Studio Resident Community In Report 2020/2021

pervasive media studio

The Pervasive Media Studio is a creative technologies collaboration between Watershed, UWE Bristol and University of Bristol.

WATERSHED

UWE Bristol University of the West of England

University of BRISTOL

Pervasive Media Studio

Introduction

Welcome to the 2020/2021 report on the data gathered from the Annual Studio Resident survey.

Sharing this report is part of our ongoing commitment to regularly share the information you give us in the survey, and our aim to be more transparent about the impact that the data has. Whilst the core of structure of the survey will remain the same, we are adjusting our work each year. This is often led by the feedback you give us in the survey, but also by the work of Watershed's Inclusion Working Group and the Inclusion Data Working Group. This report covers the data and information that comes from the Survey. To read more about our activities around Inclusion and our plans for the new year, please read the **Pervasive Media Studio Inclusion Update**.

Our aim with this report is to continue:

- **sharing the existing studio community survey data and the inclusion survey data** in a clear and transparent way
- **outlining new areas** we have identified that **need addressing**
- and most importantly, to **invite the studio community to continue to feedback and work with us** to ensure we approach this area of work in most inclusive way possible. Details of how you can get in touch are listed on page X and at the end of this report.

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The report itself contains both some context in terms of how we've approached the data, what our points of reference have been, the data itself, and also an outline of what our next steps are.

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20/21 Resident General Survey

Every year, as well as the inclusion survey we ask our resident community to report on their activities through a survey, which focuses on turnover, job creation, sector focus and key activities. This year saw the highest level of participation for over 4 years, with 132 residents completing the survey.

The results show a community of growth, with an extraordinary mix of disciplines at play. The key headlines from the data are:

Annual resident turnover, including research funding, is **£10,806,544.**
Average resident turnover is £126k. **Residents estimate a total financial impact of £6,629,400 as a result of COVID.**

Residents reported having **231 people in their teams** (including freelancers), 94 of these people are **regular employees.**

41% of residents identify as working in the **Cultural sector.**
49% identify as working **in both Cultural and Commercial sectors. 7**% identify as working in the Commercial sector.

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Overview & Approach to Studio Inclusion Data

Methodology

Every year, we send out an annual online survey to all residents made up of two sections:

Inclusion Survey:

Asking questions about identity and demographics:

- Ethnicity
- Age
- Disability
- Gender
- Sexuality
- Socio-Economic Background

We use this information to:

- Understand and represent the different identities that make up our studio community in this report
- Help to inform decisions on where to direct our resources and action

Community Survey:

Where we ask residents to tell us about their work, who they are, and their experience of the Studio.

We use this information to:

- Demonstrate the impact of our collective work and secure future funding
- Create future aims for the work of the Studio

Approach to the Presenting the Studio Community Inclusion Data

Our approach to the analysis of the studio resident data and the creation of this report has focused on:

- Ensuring clarity and transparency in the presentation of the data
- Reviewing our language with a focus on inclusivity and relevance
- Thinking through any decision to aggregate the data carefully; acknowledging the importance of specificity whilst also being aware of anonymity and creating any feelings of hypervisibility.

In previous years we have presented the inclusion data as %s based on sample size.

However this year, due to the low response rate and a move to make the data as transparent and representative as possible we have chosen to present the data including the representation of ‘Not Known’ responses (i.e where residents have chosen not to complete the survey).

Changes We Made for This Year's Survey

Based on the feedback from the 2020 survey and the ongoing research, we made the following changes to the 2021 survey:

Accessibility

- Survey software audited to ensure screen reader compatibility
- All Questions provided with audio option
- Option to submit survey responses verbally via dedicated secure phone line / answer phone.

Ethnicity

- Expanded answer options to include Latin/o/x, Roma or Irish Traveller plus expanded Arab identities to the answer options
- Changed the question layout and description to make the option to self-define clearer

Disability

- Structuring the question within the context of the social model of disability
- Introducing specificity in the data collection – giving space to share specific disabilities

Intersectional Analysis

- Providing an intersectional breakdown on the data in this report (and providing the option to opt out of your data being analysed in this way).
- This is with the aim to ensure equity in our analysis; reflecting the fact that a person's experiences are based on multiple dimensions or identities.

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Watershed's Approach to Data Led Inclusion

Watershed's approach to data led inclusion means looking at who we are, who has a seat at the table and who we are supporting so that we can intentionally and directly make paths to readdress inequities.

For Pervasive Media Studio this focuses on studio-wide surveying that looks deeply and honestly at the community's demographics with a determination to keep data collection consensual and transparent.

In Autumn 2020 we set-up an inclusion data working group to specifically work on this. This group is currently made up of Layla Barron (Head of Data and Operations), Luke Emery (Pervasive Media Studio Producer) and Tony Bhajam (Inclusion Producer on Bristol+Bath Creative R+D). Their aim is to dedicate time to thoughtful work focusing on;

- *how* we **ask questions;** including researching best practice from across the arts, culture, academic and government sectors.

- *what* **language we use;** acknowledging the impact that language can have in promoting an inclusive shared space and culture, again by researching and referencing best practice with the aim to make the language we use as accessible as possible (a breakdown of our references can be found at the end of this report).

- *how* we **analyse and present the data;** acknowledging the potential for bias in the presentation and interpretation of data, with an aim to make the data as transparent and equitable as possible

Whilst our aim is always to approach this in the most inclusive way we can, we also acknowledge that language and meaning is constantly changing. We are committed to, and will rely on, being open to feedback and discussion to constantly develop our approach to ensure we are as up to date as possible.

Introducing Balance and Belonging

It's not only about how many people of a specific demographic are represented…. It's about balancing various perspectives--which we know come from our identities and life experiences... And it's about how people feel when they come to work."

Aubrey Blanche, Rethinking Diversity

BALANCE Data tells us:

- What **different identities, and backgrounds (both singular and intersectional) are represented in the organisation**
- The **balance** of those different identities, and backgrounds

BELONGING Data tells us:

- How residents **experience** the studio culture
- How the **experience differs** between people with different intersectional identities.
- What are our **strengths, and where are our opportunities to improve.**

Over the past year, the inclusion data working group have been researching how other organisations approach their inclusion data, and have adopted the framework of **Balance and Belonging** (based on the work of Aubrey Blanche). For further information about our approach please see <link to blog here>.

This framework looks to expand on the usual collection of purely demographic data, to also include questions on how people feel in a certain space – i.e their sense of 'belonging'. This framework, and the inclusion of 'belonging' questions, were introduced for the 2021 Watershed staff survey. The aim of gathering both balance and belonging data (and analysing data by cross-refencing both sets) is to give insight into not only who people are, but also how they feel - we could start to gain insight into how different groups of residents experience our community culture.

Balance Data in the Studio Community Report

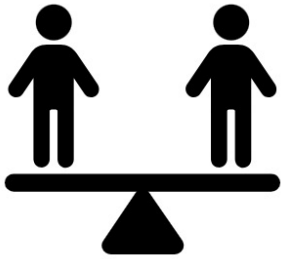
We've introduced the balance terminology in this report – shifting our focus and language to the aim of gaining a greater balance in our community, rather than base our aspirations on population statistics. We know the greater balance we have in different identities, backgrounds and ways of thinking, the greater the benefit to the whole community.

Why Wasn't Belonging Data Collected from Residents?

The questions used in the Watershed staff survey were based on evidence-based and research-driven constructs of diversity developed by an employee experience platform supplier called Culture Amp, which developed the questions around evidence-based and research-driven constructs of diversity and inclusion. However these questions were focused on the employee experience – so were not a suitable fit for the resident experience.

We are aiming to develop a set of questions for the studio community to roll out for the 2022 survey – and will be sharing and asking for feedback throughout this development.

2020/2021 Studio Community Balance (Demographic) Data



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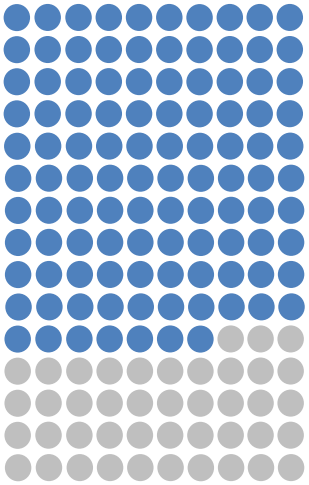
Data Collection and Sample Sizes

We had a drop in reporting figures, from 132 responders to the 19/20 survey, to 87 responders to this year's survey. We currently we have a reporting gap of 61% of the community when it comes to the Inclusion Survey. This gap means that the insight we can gain from the data in terms of the representation and balance of our 2020/2021 community is limited.

The graphics below demonstrate the corresponding respondent size we have had each year.

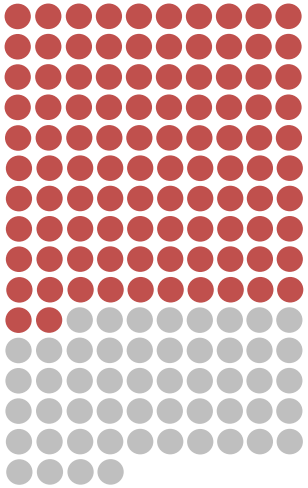
2016/2017

107 Responses
71% Sample Size



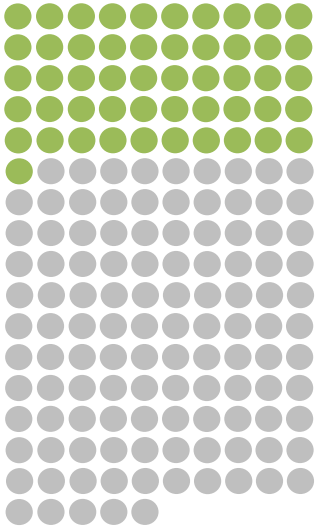
2017/2018

102 Responses
66% Sample Size



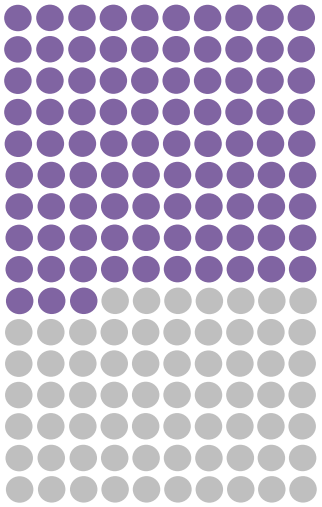
2018/2019

51 Responses
31% Sample Size



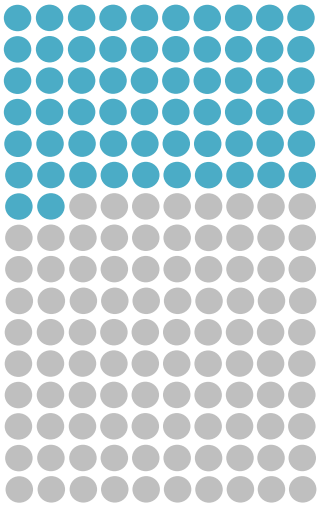
2019/2020

93 Responses
58% Sample Size



2020/2021

62 Responses
39% Sample Size



= Residents who completed inclusion survey

= Residents who did not complete inclusion survey

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Understanding Balance (Demographic) Data

What The Data is Based on

- **Percentages:** We have chosen to represent the data as percentages, in order to enable a clear comparison between groups, whilst also looking to avoid drawing attention to where there may be one person in a specific category.

- **Percentages based on all Residents – not just those who responded:** In order to make the data as accurately representative as possible we have chosen to include the 'Not Known' data within the calculation of overall percentages.

- **Not Known Data:** We have used the two distinct categories: 'Prefer Not to Say' and 'Not Known' to distinguish between where individuals have chosen not to disclose data or where people have not submitted their data.

- **Calculations:** We have rounded all figures to whole numbers in order to make the report as clear and easy to read as possible. This means in some cases the figures may appear to add up to less than, or more than 100%.

Language

- **Importance of Specificity**: In presenting the data our aim has been to acknowledge the importance of specificity and have sought to minimise homogenous groupings (i.e Black, Asian and Minority Ethnic) where possible. However, in some areas we have made the decision to keep these groups to either allow comparison to other data sets or to maintain anonymity.

- **Sexual Orientation Data:** We have chosen to aggregate the data on some pages to maintain anonymity where data sets are small. We have also used the acronym LGBQA+ with the intention to accurately reflect the data (with transgender (T) data being represented in the gender identity sections).

- **Gender Identity Data:** We have chosen to collect data on gender identity and those who identify as transgender in order to be inclusive of, and fully understand representation of all gender identities within our Resident Community.

- **Basis for Choice of Language:** For more information on what sources we have referenced in choosing the language used in this report please see **Appendix 1. Resources and References**

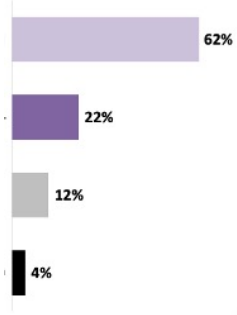
Visualising the Data

In the following pages you'll see two visualisations for each group – one emphasising the balance , one emphasising representation (like a pie chart with dots; one dot = 1 %).

Visualising Balance

We wanted to present the data in a way that allows us to view how balanced we are as a community.

We've therefore chosen to follow Atlassian's model of presenting the data as a bar graph – meaning we can easily see the level of balance we have between different identities.



Visualising Representation

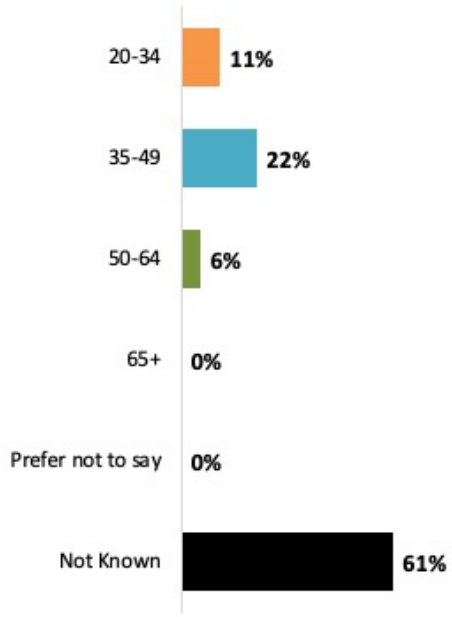
This visualisation focuses more on the context of representation within the whole.

This visual is based on those used in the Arts Council Equality, Diversity and the Creative Case – Data Report 2018/2019

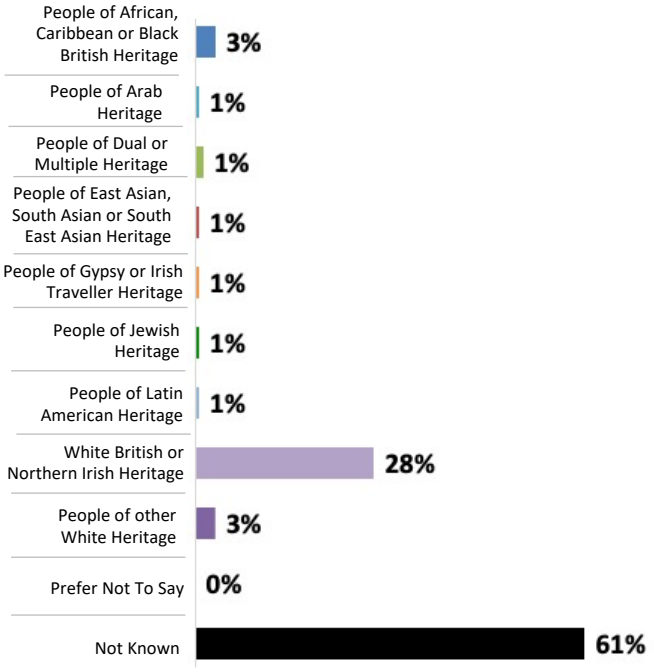
Think of this visual like a square pie chart made of dots; one dot = 1 %.

Resident Community Balance: Age and Ethnicity

Age



Ethnicity



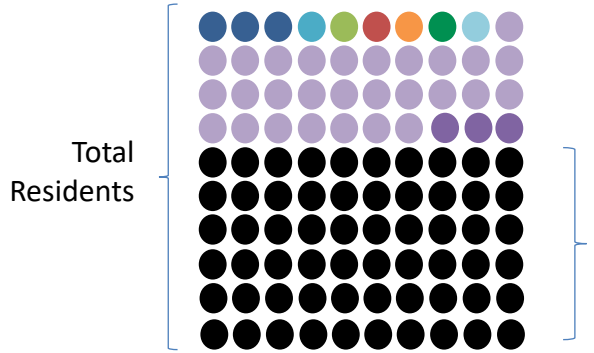
The data to the left and below are aggregated by ethnic group. The list below represents the responses that are included in the data*:

Arab - Black African & White - Black British - Black Caribbean - Gypsy or Irish Traveller - Jewish - Latina/o/x - South Asian & White - White English/Northern Irish/Welsh/Scottish/British - White Irish - Any other South Asian, East Asian or South East Asian Background – Any other White Background

See page 29 for details on how we plan to expand this data collection, and the identities represented in this report

Representation

1 dot = 1% of all residents



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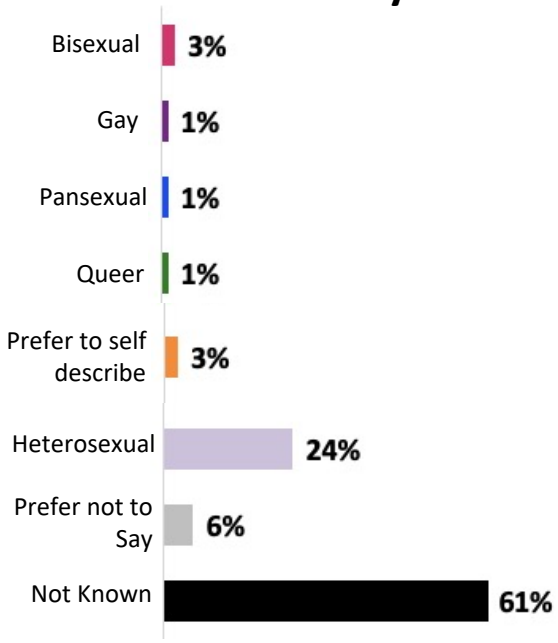
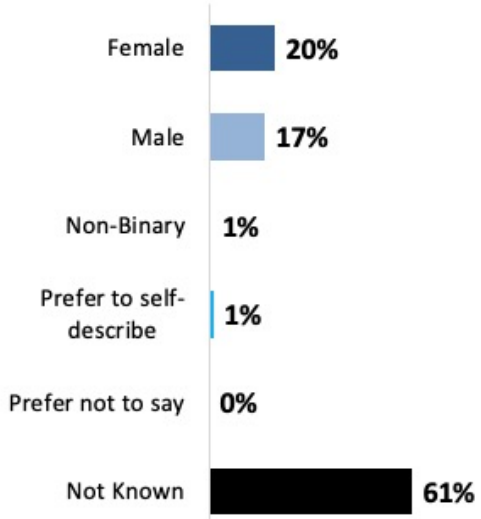
Resident Community Balance: Sexuality, Gender and Transgender Identity

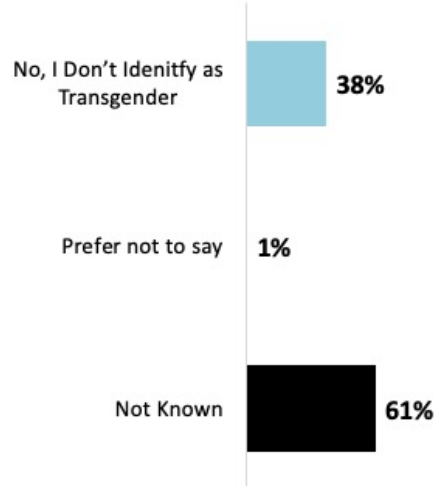
Sexuality

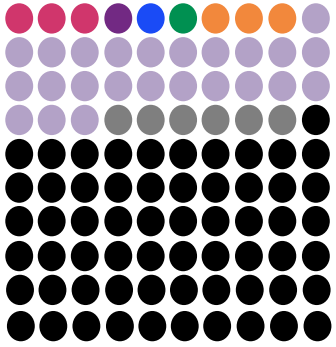


Gender



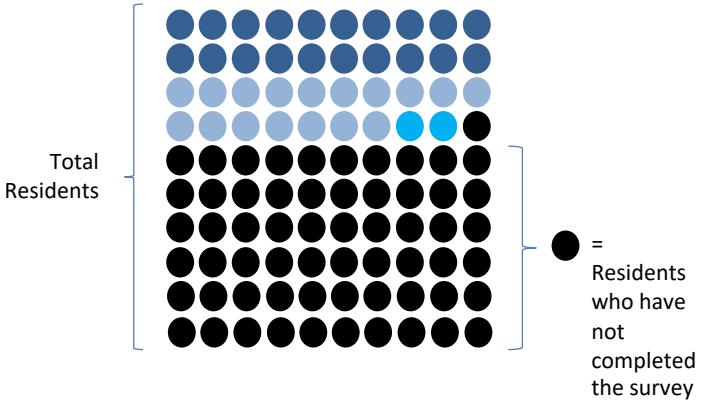
Transgender Identity

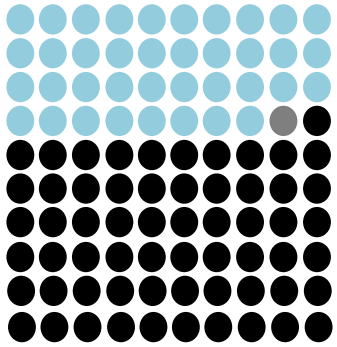




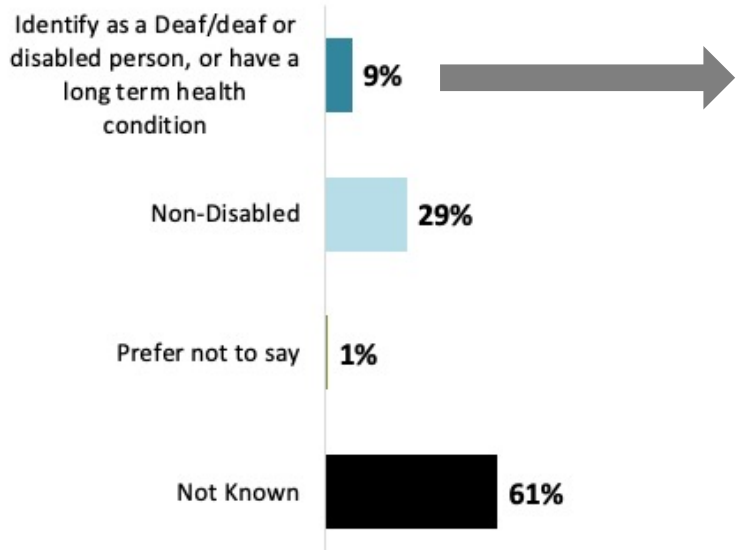
Representation

1 dot = 1 dot = 1% of all residents



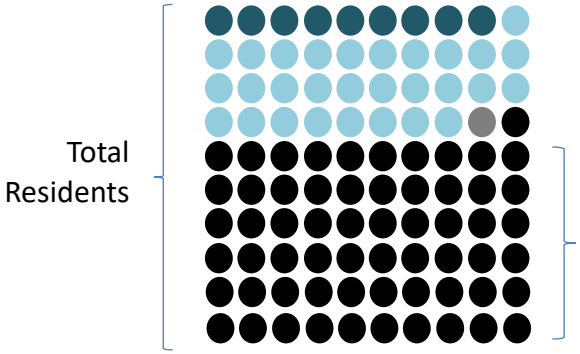


Disability



Of those who identified as disabled, disabilities included:

- Neurodivergence such as dyslexia, dyspraxia or AD(H)D
- Neurodivergence such as being on the autistic spectrum
- Long-standing illness or health condition
- Mental health condition
- Physical disability
- Visual impairment uncorrected by glasses
- Invisible Disability

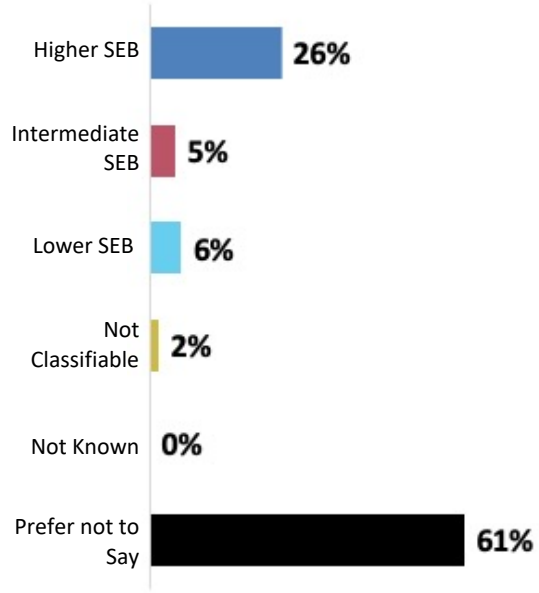


Representation 1 dot = 1% of all residents

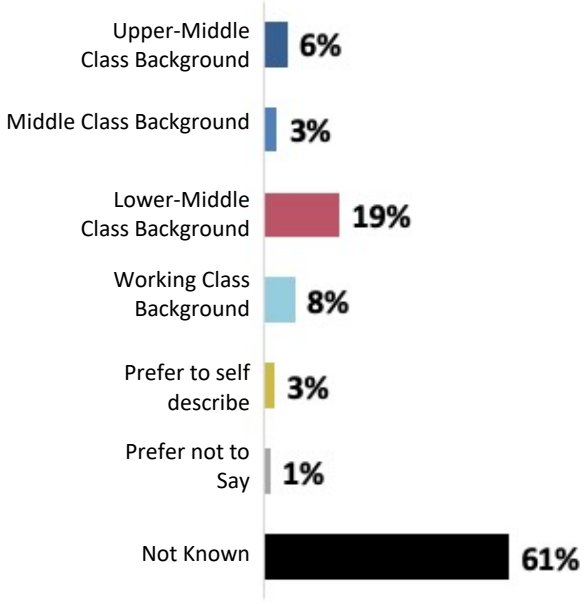
● = Residents who have not completed the survey

Resident Community Balance: Socio-Economic and Class Background

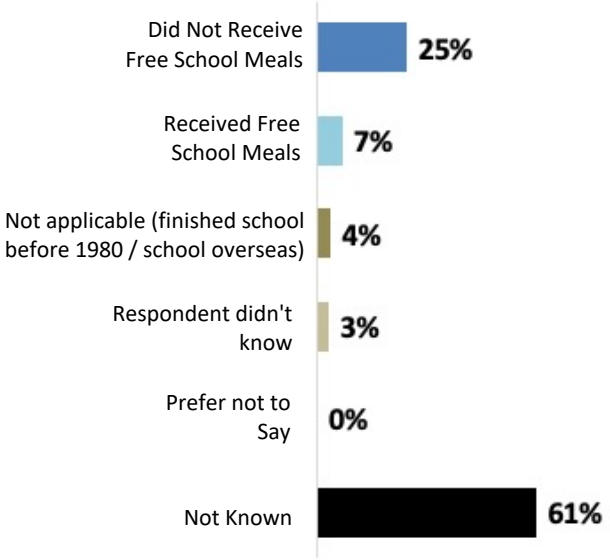
Estimation of Socio-Economic Background (SEB)*



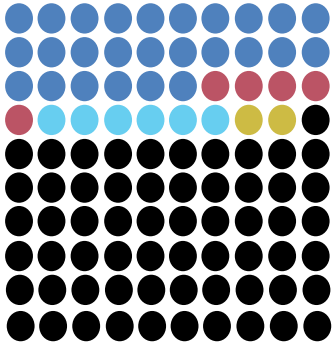
How would you describe your background?

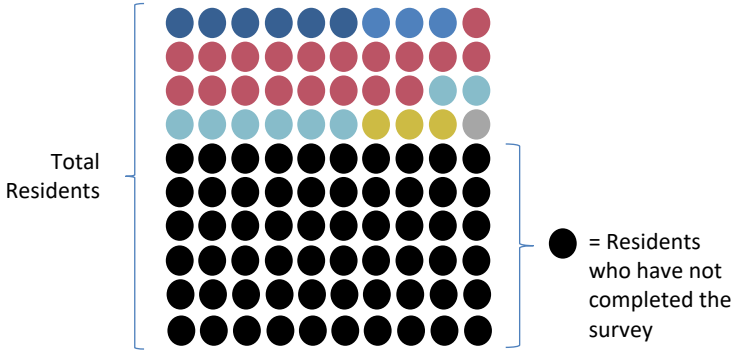


Were you eligible for Free School Meals at any point during your school years?



Representation 1 dot = 1% of all residents





**Estimated using Office for National Statistics Framework (NS-SEC). for further information on the definition of Socio-Economic Background, and the NS-SEC see Appendix 1*

Why We Use Intersectionality in our Approach

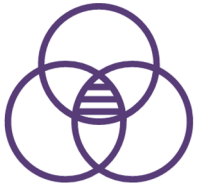
What is Intersectionality?

Intersectionality is a term coined in 1989 by Professor Kimberlé Crenshaw, and is a way of understanding social relations by examining **intersecting forms of discrimination.**

It acknowledged that **social systems are complicated** – and that many forms of oppression – like racism, sexism, agism or able-ism might **be present and active at the same time for a person**.

Intersectionality is about **understanding and addressing potential roadblocks** to an individual's or group's **wellbeing**

Intersectionality is also a useful way to understand that we all embody intersecting characteristics, and our identities, and a our experiences are based on these.



Why Use it in our Approach to Inclusion Data?

We believe that the strength of inclusion comes when we see us all as full and intersectional people, and that we can only hope to gain insight into those potential roadblocks to an individual's or group's wellbeing by taking both a singular and intersectional approach to our analysis.

*"Using an equity perspective when using data **not only makes it fairer, but also more robust, and usually more accurate**.*

*And to ensure equity in your analysis, it's critical that you use data to reflect the fact that a person's experiences are based on **multiple** dimensions or identities."*

Heather Krause – Why We Need Intersectionality in our Demographic Data

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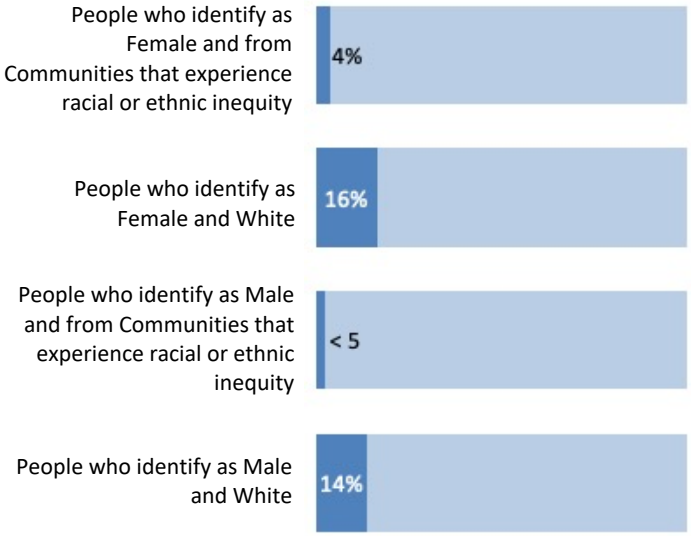
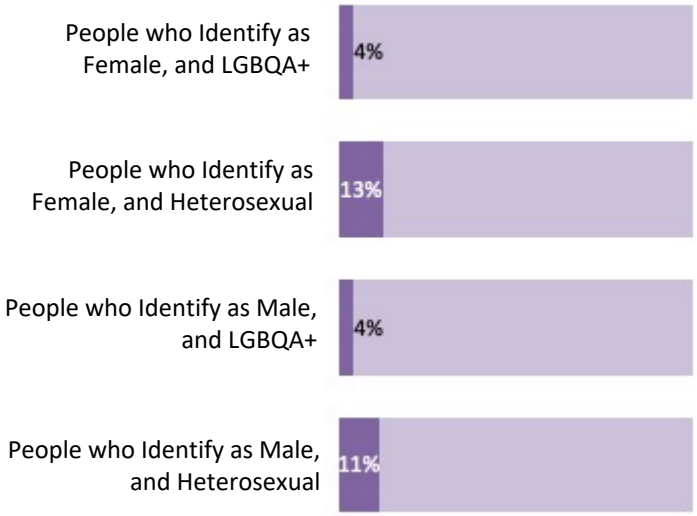
Intersectional Balance Data

Represented as % of Resident Community*

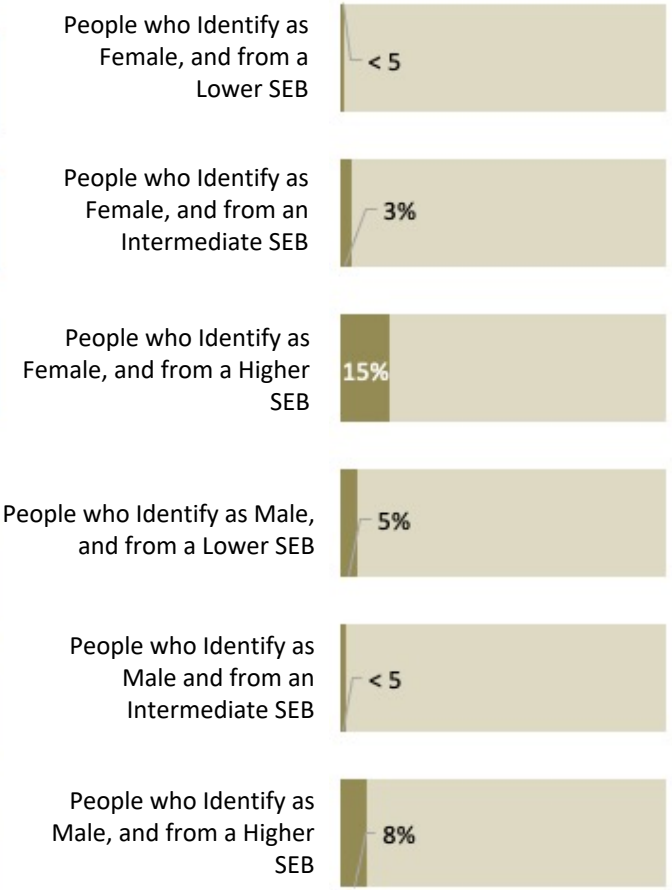
Gender and Ethnicity



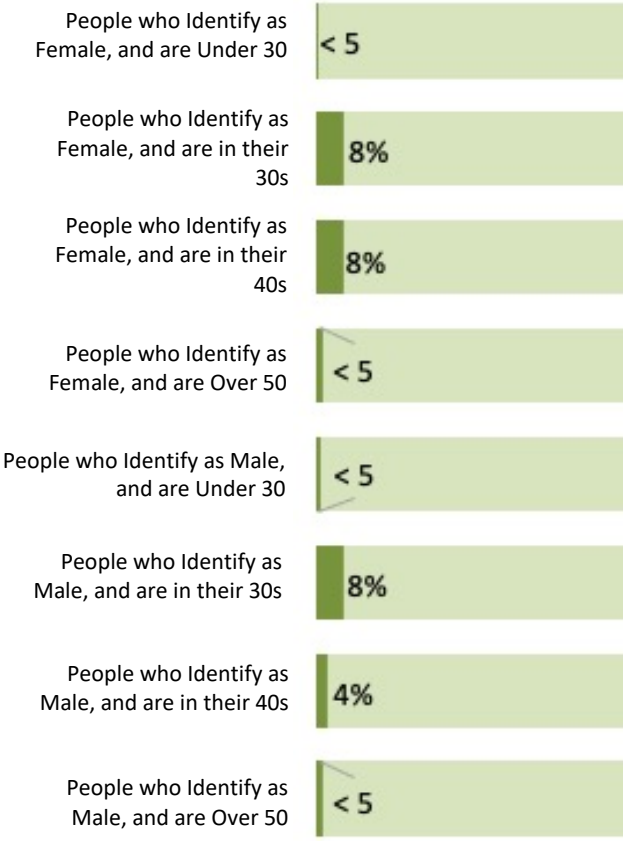
Gender and Sexuality



Gender and Socio-Economic Background (SEB)



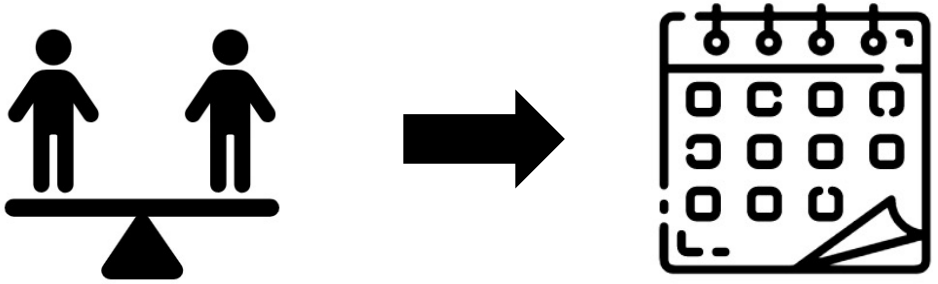
Gender and Age



< 5 = Groups where there were less than 5 respondents

**Of those who consented to their data being analysed from an intersectional perspective*

Year on Year Comparison of Balance Data Over Last 5 Years



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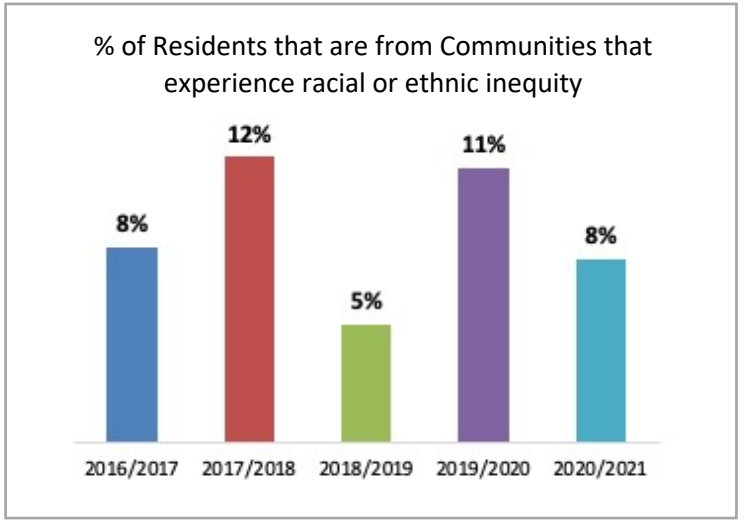
Year on Year Comparison - Age

	20-34	35-49	50-64	65+	Prefer not to say	Not Known
2016/2017	25%	41%	5%	0%	1%	29%
2017/2018	27%	37%	3%	0%	0%	34%
2018/2019	12%	12%	7%	0%	0%	69%
2019/2020	18%	29%	11%	0%	0%	42%
2020/2021	11%	22%	6%	0%	0%	61%

Pervasive Media Studio

Year on Year Comparison - Ethnicity



	People of African, Caribbean or Black British Heritage	People of Arab Heritage	People of Dual or Multiple Heritage	People of East Asian, South Asian or South East Asian Heritage	People of Gypsy or Irish Traveller Heritage	People of Jewish Heritage	People of Latin American Heritage	People of other Ethnic Minority Heritage	White British or Northern Irish Heritage	White Irish Heritage	Other White Heritage	Prefer Not To Say	Not Known
2016/2017	3%		2%	3%				1%	48%		13%	2%	29%
2017/2018	5%		3%	5%					41%		10%	4%	34%
2018/2019	2%		2%	1%					18%		5%	2%	69%
2019/2020	4%		3%	4%				1%	39%	1%	7%	1%	42%
2020/2021	3%	1%	1%	1%	1%	1%	1%		28%		3%		61%

Residents that are from Communities that experience racial or ethnic inequity

Pervasive Media Studio

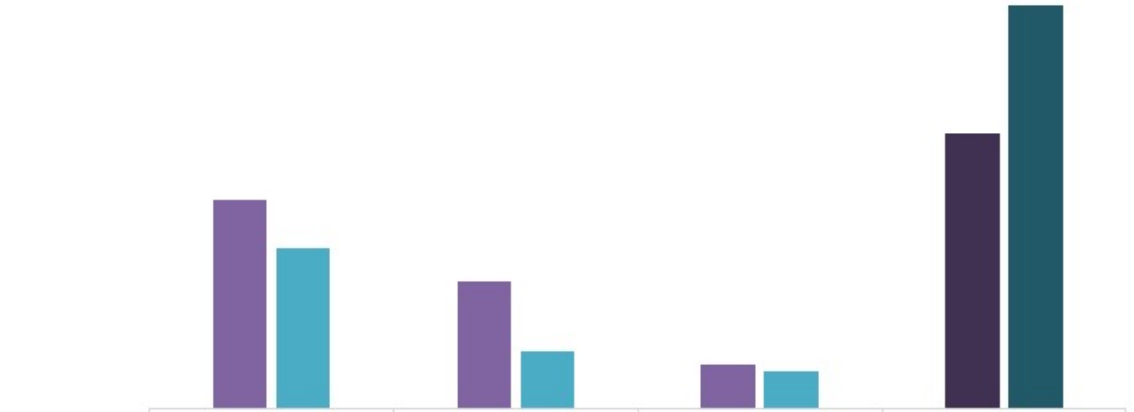
Year on Year Comparison – Gender Identity

	Female	Male	Non-Binary	Prefer to self-describe	Prefer not to say	Not Known
2016/2017	32%	37%	0%	1%	2%	29%
2017/2018	32%	32%	1%	0%	1%	34%
2018/2019	17%	12%	1%	0%	1%	69%
2019/2020	33%	23%	1%	1%	1%	42%
2020/2021	20%	17%	1%	1%	0%	61%

Year on Year Comparison

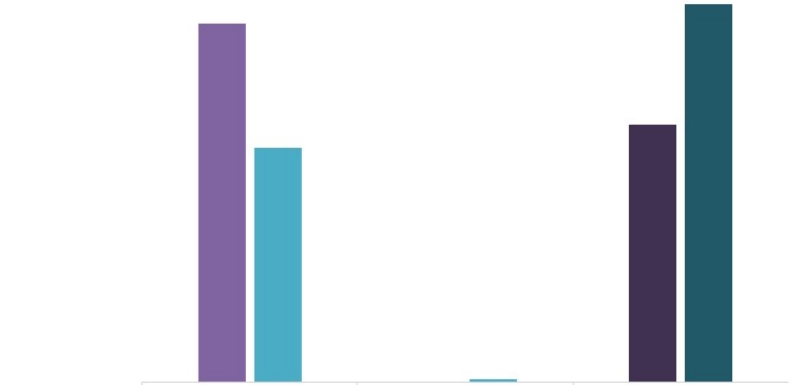
Sexuality

*We have used the acronym LGBQA+ with the intention to reflect the data on sexuality (with transgender (T) data being represented in the graph below)



	Heterosexual	LGBQA+*	Prefer not to say	Not Known
2019/2020	32%	19%	7%	42%
2020/2021	24%	9%	6%	61%

Transgender Identity



	No, I Don't Identify as Transgender	Prefer not to say	Not Known
2019/2020	58%	0%	42%
2020/2021	38%	1%	61%

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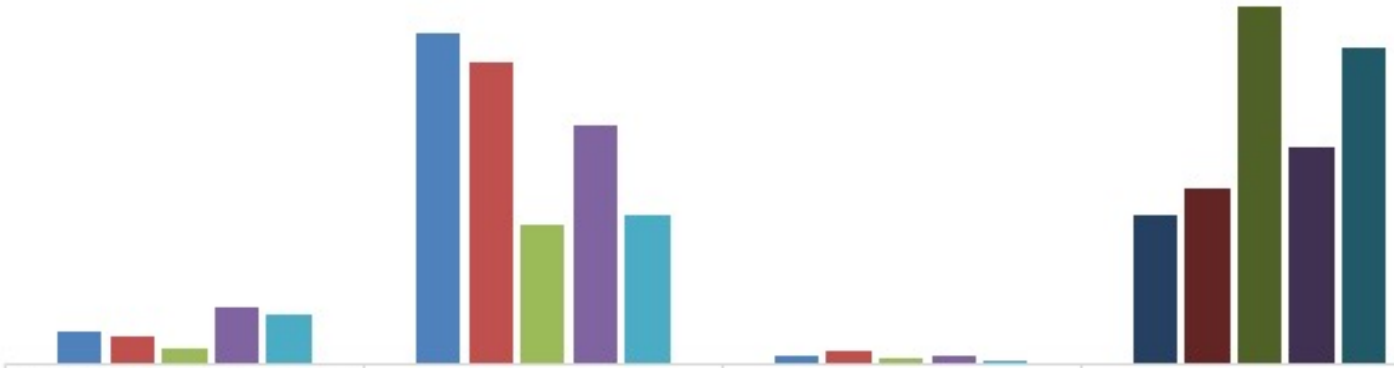
Year on Year Comparison - Disability



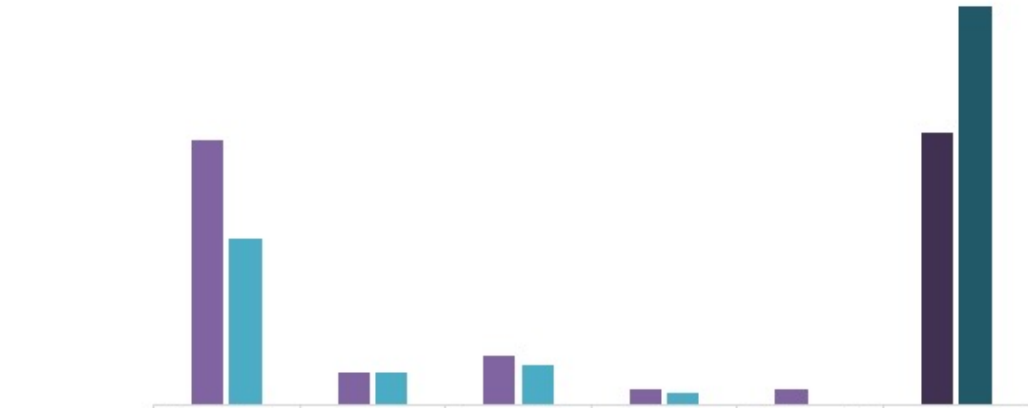
	Identify as a Deaf/deaf or disabled person, or have a long term health condition	Non-Disabled	Prefer not to say	Not Known
2016/2017	6%	64%	1%	29%
2017/2018	5%	58%	3%	34%
2018/2019	3%	27%	1%	69%
2019/2020	11%	46%	1%	42%
2020/2021	9%	29%	1%	61%

Pervasive Media Studio

Year on Year Comparison

Socio – Economic Background

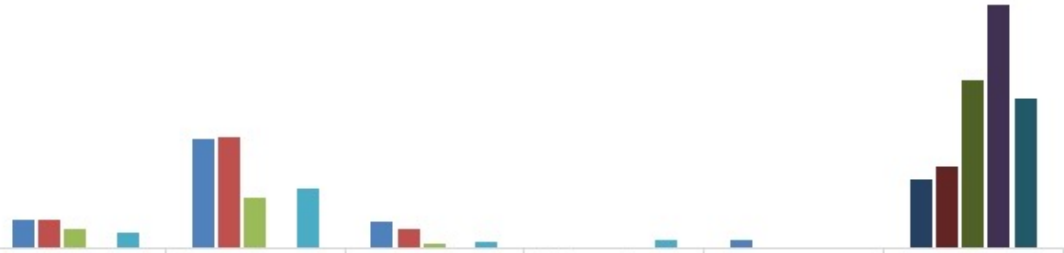
Estimated through gathering data on occupation of main household earner when you were aged 14, using the NS-SEC (The National Statistics Socio-economic classification)



	Higher Socio-Economic	Intermediate	Lower Socio-Economic	Not Classifiable	Prefer not to say	Not Known
2019/2020	41%	5%	8%	3%	3%	42%
2020/2021	26%	5%	6%	2%	0%	61%

Free School Meal Eligibility

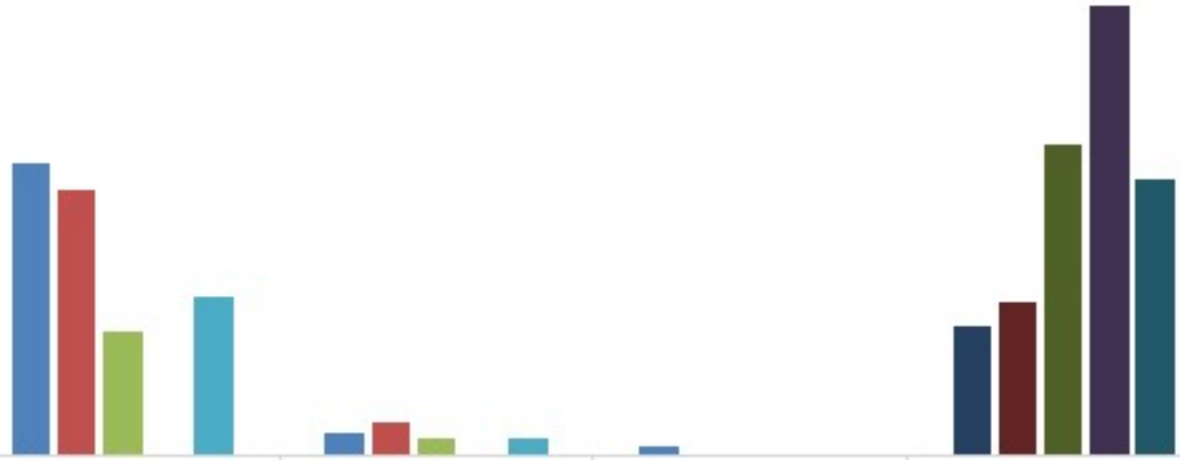
Estimated through gathering data on free school meal eligibility – question framework also used by the Office for National Statistics.



	Received Free School Meals	Did NOT Receive Free School Meals	Respondant didn't know	Not applicable (finished school before 1980 or went to school overseas)	Prefer Not to Say	Not Known
2016/2017	12%	45%	11%	0%	3%	29%
2017/2018	12%	46%	8%	0%	0%	34%
2018/2019	8%	21%	2%	0%	0%	69%
2019/2020	0%	0%	0%	0%	0%	100%
2020/2021	7%	25%	3%	4%	0%	61%

Pervasive Media Studio

Year on Year Comparison – University Attendance



	Attended University	Did not attend University	Prefer Not to Say	Not Known
2016/2017	65%	5%	2%	29%
2017/2018	59%	7%	0%	34%
2018/2019	27%	4%	0%	69%
2019/2020	0%	0%	0%	100%
2020/2021	35%	4%	0%	61%

Future Development and Next Steps

Pervasive Media Studio

Future Development of the Survey

The suggestions listed outline our current thinking about how to develop our approach to the studio inclusion survey.

Some of the suggestions have been in direct response to the feedback we received through the studio survey, and some through wider feedback on other Watershed surveys.

We will be consulting on these suggestions with specialist organisations, and specialists, before including it in the 2022 surveys with a specific request for feedback from survey participants to inform the ongoing development.

We acknowledge this is not a static area of work, and as language and understanding evolves we will continue to iterate. However this process is underpinned by consistent and open conversation to ensure our approach remains as inclusive and relevant as possible.

Survey Accessibility

- **Reliable Audio:** Scoping of alternative survey systems will built-in audio functionality
- **Providing Survey Translation:** We will gather data on languages required for translation in the studio and provide those language options for next survey
- **Access Requirements:** We will gather feedback from residents on what would make the survey process more accessible for them, and seek to incorporate those into the design of the 2022 process.

Question on Ethnicity

- **Feedback on the Answer option list:** Previously we had sought to expand answer options to make the question more inclusive (whilst also have the option to self-describe), however feedback from this survey, and multiple inclusion surveys across Watershed highlighted that this resulted in the unintended consequence of making those who's identities were not listed feel even more excluded.
- **Proposal of Redesign of the Question:**
    - Based on the feedback above, we will therefore be seeking to redesign this question which foregrounds the request for people to describe who they are in their own words via a free text field, therefore providing the same mechanism for everyone. This change will enable us to understand the true and accurate range of identities within the group we're surveying, and present these in our reporting
    - This will be followed by a question based wholly on the census framework in order to collect a comparative data set to compare against previous years, as well as being able to benchmark against other relevant datasets, and meet funder requirements.
    - The census framed question will also include an option to request that if your ethnicity did not fall into any of the census categories (i.e you would normally have to choose the 'Any other ethnic group' option) that your ethnicity is included as an option in the following years survey.
- See our 'Methodology' page for further explanation.

Pervasive Media Studio

Future Development of the Survey (continued)

Question on Gender

Proposal to Update answer options:

- The answer options 'Male' and 'Female' were based on those in the Stonewall guidance 'Do Ask, Do Tell' (2016), and those suggested in the Equality and Human Rights Commission research report: *Monitoring equality: Developing a gender identity question* (2011) – however we acknowledge that discourse and language in this area has evolved, so we will be updating 'male' and 'female' to the more gender specific language of 'man' and 'woman'.
- We will change the wording from 'prefer to self-define', to 'In another way – I'd like to self-define', continuing to encourage and provide the space for all identities to be captured, whilst also providing a short explanation to acknowledge the wide range of ways people may identify.
- We will also make the answer options multi-select to give space for a wider range of responses.

Question on Transgender Identity

- **Proposal to Update Question:** This question was also originally based on the 'Do Ask, Do Tell' Stonewall guidance – with the aim to represent people whose lived experience differ from those who's gender is the same as they were assigned at birth. In order to be inclusive of gender minority people who do not identify as transgender, we will be changing the question to: *Is your gender identity the same as the sex you were assigned at birth?*

Question on Sexuality

Proposal to Update answer options:

- We will make the answer options multi-select to give space for a wider range of responses.
- We will change the wording from 'prefer to self-define', to 'In another way – I'd like to self-define', continuing to encourage and provide the space for all identities to be captured, whilst also providing a short explanation to acknowledge the wide range of ways people may identify, as well acknowledging that sexuality can be fluid.

Question on Disability

Proposal to Update Accompanying Question Context:

- Following feedback from the survey and also specialist organisations, we will remove the accompanying question context which placed the question within the social model of disability.
- We will instead just display the question text itself: *"Do you identify as disabled, d/Deaf, neurodivergent or have a long-term physical or mental health condition?"*

Pervasive Media Studio

Future Development of the Survey (continued)

Questions on Class Background:

Proposal to update question wording / answer options for 'How would you describe your background?':

- We will seek to conduct further research into this question, with focus on how we be inclusive of those who do not identify with class descriptors.

Timing of Community Survey and Community Inclusion Survey

- We recognise that the combination of the completion of the Community Survey and Inclusion Survey requires a significant amount of time and energy from residents.
- We are therefore proposing that we would separate these surveys and send these out at differing times in the year - therefore spacing out the time required.

Developing a Framework to Capture 'Belonging' Data

- As outlined in page 7, we are aiming to develop a set of questions for the studio community to roll out for the 2022 survey – and will be sharing and asking for feedback throughout this development.
- For more information on how we have developed our approach to Balance and Belonging please see our blog <LINK>.

All of the proposals outlined above, and in the previous pages, will be subject to consultation with specialist organisations, and feedback from the resident community.

If you have any feedback on these proposals, or would like to chat through anything to do with our approach in this area please get in touch wither directly with the Studio team, or with the Inclusion Data Working Group via inclusion.data@watershed.co.uk.

How to Feedback

We want to hear from you!

The Studio's work on inclusion is driven by Watershed's own inclusion policy, but also by the conversations we have with you and the feedback you give us. We want to hear your views on this report and the others mentioned here.

You can do this in a number of ways;

- Drop Jo Lansdowne (jo.l@watershed.co.uk) or Luke Emery (luke.e@watershed.co.uk) a line to arrange a chat.

We have had a comment that feedback on the **main Studio Survey** would likely be more honest if it were possible to include a way of feeding back anonymously. We will look at this and see if there is an overt way to make this possible. We want to make it clear that we are always here to take onboard feedback, criticism or suggestions for how we can do things better.

We also understand that at times you may not feel able to approach a member of staff directly or that anonymous feedback allows for more freedom to express yourself. In that instance, you can email pmstudiofeedback@watershed.co.uk. This email address strips out the sender's information, so if you would like us to reply to you directly ensure you include your contact details. Otherwise we will address the issue in a new #feedback channel in Slack.

- or contact any of the **group directly**:
  - Layla Barron - Head of Data and Operations
  - Tony Bhajam - Inclusion Producer
  - Luke Emery – Pervasive Media Studio Community Lead

Any feedback you give us will feed into our work on inclusion in the Studio and will also help inform the design of the next studio survey.

Pervasive Media Studio

APPENDIX 1. Resources and References

In forming our approach to language and presentation we've researched and referenced best practice from across the arts, culture, academic and government sectors.

Whilst our aim is always to approach this area in the most inclusive way we can, we also acknowledge that language and meaning is constantly changing. We are committed to, and will rely on being open to feedback and discussion to constantly develop our approach to ensure we are as up to date as possible.

Below is a list of resources that have informed our language and approach:

Ethnicity

What Question Was Asked:

- How do you describe your Ethnicity?
- Please select as many options as you feel describe you. If you don't feel any of the options represent you please use the self describe option (found at the end of the list).

What Options were given:

- The answer options were based on those as outlined by the ONS plus expanded options as outlined in page 6

How We've Aggregated The Data:

- We've aggregated the data with the aim to present an overview of the data, whilst retaining a degree of specificity that the 'Black, Asian and Minority Ethnic / BAME' collective terminology does not provide.

Language:

- The collective terminology used to represent Ethnicity are based on the findings from the Inc Arts' #BAMEOver Report

Age

What Question Was Asked:

- What is your Age?

What Options were given:

- The answer options were based on those as recommended by the Arts Council and Audience Agency
- Age grouping (rather than date of birth) has been collected to provide level of anonymity

How We've Aggregated The Data:

- Data has not been aggregated

Pervasive Media Studio

APPENDIX 1. Resources and References (cont.)

Gender Identity

What Question Was Asked:
- How do you describe your gender? / Do You Identify as Trans?

What Options were given:
- The answer options were based on those as recommended by Stonewall

How We've Aggregated The Data:
- Data has not been aggregated

Language:
- The language used for the question and answer options has been based on Stonewall's guidance on Capturing Data on Sexual Orientation and Gender Identity 'Do Ask Do Tell':

Sexual Orientation

What Question Was Asked:
- What is your sexual orientation?

What Options were given:
- The answer options were based on those as recommended by Stonewall

How We've Aggregated The Data:
- Data has not been aggregated

Language:
- The language used for the question and answer options has been based on Stonewall's guidance on Capturing Data on Sexual Orientation and Gender Identity 'Do Ask Do Tell''
- Where we have provided a headline %, we have chosen to use the acronym LGBQA+ with the intention to accurately reflect the data (with transgender (T) data being represented in the gender identity sections).

Disability

What Question Was Asked:
1. Do you identify as disabled, d/Deaf, neurodivergent or have a long-term physical or mental health condition?

2. What best describes your disability, neurodivergence or long-term condition?

What Options were given:
- 1st Question: Yes / No / Prefer not to say.
- 2nd Question: We looked to give a large range of options to acknowledge the range in which people may identify including the option to self-describe.

How We've Aggregated The Data:
- Data has not been aggregated

Language:
- The language used for the question and answer options has been based on that used by the Audience Agency, ScreenSkills, and Scope

APPENDIX 1. Resources and References (cont.)

Socio-Economic Background

What Question Was Asked:

- Q1 Please tell us about the occupation of your main household earner when you were aged 14. Please tick one box to show which best describes the sort of work your primary household earner undertook at this time.

- Q2 If you finished school after 1980, were you eligible for Free School Meals at any point during your school years?

What Options were given:

- The answer options were based on those as recommended by Jerwood Arts and the Bridge Group and their guidance: Socio-Economic Diversity and Inclusion in the Arts: A Toolkit for Employers

How We've Aggregated The Data:

- **Q1:** Data has been aggregated based on the table mapping socio-economic background (based on NS-SEC position) to parental occupation as published in the Toolkit (appendix A). This table is based on the three-class NS-SEC scheme.

Language:

- The language used for the question and answer options has been based on that recommended in Socio-Economic Diversity and Inclusion in the Arts: A Toolkit for Employers

References / Definitions:

- ***NS-SEC***: The National Statistics Socio-economic classification
- ***Socio-Economic Background*** (as defined by the Open University): Relates to a combination of an individual's income, occupation and social background. Socio-economic background is a key determinant of success and future life chances.

Socio-Economic / Class Background Identity

What Question Was Asked:

- How would you describe your background?
  We understand that socio-economic background and class identity are both personal and complex areas to try to define. We've included this question to both give people the opportunity to self define, and also see if how people describe their own background differs from that classified by the NS-SEC / Jerwood toolkit.

  We've listed the options as 'class' definitions - however if you identify in another way please do use the 'Prefer to self describe' option at the bottom.

What Options were given:

- Working Class / Lower-Middle Class / Upper-Middle Class . Upper Class / Prefer to self-describe

How We've Aggregated The Data:

- Data has not been aggregated

University Education

What Question Was Asked:

- Did you Attend University

What Options were given:

- Yes / No / Prefer not to say

How We've Aggregated The Data:

- Data has not been aggregated

Pervasive Media Studio

Further Reading

Below are a list of sources we have referenced or drawn inspiration from throughout our work in this area:

APPROACH AND THOUGHT LEADERSHIP

Aubrey Blanche
- Why Do I Need A Suitable Diversity Data Ontology For DEI Work?
- Rethinking Diversity

Atlassian
- Balanced Teams Diversity Assessment tool

Culture Amp
- Diversity and Inclusion survey: Building a more inclusive future
- The science behind the Inclusion survey

Heather Krause – Dataassist
- Steps to Keeping Durvey Data inclusive Without Losing Statistical Power
- Why We Need Intersectionality in our Demographic Data

Prof. Pragya Agarwal
- Sway: Unravelling Unconscious Bias

Professor Kimberlé Crenshaw
- Intersectionality

DISABILTY

- Shape Arts – Social Model of Disability
- Scope
- Unlimited
- Arts Council England – Making a Shift

ETHNICITY

Inc Arts
- #BAMEOver
- Arts Against Racism (Members of the Inclusion Data Group are currently participating in the 'Monitor' stand of workshops)

Rosemary Campbell-Stephens
- Global Majority; Decolonising the language and Reframing the Conversation about Race

GENDER AND SEXUALITY

- Stonewall: Do Ask, Do Tell. Capturing data on Sexual orientation and Gender Identity Globally
- Human Rights Commission Research Report: *Monitoring equality: Developing a gender identity question* (2011)

SOCIO-ECONOMIC BACKGROUND

- **Office National Statistics:** The National Statistics Socio-Economic classification
- Jerwood Arts and the Bridge Group and their guidance: Socio-Economic Diversity and Inclusion in the Arts: A Toolkit for Employers
- Social Mobility Commission: Cross-Industry Toolkit
- Panic! Social class, taste and inequalities in the creative sector