Studio Resident Community

Diversity & Inclusion Data Report 2025

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

Introduction

Welcome to the 2025 report on the data gathered from the Annual Studio Resident Balance and Belonging survey.

Sharing this report is part of our ongoing commitment to sharing the information you give us in the survey, and to being 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 organisational inclusion work. This report covers the data and information that comes from the Survey.

Our aim with this report is to continue:

- to **share the inclusion survey data** in a clear and transparent way
- 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 at the end of this report.

Pervasive Media Studio

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THE DATA

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- Sexuality
- Disabled, Deaf or Long-term Health Condition
- Neurodiversity
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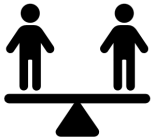
- Carer Status
- Religion or Faith



Belonging Data

- How We Measure our Belonging Data
- Question Breakdown
- Strengths
- Opportunities for Improvement

Our 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 resident community's demographics with a determination to keep data collection consensual and transparent.

In 2021 an inclusion data working group was set up to specifically work on this area. They 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 workplace and culture, again by researching and referencing best practice and 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 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 ensure we are as up to date as possible.

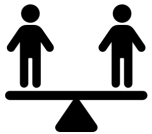
For more reading on how the Balance & Belonging approach was developed see:

- Inclusion Guided by Principles
- Collecting Inclusion Data: Watershed's Approach to Balance and Belonging

Our Approach to Data Collection

In Summer 2025 we ran our annual resident community inclusion survey which has 3 sections:

Balance
Representation



Understanding the balance of identities and backgrounds in our resident community

Belonging
Experience

Understanding resident experience

Feedback

Enabling residents to provide anonymous and direct feedback on their experience

We use the data from the survey (alongside other feedback) to:

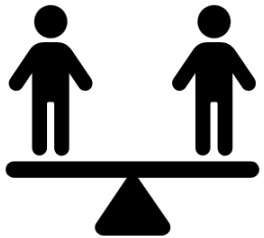
Get a temperature check of current resident experience

To identify potential areas of inequity in the resident experience

Identify opportunities for improvement & inform the coming year's inclusion planning.

Further information on our Approach to Balance & Belonging

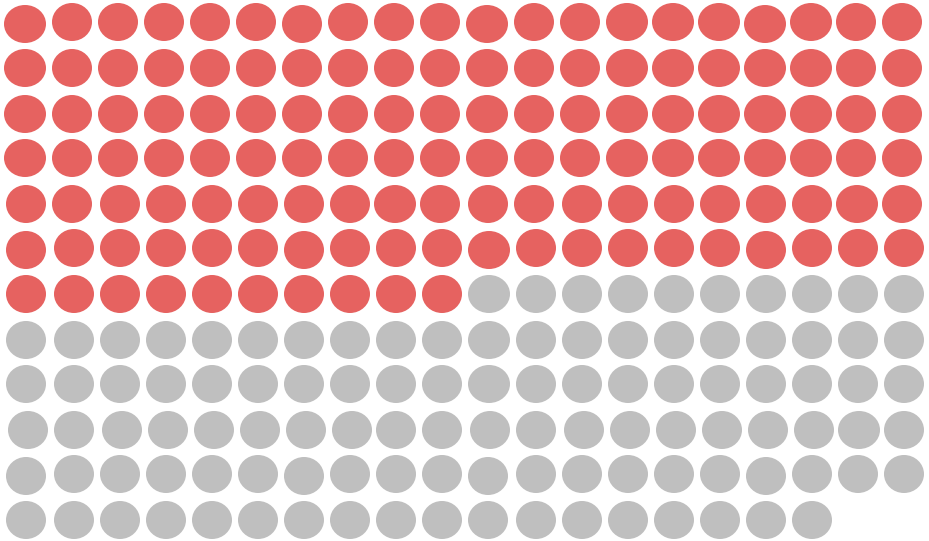
Headlines



Survey Response Rate

238 Residents
130 Survey Responses

55% Response Rate



Data Headlines – Balance

Pervasive Media Studio

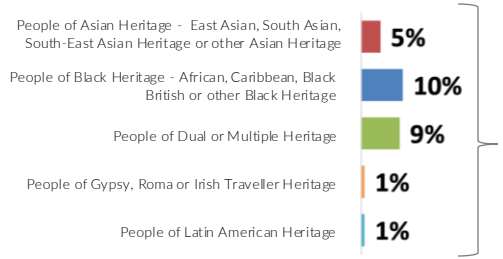
At the time the data was collected the studio had 238 residents. The % of residents who did not fill out the survey increased from 24% to 45%. The %s on this page and the following pages are based on the number of residents who filled out the survey (130).

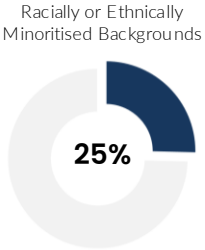
Overview of community balance compared to last year;

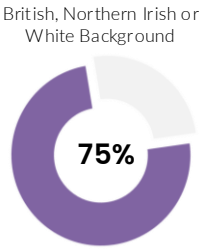
- **ETHNICITY**: Residents from Racially or Ethnically Minoritised Backgrounds backgrounds decreased by 2pp* from 27% to 25%;.
- **AGE:** 5pp decrease in 30-30 year olds, 4 pp increase in 40 - 49 year olds
- **GENDER**: Residents who identify as non-binary or genderqueer rose 4pp. % of women fell slightly by 3pp, whereas the percentage of men was within 1pp.
- **SEXUALITY:** % of LGBQA+ representation fell 10pp from 46% to 36%
- **DISABLED, DEAF OR LONG-TERM PHYSICAL OR MENTAL HEALTH CONDITION:** Residents who identify as Disabled, Deaf or have a long-term health condition rose by 6 pp from 25% to 31%.
- **NEURODIVERGENCE:** Residents who identify as neurodivergent rose slightly by 1 pp.
- **CARERS:** % of residents who are either primary or informal carers role by 5pp.
- **RELIGION:** % of Residents with religion or faith fell slightly by 1pp
- **SOCIO-ECONOMIC BACKGROUND:** Residents from working class backgrounds rose by 5pp from 20% to 25%, whereas those from intermediate backgrounds fell by 7 pp from 16% to 8%.

*pp = Percentage Point (the difference between this years and last year's scores).
(e.g difference between 10% and 11% is 1pp)

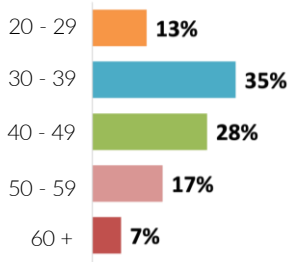
Ethnicity



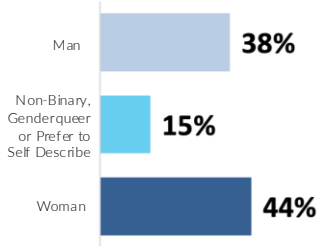




Age



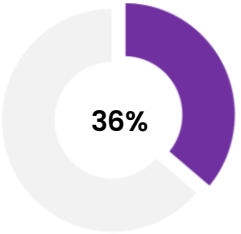
Gender



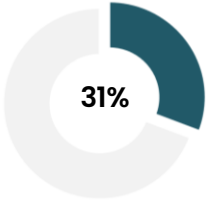
Who identify as Transgender:

5%

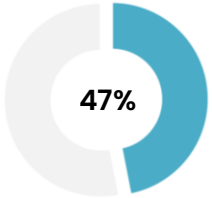
LGBQA+



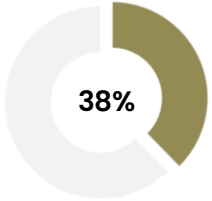
Disabled, Deaf or have a Long-Term Health Condition



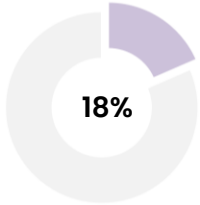
Neurodivergent



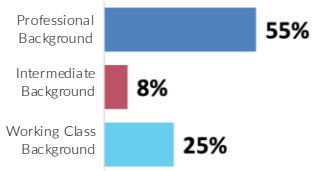
Carers



Residents with Religion or Faith



Socio-Economic Background



Data Headlines - Belonging

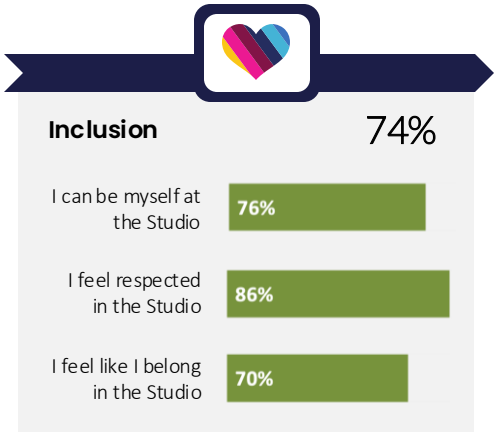
Strengths

- 70% of our belonging questions showed an increase in favourable scores compared to last year.
- Open and honest communication both with staff and other residents continued to score highly.

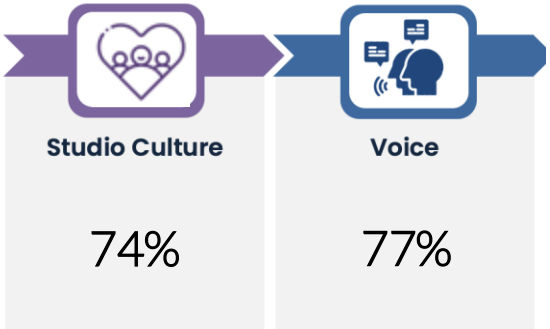
Opportunities for Improvement

- Despite showing significant improvements in favourable scores compared to last year, being able to voice alternative perspectives or respectfully challenge other opinions and feelings of belonging continue to be areas of focus for improvement.

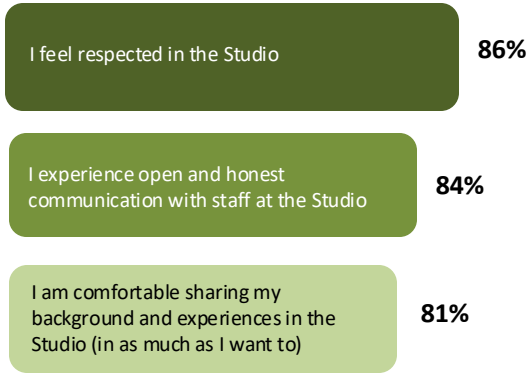
Scores Per Section



Below shows the % of agreement for questions in each of the other sections:



Statements with Highest Agreement



Statements with Lowest Agreement

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What's Happened in the Past Year

May 2024

Dec 2025

Studio Governance

We launched Resident Advisors. Every six months, we randomly select six Residents who are be paid to help review applications, sit on interview panels and feed into major decisions

Make Shift Camp

Our summer Make Shift Camp specifically encouraged people who identify as working class to apply. This is the first time that we have done a proactive invitation of this kind and was reflected in who participated.

Studio Wayfinding

We worked with Gill Wildman to create new signage and wayfinding maps for the Studio, hopefully making it easier to navigate for people who feel less confident using the space

Home

We used our new Programme Guidelines (which were developed to ensure that our programmes reflect a wide range of knowledge, practice and lived experience) in our Home theme.

Artist Residencies

We redesigned our long running Artist Residency programme in response to feedback about who the short intense timeframe excludes. We hope that the new flexible track enables more parents and carers, people managing health conditions and/or those juggling multiple commitments to apply.

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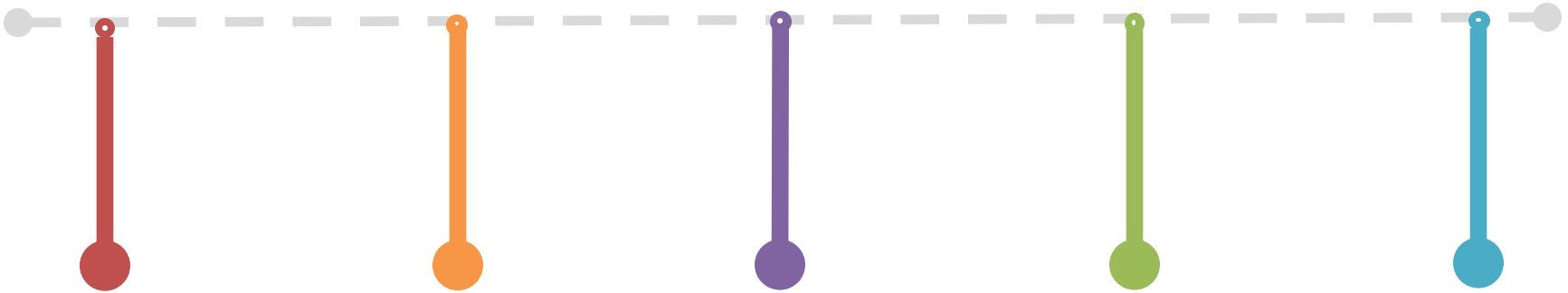
What's Planned For This Year

January 2026

March 2027



Staff Development

We will complete a series of Reparative Justice workshops, exploring how we responsibly welcome lived experience, recognise intersectionality and make things together while maintaining safe boundaries for all involved.

Consistency of Support

We don't always want to prioritise new things, so this year will also be about consistency of support. We will continue to run our Resident Advisor, Community Conversation and time bank offers to support belonging in the community

Research

With a few years of Balance and Belonging data and insight to work with, we can look deeper at the impact of our work. We will explore the pathways that people take through the Studio and how this varies for people of different backgrounds.

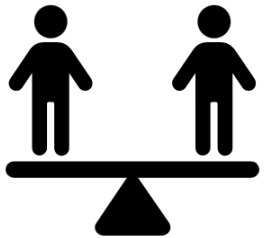
Communications Review

We will do a review of Studio voice, messaging and comms to ensure that our writing is accessible to a wide range of people – particularly considering class and educational background. We were unable to do this last year due to budget and capacity limitations.

Careful Change

The year ahead may bring some changes at Watershed – as we care for our old leaky building and ensure that we are financially sustainable for the future. We will consult residents along the way, drawing on their ideas and feedback to minimise harm.

Balance Data



Age

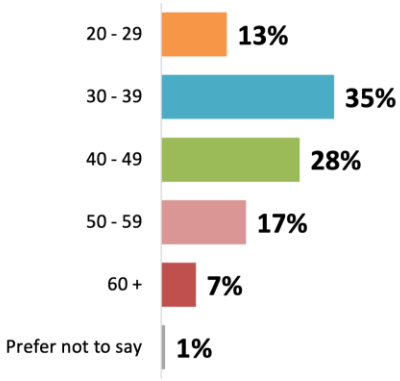
- The majority (63%) of our residents are between 30 and 49 years old.
- 37% are aged under 30 or over 50. A rise from 35% in 2024

20-29 30-39 40-49 50-59 60-69 Prefer Not to Say

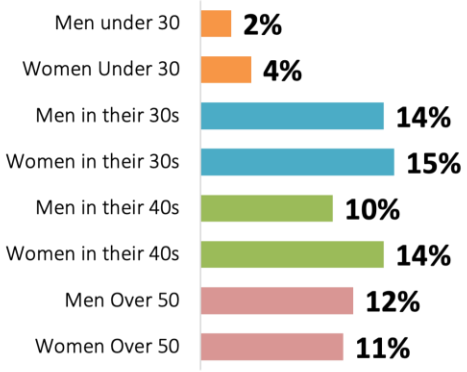
Representation

1 dot = 1% of Residents

Balance



Intersectional Breakdown



Percentages are based on survey sample (e.g the no of residents to who completed the survey)

Pervasive Media Studio

Ethnicity

- 25% of residents who completed the survey identified as being from Racially or Ethnically Minoritised Backgrounds backgrounds (27% in 2024).
- According to the DCMS report '*Economic Estimates: Employment in the DCMS sectors, January 2023 to December 2023, as of 2023*', the share of filled jobs in the creative industries held by people from racially or ethnically minoritised backgrounds was 16.5%.

Percentages are based on survey sample (e.g the no of residents to who completed the survey)

People of Asian Heritage - East Asian, South Asian, South-East Asian Heritage or other Asian Heritage

People of Black Heritage - African, Caribbean, Black British or other Black Heritage

People of Dual or Mixed Heritage

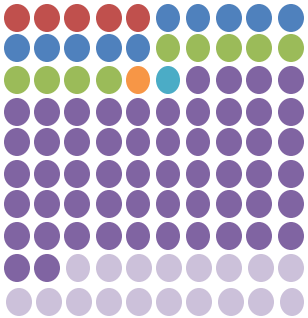
People of Gypsy, Roma or Irish Traveller Heritage

People of Latin American Heritage

White British or Northern Irish

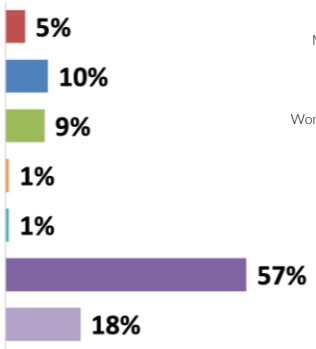
Other White Background

Representation

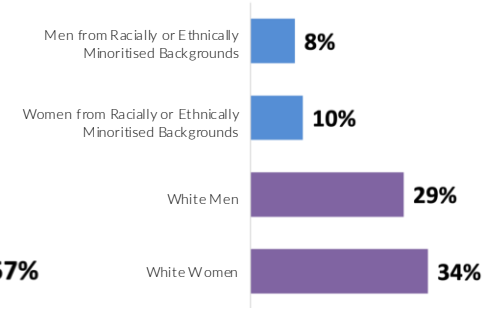


1 dot = 1% of Residents

Balance



Intersectional Breakdown



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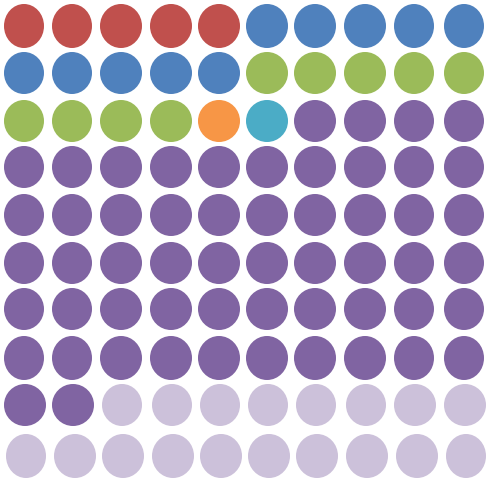
Ethnicity Data; Representation in our Data

We acknowledge that asking people to put a label on their identity though selecting a homogenised pre-defined category removes the nuance and truth of how people identify and all have unique experiences. It's a necessary method for us to measure progress against ourselves, and in some cases compare against external data sets.

However, we also want to ensure that people still feel represented in this report, and as such we included options to self-define within the survey. In the case of Ethnicity, we chose to lead with the free-text question *'How Do you describe your Ethnicity'* before any pre-defined questions were asked. We have taken inspiration for this approach from the 'Whose Culture Report' published by Rising Arts Agency, and listed how people chose to self-define below. We have also included this where we have given headline %s (page 6).

- **People of Asian Heritage – East Asian, South Asian, South-East Asian Heritage or other Asian Heritage**
- **People of Black Heritage - African, Caribbean, Black British or other Black Heritage**
- **People of Dual or Mixed Heritage**
- **People of Gypsy, Roma or Irish Traveller Heritage**
- **People of Latin American Heritage**
- **White British or Northern Irish**
- **Other White Background**



1 dot = 1% of Residents

Our Residents describe themselves as:

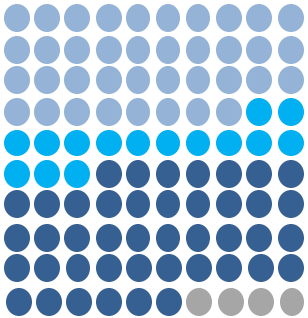
Algerian / Amazigh / Welsh • Anglo Scottish • Ashkenazi Jewish (White) • Asian British • Black • Black African • Black British • Black British - Mixed Heritage • Black British African • Black British Caribbean • Black British Somali • Black Caribbean British • Black Irish • British • British / French • British Greek • British South Asian • British Sri Lankan • Caribbean/British • Chinese • Danish • Dual Heritage • English • European • International • Iranic: Judeo-Avar • Irish & British • Irish Traveller • Japanese • Latin American • Mixed Race • Mixed White & Asian • Mixed White Black Caribbean • Other White • White • White - American • White - British • White / Irish / Northern Irish Mix • White British • White British (Welsh) • White British + Asian Indian • White British/Irish • White English • White European • White Irish • White Slavic • White Welsh • White Welsh/Irish • White Western European • White: Welsh • Yoruba-Ika (Nigerian) •

Gender

- 44% of residents who completed the survey identified as women.
- According to the DCMS report '[Economic Estimates: Employment in the DCMS sectors, January 2023 to December 2023, as of 2023]', the share of filled jobs in the creative industries held by women was 38%.
- Representation of residents who identify as non-binary or genderqueer rose 4pp. The percentage of women fell slightly by 3pp, whereas the percentage of men was within 1pp.

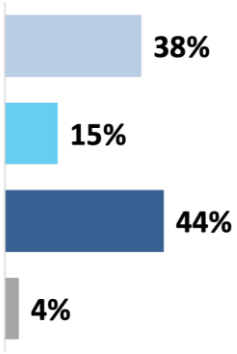
Man | Woman | Non-Binary, Genderqueer or Prefer to Self Describe | Prefer Not to Say

Representation



1 dot = 1% of Residents

Balance



Residents who Identify as Transgender:
5%

Percentages are based on survey sample (e.g the no of residents to who completed the survey)

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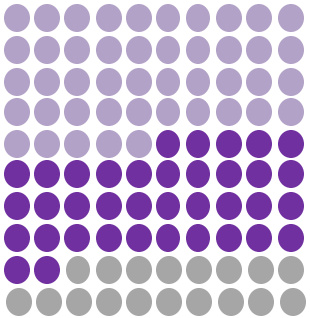
Sexuality

- 36% of residents who completed the survey were LGBQA+ compared to 46% the previous year.

*We have used the acronym LGBQA+ with the intension to reflect the data on sexuality (with transgender (T) data being represented in the gender sections)

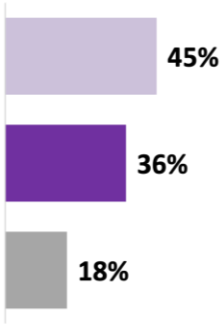
Heterosexual LGBQA+* Prefer Not to Say

Representation

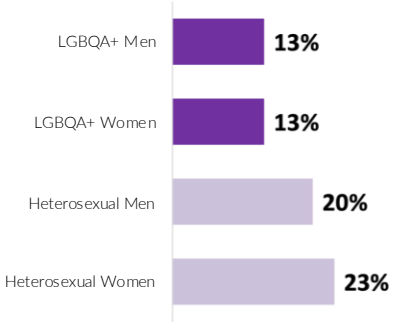


1 dot = 1% of Residents

Balance



Intersectional Breakdown



Percentages are based on survey sample (e.g the no of residents to who completed the survey)

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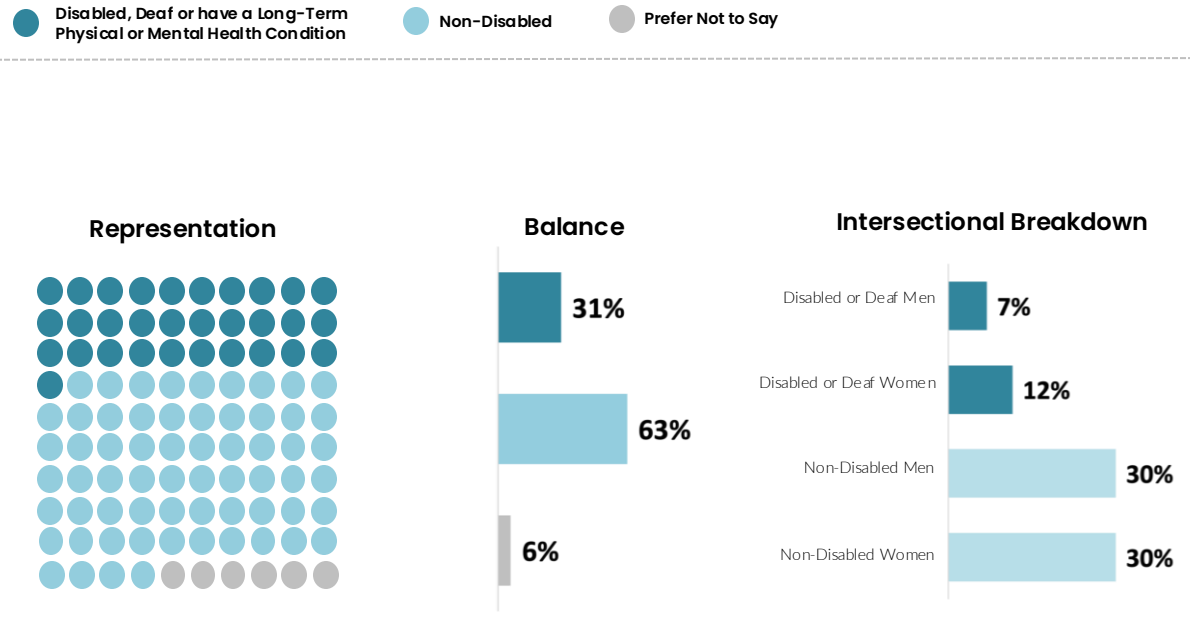
Disabled, Deaf or Long-Term Health Condition

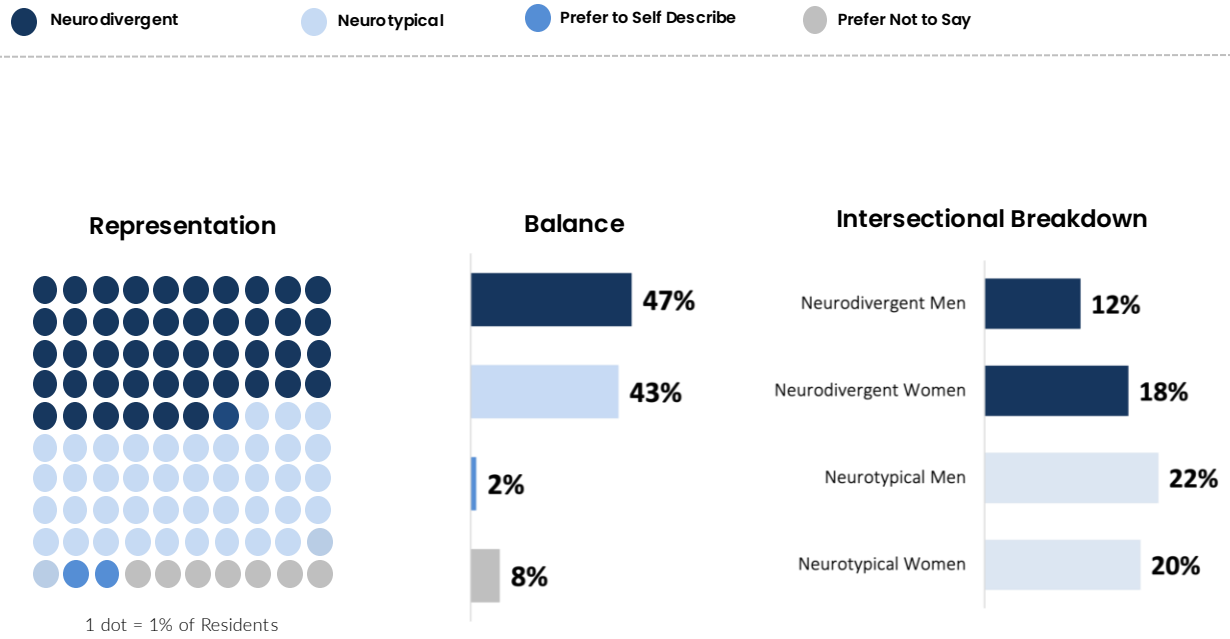
- 31% of residents identified as Disabled, Deaf or have a long-term physical or mental health condition.
- According to the DCMS report '*Economic Estimates: Employment in the DCMS sectors, January 2023 to December 2023, as of 2023*', the share of filled jobs in the creative industries held by disabled people was 15%.



Percentages are based on survey sample (e.g the no of residents to who completed the survey)

Neurodiversity

- Almost half (47%) of residents who completed the survey identified as neurodivergent, comparable to 46% seen in 2024.
- It is estimated that 15-20% of the UK population is neurodivergent



Percentages are based on survey sample (e.g the no of residents to who completed the survey)

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Socio-Economic Background

- 25% of residents who completed the survey came from working-class backgrounds (a 5pp rise from 2024) , with 8% (a 8pp decrease from 2024) from intermediate backgrounds.
- According to the Social Mobility Commission data, the national benchmark shows 39% of the UK workforce come from working class backgrounds. In the creative industries, this figure is 27%.
- 30% of residents were eligible for free school meals during their school years
- 92% of residents attended university

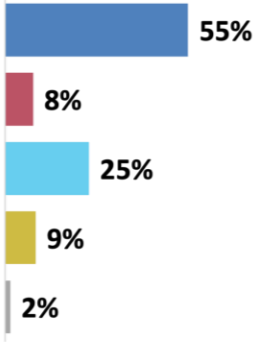
Percentages are based on survey sample (e.g the no of residents to who completed the survey)

Professional Background | Intermediate Background | Working Class Background | Not Classifiable | Prefer Not to Say

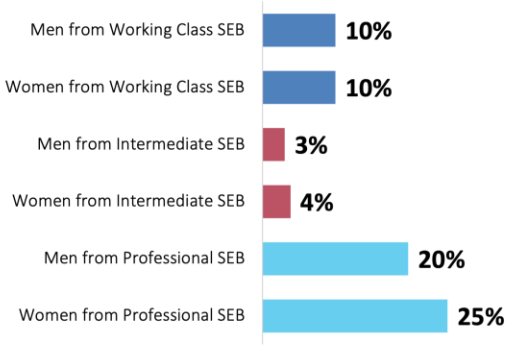
Representation

1 dot = 1% of Residents

Balance



Intersectional Breakdown



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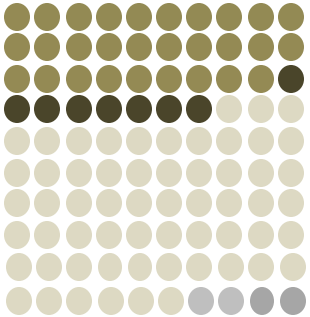
Carer Status

- 37% of residents who completed the survey are carers
- 25% are a primary carer of a child or children
- 4% are a primary carer of an adult
- 8% are a secondary carer

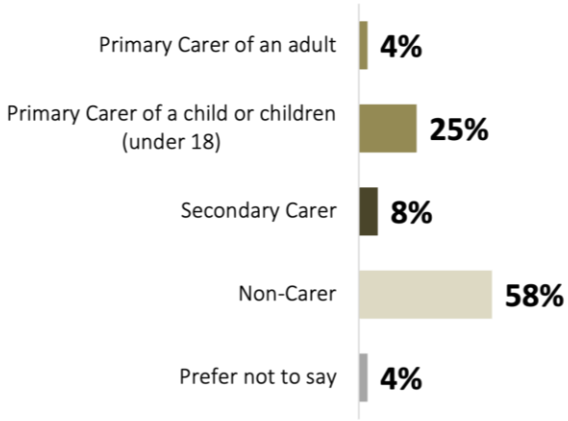
Primary Carer | Secondary Carer | Non-Carer | Prefer Not to Say

Representation



1 dot = 1% of Residents

Balance



Percentages are based on survey sample (e.g the no of residents to who completed the survey)

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Religion or Faith

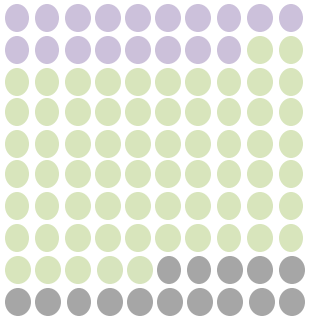
With Religion or Faith | No Religion | Prefer Not to Say | Not Known

- 18% residents who completed the survey identified as having a religion or faith.

Our Residents with religion or faith describe themselves as:

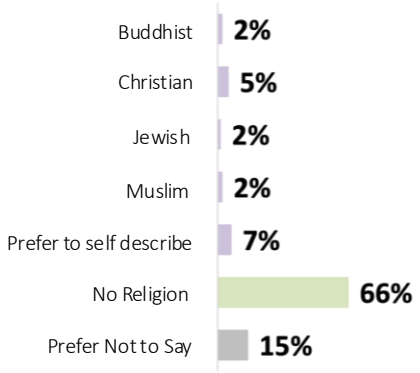
Agnostic • All • Buddhist • Christian • Jewish • Muslim • Pagan • Spiritual • Spiritual gnostic • Taoist • Universal faith •

Representation



1 dot = 1% of Residents

Balance



Percentages are based on survey sample (e.g the no of residents to who completed the survey)

Belonging Data

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How We Measure our Belonging Data

We base our belonging scores on a set of statements (broken down into the questions and three sections below); we ask our Residents to rate how much they agree with each statement to get our **'favourable' score** (this is the % of people who either 'Agree' or 'Strongly Agree').

Studio Culture

- I feel valued for the unique contribution I can make to the Studio
- I feel like the Studio is a space where I can take creative risks
- I am comfortable sharing my background and experiences in the Studio (in as much as I want to)

Inclusion

- I can be myself at the Studio e.g. I don't have to pretend to be someone I'm not while I'm at the Studio
- I feel respected in the Studio
- I feel like I belong in the Studio

Voice

- I experience open and honest communication with staff at the Studio
- I experience open and honest communication with residents at the Studio
- When I share my opinions at the Studio, they are valued
- I feel able to voice alternative perspectives or respectfully challenge other opinions at the Studio (without worrying about negative consequences)

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Belonging - Question Breakdown

Studio Culture

I feel valued for the unique contribution I can make to the Studio	63%	+10
I feel like the Studio is a space where I can take creative risks	78%	+7
I am comfortable sharing my background and experiences in the Studio (in as much as I want to)	81%	+8

Inclusion

I can be myself at the Studio e.g. I don't have to pretend to be someone I'm not while I'm at the Studio	76%	-2
I feel respected in the Studio	86%	+4
I feel like I belong in the Studio	70%	+9

Voice

I experience open and honest communication with staff at the Studio	84%	-4
I experience open and honest communication with Residents at the Studio	81%	-
When I share my opinions at the Studio, they are valued	79%	+10
I feel able to voice alternative perspectives or respectfully challenge other opinions at the Studio (without worrying about negative consequences)	63%	+7

Comparison to 2024

Strengths

7 out of 10 areas showed an increase in agreement this year.

Open and honest communication both with staff and other residents continued to score highly.

Feeling valued and a sense of belonging saw large increases in agreement this year;

- 'When I share my opinions at the Studio, they are valued' (79%, +10pp)
- 'I feel valued for the unique contribution I can make to the Studio' (63%, +10pp)
- 'I feel like I belong in the Studio' (70%, +9pp)

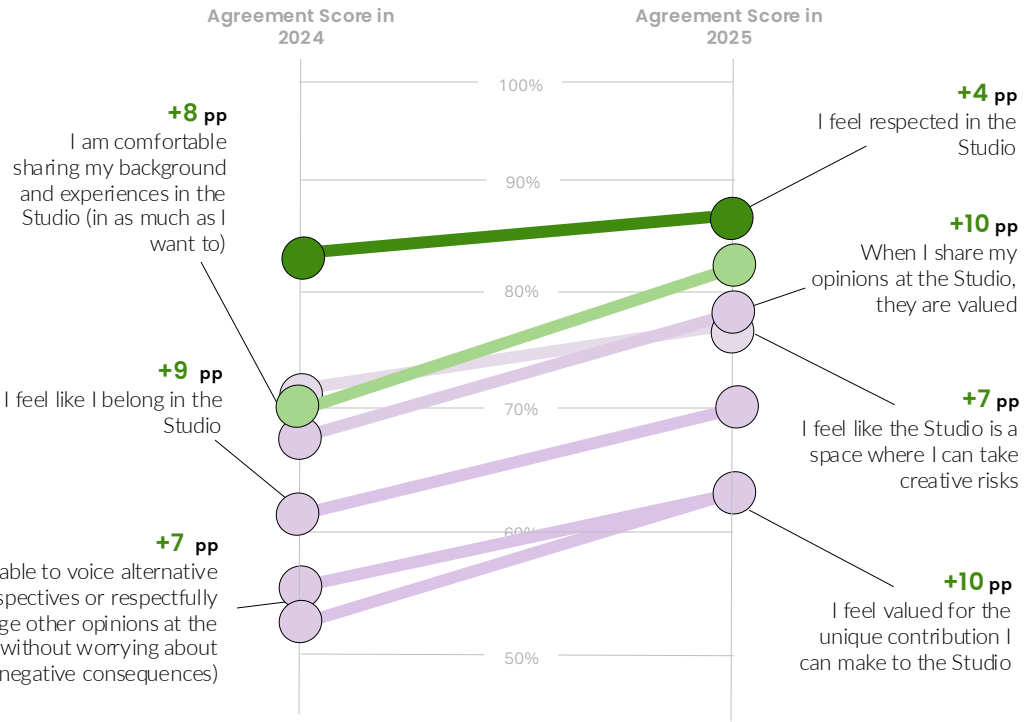
Statements with Highest Agreement

I feel respected in the Studio — 86%

I experience open and honest communication with staff at the Studio — 84%

I am comfortable sharing my background and experiences in the Studio (in as much as I want to) — 81%

Improvements



pp = Percentage Point (e.g the difference between this years and last year's scores)

Opportunities for Improvement

Only 2 areas showed a decrease in agreement this year;

- 'I experience open and honest communication with staff at the Studio saw a small decrease of **-4pp**. Despite this decrease it was still the 2nd highest agreement score with **84%**.
- 'I can be myself at the Studio e.g. I don't have to pretend to be someone I'm not while I'm at the Studio' scored **76%** agreement, down slightly from 78% last year.

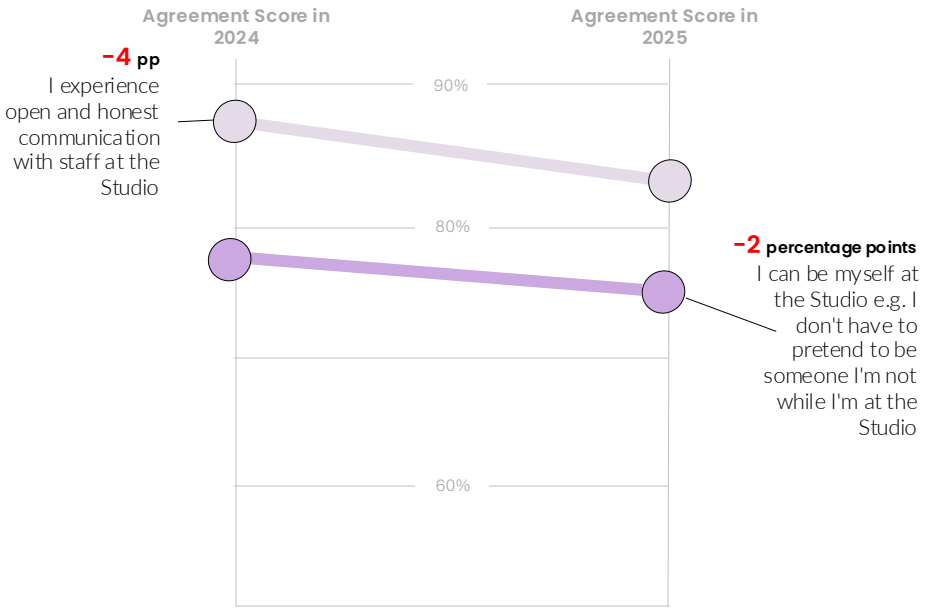
Despite being the lowest scores, all 3 statements with lowest agreement were improvements on last year;

- 'I feel able to voice alternative perspectives or respectfully challenge other opinions at the Studio (without worrying about negative consequences)': +7pp
- 'I feel valued for the unique contribution I can make to the Studio': +10pp
- 'I feel like I belong in the Studio': +9pp

Statements with Lowest Agreement

I feel able to voice alternative perspectives or respectfully challenge other opinions at the Studio (without worrying about negative consequences)	63%
I feel valued for the unique contribution I can make to the Studio	63%
I feel like I belong in the Studio	70%

Declines



pp = Percentage Point (e.g the difference between this years and last year's scores)

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Your Feedback

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 rely on, being open to feedback and discussion. This enables us to constantly develop our thinking and ensure our approach, and the language we use is as relevant and inclusive as possible.

We really welcome any feedback you may have upon reading this report;

- Did you find it easy to read?
- What other information you would like to see included?
- Is there anything you think we can improve?

If you would like to use any of this work, we ask that you please keep the attributions we've used, and please feel free to tag Watershed.

We would love to hear from you, so drop us a line via inclusion.data@watershed.co.uk.

Thank you for reading!

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APPENDIX 1. Understanding our Balance 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 the survey sample:** In order to make the data as clear as possible, we've chosen this year to base the percentages on the number of residents who completed the survey (see page 6 for further detail)
- **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 a level of grouping to enable comparison to other data sets (i.e Comparison to NPO average page 22).
- **Sexual Orientation Data:** We have chosen to aggregate the data on some pages where data sets are small. We have also used the acronym LGBQA+ with the intension 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 staff team.
- **Basis for Choice of Language:** For more information on what sources we have referenced in choosing the language used in this report please see **References and Inspiration on pages 29 - 31**

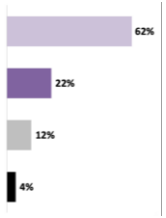
Visualising the Data

In the report you'll see two visualisations for each group - one emphasising the balance , one emphasising representation;

Visualising Balance

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

We've therefore chosen to present 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.

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

APPENDIX 2. Resources and References (Balance Data)

We've researched and referenced best practice from across the arts, culture, academic and government sector to inform our approach to language and the way in which we structure our survey questions.

Whilst our aim is always to approach this area in the most inclusive way we can, we also acknowledge that language, meaning and approaches are constantly changing.

Each year we review our approach, by taking on board any feedback from respondents from the previous year's survey. We review the language we use with an aim to ensure it remains as inclusive as possible.

The following pages outline the questions we ask and what our approach is currently based on.

Ethnicity

What Questions we ask:

a. How do you describe your Ethnicity? (free text)

b. What is your Ethnicity?
This question structure and phrasing is based on the 2021 census, allows us to compare against data from past surveys, and is required by our funders.
However we're aware not everyone will see their identity reflected in the answer options. So if you find this is the case for you, we welcome you to use the self describe option.

What the approach is based on:

Question a:

- Through our research we understood for some people, that whilst they may tick a certain box in the 'census' style question (e.g question b.), it may not be how they would describe themselves.
- To ensure people felt fully represented in the report, we added *question a.* to give the opportunity to describe their ethnicity in their own words before any pre-defined questions were asked (the answers to *question a.* are listed in page 14).
- This approach was based on that used by Rising Arts Agency in their 'Whose Culture Report'.

Question b:

- The answer options were based on those as outlined by the ONS plus expanded options based on previous feedback
- When we present the data in the report, we aggregate it 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.
- The collective terminology used to represent Ethnicity in our report is based on the findings from the Inc Arts' #BAMEOver Report and Global Majority; Decolonising the language and Reframing the Conversation about Race
- Other references include articles from We All Count – Project for Equity in Data Science

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APPENDIX 2. Resources and References (Balance Data)

Gender

What Question we ask:

- What is your gender? / Do You Identify as Transgender?

What the approach is based on:

- The answer options were based on those as recommended by Stonewall
- 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 we ask:

- What is your sexual orientation?

What the approach is based on:

- The answer options were based on those as recommended by Stonewall
- 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 Questions we ask:

a. Do you identify as disabled, Deaf or have a long-term physical or mental health condition?
b. Do you identify as neurodivergent?
c. ***[Asked if response to a or b is yes]*** Have we made any adjustments that have removed barriers to your participation in the studio community?

What the approach is based on:

As part of our development of these questions, we sought advice from WECIL (an award winning, user led organisation supporting Disabled people to live the life they choose).

Questions a and b;

- These aim to aim to measure representation of residents within our community, and to to meet our funder's requirements regarding data collection of representation

Question c;

- Aims to provide a way for us to gain a broad understanding of if our actions are having an impact on removing barriers for residents.
- Question c replaces a question included in previous versions of the survey that was rooted in the medical model of disability – we acknowledge that this question placed focus on the individual respondent, not on the barriers that may be present in the studio.
- Through WECIL's advice, and our review of this area – we came to understand that the ability to gain any insight into specific barriers will be limited, in order for the survey to remain truly anonymous.
- We therefore developed this new question to shift focus to measuring the studio's performance in removing barriers to participation within the community that may be present for some residents.
- Opportunities for specific feedback and provision of adjustments will continue to be offered through access riders, resident check-ins and the studio team

Pervasive Media Studio

APPENDIX 2. Resources and References (Balance Data)

Socio-Economic Background

What Questions are Asked:

a. If you finished school after 1980, were you eligible for Free School Meals at any point during your school years?
b. Please tell us about the occupation of your main household earner when you were aged 14
c. Did you attend University?
d. How would you describe your socio-economic background? [free text]

What the approach is based on:

- The language used for questions a & b have been based on that recommended in guidance from the Social Mobility Commission.
- For question b. We use this data to approximate response data against the National Statistics Socio-Economic Classification (NS-SEC) scheme - which is then aggregated into the following categories: Working Class / Intermediate / Professional.
- We have added questions c and d to gather further contextualising information on socio-economic background.
- We understand that socio-economic and class background are both personal and complex areas to try to define, so have included question d 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 / social mobility commission.

Age

What Question we ask :

- What is your Age?

What the approach is based on:

- 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

Carers

What Question we ask :

- Are you are a caregiver?

What the approach is based on:

- The question is based on that as used by the BFI.

Religion / Belief

What Question we ask :

- What is your Religion or Belief?

What the approach is based on:

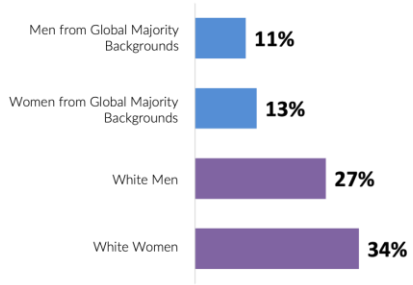
- The answer options were based on those as outlined by the ONS

Pervasive Media Studio

APPENDIX 3. Why We Use Intersectionality in our Data

Intersectional Data in this Report

Where you see balance data graphs (pages 12-19) shown as a combination of identities or demographics (like the graph to the right – combining gender and ethnicity), this an intersectional approach to looking at our balance data.



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.**

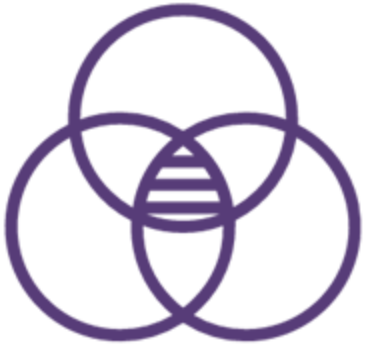
Intersectionality is also a useful way to understand that we all embody intersecting characteristics, and our identities, and our experiences are based on these.

Why Use it in our Approach to Inclusion Data?

"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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References and Inspiration

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?

Culture Amp
- Diversity and Inclusion survey: Building a more inclusive future
- The science behind the Inclusion survey
- 7 Charts that define the employee experience in 2023

Heather Krause – We All Count; Project for Equity in Data Science
- Keeping Data Inclusivity Without Diluting your Results
- Why We Need Intersectionality in our Demographic Data

Prof. Pragya Agarwal
- Sway: Unravelling Unconscious Bias

Professor Kimberlé Crenshaw
- Intersectionality

Cole Nussbaumer Knaflic
- Storytelling with Data

Kevin Guyan
- Queer Data: Using Gender, Sex and Sexuality Data for Action

DISABILTY

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

ETHNICITY

- #BAMEOver

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
- Social Mobility Commission: Creative Industries Toolkit
- Panic! Social class, taste and inequalities in the creative sector