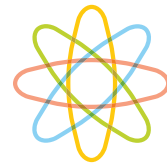




Ariennir gan
Lywodraeth Cymru
Funded by
Welsh Government



diverse
cymru
Promoting equality for all
Hyrwyddo cydraddoldeb i bawb

Rewriting the Script

An Executive Summary
of the Diversity in Film
and TV Report by Diverse
Cymru funded by the
Welsh Government

diverse cymru

307-315 Cowbridge Road East
Cardiff
CF5 1JD

029 2036 8888

diversesecymru.org.uk

Diverse Cymru is a unique Welsh charity committed to supporting people faced with inequality and discrimination because of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

Contents

Foreword	04
Project Overview	05
Individuals' personal experiences	06
Perceptions of under-representation	09
Addressing under-representation	10
Recruitment and involvement in the industry	12
Engagement events and interviews with organisations	13
Recommendations	15

Foreword

The issues around representation and the barriers - both perceived and actual - to engagement and opportunity faced by minority and marginalised people who want to work in the creative industries are not wholly new or unique. Over the course of the past few decades much work has been done to attempt to redress these imbalances and to help tear down some of these barriers.

While this work has had mixed success it has created an opportunity for someone to draw together and build on the ideas and ideals that inspired it. When we were commissioned by the Welsh Government's Creative Industries Sector Team to carry out a research and awareness raising project into overcoming inequality within the film and TV industries, it was clear that it represented our chance to make a difference.

Through the project we reached out to individuals who had faced discrimination, to individuals who had overcome discrimination, to support organisations, to funders and to the industry itself through a series of engagement groups, interviews and a comprehensive survey.

Thanks to people's willingness to share with us, to talk openly, candidly and freely whilst being respectful of the emotive significance and cultural weight of many of the issues under discussion, we were able to create a series of recommendations to help bring together the Welsh Government, the film and TV industries, and potential new talent both in front of and behind the camera.

These recommendations can help to raise awareness of inequality, provide solutions and help individuals and the industry itself get the information and support that they need to help realise a vision of true equality and an engaged, creative and diverse talent pool that reflects the true multicultural richness of Wales.

On behalf of Diverse Cymru I would like to extend my sincerest thanks to the Welsh Government and to the other organisations that offered us support, guidance and assistance as well as my gratitude to all those who participated in the project.

Michael Flynn
Director of Partnerships and Influencing
diverse cymru

Project Overview

In 2015, Diverse Cymru was commissioned by the Welsh Government's Creative Industries Sector Team to conduct independent research into diversity in the film and TV industry in Wales. As an independent third sector organisation, Diverse Cymru has expertise in challenging discrimination and promoting equality across Wales.

Aims

The project aimed to increase understanding and awareness of under-representation in the film and TV industry in Wales.

We gathered and analysed views from members of the public as well as experts in the field to develop an understanding of barriers and solutions.

We looked at the following equality characteristics:

- Age (older and younger people)
- Disability
- Gender Reassignment
- Race
- Religion or Belief
- Sex
- Sexual Orientation

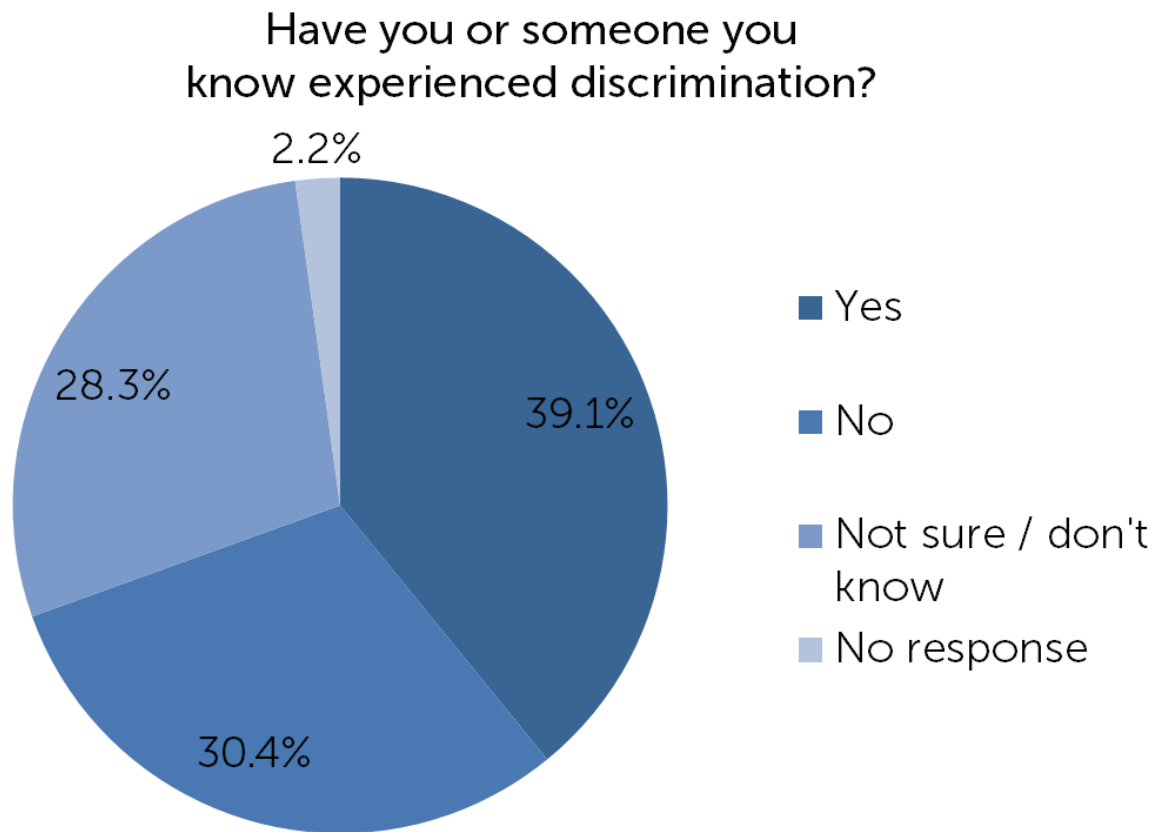
Throughout the project we collected the views, experiences, and ideas of individuals across Wales and of the organisations who work with them.

Three distinct methods were utilised to gather views:

- Engagement events were designed to gather the views of individuals and organisations.
- A survey was designed to gather the views and experiences of diverse individuals who had previously worked or were trying to get involved in the industry.
- Interviews were also conducted with organisations.

Individuals' personal experiences

Nearly two fifths of survey respondents (39.1%) confirmed that they or someone they knew had experienced difficulty in the industry due to their diverse background. 30.4% said they had not, while 28.3% were unsure whether they or someone they knew had experienced difficulties.



What happened?

Individuals who said they had experienced difficulties were asked "What happened?" in relation to this situation. The key themes were:

- discrimination and bullying
- denied opportunities
- lack of understanding of accessibility needs
- lack of interest in diversity
- impact on the individual
- and uncertainty whether they had experienced discrimination or not.

"[I] know a lot of talent actors with learning disabilities who struggle to get cast."

"I was treated very well in terms of the role, except that there was no understanding the hours were simply not sustainable for me."

“There is focus in pleasing the majority but not in representing the diversity.”

How did this make you feel?

Individuals who had experienced discrimination in the industry felt:

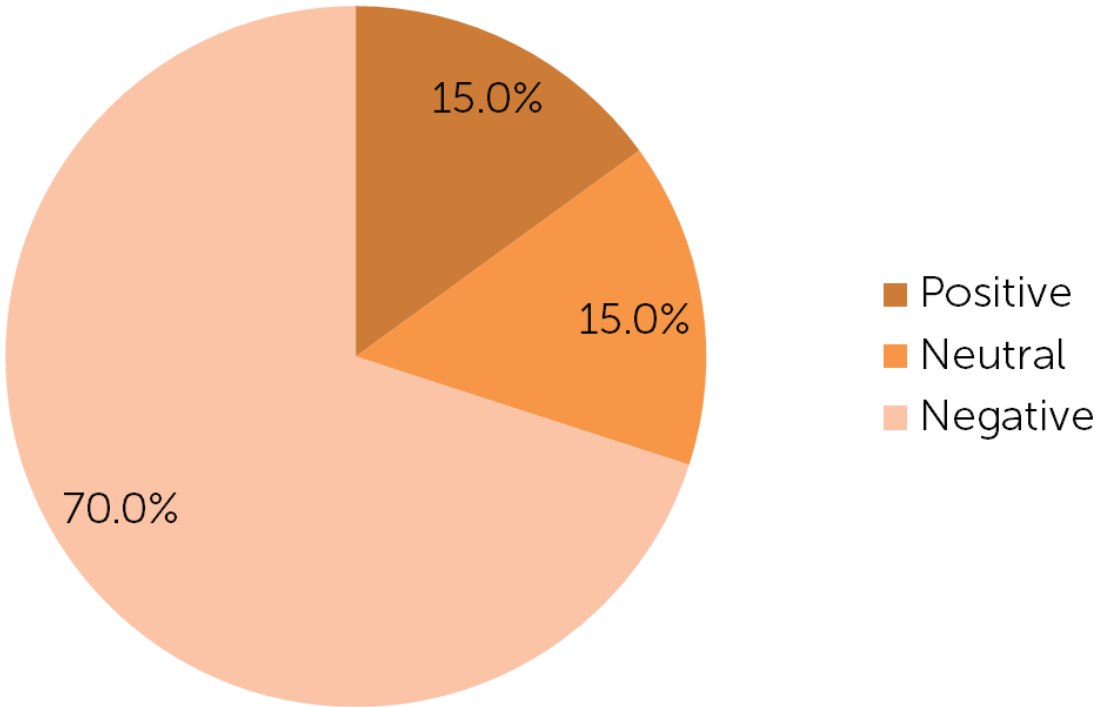
- undervalued or worthless
- frustrated
- trapped or isolated
- useless
- unwanted
- and disappointed.

Was the situation resolved?

Participants were asked whether the situation was resolved. Responses were categorised into positive, neutral and negative responses. 70.0% of responses to this question had negative experiences and felt discrimination had not been addressed.

“Let down, then confidence took a bashing so it is much harder to try again.”

Was the situation resolved?



"I decided that television production was not for me and left to work in other areas of the industry."

"I was told (off record) that's just the way it is."

What was good about how the situation was dealt with?

Seven individuals who had experienced discrimination said that "nothing" or very little was good about the situation. Others said the situation was not resolved and that it was still ongoing.

Three individuals mentioned positive experiences, especially positive mind-sets about the industry and feeling they had future opportunities.

How could the situation have been better dealt with?

Participants were asked "how could the situation have been better dealt with?". The suggestions they made have been grouped into topics:

- honest discussion with industry representatives
- more opportunities
- challenging stereotypical representation
- organisations being more open to ideas
- minorities should be allowed to create programming
- apologies from staff and challenging discrimination
- face-to-face meetings with those in the industry
- and address barriers to accessibility and individuals' access requirements.

How could this situation have been prevented in the first place?

Individuals tended to blame themselves for the situation occurring in spite of existing barriers in the workplace.

Respondents wanted diverse and non-tokenistic representation. A greater focus on the needs of diverse communities was requested.

Perceptions of under-representation

Six of the seven organisations responding to the survey said that they agreed that there was under-representation in film and TV.

73.9% of individuals said that there was under-representation in the industry. A further 15.2% said 'partially.'

"I do not currently see myself represented on television."

Why do you think people from diverse backgrounds are under-represented in the film and TV industries?

Organisations

Organisations commonly felt under-representation was due to a lack of talented individuals from diverse backgrounds applying; a perception that the industry is not open to new applicants; too few opportunities or a lack of information about the opportunities; socio-economic deprivation; and a reluctance to change the status quo.

Individuals

Individuals highlighted all these themes, except a lack of diverse talent, and a number of additional themes. These included nepotism; a lack of interest in diverse groups; people from diverse and deprived backgrounds not being given the same opportunities; costs and socio-economic background; underlying prejudice and institutional discrimination; Welsh speakers experiencing exacerbated discrimination; and programmes representing diverse communities not being commissioned.

Addressing under-representation

Organisations and individuals participating in the survey were asked what can be done to address under-representation.

Organisations

Where under-representation occurs, how do you think the situation can be improved?

Key areas of improvement mentioned by organisations were:

- education – joined up career pathways, quality work experience and connecting with communities
- organisations portraying their diversity
- use of positive action
- challenging perceptions, campaigns and a culture change
- open access to the industry
- and encouragement for new entrants from all backgrounds.

What steps has your organisation taken to address under-representation, either previously or currently?

Opportunities for individuals to get involved were very popular with organisations.

They spoke about finding and securing opportunities, workshops, local groups, work experience, apprenticeships, support and mentoring for individuals.

Talent networks and targeted programmes where other methods used to address under-representation.

Making contact, listening to, and networking with diverse communities were also mentioned.

Collaboration, building confidence, and providing different voices and experience were perceived benefits.

Is there any other support you think might help your organisation to address under-representation?

There was a call to see a more joined up approach across the various cultural and creative industry bodies. They also felt that sharing expertise and good practice and supporting and encouraging diverse individuals were important.

Individuals

Similarly, individuals answered the question “when under-representation happens in film or TV, how do you think it can be changed?” Individuals mentioned many of the same solutions as organisations. These included:

- more diverse characters
- putting diversity first
- remove systemic barriers
- changes to the make-up of the current workforce
- commissioning work made by diverse individuals and communities
- active engagement with individuals and communities
- creating diverse talent pools
- educating the industry on the benefits of diversity
- positive action
- and more opportunities and shortlisting.

What steps could organisations take to address under-representation?

Individuals felt there is a need for:

- commissioning and writing for diverse communities
- working with representatives and with the community
- introducing role models
- proactively seeking and recruiting diverse individuals
- positive action - individuals should be encouraged to enter the industry
- more career path information
- more opportunities and short-listing
- greater support for those from lower socio-economic backgrounds
- and calls for organisations to have percentages, criteria or quotas with regards to their workforce and diversity.

Recruitment and involvement in the industry

Organisations and individuals participating in the survey were asked their opinions on recruitment processes and getting roles within the industry.

Organisations were asked about their methods of recruiting, the barriers, the solutions and what actions could be taken to better support them in future as an employer.

Individuals were asked to comment on what support would help them get involved in the film and TV industry as an employee.

Organisations

What support would help you recruit, support and retain people from diverse backgrounds?

Organisations mentioned engaging with under-represented groups, recruiting from diverse sources, mentoring and training for potential candidates, and flexible working practices as vital.

They suggested the following support:

- pooling experiences and practical suggestions to achieve a culture change
- a shared database of trainees and new entrants
- links with diverse communities
- links to Welsh companies were seen as incredibly important
- strategies for publicity, advice and introductions to engage diverse people
- and organisations were happy to offer work experience placements, host informal visits etc.

Individuals

What support would help you get involved in the film and TV industries?

A variety of answers were given to this question, many of which agree with the suggestions from organisations. These included:

- guidance, practical help, flexible working, and a less traditional approach to recruitment
- increases in auditioning, shadowing and networking opportunities
- more information on opportunities and training
- funding to support individuals in the industry
- and listening to diverse communities and involving them.

One summed up their experience as wanting to “just be treated the same as everyone else without being seen as an oddity or as ‘different’.”

Engagement events and interviews with organisations

Employees in the industry, organisations working in the industry and organisations supporting diverse individuals in the industry gave their feedback through engagement events and interviews. The key topics raised were analysed and collated.

Characteristics

One organisation defined diversity as “a true reflection of Welsh culture and its inhabitants”.

Organisations found particular issues in addressing under-representation for disabled people, BME (Black and Minority Ethnic) people, women, carers, and those from lower socio-economic backgrounds.

Participants considered long working hours a significant barrier and as having serious detrimental impacts on well-being and mental health.

Organisations felt that diversity and opportunities need to be improved amongst Welsh speakers.

Organisations suggested that employers need to let people know that they are open to all applications. Casting should be representative of Welsh society and opportunities to develop new skills should be available. Access to courses and work placements needs to be improved.

Monitoring and quotas

Organisations felt that a lack of data in Wales is a barrier. Some organisations aren't monitoring diversity. Data protection is perceived to be a barrier for sharing information. Organisations suggested that monitoring should be compulsory when recruiting and there is the potential to develop a diversity standard.

Recruitment: Advertising, interviewing and positive action

One organisation stated that they do not get a fully inclusive candidate pool to choose from and that the industry still introduced individuals into the industry via the “who you know” method.

Organisations requested more information on equal opportunities and appropriate interview questions. Some organisations suggested positive action and support for under-represented groups are important.

A key suggestion was the need for organisations in the industry to find out why they aren't getting more diverse involvement and why certain people aren't applying.

"It's about asking these questions in the first place."

Education and initiatives

Organisations supporting individuals into the industry said that they engage with individuals, but there is then a lack of available jobs following on from their awareness raising and training sessions.

Educational institutions were thought to be key to tap into - from primary school to Higher Education. They also felt that having career pathways and information on relevant courses and opportunities in conjunction with detailed careers advice are important.

In addition, organisations requested creative and cultural skills training for the staff of employers in the industry. They mentioned lack of funding as a key barrier to making improvements and continuing initiatives.

Recommendations

Recommendations are based on the most common solutions suggested by both individuals and organisations throughout this project and report.

These have been grouped by the theme or issue they address. The full report contains detailed actions to implement each recommendation. Recommendations are not in priority order. All the recommendations complement each other and should all be achieved simultaneously.

Opportunities

Recommendation 1: Provide targeted information and support for individuals from diverse communities in finding and securing opportunities.

Recruitment

Recommendation 2: Employers in the film and TV industries need to use positive action and change recruitment practices to remove existing barriers. Employers should assess whether their recruitment practices are equal to all and co-produce solutions to address barriers with community groups and community leaders from diverse communities.

Education

Recommendation 3: Welsh Government should work towards ensuring that there is education, information, and careers advice about the wide-range of careers in the industry in school, college, higher education and the community; and that courses are geared to the industry's requirements.

Community involvement and representation

Recommendation 4: Industry organisations should involve, connect and maintain links with diverse communities, as well as organisations and experts who support individuals from diverse backgrounds. All support should be co-produced with diverse individuals and community representatives.

Working together and networks

Recommendation 5: Support the development of a specific film and TV diversity network and conference for Wales. Develop diverse talent networks.

Recommendation 6: The Wales Screen database should be developed into a one-stop-shop for employers to find and network new, diverse employees.

Addressing specific barriers

Recommendation 7: Organisations in the film and TV industry should work together and with community groups to proactively address specific barriers for BME people, Welsh speakers, disabled people, women, older people and people experiencing socio-economic inequality.

Developing guidance and standards

Recommendation 8: Welsh Government should investigate the possibility of developing a diversity standard specifically for the film and TV industry in Wales.

Funding

Recommendation 9: Support the development of funding for under-represented individuals and industry organisations trying to increase diversity.

Opportunities and support

You can also find more about a variety of support available for individuals, businesses and organisations on our website. This includes advice and information on funding, training, education, apprenticeships, work placements and employment opportunities. The details can be found at diverse.cymru.org.uk/diversity-in-film-and-tv

Guidance on diversity monitoring

Diverse Cymru produced the Arts Council of Wales Equality toolkit. Among several topics it covers monitoring and diversity. This section provides guidance to organisations on why diversity monitoring is important and how to do it well.

The toolkit is available here: www.arts.wales/what-we-do/online-equality-guide/monitoring-who-engages-with-your-work