Report of IP Inclusive
2025 Impact Survey

Executive summary

The survey

In February 2025, IP Inclusive conducted a survey to assess its impact and value and help us plan for the future. Two surveys were produced: one survey directed at Charter Signatory organisations, the other at individual IP Professionals. Participation was voluntary. The survey for individual IP Professionals was anonymous.

The survey aimed to capture data on:

- IP Inclusive's Impact
- Planning for the Future
- IP Inclusive's Structure and Funding
- Experiences to Share
- Up-to-date contact details for Charter Signatory organisations and the opportunity to re-confirm that they fulfil our six Charter commitments.

The respondents

There were 29 unique Charter Signatory responses and 172 responses by Individual IP Professionals. Respondents came from a range of organisations across the UK. Around 70 % of both Charter Signatory respondents and Individual respondents were private sector IP legal advisors (mainly patent / trade mark attorneys). More than half of both Charter Signatory respondents and Individual respondents came from medium, large or very large private sector organisations. Both surveys included responses from a range of other types and sizes of organisation.

IP Inclusive's impact

More than half of both Charter Signatory respondents and Individual respondents agreed or strongly agreed that IP Inclusive has had a positive impact on each of equity, diversity, inclusivity and wellbeing within their organisation.

IP Inclusive's influence on the UK's wider IP sector was particularly valued: three quarters of respondents agreed or strongly agreed that IP Inclusive has had a positive impact on each of equity, diversity, inclusivity and wellbeing in this broader context.

The impact on individuals was significant: around 80 % of Individual respondents have been personally impacted by and/or value IP Inclusive's work on each of equity, diversity, inclusivity and wellbeing.

Whilst figures for each of equity, diversity, inclusivity and wellbeing were broadly similar, respondents indicated that inclusivity was IP Inclusive's strongest impact overall.

Charter Signatories most valued IP Inclusive for (1) Education; (2) Sharing best practices; (3) Sense of Community; (4) Making EDI relevant; (5) Advice.

Individuals most valued IP Inclusive for (1) Education; (2) Sense of Community; (3) Advice; (4) Sharing best practices; (5) Support.

IP Inclusive's most popular offerings for both Charter Signatory respondents and Individual respondents were (1) Events; (2) Communities and networks; (3) Resources; (4) Mental Wellbeing; (5) Careers in Ideas.

There were numerous free text responses highlighting specific impacts, as well as EDI challenges, the themes of which have been drawn out in this report.

Planning for the future

More than 70 % of both Charter Signatory respondents and Individual respondents would like IP Inclusive to continue or to increase the support it provides for IP professionals. Highlighted as most important were: Access to Communities and support networks; Written resources; Opportunities to share best practice; Online training and events; Audio/video resources; and In-person training and events.

Ongoing EDI challenges included improving diversity of the applicant pool and retention at senior levels; lack of understanding / engagement with EDI by staff / senior leaders; and resources for EDI.

Suggestions for IP Inclusive included being more directive about financial contributions; more accountability for Charter Signatories; and various suggestions for areas of focus including neurodiversity, wellbeing, working parents and working part-time.

In terms of funding, Charter Signatories favoured an annual subscription for Charter Signatories, their next favourite option being the current model of asking for donations. These were also the top two responses from Individuals (albeit reversed). Most thought that an annual subscription, if introduced, should depend on the nature and/or size of the organisation. Some Charter Signatories also supported the idea of ad hoc sponsorship of individual projects.

Around a third of Charter Signatories said it would be simpler to donate if IP Inclusive had charitable status and only 10 % would be more likely to donate, or pledge a regular donation, if IP Inclusive had charitable status. Many respondents answered "Unsure" to these questions.

Around 60 % of Individual respondents said they'd be more likely to donate if IP Inclusive had charitable status.

Experiences to share

Charter Signatory organisations and individuals shared what they have seen work particularly well for improving EDI and/or wellbeing in their own organisation or elsewhere, including EDI groups and committees, focussing efforts, and open conversations. They also shared what's not worked so well and suggestions for addressing that.

Table of Contents

1   Introduction

1.1   Background

During February 2025, IP Inclusive ran a survey to assess its impact and value, and plan for the future, including its structure and funding. Two surveys were produced: one survey directed at Charter Signatory organisations, the other at individual IP Professionals.

The survey for Charter Signatory organisations also gave them the opportunity to provide up-to-date contact details and re-confirm that they fulfil our six Charter commitments.

1.2   This report

This report, which is publicly available, summarises the key outcomes. It is intended for use by IP Inclusive and other interested parties. It was prepared by the IP Inclusive Executive Team.

The report covers:

- Information about the survey and its respondents (sections 2 and 3)
- The responses received (sections 4 to 7)

In reporting the survey responses, all tabulated figures are percentages of the respondents who answered the relevant question, unless otherwise indicated. Percentages are quoted to the nearest whole number.

2   The survey

The survey was run online using IP Inclusive's SurveyMonkey account. Participation was voluntary. The survey for individual IP Professionals was anonymous.

The survey questions were compiled by the IP Inclusive Executive Team. Two versions were used, one tailored for Charter Signatory organisations ('the Charter Signatories survey'), the other for individual IP Professionals ('the Individuals survey').

The questions were divided into five categories:

- Information about the respondent (individual / organisation) (see section 3 below)
- IP Inclusive's Impact (section 4)
- Planning for the Future (section 5)
- IP Inclusive's Structure and Funding (section 6)
- Experiences to Share (section 7)

The survey links were sent out to subscribers to the "IP Inclusive Updates" mailing list. They were also publicised through the IP Inclusive website and social media channels (see https://ipinclusive.org.uk/newsandfeatures/impact-survey-2025/ for the post on the IP Inclusive website).

The surveys were open from 29 January to 28 February 2025.

3   The respondents

3.1   Response rates

Response levels were higher than for a similar survey run in 2022, particularly for the Individuals survey.

Table 1: Response & completion rates

	Charter Signatories	Individuals
Total responses	35*	172
2022 response numbers	32	43
Completion rate	69%	59%
Typical time spent	24m 53s	7m 26s

*Some Charter Signatory organisations were represented more than once as multiple people within the same organisation completed the survey. 29 unique Charter Signatories were represented. When we received more than one response from a Charter Signatory organisation, we have taken the results from the authorised signatory or the most senior respondent from that organisation for the purposes of the statistics, and disregarded the other responses. All free text comments were considered.

3.2   Charter Signatory Respondents

The respondents indicated that their organisations fell within these categories:

- 69 % of respondents were Private sector IP-specific legal advisors (mainly patent &/or trade mark attorneys);
- 10 % respondents were Private sector IP-specific legal advisers (mainly solicitors);
- 10 % respondents were In-house IP departments.

Other responses included Government agency or department; Membership body; Private sector wider law firm with an IP department/team; Provider of IP management services or strategic advice (including tech transfer); Searching/information science provider; Training provider and Other.

Regarding the size of organisation:

- 31 % were large or very large private sector organisations (81-500+ staff);
- 28 % were medium private sector organisations (21-80 staff);
- 14 % were small private sector organisations (1-20 staff);
- 14 % were sole practitioners;
- 7 % were small in-house department (1-10 staff);
- 7 % were large in-house department (more than 50 staff).

Respondent organisations were located in all UK regions listed in the survey.

25 organisations confirmed they still fulfil the six Charter commitments, and intend to do so over the next twelve months. Three skipped the question and one replied that they no longer fulfilled the Charter commitments; these will be followed up on an individual basis.

3.3   Individual Respondents

The respondents indicated that the organisations they worked for fell within these categories:

- 72 % (123) Private sector IP-specific legal advisors (mainly patent &/or trade mark attorneys);
- 13 % (22) In-house IP departments;
- 6 % (11) Government agency or department

Other responses included Private sector wider law firm with an IP department/team (7); Academic department or organisation (5); Private sector IP-specific legal advisers (mainly solicitors) (3); and others including Barristers' chambers, Publisher, Recruitment consultancy and Training Provider.

Regarding the size of organisation:

- 59 % were from large or very large private sector organisations (81-500+ staff);
- 17 % were from medium private sector organisations (21-80 staff);
- 7 % were from small private sector organisations (1-20 staff);
- 6 % worked in a large in-house department (more than 50 staff);
- 6 % worked in a medium in-house department (11-50 staff);
- 8 % chose another response option.

Individual respondents were located in all UK regions listed in the survey.

4 IP Inclusive's Impact

4.1 Overall Impact

Charter Signatory organisations and individuals were asked to rate the extent to which they agree that IP Inclusive has had a positive impact on each of equity / equality of opportunity, diversity, inclusivity and wellbeing (including mental wellbeing), both within their organisation and within the UK's wider IP sector. Individuals were additionally asked to rate the extent to which they agree that they personally value and / or have been impacted by IP Inclusive's work in each of these areas.

There were 24 Charter Signatory respondents and 172 Individual respondents.

The table below shows the percentage of Charter Signatory and Individual respondents who agreed or strongly agreed with each statement.

Table 2: IP Inclusive has had a positive impact

% Respondents who Agreed or Strongly Agreed

IP Inclusive has had a positive impact on ...	Within my organisation		Within the UK's wider IP sector		Personal value / impact
	Charter Signatories	**Individuals**	**Charter Signatories**	**Individuals**	**Individuals**
Equity / equality of opportunity	58	55	75	72	78
Diversity	58	51	79	75	79
Inclusivity	67	62	75	78	81
Wellbeing (including mental wellbeing)	63	58	75	77	78

The tables and charts below summarise the data from each survey.

Table 3: Within the UK's Wider IP sector, IP Inclusive has had a positive impact on:

		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Equity / equality of opportunity	Charter Signatories	29%	46%	21%	4%	0%
Equity / equality of opportunity	Individuals	28%	44%	25%	3%	0%
Diversity	Charter Signatories	29%	50%	17%	4%	0%
Diversity	Individuals	30%	45%	22%	3%	0%
Inclusivity	Charter Signatories	33%	42%	21%	4%	0%
Inclusivity	Individuals	33%	45%	19%	3%	0%
Wellbeing (including mental wellbeing)	Charter Signatories	33%	42%	21%	4%	0%
Wellbeing (including mental wellbeing)	Individuals	27%	51%	20%	3%	0%

Chart 1:

WITHIN THE UK IP SECTOR, IP INCLUSIVE HAS HAD A POSITIVE IMPACT ON...

Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

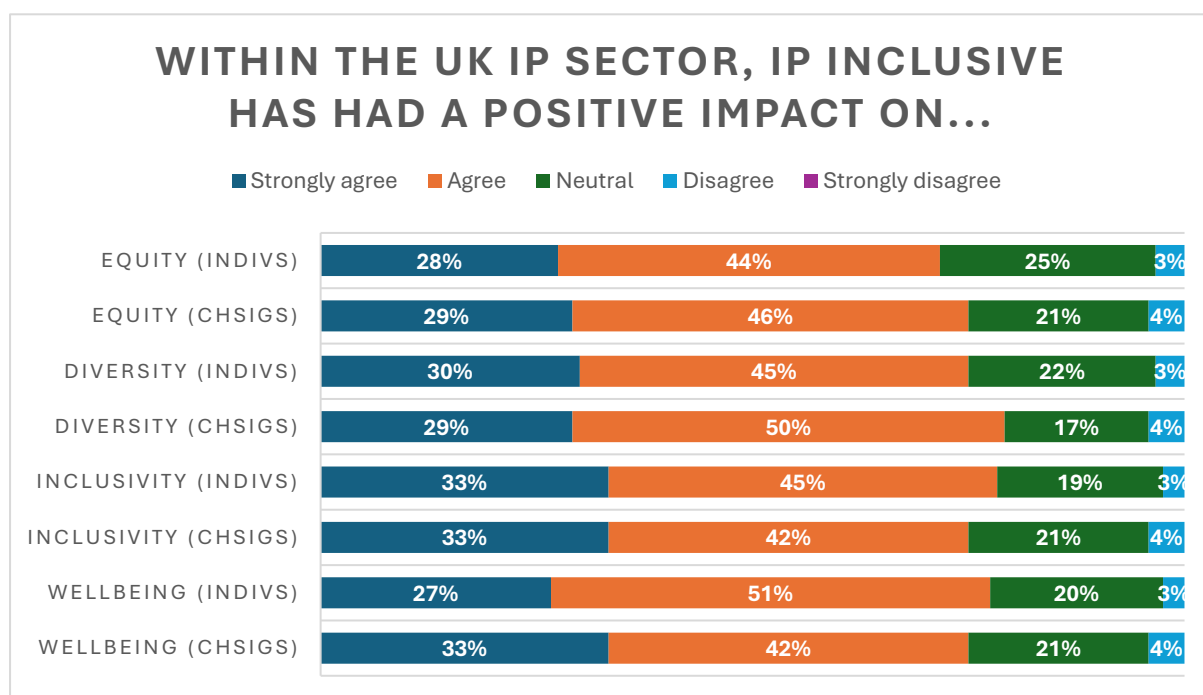|	Strongly agree	Agree	Neutral	Disagree
EQUITY (INDIVS)	28%	44%	25%	3%
EQUITY (CHSIGS)	29%	46%	21%	4%
DIVERSITY (INDIVS)	30%	45%	22%	3%
DIVERSITY (CHSIGS)	29%	50%	17%	4%
INCLUSIVITY (INDIVS)	33%	45%	19%	3%
INCLUSIVITY (CHSIGS)	33%	42%	21%	4%
WELLBEING (INDIVS)	27%	51%	20%	3%
WELLBEING (CHSIGS)	33%	42%	21%	4%

Table 4: Within my organisation, IP Inclusive has had a positive impact on:

		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Equity / equality of opportunity	Charter Signatories	17%	42%	42%	0%	0%
Equity / equality of opportunity	Individuals	7%	47%	37%	7%	2%
Diversity	Charter Signatories	17%	42%	42%	0%	0%
Diversity	Individuals	6%	45%	39%	9%	1%
Inclusivity	Charter Signatories	17%	50%	33%	0%	0%
Inclusivity	Individuals	8%	54%	32%	6%	1%
Wellbeing (including mental wellbeing)	Charter Signatories	13%	50%	33%	4%	0%
Wellbeing (including mental wellbeing)	Individuals	8%	49%	35%	7%	1%

Chart 2:

WITHIN MY ORGANISATION, IP INCLUSIVE HAS HAD A POSITIVE IMPACT ON...

■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

	Strongly agree	Agree	Neutral	Disagree
EQUITY (INDIVS)	7%	47%	37%	7%
EQUITY (CHSIGS)	17%	42%	42%	
DIVERSITY (INDIVS)	6%	45%	39%	9%
DIVERSITY (CHSIGS)	17%	42%	42%	
INCLUSIVITY (INDIVS)	8%	54%	32%	6%
INCLUSIVITY (CHSIGS)	17%	50%	33%	
WELLBEING (INDIVS)	8%	49%	35%	7%
WELLBEING (CHSIGS)	13%	50%	33%	4%

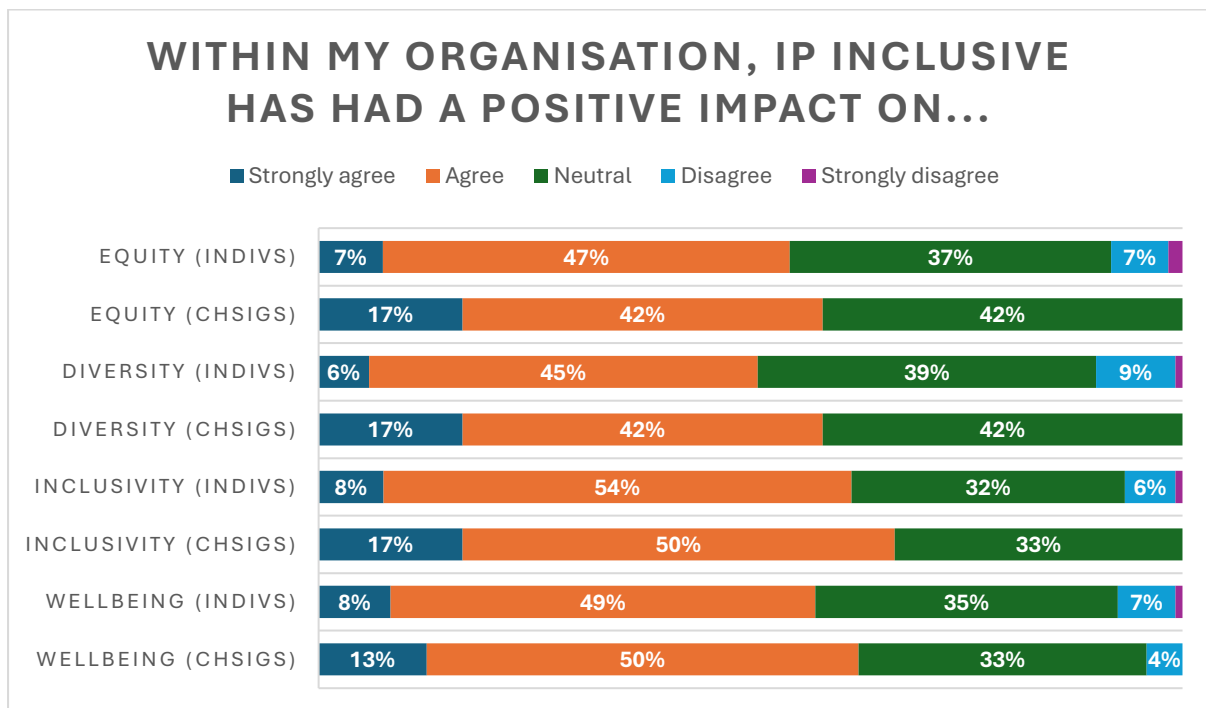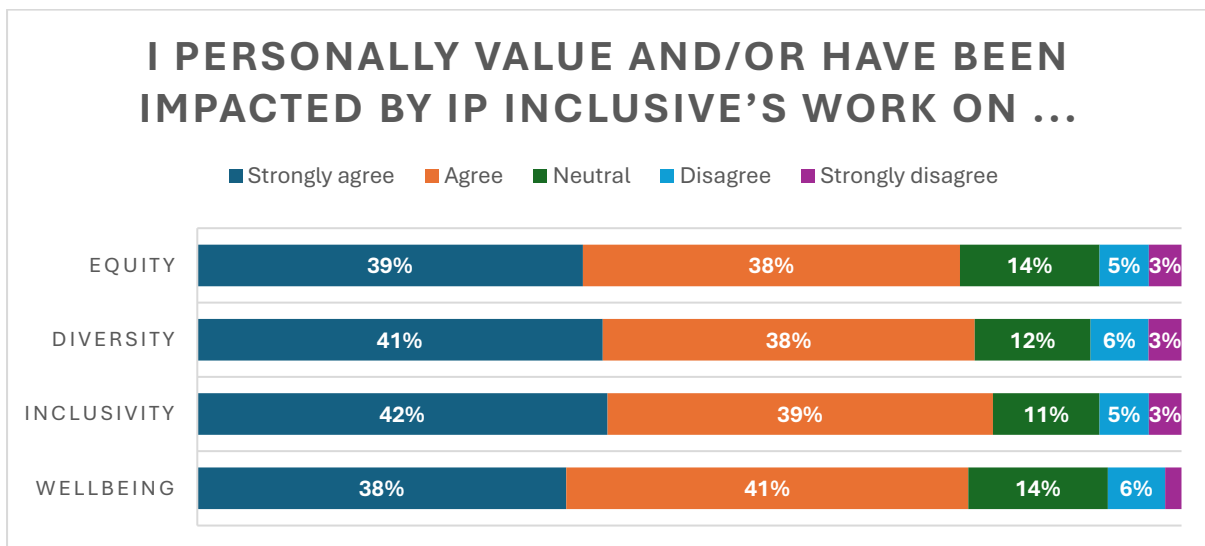**Table 5: Individuals - I personally value and/or have been impacted by IP Inclusive's work on:**

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Equity / equality of opportunity	39%	38%	14%	5%	3%
Diversity	41%	38%	12%	6%	3%
Inclusivity	42%	39%	11%	5%	3%
Wellbeing (including mental wellbeing)	38%	41%	14%	6%	2%

Chart 3:

4.2 IP Inclusive's most valued offerings

Charter Signatory organisations were asked which IP Inclusive offerings their organisation and its staff had valued, engaged with and/or made use of over the past 12 months. There were 23 respondents.

Individuals were asked which IP Inclusive offerings they had personally valued, engaged with and/or made use of over the past 12 months. There were 109 respondents.

The results are shown in the table and charts below. In the free text responses, *Summer of IP* events were frequently mentioned.

Table 6:

	Charter Signatory organisations	Individuals
	23 respondents	109 respondents
IP Inclusive events	78%	79%
IP Inclusive Communities (including their events, resources, other support)	70%	52%
IP Inclusive resources (e.g. EDI Starter Pack, Allyship Guidelines, Toolkits, event reports or recordings)	61%	49%
Mental Wellbeing (e.g. Mental Health Hub, collaboration with Jonathan's Voice)	57%	39%
Careers in Ideas (including Mentoring Hub)	43%	28%
Other (please specify)	9%	8%

Chart 4:

What our Charter Signatory organisations value

Category	Value
IP Inclusive events	78%
IP Inclusive Communities (including their events, resources, other support)	70%
IP Inclusive resources (e.g. EDI Starter Pack, Allyship Guidelines, Toolkits, event reports or recordings)	61%
Mental Wellbeing (e.g. Mental Health Hub, collaboration with Jonathan's Voice)	57%
Careers in Ideas (including Mentoring Hub)	43%
Other (please specify)	9%

Chart 5:

What Individual IP Professionals value

Category	Value
IP Inclusive events	79%
IP Inclusive Communities (including their events, resources, other support)	52%
IP Inclusive resources (e.g. EDI Starter Pack, Allyship Guidelines, Toolkits, event reports or recordings)	49%
Mental Wellbeing (e.g. Mental Health Hub, collaboration with Jonathan's Voice)	39%
Careers in Ideas (including Mentoring Hub)	28%
Other (please specify)	8%

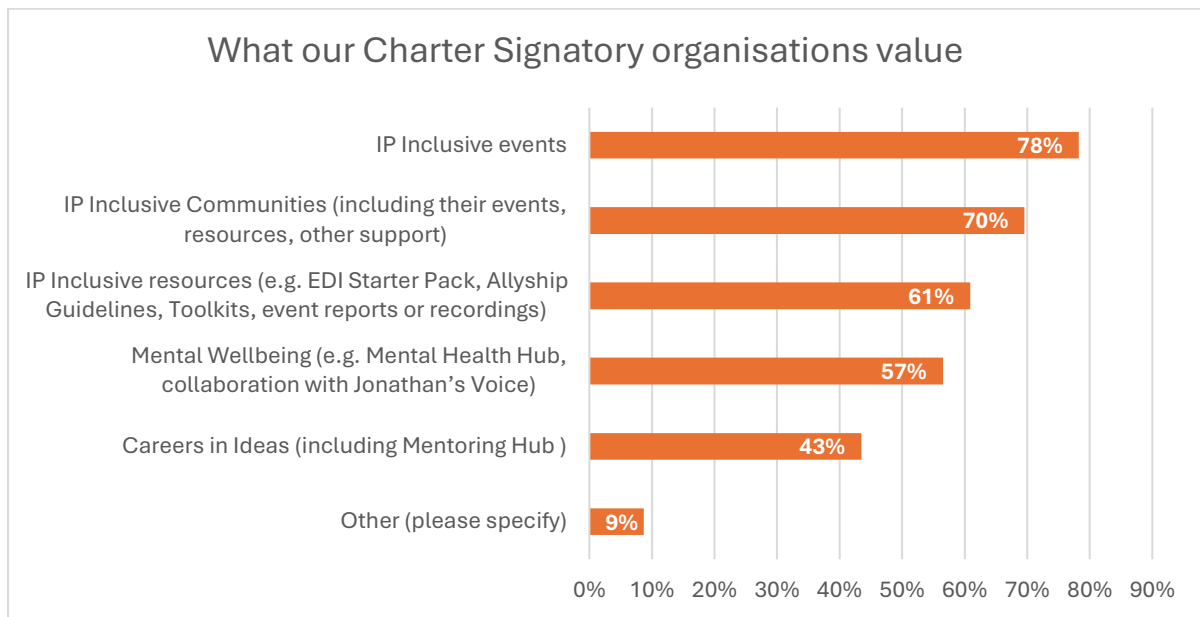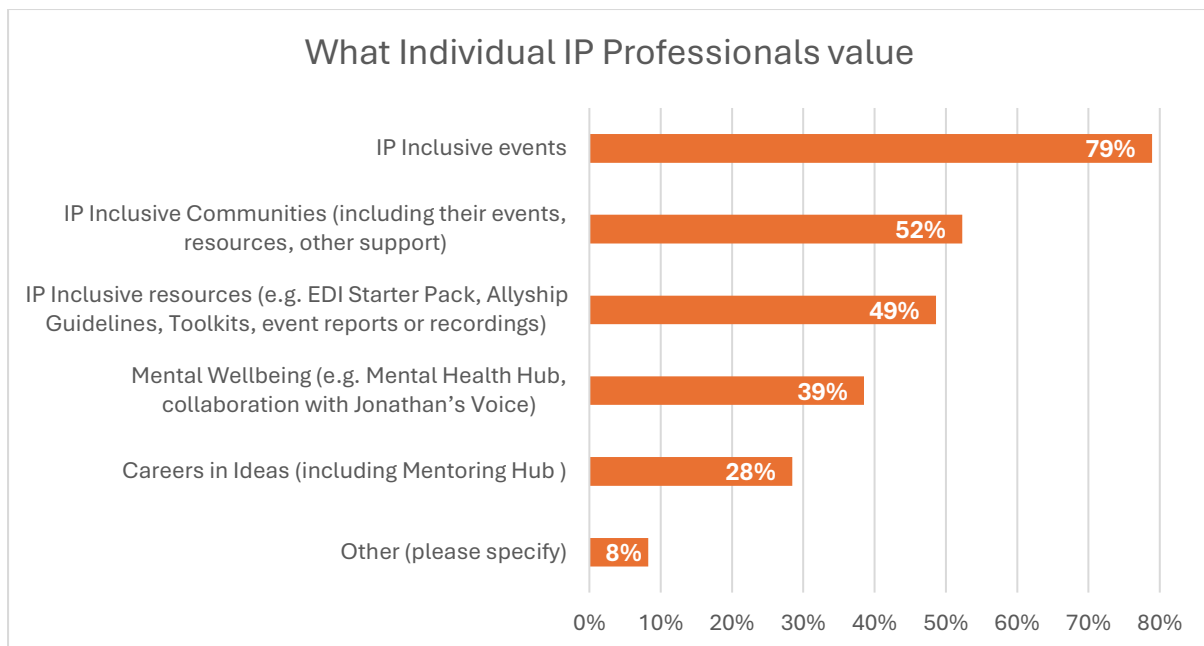## 4.3 IP Inclusive's most valued impacts

Charter Signatory organisations and individuals were asked what they value about these IP Inclusive offerings. There were 23 Charter Signatory respondents and 112 Individual respondents.

The results are shown in the table and charts below.

Table 7:

	Charter Signatory organisations	Individuals
	23 respondents	112 respondents
Education	87%	71%
Sharing best practices	83%	59%
Sense of community	70%	66%
Making EDI relevant	65%	53%
Advice	61%	61%
Opening / facilitating conversations within the UK's wider IP community	57%	52%
Support	57%	54%
Opening / facilitating conversations within my organisation	48%	47%
Helping the business to flourish	22%	11%
Other (please specify)	9%	9%

Chart 6:

Why IP Inclusive is valued by our Charter Signatory organisations

- Education — 87%
- Sharing best practices — 83%
- Sense of community — 70%
- Making EDI relevant — 65%
- Advice — 61%
- Support — 57%
- Opening / facilitating conversations within the UK's wider IP community — 57%
- Opening / facilitating conversations within my organisation — 48%
- Helping the business to flourish — 22%
- Other (please specify) — 9%
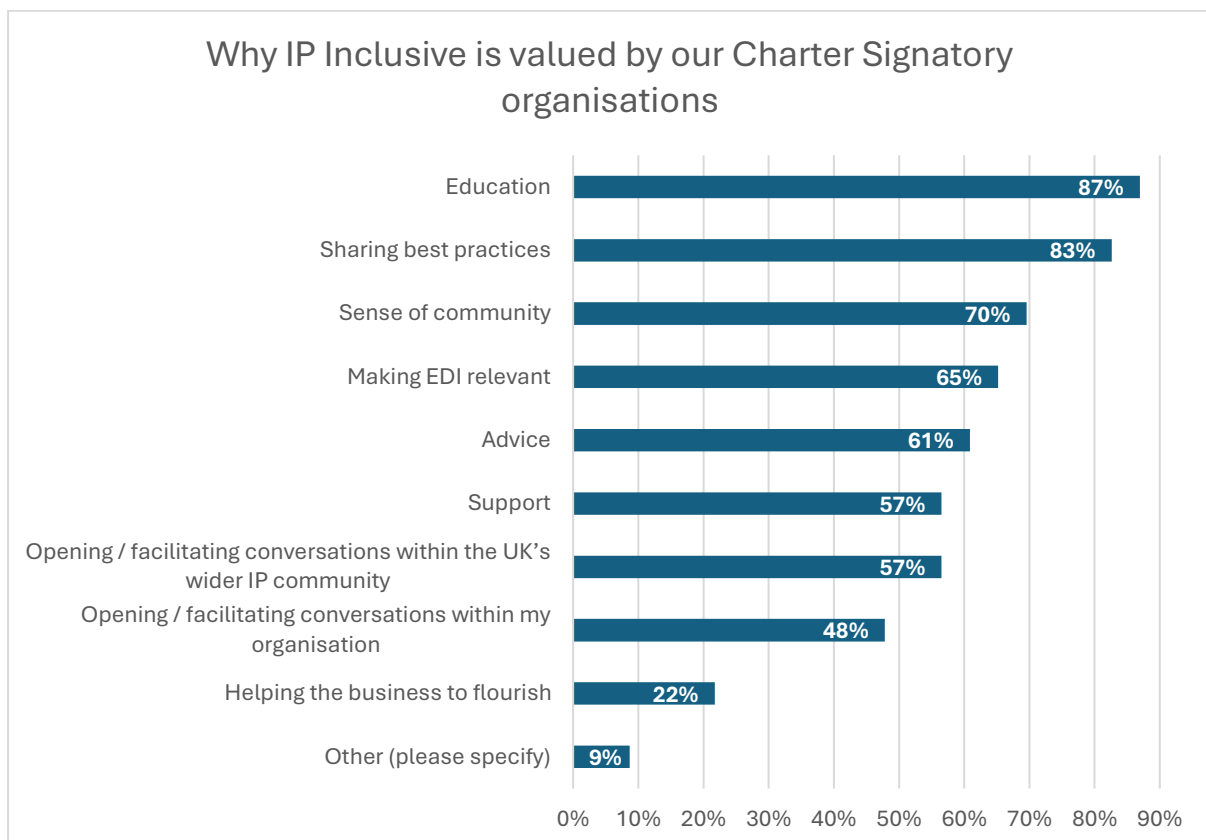
In the free text responses from Charter Signatories, also mentioned were:

- o Wider acknowledgement of EDI and that it is being taken seriously
- o Acting as an industry-wide voice
- o Accountability
- o Addressing difficult topics
- o Accessibility of the events

Chart 7:

Why IP Inclusive is valued by Individual IP Professionals

Category	Percentage
Education	71%
Sense of community	66%
Advice	61%
Sharing best practices	59%
Support	54%
Making EDI relevant	53%
Opening / facilitating conversations within the UK's wider IP community	52%
Opening / facilitating conversations within my organisation	47%
Helping my business to flourish	11%
Other (please specify)	9%

In the free text responses from individuals, meeting / networking with like-minded IP professionals was a common theme.

4.4   Impact on Organisations

Charter Signatory organisations were asked about the impact(s) that being an IP Inclusive Charter Signatory has had on their organisation. There were 25 free text responses. The main themes included:

- o Complements / strengthens / focusses internal EDI initiatives
- o Increases awareness, widens conversations and reduces stigma
- o Tangible impact from *Summer of IP* and the Careers in Ideas Mentoring Hub
- o Feel connected to wider IP community
- o Guide to best practice and benchmarking

- o EDI training, wellbeing support materials and resources for employees
- o Inspiration to act / volunteer
- o Provides credibility to our EDI efforts

Some respondents admitted that it was hard to measure a direct link / impact.

Individuals were asked about the impact of IP Inclusive on their organisation. There were 78 free text responses. The main themes included:

- o Education / raising awareness / improving understanding
- o Gives encouragement / impetus to organisation's own EDI effort
- o Diversifying recruitment

Around 12 % of the individuals who commented thought that IP Inclusive had had little or no impact on their organisation, several commenting that their organisation does not see IP Inclusive and/or EDI as relevant.

4.5   Impact on Individuals

Charter Signatory organisations were asked about the impact of being a Charter Signatory on the people in their organisation. There were 24 free text responses. The themes included:

- o Greater sense of belonging
- o Empowers individuals to engage in and advocate for EDI initiatives
- o Makes them feel part of a fair and inclusive organisation, where EDI matters
- o Opportunities for employees to attend events, join communities and access resources
- o Employees feel more supported, confident and reassured
- o Allows staff to be more open about their lives

Individuals were asked about the impact of IP Inclusive on them as an individual. There were 74 free text responses. The main themes included:

- o Supporting, giving ideas and encouraging the EDI work in one's own organisation, encouraging people to be more vocal and confident about EDI
- o Improving personal sense of belonging
- o Providing a sense of community, connecting with others in the IP community and feeling less isolated
- o Education and improving personal understanding of EDI

4.6   Impact on the UK IP professions

Charter Signatory organisations and individuals were asked about how the UK IP professions would look, in terms of equality, diversity, inclusion and wellbeing, if IP Inclusive didn't exist. There were 23 Charter Signatory responses and 75 individual responses. The vast majority said

that if IP Inclusive didn't exist, equality, diversity, inclusion and wellbeing in the UK IP professions would be worse, or would regress. Themes included:

- Slower progress in EDI and wellbeing
- Fewer resources
- Less sector-wide collaboration
- Less accountability
- Less understanding
- Less direction
- Less welcoming
- More intimidating
- Much less diverse
- Slower to embrace EDI principles

4.7   EDI challenges

Charter Signatory organisations were asked about the main EDI challenges that their organisation has faced and if IP Inclusive has helped and how. There were 22 free text responses. Response themes included:

- **Challenges:**
    - Persuading others that EDI matters and should be taken seriously – encouraging engagement – dealing with different attitudes from different generations
    - Recruiting and retention of diverse colleagues, especially those from Minority Ethnic and lower socio-economic backgrounds
    - EDI becoming more political
    - Unsure / hard to measure
    - Gender equity and diversity
    - Neurodiversity
    - Inclusion and providing the right support
    - Mental health
    - Determining what EDI measures are appropriate for size and nature of the firm, and the cost and time involved in embedding EDI into business
    - [Lack of?] data supporting the information provided / comparative data on benefits of EDI
    - How to be an ally
- **How IP Inclusive has helped:**
    - Leverage
    - Raising awareness
    - Valuable resources
    - Workshops, IP profession-specific guidance, educational and wellbeing resources
    - Provides a framework for tackling topics
    - Guidance, training and support networks to make tackling the challenges easier
    - Shared ideas and best practices
    - IP-specific
    - External industry-backed force

- o   More tools
- o   Lots of allyship resources with broad ranges of ideas
- o   Careers in Ideas / *Summer of IP*

4.8   Anything else

Charter Signatory organisations and individuals were asked if they would like to say anything else about the impact and value of IP Inclusive. There were 16 Charter Signatory responses and 45 individual responses. These were wide-ranging but included positive comments about attending events, praise for the IP Inclusive team, and the value of Careers in Ideas and its Mentoring Hub.

5   Planning for the Future

5.1   IP Inclusive's future

Charter Signatory organisations and individuals were asked how they would prefer IP Inclusive to develop.

Table 8:

How should IP Inclusive develop?	Charter Signatory organisations	Individuals
	22 respondents	117 respondents
To increase the support it provides for IP professionals	36%	53%
To stay as it is	36%	19%
Not sure	23%	15%
Don't mind either way	0%	2%
To finish - its work is done	0%	1%
Other (please specify)	9%	11%

Themes in the comments included:

- More engagement with non-diverse members of the profession - particularly decision makers and power brokers
- More hybrid events or recordings available for those who can't make in person events
- Keep doing more of it and reaching wider, resources permitting

5.2   IP Inclusive's provisions

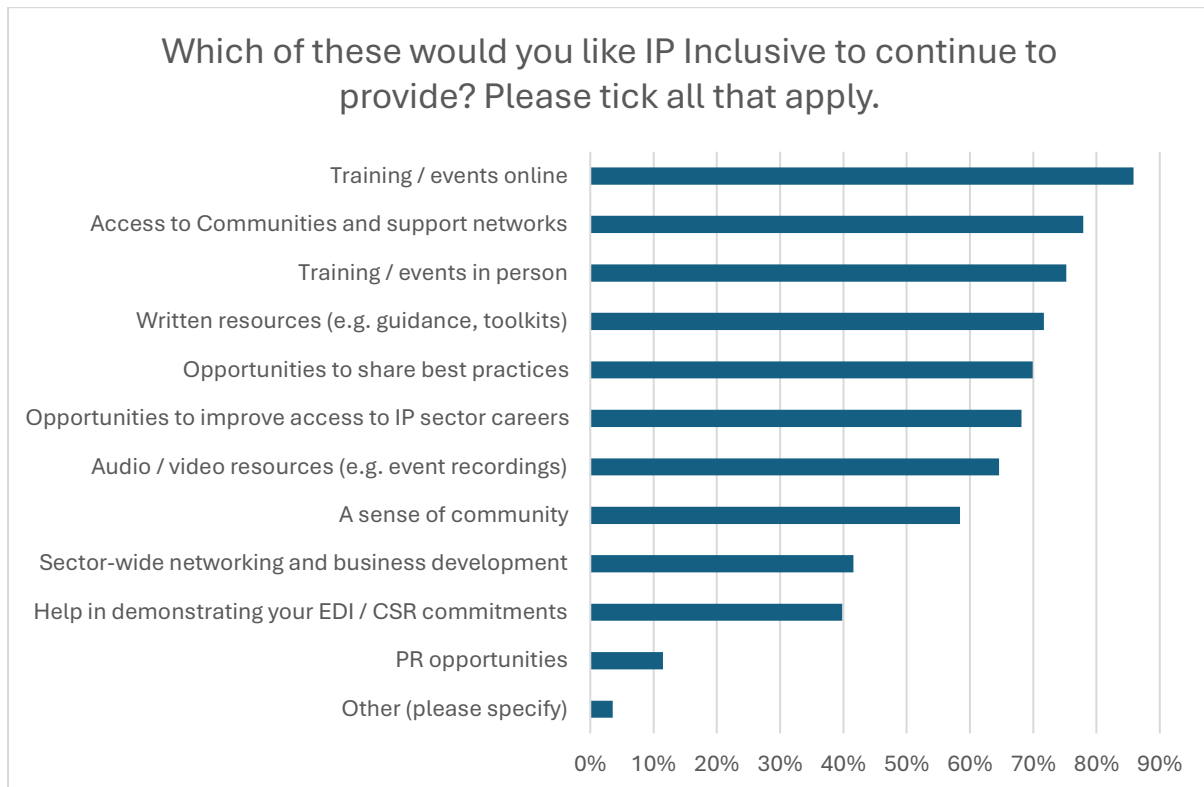Charter Signatory organisations and individuals were asked what they would like IP Inclusive to continue to provide.

Table 9:

	Charter Signatory organisations	Individuals
	22 respondents	113 respondents
Access to Communities and support networks (e.g. IP & ME, IP Ability, IPause, IP Futures, IP Out, Women in IP, the regional networks, the Mental Health First Aiders' Network)	95%	78%
Written resources (e.g. guidance, toolkits, template documents, event reports)	95%	72%
Opportunities to share best practices	86%	70%
Training / events online	73%	86%
Audio / video resources (e.g. event recordings, podcasts)	73%	65%
Training / events in person	64%	75%
Opportunities to promote, and/or improve access to, IP sector careers	64%	68%
Sector-wide networking and business development opportunities	55%	42%
A sense of community	45%	58%
Help in demonstrating your EDI and/or CSR commitments	36%	40%
PR opportunities	14%	12%
Other (please specify)	0%	4%

Chart 8 - Charter Signatory responses:

Which of these would your organisation like IP Inclusive to continue to provide? Please tick all that apply.

- Access to Communities and support networks
- Written resources (e.g. guidance, toolkits)
- Opportunities to share best practices
- Audio / video resources (e.g. event recordings)
- Training / events online
- Opportunities to improve access to IP sector careers
- Training / events in person
- Sector-wide networking and business development
- A sense of community
- Help in demonstrating your EDI / CSR commitments
- PR opportunities
- Other (please specify)

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Chart 9 - Individual responses:

Which of these would you like IP Inclusive to continue to provide? Please tick all that apply.

- Training / events online
- Access to Communities and support networks
- Training / events in person
- Written resources (e.g. guidance, toolkits)
- Opportunities to share best practices
- Opportunities to improve access to IP sector careers
- Audio / video resources (e.g. event recordings)
- A sense of community
- Sector-wide networking and business development
- Help in demonstrating your EDI / CSR commitments
- PR opportunities
- Other (please specify)

0% 10% 20% 30% 40% 50% 60% 70% 80% 90%

5.3   Significant EDI Challenges Ahead

Charter Signatory organisations and individuals were asked about the main EDI challenges faced by their organisation and that IP Inclusive could help address. They were also asked about what they see as the main barriers to change. There were 19 Charter Signatory responses and 74 individual responses.

Themes in the responses from organisations included:

- Improving diversity of applicant pool - gender, race and ethnicity, social mobility. By focusing on social mobility some of the other barriers may be reduced.
- Having *and demonstrating* an inclusive and accessible workplace, so we attract more diverse applicants.
- Mental health issues, particularly due to nature of our work (deadlines, billing targets).
- Helping everyone understand the importance of EDI; how EDI supports business goals; and keeping it on the agenda, particularly in the current political climate.
  - ➢ IP Inclusive could help with that by providing guides on how to stay relevant, how to increase engagement with staff, etc.
- Appreciating what EDI measures are appropriate to the size and nature of the business, and how to resource that.

Themes in the responses from individuals included:

- Lack of understanding by senior leadership about EDI and its benefits.
- Resistance to change, lack of willingness to engage with EDI.
- Recruitment - lack of diversity in the available talent pool – especially gender, race and social mobility.
- Increasing diversity at senior levels / retention – especially gender and race.
- Resources – people, time, money – for EDI.

5.4   The next 12 months

Charter Signatory organisations and individuals were asked about what they would like IP Inclusive to do, do more of, or do differently over the next twelve months. There were 18 Charter Signatory responses and 54 individual responses.

Themes or suggestions in the responses from organisations included:

- Keep up the good work you are already doing.
- Events:
  - Some favoured live as more impactful.
  - Topic suggestions: wellbeing, neurodiversity and overall inclusion.
  - Directed at allies, or those who usually don't get involved.
  - *Summer of IP*.
- Online resources for people who can't travel to events.
- Be more upfront about asking for financial contributions.

- Accountability for IP Inclusive Charter Signatories, for example by requiring an annual statement from Charter Signatories on what they have done in the past 12 months to support EDI within their organisation. These statements could be published on the IP Inclusive website.
- Community for older people/upcoming retirees.

Themes or suggestions in the responses from individuals included:

- Keep up the good work you are already doing.
- Events:
    - More in person events - including outside London and including lunch/daytime events to accommodate those with evening caring responsibilities.
    - Topic suggestions: neurodiversity, generational issues, working part-time, consulting.
    - Events with a networking / BD angle can make it easier for some to justify attending.
    - More like *Summer of IP*.
- Focus on driving senior leadership change.
- Avoid UK and international politics.
- Continue the Pledge Prattles.
- Focus on working parents / mothers.
- Promoting Careers in Ideas further – eg to reach schools / A level Design Technology, etc.

6   Funding and Structure

6.1   Funding Models

Charter Signatory organisations and individuals were asked about the funding model they think that IP Inclusive should adopt.

Table 10:

Funding Model	Charter Signatory organisations	Individuals
	24 respondents	109 respondents
Annual subscriptions for Charter signatories	67%	75%
Carry on asking for donations from organisations and individuals	63%	86%
Applying for relevant grants	58%	72%
Other (please specify)	21%	11%
Annual donations for individuals	17%	29%
Charges for attending events	13%	16%
Charges for accessing resources (e.g. guidance, toolkits, template documents, webinar recordings)	8%	6%
Chargeable directory and/or jobs board listings	8%	23%

Charter Signatory organisations favoured a funding model based on Annual subscriptions for Charter Signatories (67 %), followed by continuing with donations from organisations and individuals (63 %). Individuals favoured continuing with donations from organisations and individuals (86 %), followed by Annual subscriptions (75 %).

"Other" responses from Charter Signatories included:

- o   Asking for donations from organisations only.
- o   A portion of subscription fees paid for CIPA for all should be mandatory, as the whole profession benefits.
- o   IP Inclusive provides a service that firms would pay for.
- o   Annual charge, enabling access to all resources for that year, rather than a charge per event.
- o   Charges for attending events or accessing resources on a voluntary basis, to ensure accessibility.
- o   Annual subscriptions for Charter Signatories would need to be scaled according to size of firm to keep it affordable for smaller organisations.

"Other" responses from individuals included:

- o Resistance to charging for what was previously available free, especially online events.
- o Suggestion that CIPA/CITMA/IPReg should provide funding on behalf of their members e.g. as a percentage of annual fees.
- o Funding should be at an organisational level, not down to individuals, to maintain accessibility for all.
- o Seek sponsorship - co-branded resources and events.
- o Suggestion of the option to opt-out of donating for events / signatories could help raise funds as there then needs to be an active decision not to donate, rather than the other way around.

6.2   Donations from Charter Signatories

Charter Signatory organisations were asked how their organisation would prefer to contribute. Annual Charter Signatory subscription was the preferred response supported by 57 % of respondents.

Table 11:

	Charter Signatory organisations
	23 respondents
Annual Charter Signatory subscription	57%
Ad hoc sponsorship of individual project(s) (e.g. website upgrades, annual conference, Careers in Ideas activities)	30%
As now, just to donate when we can	30%
Recurring annual donation	17%
Other (please specify)	17%
Recurring monthly donation	4%
Charges for access to individual resources (e.g. guidance, toolkits, template documents) or events	4%

74 % of Charter Signatory respondents thought that an Annual Charter Signatory subscription should depend on the nature and/or size of the organisation.

46 % of Charter Signatory respondents said their organisation would still be able to offer support in other ways, for example by hosting events, providing speakers, or sponsoring specific projects, with a further 26 % indicating that this may be possible.

Charitable status

When asked if it would be simpler for your organisation to donate if IP Inclusive were a registered charity or "charitable incorporated organisation", the responses were evenly split between yes, no and unsure.

When asked if your organisation would be more likely to donate, or pledge a regular donation, if IP Inclusive had charitable status, only around 10 % said yes, with around 30 % saying no and over 50 % being unsure.

6.3   Donations from Individuals

Individuals were asked if they would be happy to pay an annual subscription to access EDI resources and/or events.

Table 12:

	Individuals
	113 respondents
Yes	20%
No	29%
Maybe	33%
Other	18%

Almost all comments relating to "Other" said that any annual subscription should be paid by the organisation, not the individual, particularly due to financial constraints faced by juniors and support staff.

Individuals were also asked if they would be happy to pay a one-off fee to access a resource or event.

Table 13:

	Individuals
	114 respondents
Yes	26%
No	25%
Maybe	32%
Other	16%

In the comments there was some support for one-time fees, e.g. for an in-person event, or an event with a well-known speaker. But others worried about this being a barrier to access, unless the employer would pay.

Charitable status

Individuals were asked if they think IP Inclusive should apply for charitable status. Of the 89 responses, 92 % said yes and 8 % said no. Several of the comments acknowledged a lack of understanding of what this would involve and the pros and cons. Three people who commented were uncomfortable with an initiative in such an affluent profession seeking charity status.

Individuals were asked if they would be more likely to donate if IP Inclusive had charitable status (meaning that IP Inclusive could claim an additional 25% of individuals' donations from the government in gift aid). Of the 95 respondents, around 60 % said yes. When asked the same question in relation to pledging an annual donation, of the 91 respondents, around 45 % said yes.

7   Experiences to Share

7.1   What's worked well

Charter Signatory organisations and individuals were asked about what they have seen work particularly well for improving EDI and/or wellbeing in their own organisation or elsewhere, and if (and how) IP Inclusive helped with that. There were 15 Charter Signatory responses and 39 individual responses.

Themes and suggestions in the responses from organisations included:

- o Commitment from senior leaders.
- o Annual reporting of EDI for internal / external use.
- o EDI Group / Committee.
  - ➢ IP Inclusive meetings and data helped with informing and benchmarking (eg Senior Leaders' Think Tank).
- o Training, education and events.
  - ➢ IP Inclusive resources, materials and events.
  - ➢ Highlighting different viewpoints.
- o Firm culture, e.g. open discussions, valuing individuals.
  - ➢ IP Inclusive has enabled more conversations.
- o Grassroots programmes
- o Focusing on fewer things.
- o IP Inclusive has provided an improved atmosphere within the industry for improving EDI.
- o It's helped firms reflect on recruitment processes and applicant pool.
- o The Charter is valued.

Themes and suggestions in the responses from individuals included:

- o Events, talks and training to raise awareness of EDI topics. Personal stories and individual experiences have more impact.
  - ➢ IP Inclusive events and resources helpful, especially as conversation starters.
- o Mentoring programmes.
- o Staff support networks/employee resources groups.
- o Improvements to maternity / paternity / adoption leave etc. policies - more time off for men has increased the ability for women to be treated equally and not as the 'primary caregiver' all the time.
  - ➢ IP Inclusive has assisted sharing best practice.

7.2 What's not worked so well

Charter Signatory organisations and individuals were also asked about what they have seen that's not worked well and how IP Inclusive could help improve that. There were 11 Charter Signatory responses and 26 individual responses.

Some responses focussed on what's not worked well within their organisation; others on what's not worked well with IP Inclusive.

Themes and suggestions in the responses from organisations included:

- o Webinars and presentations not well attended.
- o Trying to do too much at once, or too quickly.
- o Monitoring / data collection.
- o Mental health conversations and ways to provide actionable, practical support (pre-emptively, or during) to those in need.
- o Suggestions for IP Inclusive:
  - ➢ Discussion / resources related to the over politicisation of EDI issues.
  - ➢ Resources to ensure that EDI is embedded within the business as a continual, ongoing process.
  - ➢ A more structured approach to IP Inclusive comms, predominantly placed on website.
  - ➢ A jobs board function that we could add our job opportunities to.
  - ➢ Access to support for teams trying to implement initiatives.
  - ➢ Tailor content to suit firms of differing sizes and natures.

Themes and suggestions in the responses from individuals included:

- o Engaging senior management.
- o Maximising impact as opposed to merely attending events, etc.
- o Suggestions for IP Inclusive:
  - ➢ Improving communication of what events and resources are available and what can be gained from them.
  - ➢ Joined up approach of all groups and a well thought through programme of events that maximise impact - to prevent EDI 'fatigue'.
  - ➢ Communications regarding events: perhaps monthly emails with less content, or a focus on certain types of events.
  - ➢ Educating people that EDI is for everyone.
  - ➢ Ideas for practical things that can be done in smaller organisations.