annual meeting.

12.4.4 Stakeholder consultation

In early 2025 we intend to conduct a survey of all our stakeholders, including both Charter signatories and individual IP professionals. As for the previous such survey in 2022, we will seek their views about IP Inclusive’s value to the IP professions, what we do well, areas for improvement, what they would like us to prioritise and where they see the major challenges ahead. This will feed into our next business plan, which we will publish in July 2025 covering the two years to July 2027. The

exercise will also be useful for our longer-term strategic planning, as intended in our current business plan.

Based on the survey results and input from our volunteers, we hope to create an impact report similar to that published in 2022. It seems fitting to be doing that as we mark the end of IP Inclusive's first decade and embark on its second.

We also intend to ask, as part of the consultation process, about preferred options for funding IP Inclusive. The responses will help inform our future fundraising strategies and potentially our organisational structure: see 14.4 below. We are hopeful that the survey results, and the resultant impact report, will help us make a case to encourage both existing and new donors.

For our Charter signatories, the 2025 survey will also provide an opportunity to renew their Charter commitments, update their contact details, and comply with arguably the most important of the six commitments: to share their EDI experience within the IP Inclusive community.

A survey of this type should, we believe, help us to widen our engagement with IP professionals in different roles and working environments, and/or identify barriers to widening engagement. This too will inform our future plans. It aligns with our continuing business plan commitments to increase the diversity of representation in IP Inclusive activities; tailor the support, resources and events we provide for less well-represented groups; consult with representatives of those groups regarding the barriers to engagement and potential solutions; and encourage our existing supporters to act as ambassadors for the EDI cause.

13 The executive team

13.1 General

IP Inclusive's executive team comprises our Lead Executive Officer Andrea Brewster (see 13.2 below) and two further team members: Anne Burgato and Helen Smith (13.3 below). From time to time they are joined by interns (13.4 below).

Andrea, who is also a member of IPIM, acts for IP Inclusive as a freelance consultant. Anne, Helen and the interns are IPIM employees.

13.2 Lead Executive Officer

Andrea Brewster's contract to provide services as Lead Executive Officer was updated and renewed for a further twelve months from 1 July 2024.

The Lead Executive Officer's role – delegated by IPIM – is to manage IP Inclusive's activities and day-to-day operations, coordinating and supporting the work of its volunteers in pursuit of the initiative's objectives. This includes:

- Managing and supporting executive team members.
- Preparing and delivering on our business and strategic plans (see 12.4 above).
- Overseeing our finances (14 below), preparing budgets and ensuring sufficient funds are raised to deliver on the business plans.
- Supporting our volunteers in key projects such as, in 2024, the creation of the new IPause community (5.4 above), *Summer of IP* (3.2 above) and activities relating to men’s mental wellbeing (7.4 above).
- Representing IP Inclusive in its interactions with external stakeholders and at relevant IP Inclusive and third party events (see 10 above).

The Lead Executive Officer also writes many of our formal documents, for example annual reports, policies and procedures, business plans, budgets and consultation responses; and prepares for and runs our annual meeting.

Andrea’s workload continued to increase during 2024. Particularly large amounts of work were involved in overseeing the transition to a new bank account (14.2.3 below); the *Summer of IP* campaign, new Careers in Ideas website and the interns who helped with those; overseeing and promoting new resources such as the EDI starter pack and allyship guidelines (8.2 and 2.3 above); and progress towards an EDI data gathering toolkit (8.4 above).

The support of her executive team (with increased hours from August 2024: see 13.3.3 below) helped make this manageable, although Andrea has provided additional (mostly unpaid) hours during particularly busy periods. Her contract with IPIM allows some flexibility in working hours, both during each week and over longer periods: her twenty hours a week can be calculated as an average over a period of up to three months in order to accommodate changes in IP Inclusive activity levels and Andrea’s personal commitments.

Andrea’s monthly consultancy fee was increased from £2,750 to £3,025 with effect from 1 July 2024. This represents a 10% increase over the previous year’s fee and takes account of her increased workload and management responsibilities over that period. It is the Lead Executive Officer’s responsibility to provide for their fees in the IPIM budget and ensure sufficient funds are raised to cover them.

The Lead Executive Officer’s 2024 quarterly reports to IPIM are published on the IP Inclusive website⁷⁵. Note that there is no separate report for 4Q 2024; relevant updates are instead incorporated into this Annual Report.

⁷⁵ See <https://ipinclusive.org.uk/newsandfeatures/lead-executive-officers-reports-2023/>

13.3 Other executive team members

13.3.1 General

Anne Burgato and Helen Smith continue to provide invaluable assistance to our Lead Executive Officer and to many other parts of the IP Inclusive community. This now extends well beyond administrative matters to higher-level involvement in IP Inclusive's comms, organisation and project management. They are key to the delivery of our (busy) schedule of work, to the support we provide to volunteers and to our administrative efficiency.

Both have been closely involved with our 2023-25 business plan objectives (see 12.4 above) and with our most significant achievements during 2024, often providing useful new ideas and feedback as well as hands-on support. They have also represented IP Inclusive in meetings and events and are becoming well known amongst, and admired by, our volunteers, for whom they help ensure that all parts of IP Inclusive can work together in pursuit of its strategic aims.

We have been increasing the overlap between Anne's and Helen's roles: both, for example, are now able to edit our two websites and both are familiar with our mailing list functions. This helps with contingency planning and allows greater flexibility for all executive team members. The increase in Helen's working hours from August 2024 (13.3.3 below) has also improved our capacity and resilience. Additional assistance from two summer interns (13.4 below) further enhanced the team's productivity.

Anne and Helen both attended in-person IP Inclusive events in 2024, providing opportunities for them to meet and chat with IP Inclusive volunteers, Charter signatories and other stakeholders and to strengthen relationships already built up online. At our 2024 annual meeting (15.1 below), they were also able to meet future interns Jessica Anderson and Sara Belazregue; they and Andrea had lunch together after the meeting and discussed joint plans for *Summer of IP*, the new Careers in Ideas website and general IP Inclusive comms.

13.3.2 Anne Burgato

Anne Burgato works sixteen hours a week, normally on Mondays to Thursdays from 10 am to 2 pm although with some flexibility to suit both her and IP Inclusive.

Her role has developed significantly since she joined us, and an updated role specification was agreed with her in July 2024 to take account of increases in her workload and responsibilities over the preceding twelve months; this also fed into her summer 2024 salary review. We have since been working with her to rationalise some of the routine administrative tasks she handles, to allow her to focus more on event reporting, new content creation and other, higher priority, projects. She will also work with Helen Smith on the stakeholder survey envisaged for early 2025: see 12.4.4 above.

Anne's current role includes:

- Book-keeping, invoicing, payroll management and other accounting processes.

- Helping coordinate and in many cases deliver fundraising activities.
- Charter signatory liaison, maintenance of our databases of Charter and Senior Leaders' Pledge signatories and the associated mailing lists, and processing new sign-ups; she is now the first point of contact for these signatories.
- Helping with event organisation, management and associated comms.
- Writing event reports.
- Creating, posting and updating website content, including News and Features, event and resource posts.
- Assisting with our LinkedIn and mailing list comms.
- Preparing minutes of IPIM meetings.
- Monitoring the main IP Inclusive email accounts and handling supporter correspondence.
- Managing our domain name registrations and associated services.
- Coordinating our programme of allyship-related and/or regional events (2.2 and 6.6 above), in collaboration with the IP Inclusive communities and our regional supporters; this included running a survey (6.5 above) to inform our regional plans.
- Other general and organisational support for the Lead Executive Officer, including helping to oversee the interns' work.

Anne has improved many of IP Inclusive's online systems, creating playlists on our YouTube channel, integrating our Eventbrite account with our website event posts and introducing a voluntary donation facility for event registrants. As well as investigating potential new event registration systems, she also set up a Square point of sale account to allow contactless donations at our events (14.4.2 below). She has also created promotional content such as logos for new resources, social media tiles for event promotion, and handouts.

13.3.3 Helen Smith

From January to July 2024, Helen Smith worked eight hours a week, normally on Tuesdays and Wednesdays from 11 am to 3 pm. As of 1 August 2024, her hours increased to twelve a week, with her core hours remaining the same and the additional time being made up on Mondays, Fridays and occasionally Thursdays to suit. As a result of this change, Helen has had more capacity for bigger projects such as completing the EDI starter pack, allyship guidelines and updated mental health webpage. She will also be closely involved in organising, analysing and reporting the 2025 stakeholder survey and resulting impact report: see 12.4.4 above.

Helen's current role includes:

- Writing formal documents, reports and survey analyses.
- Creating and promoting larger resources such as the EDI starter pack and allyship guidelines, and optimising their accessibility.
- Writing event reports.
- Assisting with website updates and content creation, for example for the communities, the mental wellbeing hub and the new Careers in Ideas website (3.4 above).

- Helping to coordinate activities and content for the *Summer of IP* campaign (3.2 above), which she spoke about at our 2024 annual meeting.
- Supporting the IPause community (5.4 above) with event organisation and resource collation.
- Producing our fortnightly update newsletter.

13.3.4 Employment terms

Anne and Helen are formally employed by IPIM and report directly to our Lead Executive Officer Andrea Brewster. They work virtually, from their own homes.

They have a good deal of flexibility in their working patterns. They can change their exact hours, by agreement with Andrea, to fit with childcare and other commitments, as well as to accommodate IP Inclusive activities and events. They can if they wish take extra unpaid leave and/or work time in lieu for example to fit around school holidays. IP Inclusive also takes a flexible approach to public holidays, which our employees can take as paid leave on any working day they choose.

Their salaries are reviewed annually. This year both were increased, with effect from 1 August 2024 (the start of the new budgeting year), the increases reflecting the changes to roles and working hours described above.

13.3.5 Management

Andrea holds weekly catch-up meetings with both Anne and Helen to review their workloads, share ideas and updates and plan for the week ahead. She also conducts six-monthly informal reviews and exchanges of expectations with each of them; during 2024 these took place in March and in September/early October. The reviews yielded positive feedback from all parties, with our flexible working arrangements functioning particularly well and a shared enthusiasm for the development of individual roles as well as for wider IP Inclusive projects.

Both employees are encouraged to widen their roles and responsibilities at IP Inclusive in whatever ways they feel comfortable with. Additional training is provided where appropriate, which often now includes all three team members, for instance training on the new Careers in Ideas website editor and on basic digital accessibility. The latter was provided by Chris Naylor at Bnode (speaker at a 2023 IP Ability and CIPA webinar), in the form of two 2-hour sessions online and an accompanying slide set; it proved extremely valuable and is already being put into practice in the content and comms we create (see 8.8.3 above), as well as inspiring the training package developed with Bnode for our Charter signatories (8.3 above).

Ongoing informal discussions about Anne's and Helen's future plans and availability for work helped shape our resourcing plans and budget for 2024-25, and informed our decisions to revise Anne's role description and increase Helen's working hours.

13.4 Interns

During 2024 we were assisted by two interns, one of whom initially worked with us as a volunteer.

13.4.1 Jessica Anderson

The law firm Clifford Chance kindly offered us another of their “LIFT” interns, under a scheme in which they pay a future trainee to work with a partner organisation for four weeks in order to acquire additional business and professional skills.

In February we interviewed and appointed Jessica Anderson for the role. She joined us from 3 to 28 June inclusive, during which time she provided valuable help with promoting the *Summer of IP* campaign (see 3.2 above), in particular through social media but also through personal outreach to university and charity contacts.

Jessica also:

- Reviewed Careers in Ideas’ social media platforms, made recommendations for improving their effectiveness and (with help from Carys Bello at Fellows and Associates) created new content for use on a range of channels.
- Established and populated a Linktree account for us to use as a resource in social media comms.
- Updated the Careers in Ideas Instagram account, in particular to promote *Summer of IP* but also with new general content.
- Met with several IP professionals to learn about their careers in IP.
- Attended an IP Ability coffee date and webinar and an IP & ME lunch-&-learn event.
- Wrote reports of the IP Ability webinar and the lunch-&-learn event, for our website News and Features page.
- Prepared and delivered a presentation to members of the Careers in Ideas task force, the Advisory Board and IPIM, on the effective use of social media with specific reference to her work on *Summer of IP* and more general Careers in Ideas comms.

The internship was successful and we therefore invited Jessica back for a summer internship as a paid IP Inclusive employee. She was with us for eight 12-hour weeks from 15 July to 6 September, during which time her main roles were to source and curate case studies for the new Careers in Ideas website, by updating existing posts and creating new ones; and to create video content for the EDI starter pack.

13.4.2 Sara Belazregue

Sara Belazregue, a PhD student at Imperial College London, was introduced to us as an alumnus by the charity In2scienceUK, who support our Careers in Ideas projects (see 10.5 above). She began volunteering with the Careers in Ideas task force in March 2024 and provided valuable help over the following months with coordinating and promoting *Summer of IP* activities, in particular the employer opportunities and the “coffee date” scheme.

When the time came to employ paid interns on the Careers in Ideas website rebuild – as budgeted for in its project plan – we were delighted to be able to offer Sara a paid internship for eight weeks over the summer. She joined us from 22 July to 13 September, and like Jessica was with us on a part-

time basis for 12 hours a week. Her main roles were to load case studies and other content to the new site, to create video content for its *Summer of IP* page, and to continue administering the *Summer of IP* coffee date scheme and gather participant feedback.

13.4.3 General

As for our previous interns, and indeed for all our employees, Jessica and Sara were interviewed, appointed and supervised online, and worked from their own home offices. They had, however, met with us in person when they attended our April annual meeting.

Both worked flexible hours; the arrangement required some managing but on the whole worked well for us.

Both posted very positive reports on LinkedIn about the time they spent with IP Inclusive, what they enjoyed about it and what they learned from it about the IP professions. Jessica also contributed a blog post about her internship for our website News and Features page in September.

14 Financial matters

14.1 General

IPIM (see 12.2 above) is responsible for IP Inclusive's financial affairs. Its 2024 summary financial report is provided in Annex I. Note that although IPIM's formal accounting year runs from 1 April to 31 March, the figures in Annex I are for the calendar year to 31 December 2024.

Gordon Harris continued in post as IPIM Treasurer during 2024. The day-to-day financial management is delegated to our Lead Executive Officer Andrea Brewster, assisted by executive team member Anne Burgato.

At the end of 2024 IP Inclusive had a healthy bank balance, which included a £17,000 ring-fenced contingency fund (12.2.5 above). More donations will however be necessary to ensure it can continue to operate until the end of the current budgeting period (August 2024 to July 2025) and deliver on its business plan commitments: see 14.4 below regarding our current and future approaches to fundraising.

IPIM's formal financial documents, including its annual financial reports, financial statements and budgets, are published on the IP Inclusive website⁷⁶.

⁷⁶ See <https://ipinclusive.org.uk/newsandfeatures/ip-inclusive-finances/>

14.2 Accounting systems and banking

14.2.1 Accountancy and book-keeping

IPIM's accountants are Haines Watts (Western) Limited, based in Bristol. They provide guidance on IPIM's tax and reporting as well as general financial affairs, and prepare formal end-of-year financial statements⁷⁷; due to IPIM's entity status and the nature of its income, these reports do not at present need to be submitted to any official authorities.

IPIM has access to HMRC enquiry fee protection through Haines Watts, for the year beginning 1 April 2024; this covers accountants' fees in the event of a (random) tax inspection.

IPIM's financial records and day-to-day book-keeping are managed on the cloud-based accounting platform Xero⁷⁸. Its Xero account is linked with its bank account. Haines Watts host and manage the Xero subscription for us.

14.2.2 Payroll

Haines Watts also provide us with outsourced payroll services for our employees. This includes administration of our NEST auto-enrolment pension scheme.

14.2.3 Bank account

IPIM currently banks with the Royal Bank of Scotland plc (RBS), with whom it holds a "community" business account designed for unincorporated, community-oriented groups with turnovers below £100,000 pa⁷⁹.

Previously it had banked with Lloyds Bank plc, using an account established and managed for us by CITMA's Chief Executive Keven Bader under the umbrella of CITMA's existing relationship with Lloyds. The new RBS account was applied for in late 2023 and officially opened on 1 March 2024, with funds being transferred gradually over the following few months to test the new systems, and the Lloyds account being closed on 12 August.

IPIM is now able to manage its finances independently. This is done primarily through the Lead Executive Officer, with its Treasurer Gordon Harris also having administrative access to the account. IPIM has authorised executive team member Anne Burgato to access the account to make routine payments and process donations, as instructed by the Lead Executive Officer and/or IPIM; terms of reference have been drawn up to govern this and we intend to apply to the RBS for Anne to be added to the list of authorised signatories early in 2025.

⁷⁷ See <https://ipinclusive.org.uk/wp-content/uploads/2024/11/2023-24-ipim-financial-statements.pdf> for the 2023-24 statements

⁷⁸ See <https://www.xero.com/uk/>

⁷⁹ See <https://www.rbs.co.uk/business/bank-accounts/community-bank-account.html>

The RBS account offers 24/7 online and phone banking, contactless debit cards (which we did not have before) and up to four authorised signatories. Unlike the previous Lloyds account, it does not incur bank charges so long as our annual turnover remains below £100,000.

We would like to thank the CITMA executive team for continuing to administer the Lloyds bank account for us during the somewhat lengthy transfer process.

14.3 Budgeting

IPIM works to an annual budget covering the period from August to July inclusive. This is based on its business plan for the same period, which is created along the lines discussed in 12.4 above.

The budget for August 2024 to July 2025 was published on 30 July 2024⁸⁰.

Each budget includes an increase to the ring-fenced contingency fund, to reflect increases in essential operating costs.

As can be seen from the 2024 financial report in Annex I and IPIM's 2024-25 budget, our key expenditure is on HR: around 80% of our annual budget is spent on employee costs, the Lead Executive Officer's consultancy fees and executive team expenses. Our other essential operating costs represent about 5.6% of the budget, with the remainder covering separate items such as maintenance of the Careers in Ideas Mentoring Hub (3.3 above) and the contingency fund top-up.

14.4 Fundraising

14.4.1 Our funding model

IP Inclusive is funded purely through voluntary donations⁸¹. We still feel it is important, for inclusivity, that our events and resources be free at the point of delivery, and have therefore retained a "Wikipedia"-style model that asks supporters to give what they can, when they can. This also simplifies our tax and accounting obligations as well as our internal systems.

Some donations are given for specific aspects of IP Inclusive's work, for example Careers in Ideas projects or activities by certain communities: those for 2024 are listed in 14.4.3 below. The rest we are free to allocate to any part of our published budget and business plans.

Our ring-fenced contingency fund (see 12.2.5 above) remains in place should we be unable to secure sufficient funding to continue. It would allow us to complete an orderly winding-down of the organisation and to discharge all our liabilities. As a rule, however, IP Inclusive does not incur costs until it has secured sufficient funds to cover them.

⁸⁰ See <https://ipinclusive.org.uk/newsandfeatures/our-2024-25-budget/>

⁸¹ See <https://ipinclusive.org.uk/ip-inclusive-fundraising/>

14.4.2 Fundraising mechanisms

Each August we begin a fundraising campaign to finance the following year's budget. In practice the campaign tends to continue throughout the year.

We try to encourage donations by a range of means. Typically we begin with requests sent out through our mailing lists, update newsletters and social media comms. These are followed by more targeted reminders to Charter signatory contacts who may have missed or forgotten the original communications.

Whenever possible we mention our need for donations at IP Inclusive events, and during the second half of 2024 we began trialling a range of steps to facilitate individual donations from event attendees, including "Donate Now" buttons on website event posts; a Square point of sale phone app for contactless donations at in-person events; and an optional ticket-with-donation button on Eventbrite booking pages. The ticket-with-donation option yielded a small amount of income from our November allyship event (9.2 above) and for IP Out from their December social event (5.6.2 above). We will continue to trial these methods for a while longer and attempt to increase awareness of the opportunities to contribute.

Our JustGiving page⁸² provides an additional portal for donations from individual supporters.

Those who contribute are provided with "We've donated!" or "I've donated!" logos for use in their social media and other comms to encourage further donations.

Fundraising mechanisms are regularly discussed at IPIM meetings (12.2.3 above), and suggestions are also sought from our Advisory Board. IPIM members work with their own IP sector contacts to raise awareness and increase donation levels. During 2024 they began curating a collection of case studies, success stories, testimonials and other evidence of IP Inclusive's benefits to the sector, to use in support of fundraising requests. We hope that the stakeholder consultation planned for early 2025 (see 14.4.4 below) will yield additional such content and help us tell a more compelling story, to potential donors, about IP Inclusive's value.

14.4.3 Donations during 2024

By the end of 2Q 2024 we had raised £64,875.55 of our £88,000 target for the year from August 2023 to July 2024.

Also received during the first half of the year were £3,300 for Women in IP's "Connected Bubbles" events (see 5.7.2 above), £800 to allow expansion of the Careers in Ideas Mentoring Hub (3.3 above) and £800 for IP Out activities (5.6.3 above).

⁸² See <https://www.justgiving.com/crowdfunding/ipinclusive>

Along with a surplus of £7,700 from the previous year's budget, these receipts were sufficient to cover our 2023-24 operations but did not leave us with a significant surplus as we entered the next budgeting year (August 2024 to July 2025).

The 2024-25 fundraising campaign was launched in August 2024. By the end of the year we had raised £42,223.98 of our ambitious £96,000 target.

14.4.4 Future plans

In early 2025 we will make renewed efforts to reach out to supporters who have not yet responded to our fundraising requests, in order to get closer to this year's target.

We also intend to consult with our stakeholders – in particular Charter signatories – in early 2025 (see 12.4.4 above) to gather information about supporters' preferred contribution methods and to determine whether our chosen funding model is still fit for purpose. In parallel we will consider, again informed by stakeholder feedback, whether incorporating all or part of IP Inclusive as a registered charity or "charitable incorporated organisation" would make it easier for organisations to donate.

We hope that this consultation will also yield case studies and testimonials to help us articulate IP Inclusive's value to potential donors.

15 Other operational matters

15.1 Annual meeting

IP Inclusive's 2024 annual meeting was held in a hybrid format on 16 April, from 10 am to midday. It was hosted by Allen & Overy in London and online. As usual it included updates from the IP Inclusive communities and networks, the Careers in Ideas task force, IPIM and the Advisory Board, along with the formal IPIM AGM (see 12.2.3 above). Breakout discussions in the second part of the meeting yielded useful feedback on IP Inclusive's value to the IP professions, which will inform our future plans.

Although in-person attendance was not the highest ever, the meeting brought together a good range of IP Inclusive stakeholders from across the sector. Its hybrid format was extremely well handled by our hosts and we understand that those attending online had a good experience, feeling included and involved. The discussions saw good engagement from both virtual and in-person attendees.

Our annual meetings are open to all UK-based IP professionals. We send personal invitations to representatives from key IP sector organisations.

Our 2025 annual meeting has been fixed for 2 April, again to be hosted as a hybrid event at Allen & Overy's London office. In a break with tradition it will begin at 2 pm, giving people more time to travel from outside London.

As the spring of 2025 will mark IP Inclusive’s 10th anniversary, we hope to make more of an occasion of this next meeting, with discussions on higher-level EDI-related topics and one or more guest speakers, potentially from outside the sector. A networking reception after the main meeting, again kindly hosted by Allen & Overy, will allow us further opportunities to celebrate. We will not, however, dispense with the usual updates and discussions on future plans, as these tend to be appreciated by our supporters, yield valuable feedback, and themselves provide a focus for celebrating IP Inclusive’s achievements. The formal IPIM AGM will also be incorporated into the annual meeting, although as usual it will likely take only 5 to 10 minutes.

15.2 Websites

15.2.1 The IP Inclusive website

The IP Inclusive website (<https://ipinclusive.org.uk/>) remains key to our communications with supporters. It is also important as a repository for the resources we provide and a directory of our events, as well as for hosting formal documents and information such as about our governing body IPIM, the Advisory Board and IP Inclusive’s general structure and governance, thus ensuring transparency and accountability to our stakeholders.

During 2024 we published 43 “News and Features” posts on the site⁴⁷ and 27 items on its resources page³⁹. Our events page⁴⁵ carried posts for 45 events that took place in 2024, plus a post which was itself a summary of all the introductory events in the *Summer of IP* campaign (see 3.2 above). These posts are described in more detail at 8.5 and 8.7 above.

15.2.2 The Careers in Ideas website

The Careers in Ideas website (<https://careersinideas.org.uk/>) sees less use than the main IP Inclusive one and is aimed at a different type of visitor (would-be IP professionals and their advisers, as opposed to the existing IP professionals to whom the IP Inclusive site is addressed). It was rebuilt during 2024 and the new version launched in November: see 3.4 above. Due to work on the rebuild, it carried no news or resource posts during the first three quarters of 2024, other than basic information about the *Summer of IP* campaign.

15.2.3 Administration, hosting and maintenance

Both our websites have been hosted, since November 2023, by VTS Web Services (VTS)¹². This small company, recommended to us by Advisory Board member Pete Fellows of Fellows and Associates, is a good fit for an organisation of IP Inclusive’s size and resources and worked well with us during 2024. VTS also built our new Careers in Ideas site. They are well placed to maintain and where necessary develop the two sites, and made minor improvements to the IP Inclusive site for us during 2024 at good value rates. Their hosting package includes updates where necessary to the Wordpress system on which the websites run, including to maintain site security, and regular backups.

Visitor stats for both sites are collected through the free Google Analytics service.

15.2.4 Domain name registrations

The registrations for our IP Inclusive and Careers in Ideas domain names (ipinclusive.org.uk and careersinideas.org.uk) are owned by IPIM and held with IONOS Cloud Ltd⁸³. Our IONOS accounts include “Domain Guard” protection against third-party access and threats, and associated email addresses and data storage.

We had to increase the amount of storage on two of the email accounts during 2024, and will likely need to upgrade to a higher tier of business account for our email systems in 2025.

The email accounts are accessed and administered via a webmail system, to which executive team members Andrea Brewster and Anne Burgato have full access.

15.3 Other comms

15.3.1 General social media

Our social media activity continues to be vital to our stakeholder engagement and is used to drive traffic to the websites for more substantive content. Primarily we use LinkedIn for both IP Inclusive and Careers in Ideas comms: see 15.3.2 below and 3.6.1 above.

In the last twelve months we have made more use of video content and graphics on social media, in particular to promote our events and resources with greater impact. Most of this was created by Anne Burgato from the executive team, our intern Jessica Anderson and volunteer Carys Bello of Fellows and Associates.

Our networking and support communities have their own LinkedIn groups and/or pages, through which they raise awareness of more specific issues. IP Ability (5.3 above) also has a Facebook account, and Careers in Ideas a dedicated Instagram account (3.6.2 above).

We suspended our activity on X in August 2024: see 15.3.3 below.

15.3.2 LinkedIn

The IP Inclusive LinkedIn page⁸⁴, established in July 2023, further increased its following in 2024 and generated good levels of activity (shares, likes, etc – plus tags from other organisations’ posts). It is useful for sharing news, promoting our events and resources, requesting help and facilitating informal dialogue with our stakeholders. We publish our fortnightly newsletters on the page as well as circulating them via the Mailchimp mailing lists (see 15.3.4 below); it has also carried important announcements such as about our *Summer of IP* campaign, our 2024-25 fundraising and our new resources. Unsurprisingly, it saw significant increases in traffic during the *Summer of IP* campaign, in particular from IP sector employers who provided opportunities such as insight events.

⁸³ See <https://www.ionos.co.uk/>

⁸⁴ See <https://www.linkedin.com/company/98183780/>

At the start of 2025 the page had 1,651 followers, a significant increase on the 649 it had at the start of 2024. Our LinkedIn discussion group, for more private and user-driven conversations within our community, had 731 members at the start of 2025 compared to 729 at the start of 2024.

Careers in Ideas has its own LinkedIn page and discussion group: see 3.6.1 above. This too continued to thrive and saw higher levels of activity during *Summer of IP* and around launch of the new Careers in Ideas website.

15.3.3 X (formerly Twitter)

Throughout 2023 and the first half of 2024 we had been making increasing use of LinkedIn and less of X, apparently in line with other IP sector organisations. In early August we suspended our activities on X, primarily because of its involvement in the civil unrest sparked by the late July Southport stabbings but also due to more general concerns about content moderation under its current management. The same applied to the Careers in Ideas X account. IP Out and Women in IP, the only two of our communities that were active on X at the time, also followed suit; they were consulted prior to making the decision.

15.3.4 Mailing lists

We use our Mailchimp mailing lists⁸⁵ (a general “IP Inclusive Updates” list; lists for individual 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 EDI- and wellbeing-related developments. The IP Inclusive Updates list had 1,102 subscribers at the start of 2025, compared to 1,011 at the start of 2024. 778 people had subscribed to notifications of new News and Features posts on our website, compared to 698 at the start of 2024. During the year we sent roughly fortnightly emails to the IP Inclusive Updates subscribers, with copies to the Charter signatory EDI officers, as well as *ad hoc* event notices to relevant subscribers.

15.4 Data protection

IP Inclusive Management is registered as a data controller with the Information Commissioner’s Office (ICO), under the reference ZA328855. Our privacy notice is available on our website⁸⁶.

15.5 Other IT issues

All three members of our executive team work remotely using their own IT equipment but with shared access to email accounts and relevant files. We use shared Google drives for internal document exchange and storage.

Where possible we use free accounts for our IT and admin support, but certain functions have proved worth paying for. We currently subscribe to:

- A Mailchimp “Essentials” plan. Vital for our stakeholder comms, this account holds all our mailing list contacts, including for the communities, regional networks and Charter

⁸⁵ See <https://ipinclusive.org.uk/stay-in-touch/>

⁸⁶ See <https://ipinclusive.org.uk/privacy-policy/>

signatories, and allows us to send regular newsletters as well as occasional notices about specific activities. Notifications of website News and Features posts are also sent out through Mailchimp for those who subscribe to them: see 15.3.4 above.

- A SurveyMonkey “Standard” plan, which has been useful for collecting and analysing stakeholder feedback as well as for more focused research in the IP professions. We anticipate this platform being particularly useful in 2025 for our intended stakeholder survey (12.4.4 above).
- An Eventbrite “Pro” plan, which allows us to publish an unlimited number of events a year, with unlimited ticket numbers, at a cost of £182 for the first twelve months. We upgraded to this type of account in August, having previously used a pay-per-event “Flex” plan. At our current event posting rate, the Pro plan will be more cost-effective than the Flex and facilitate annual budgeting. Other free event registration platforms were investigated at the time of the change but none provided all the benefits of the Eventbrite package. The platform has proved incredibly valuable for event promotion, registrations and comms; it links well to our website and to our Zoom account for online events.

We have access to a Zoom “Pro” account for hosting our meetings and events and for creating longer-term resources such as event or informational recordings. The Zoom account is shared with, and funded by, our Lead Executive Officer Andrea Brewster.

Our YouTube account remains free for the time being and sees extensive use as a platform for both event recordings and other resources: see 8.6 above.

15.6 Key contacts

IP Inclusive’s general operational matters and comms are managed by our Lead Executive Officer Andrea Brewster, with support from her colleagues Anne Burgato and Helen Smith. They are overseen by IPIM.

The IP Inclusive and Careers in Ideas websites are curated by all three members of the executive team, and the corresponding LinkedIn pages by Andrea and Anne. Anne also manages most of our events-related and Charter signatory comms, whilst Helen produces the newsletter. Jessica Anderson created and posted Instagram content for Careers in Ideas; she and her fellow intern Sara Belazregue also handled significant portions of the comms relating to our *Summer of IP* campaign and to sourcing volunteer content for the new Careers in Ideas website: see 13.4 above.

Comms specific to the communities and regional networks are managed by their individual committees, with backup where needed from the executive team.

16 Acknowledgements

16.1 General

IP Inclusive would like to thank everyone who helped to make 2024 a success, including those who donated funds; hosted or organised events; spoke or introduced speakers; and contributed time, energy, expertise, ideas and enthusiasm.

Particular thanks go to the individuals who led or contributed to specific projects such as the Careers in Ideas Mentoring Hub, the *Summer of IP* campaign and the men’s mental health work; to committee members in the communities and regional networks; to the Careers in Ideas task force; and to the Advisory Board and the IPIM team, 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.

Thanks too to CIPA for providing us with an “address for service” for formal purposes, and to Keven Bader and Joy Dublin at CITMA for looking after IPIM’s Lloyds bank account until its closure in August.

16.2 2024 donors

During the first half of 2024 we received further donations towards our 2023-24 business plan and for specific Careers in Ideas projects from 8 New Square, AA Thornton, CITMA, Fellows and Associates, Haley Guiliano International, Marks & Clerk, Murgitroyd, Sipara, SnapDragon IP, The IP Federation, Two IP, Venner Shipley and Williams Powell. IP Out also received a dedicated donation from Triona Desmond, whilst Potter Clarkson contributed to the drinks bill at their December festive social. Women in IP’s “Connected Bubbles” events were made possible by additional donations from Boulton Wade Tennant, Burness Paull, Carpmaels & Ransford, Mewburn Ellis, Norton Rose Fulbright and Script IP. IPReg provided additional mid-term funding to allow expansion of our Careers in Ideas Mentoring Hub.

Thus far the following organisations have contributed to our 2024-25 fundraising campaign: 8 New Square, 11 South Square, Abel + Imray, Appleyard Lees, Boulton Wade Tennant, Bristows, CIPA, Dehns, Gill Jennings & Every, Hindles, Hogarth Chambers, IPReg, John Gray IP, Keltie, Mathys & Squire, Mishcon de Reya, Murgitroyd, Potter Clarkson, Powell Gilbert, Stratagem IPM Ltd, Three New Square IP Chambers and Venner Shipley. We have also received donations from individual IP professionals.

We are extremely grateful to all of these donors. Their generosity has allowed us to keep our events and resources on the right side of the “paywall” for everyone in the UK’s IP professions.

16.3 Event organisers and hosts

Thank you to the following organisations who have provided real-life venues and refreshments (in many cases with additional online access) for our 2024 events: Allen & Overy, Appleyard Lees, Burness Paull, Carpmaels & Ransford, Dehns, EIP, Forresters, Gowling WLG, Keltie, Kilburn & Strode, Lewis Silkin, Marks & Clerk, Mills & Reeve, Pinsent Masons, Potter Clarkson, Script IP, Shepherd and

Wedderburn and Thorntons Solicitors. We would also like to thank LawCare, CIPA and CITMA for hosting online meetings for us.

Our *Summer of IP* outreach campaign (see 3.2 above) saw a large number of IP sector organisations organising and hosting events and activities, both online and in-person. For these we are grateful to AA Thornton, Abel + Imray, BAT, Boulton Wade Tennant, Burley Law, CITMA, D Young & Co, Finnegan Europe, Forrester, Geldards, Gill Jennings & Every, GSK, HGF, IBM, J A Kemp, Kilburn & Strode, Marks & Clerk, Mewburn Ellis, Mishcon de Reya, Potter Clarkson, Powell Gilbert, Reddie & Grose, Sagittarius IP, Script IP, Stratagem IPM, Thrings, Venner Shipley and Withers & Rogers.

Several other organisations have shared their online meeting facilities for IP Inclusive activities, for example committee and working group meetings, individual sessions of the IP & ME and Women in IP coffee dates, or the creation of recorded resources. We are grateful to them too.

Special thanks are due to the individuals whose hard work ensured the success of these events, and to the numerous speakers and discussion leaders – both within and outside the IP sector – who provided their time and expertise for free so that we in turn could offer free training and resources to the IP Inclusive community.

16.4 Other supporters and partners

We would like to extend our thanks to:

- Bnode, Focal Point Training, Jonathan’s Voice and LawCare, all of whom worked alongside IP Inclusive on 2024 projects and who continue to provide support, advice, ideas and welcome opportunities for our supporters to benefit from their work.
- Carys Bello of Fellows and Associates, who created some amazing social media content for us, in particular for our intern Jessica Anderson, the IP Ability community, Women in IP’s annual event in October, our November event on allyship and our new Careers in Ideas website. Carys also generously shared her social media and comms expertise with Jessica.
- The IP sector publications *Managing IP* and *World IP Review*, who sought our input on various EDI-related issues through the year and helped to amplify our influence and reach.

16.5 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 contributions.

17 Notes

Unless otherwise stated, references in this report to numbers of EDI Charter signatories, mailing list subscribers, and social media followers and group members “at the start of 2025” were recorded on 2 January 2025. Those listed for “the start of 2024” are taken from the 2023 Annual Report⁶⁷ and were mainly recorded on 2 January 2024.

Annex I: IP Inclusive Management 2024 Financial Report

I.1 Formal matters

IP Inclusive Management (IPIM) is an unincorporated association and is not VAT-registered. In accordance with its constitution⁶⁸, it operates on a not-for-profit basis. All income is used to pursue the IP Inclusive objectives⁸⁷ and to ensure that our events and resources remain free at the point of delivery to UK-based IP professionals. Payments received by IPIM are accepted as voluntary donations to the IP Inclusive cause; no products or services are provided in return.

IPIM currently banks with Royal Bank of Scotland plc, having transitioned from its original account with Lloyds Bank plc between March and August 2024: see 14.2.3 above.

IPIM's accountants are Haines Watts (Western) Limited, based in Bristol. Its accounting records are kept on the cloud-based Xero platform, the subscription for which is managed by Haines Watts. Haines Watts also provide us with outsourced payroll and pension scheme management and associated financial advice.

Internally, the IPIM finances are managed by our Lead Executive Officer Andrea Brewster and executive team member Anne Burgato. They are overseen by the IPIM Treasurer Gordon Harris. IPIM's formal financial documents, including its annual financial reports, financial statements and budgets, are published on the IP Inclusive website⁷⁶.

The IPIM financial year runs from 1 April to 31 March.

I.2 Summary of 2024 finances

Opening bank balance 1.1.24:	£56,841.56
Income:	£67,394.05
Expenditure:	£91,071.02
Closing bank balance 31.12.24:	£33,164.59
(incl ring-fenced contingency fund)	(£17,000.00)
Creditors at 31.12.24:	£0
Debtors at 31.12.24:	£1,000

⁸⁷ To promote and improve equality, diversity, inclusivity and wellbeing in the UK's IP professions, and to act for the benefit of the community of UK-based IP professionals and those they work with, and also of those wishing to join that community (see section 2 of the IPIM constitution).

I.3 Breakdown of 2024 income and expenditure

	In £	Out £
Income:		
General donations towards the 2023-24 business plan	20,250.55	
General donations towards the 2024-25 business plan	42,223.98	
Donations for Women in IP “Connected Bubbles” events ⁸⁸	3,300.00	
Donation for Careers in Ideas Mentoring Hub expansion ⁸⁹	800.00	
Donations to IP Out	819.52	
	67,394.05	
Expenditure:		
Lead Executive Officer fees		34,735.00
HR costs ⁹⁰		34,754.95
Executive team expenses ⁹¹		1,070.24
Executive team digital accessibility training		300.00
Accountants’ advice, Xero subscriptions and payroll charges		2,770.80
MentorLoop subscriptions for Careers in Ideas		8,872.78
Balance (80%) for Careers in Ideas website rebuild ⁹²		2,088.00
Allyship & Careers in Ideas pin badges (incl postage)		1,101.16
Website hosting and ad hoc maintenance		390.00
Eventbrite charges ⁹³		333.06
Other operational costs ⁹⁴		1,575.92
Women in IP Connected Bubbles event costs		2,975.71
IP Out June social event costs ⁹⁵		103.40
		91,071.02
Total		

⁸⁸ See 5.7.2 above

⁸⁹ See 3.3 above

⁹⁰ Includes salaries, tax, NI, pension contributions and Christmas bonuses (for summer interns as well as permanent staff)

⁹¹ Includes travel expenses for the Lead Executive Officer (LEO) and other executive team members plus the LEO’s basic office expenses

⁹² Covered by a donation received in 2023

⁹³ Includes set-up of the new annual account (see 15.5.2 above)

⁹⁴ Includes bank account charges, Mailchimp and SurveyMonkey subscriptions, Eventbrite charges (including the set-up of an annual account), insurance, domain name registrations and ICO data protection fee

⁹⁵ See 5.6.2 above

Annex II: IP Inclusive contact details

IP Inclusive	<p>Website: https://ipinclusive.org.uk/</p> <p>LinkedIn page: https://www.linkedin.com/company/98183780/</p> <p>LinkedIn group: "IP Inclusive" https://linkedin.com/groups/8473869</p> <p>Emails: General (incl fundraising) queries: contact@ipinclusive.org.uk Charter queries: charter@ipinclusive.org.uk Events queries: events@ipinclusive.org.uk Data protection queries: The Data Protection Officer at data@ipinclusive.org.uk</p>
IP & ME	<p>Website: https://ipinclusive.org.uk/community/ip-me/</p> <p>LinkedIn page: https://www.linkedin.com/in/ipandme/</p> <p>LinkedIn group: "IP Inclusive: IP & ME" https://linkedin.com/groups/12049564</p> <p>Email: IPandME.IPInclusive@gmail.com</p>
IP Ability	<p>Website: https://ipinclusive.org.uk/community/ip-ability/</p> <p>LinkedIn group: "IP Inclusive: IP Ability" https://linkedin.com/groups/13756630</p> <p>Facebook: "IP Ability community" https://www.facebook.com/groups/3125107824186976</p> <p>Email: IPAbilityNetwork@gmail.com</p>
IPause	<p>Website: https://ipinclusive.org.uk/community/ipause/</p> <p>LinkedIn group: "IP Inclusive : IPause (menopause support)" https://www.linkedin.com/groups/12778267</p> <p>Email: ipausecommunity@gmail.com</p>
IP Futures	<p>Website: https://ipinclusive.org.uk/community/ip-futures/</p> <p>LinkedIn page: https://www.linkedin.com/in/ip-futures-12422b187/</p> <p>LinkedIn group: "IP Inclusive: IP Futures" https://linkedin.com/groups/8792265</p> <p>Email: ipfuturesinclusive@gmail.com</p>
IP Out	<p>Website: https://ipinclusive.org.uk/community/ip-out/</p> <p>LinkedIn group: "IP Out Network" https://linkedin.com/groups/8488373</p> <p>Email: IPOutNetwork@gmail.com</p>

Women in IP	<p>Website: https://ipinclusive.org.uk/community/women-in-ip/</p> <p>LinkedIn page: https://www.linkedin.com/company/ip-inclusive-women-in-ip/</p> <p>LinkedIn group: "IP Inclusive : Women in IP" https://linkedin.com/groups/8557958</p> <p>Email: womeninipnetwork@gmail.com</p>
Careers in Ideas	<p>Website: https://careersinideas.org.uk/ (see also https://ipinclusive.org.uk/careers-in-ideas/)</p> <p>LinkedIn page: https://www.linkedin.com/company/careers-in-ideas-initiative/</p> <p>LinkedIn group: "Careers in Ideas" https://linkedin.com/groups/12376993</p> <p>Instagram: "careersinideas" https://www.instagram.com/careersinideas/</p> <p>Email: contact@careersinideas.org.uk</p>
Regional networks	<p>Website: https://ipinclusive.org.uk/our-regional-edi-charter-networks/</p> <p>North of England: https://www.linkedin.com/groups/8931689/ ipinclusivenoe@gmail.com</p> <p>Scotland: https://www.linkedin.com/groups/9028398/ ipinclusivescotland@gmail.com</p>
Mental Health First Aiders' Network	<p>Website: https://ipinclusive.org.uk/newsandfeatures/our-support-network-for-mental-health-first-aiders/</p> <p>LinkedIn group: "IP Inclusive MHFAer Support Network" https://www.linkedin.com/groups/12424438</p>
The EDI Charter	<p>Website: https://ipinclusive.org.uk/about/our-charter/</p> <p>Email: charter@ipinclusive.org.uk</p>
IP Inclusive Management (IPIM)	<p>Website: https://ipinclusive.org.uk/ip-inclusive-management/⁹⁶</p> <p>Contact via: contact@ipinclusive.org.uk</p> <p>Chair: Michael Silverleaf KC (until 31.12.24); James St Ville KC (from 1.1.25)</p> <p>Secretary: Clair Curran</p> <p>Treasurer: Gordon Harris</p> <p>Lead Executive Officer: Andrea Brewster; andrea.brewster@ipinclusive.org.uk</p> <p>Written correspondence: c/o CIPA, 2nd Floor, Viaro House, 20-23 Holborn, London EC1N 2JD</p>

⁹⁶ Note: this page also provides access to IP Inclusive's formal policies and procedures, including our data protection and communications policies and our volunteers' code of conduct.

Advisory Board

Website: <https://ipinclusive.org.uk/the-ip-inclusive-advisory-board/>
Chair: Carol Arnold
Secretary: Sally Bannan