



Equal Measures.

EDI IN DRINKS & HOSPITALITY - SERVICES 2025

Equal Measures is the UK's leading non-profit dedicated to delivering intersectional Equity, Diversity & Inclusion (EDI), from bar to boardroom, in the drinks and hospitality industries. The organisation enriches possibilities for workers from Black, Asian, and minority ethnic backgrounds, as well as those who are queer, genderqueer, neurodivergent, or who have faced systemic barriers to their career progression.

Equal Measures has crafted the UK's first suite of EDI services created solely for the drinks and hospitality industries. Through EDI consultancy and training, it educates the trade at large, building awareness of obstacles faced by marginalised groups, improving existing hiring practices, inputting safeguarding policy and procedure, training teams, and working collaboratively with individuals and businesses to make hospitality a place where everyone can thrive.

Through its Education & Mentorship programme, it also gives beneficiaries the tools, contacts and confidence they need to create and sustain rewarding careers. Its touring Forming Foundations programme acts as an on-ramp to get the next generation of diverse hospitality superstars into the industry, kickstarting their careers and ensuring they do not encounter any obstacles.



EQUAL MEASURES - LEADING THE WAY

Equal Measures' expertise in driving positive change in the industry has resulted in its winning UnderOne's DEI Innovation Award 2024 and The Spirits Business Ethical Award 2024, as well as featuring on both Foundervine's "Future 40" 2024, and CODE Hospitality's Women of the Year List 2024 as a Change Advocate.

In 2024, it became the official EDI Partner for London Cocktail Week and World Class GB.

Equal Measures has been awarded a Tales of the Cocktail Foundations' Bartender Wellbeing & Welfare Grant 2023 and a National Lottery Community Fund; and been shortlisted for Foundervine's Changemaker of the Year 2024; BIH Spotlight Awards Person of the Year 2024; and Head Office Impact at BIH Spotlight Awards 2023.

It is also on the Tales of the Cocktail Education Committee; World Class Advisory Committee; and the Drinks United Advisory Committee.



"We first began working with Equal Measures as mentors. This experience contributed to our decision to reevaluate EDI within London Cocktail Week and we have now worked with the CIC to do a full audit of the festival. Equal Measures has unequivocally inspired us to commit to a long-term mission for London Cocktail Week to contribute to a fundamental change the UK hospitality industry and see fully intersectional diversity in cocktail bars, drinks brands, and beyond. So far, beyond reevaluating our own EDI policies, the audit has led us to working with the Mayor of London's Office to create safe space roundtables to get feedback from the industry. We see a real-time positive effect of the existence of Equal Measures in our industry, with confident conversations around intersectional EDI becoming more and more commonplace, and even the start of positive change behind the bar."

Hannah Sharman-Cox and Siobhan Payne, Founder of London Cocktail Week and The Pinnacle Guide

THE IMPORTANCE OF INVESTING IN EDI

Embedding authentic, informed EDI policies and practices within your organisations will result in multi-layered, highly measurable benefits ranging from increased profits & reputation, to improved staff attraction, retention, productivity & wellbeing.

Whilst not investing in EDI policies, partnership & projects can:

- Significantly damage a company's reputation amongst potential and current employees, the industry, and consumers
- Threaten staff retention and attraction
- Harms profits & increase costs
- Jeopardise safety of your workforce whilst increasing the potential for lawsuits
- Reduce psychological safety, sense of workplace belonging, productivity, happiness, team cohesion, and creativity

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Research from Deloitte, Boston Consulting Group, the Harvard Business Review, Forbes, and more all show that workplace diversity results in a 33% increase in EBITDA. Companies with diverse Board of Directors were 43% more likely to see above-average profits.

94.7% of Black respondents reported personally experiencing racial bias at their workplace.

40.3% of employees place no or low levels of trust in their company to address discriminatory behaviour.

60.2% of employees from large companies reported a prevalence of racial, gender & age bias towards colleagues. (BIH Report 2023)

63 % who identify as LGBTQ+ said they were unable to be themselves in the workplace – a number that rises to 91% for those who are transgender. (TapIn 2023)



OUR APPROACH

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Since our inception in 2020, we have worked closely with companies, trade shows, festivals, venues, charities, agencies, publications, and organisations of all sizes within the drinks and hospitality industries to improve intersectional inclusivity and safeguarding through our winning formula of measurable, data-driven intervention, and human-informed research and analysis.

Our highly bespoke approach set against a proven framework of cross-departmental strategy and reporting, means that we are able to support companies enact and measure long-term change inline with their own timeframes, goals, and KPIs.

Research by WiHTL found that 62% of hospitality employees would “seriously consider” leaving their role if there was a lack of commitment to EDI in their workplace.

70% of employees report that a strong DEI culture positively impacts their job satisfaction . Additionally, employees working in inclusive environments are 50% more likely to stay with their current employer for more than three years. (CIPD 2024)

Gen Z individuals in the UK are the most ethnically and sexually diverse employee pool yet and value EDI, wellbeing, and being their authentic self at work as crucial (85% of respondents in TapIn study 2023, which surveyed Black Gen Zs of employable age).

“Equal Measures is such a key part of the hospitality industry as it provides opportunities, support and a community for many people. Not only that, but it is also a huge resource and really educates businesses to make real meaningful change. Vicky, who is at the heart of Equal Measures, drives this initiative very much from a place of love and passion. It is a great reference point for myself, my businesses and also my clients.”

Anna Sebastien, Founder of Anna Sebastien Hospitality & Celebrate Her



EDI CLIENTS & PARTNERS

Our EDI Services are in high demand, with participant uptake increasing by 369% in 2024 from the year before.

This trend is set to grow in 2025 and beyond as we expand our range of services, and global partnership reach.



WILLIAM GRANT & SONS



BENTLEY



DIAGEO



Pernod Ricard

LONDON COCKTAIL WEEK

DRINKS= UNITED



THE WORSHIPFUL COMPANY OF DISTILLERS

imbibe live



COURSE	DURATION	WHERE	PRICE	DESCRIPTION
EDI in Hospitality Training	3 hours	Online (Course dates available on request)	£250 per person	<p>A comprehensive and interactive EDI course for those working in the UK drinks & hospitality industries. Attendees will gain valuable knowledge, data and resources, action plans, and more.</p> <p>The course will include: Setting the Scene - the UK Hospitality Landscape; How EDI increases revenue and reduces staff turnover; Definitions, identities & pronouns, and the importance of getting them right; Unconscious Bias; Privilege; and the Empathy Gap.</p>
EDI Toolkit for Venues	NA	Online	£150 per login	<p>A collection of digital resources filled with all a venue needs to start their EDI journey the right way.</p> <p>The Toolkit includes: policy templates, actions plans, training manuals, inclusive signage information, team workshops, interview and review tips, & more.</p>

PR & Media Training	3 hours	Online or Inn-Person (Course dates available on request)	£300 per person (minimum 3 people per training)	An in-depth, interactive course aimed at those in PR, Marketing, Communications & Journalism, created by an industry professional with two decades of experience in such roles. Attendees will leave with a deep understanding of how EDI affects their roles and learn how to unlock new customer bases, clients, and audiences, as well as improving EDI within their teams.
Hiring & Managing Training	3 hours	In Person	£350 per person (minimum 3 people per training)	A multi-step workshop for anyone in a hiring or managing position within their organisation. The course looks at recruitment data, removing barriers and bias around recruitment, interviews, internal promotion, cultural intelligence, managing neurodiverse team members and more.
In-office Team Workshops	3 hours	In Person	Starting from 1,000. Dependent on team size.	A mixed format course made up of classroom learning and interactive workshops. Attendees will gain valuable insights into EDI principles and language, embedded within the sector and UK. They will also workshop real life workplace scenarios with colleagues, and learn about important legislation and policies. Attendees will come away with departmental tools, goals, and KPIs, as well as confidence in their ability to do the work.

In-venue Team Workshops	3 hours	In-person	Starting from 1,000. Dependent on team size.	<p>A highly interactive mixed format course full of workshops and learning through doing. Attendees will learn about protected characteristics, gender identity and correct language use. They will also gain an understanding of how to support their neurodivergent team members, create psychological safety, and input simple safeguarding policies. Attendees will workshop real life scenarios with colleagues, giving them the road map & confidence needed to create safe, supportive environments for all, behind and in front of the bar.</p>
EDI Expert Panels, Seminars, Talks & Events	Bespoke	In Person	Starting from £500	<p>Equal Measures' team of hospitality EDI experts are available to host and/or participate in in-house or trade-focused events aimed at educating and promoting discussion around EDI. All talks are informed by analysis of developments across the industry as well as our collation of data, experiences, testimonials, and findings.</p> <p>Previous clients & trade shows include: Diageo, Pernod Ricard, William Grant & Sons, Tales of the Cocktail, Athens Bar Show, Roma Bar Show, Imbibe Live, London Cocktail Week, Edinburgh Bar Show & more.</p>

Bespoke EDI Consultancy

Bespoke

Hybrid

Price on
request

A full-service, in-house deep-dive into an organisation's practices, structure, policies & culture.

We work with the client in a highly bespoke and holistic manner, identifying goals, KPIs, action plans and timelines, through the analysis of their current EDI company landscape, issues, hiring & management procedures, and more.

Our approach is tailored to meet the needs of each department so that positive, long-lasting change can be implemented and upheld, with ongoing reporting and analysis to ensure targets are met, feedback is recorded and followed up with actions. This approach leads to a measurable enhancement of a company's EDI principles and policies, leading to improved staff retention, revenue generation, and reputation.

As with everything we do at Equal Measures, we are all about catering for the needs of individuals and their companies'. If you don't see an EDI Service that quite fits your needs, please get in touch with what you are looking for and we will do our best to advise.

GET IN TOUCH

E.M.

For more information about our EDI services, course dates, consultancy pieces, and more:

EMAIL

VICKY@EQUALMEASURESUK.ORG

You can also learn more about our other services, offerings, and work here:

VISIT

WWW.EQUALMEASURESUK.ORG

FOLLOW

@EQUALMEASURESUK



I first met Vicky at the start of the year when she hosted a talk in Scarfes Bar with our Director of Bars. I wanted others to hear this directly from her and so I invited her to speak on a panel discussion with HR in hospitality. HR in hospitality is a members' only event for HR professionals and the event reached full capacity in a matter of days. Vicky's personal stories, hard facts and passion shone through, and her desire to drive change struck a chord with many. Following the event, I received comments from many of the attendees that the session was the best event they had been to, hosted by HR in Hospitality. I have no doubt that the work Equal Measures does will make huge waves in the industry and I look forward to hearing about their future successes in the continued drive to raise awareness and make change.

Ish Anghotra, Talent and Culture Director, Rosewood Hotel London

"We loved working with Equal Measures whose specialist training connected directly with our teams. It wasn't just in terms of our social responsibility, but how their connection rang true with our front of house teams to take ownership of the much needed change. Everyone who attended went on about how worthwhile it was and how they really felt both seen and empowered by the training."

JJ Goodman (he, him), Founder of The founder of The Cocktail Clubs

