Studio Resident Community Diversity & Inclusion Report 2023

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 2023 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 organisational inclusion work and the Inclusion Data Working Group. This report covers the data and information that comes from the Survey.

Our aim with this report is to continue:

- to **share the existing studio community survey data and 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.

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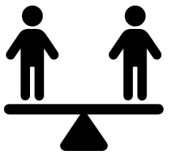
- Appendix 2: Why We Use Intersectionality in our Data
- Appendix 3: Resources and References (Balance Data)
- Further Reading

THE DATA



Balance Data

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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 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 constantly develop our approach to ensure we are as up to date as possible.

For more reading on how the Balance & Belonging approach was adopted by the inclusion data working group see:

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

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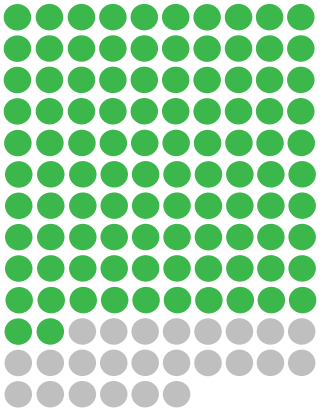
Survey Engagement

This year we adopted a more systematic process for determining who we consider a resident. Alongside ongoing recruitment of new residents, this has increased the total number of residents we report on from 126 in 21/22 to 188 in 22/23. This increase in total resident numbers has led to a significant drop in the percentage response rate to our surveys, from 81% to 45%. However, the overall drop in the number of responses was smaller, from 102 to 85.

The graphics below demonstrate the corresponding respondent size we have had this year in comparison to last year.

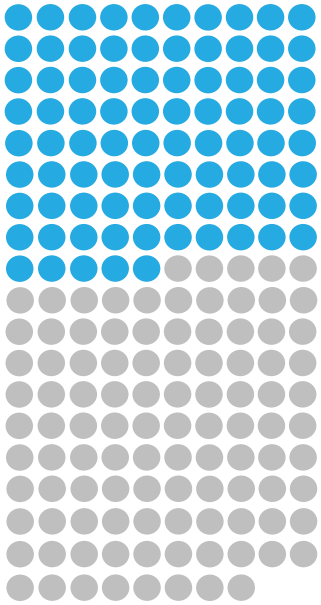
2021/2022

126 Residents
102 Responses
81% Response Rate



2022/2023

188 Residents
85 Responses
45% Response Rate



= Residents who completed inclusion survey

= Residents who did not complete inclusion survey

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Introducing Balance and Belonging

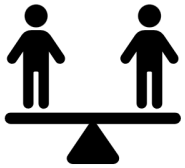
It's not only about how many people of a specific demographic are represented…. It's about balancing various perspectives--which we know come from our identities and life experiences... And it's about how people feel when they come to work."

Aubrey Blanche, Rethinking Diversity

In 2021, the inclusion data working group spent time researching how other organisations approach their inclusion data, and adopted the framework of **Balance and Belonging** (based on the work of Aubrey Blanche). *Further information on our Approach to Balance & Belonging*

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, and have been introduced into the Studio survey for the first time this year. 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 our resident community are, but also how they feel – and gaining some insight into how equitable the experience is.



What Does the Data Tell Us?

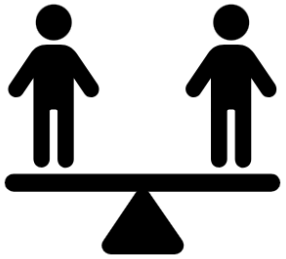
BALANCE Data tells us:

- What **different identities, and backgrounds (both singular and intersectional) are represented in the studio**
- 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 singular and intersectional identities.
- What are our **strengths, and where are our opportunities to improve.**

Balance (Demographic) Data



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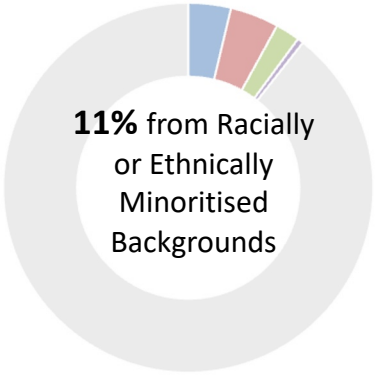
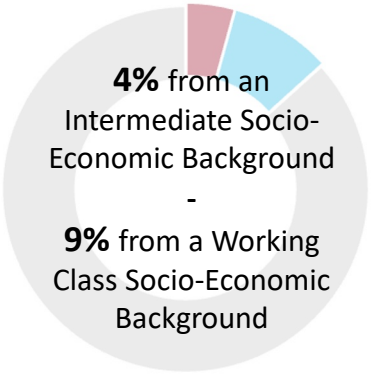
Balance Data Headlines



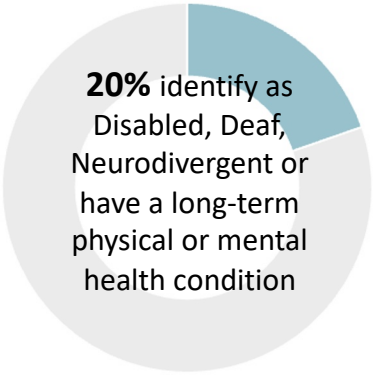
11% from Racially or Ethnically Minoritised Backgrounds



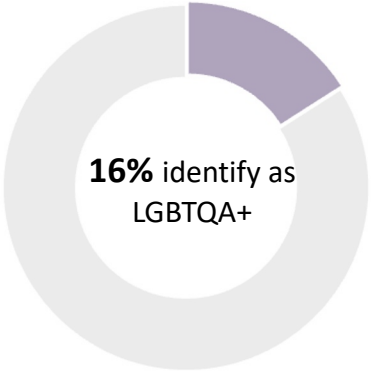
4% from an Intermediate Socio-Economic Background

-

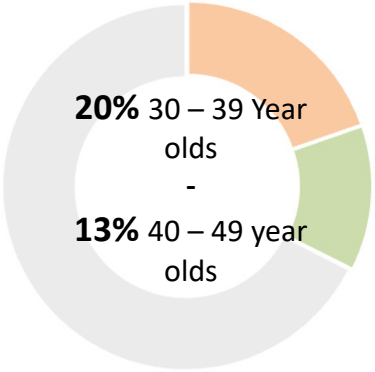
9% from a Working Class Socio-Economic Background



20% identify as Disabled, Deaf, Neurodivergent or have a long-term physical or mental health condition



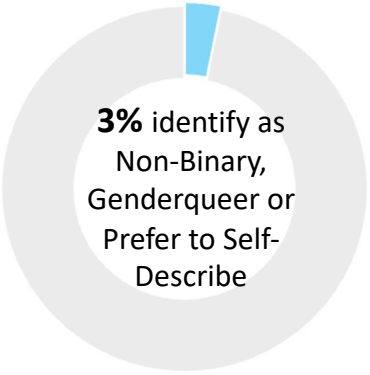
16% identify as LGBTQA+



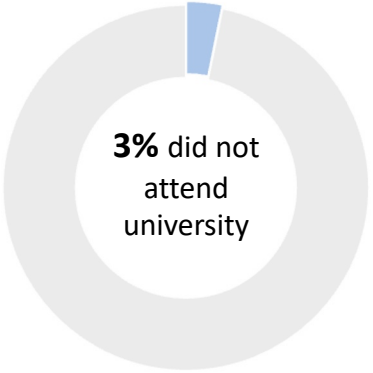
20% 30 – 39 Year olds

-

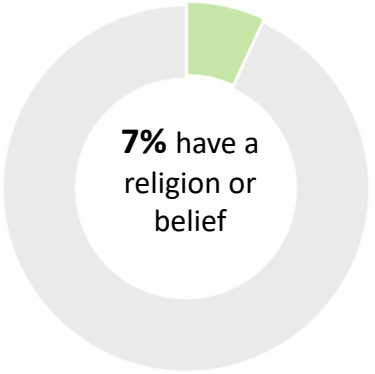
13% 40 – 49 year olds



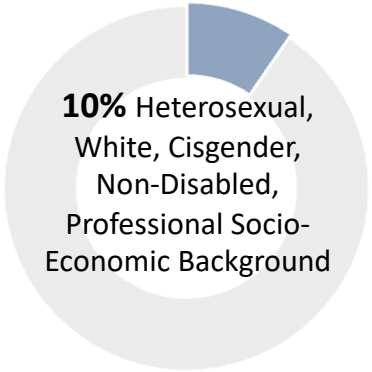
3% identify as Non-Binary, Genderqueer or Prefer to Self-Describe



3% did not attend university



7% have a religion or belief



10% Heterosexual, White, Cisgender, Non-Disabled, Professional Socio-Economic Background

1% as transgender

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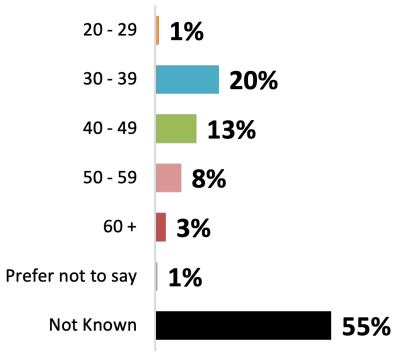
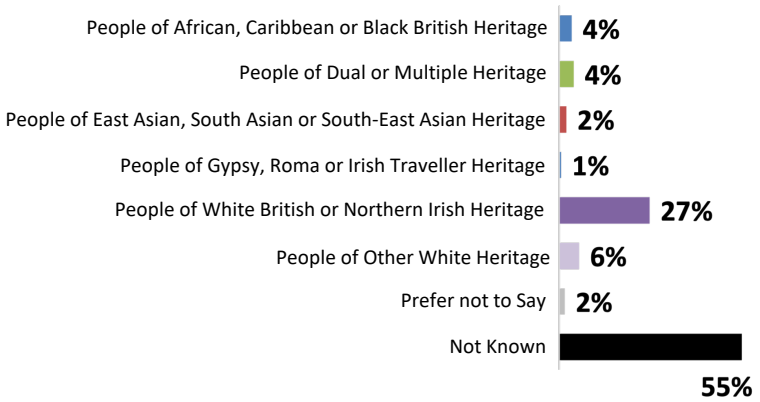
Balance Data Overview

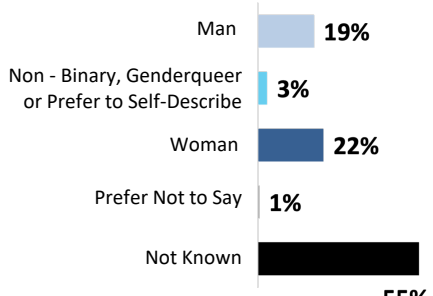
Age



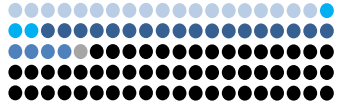
Ethnicity



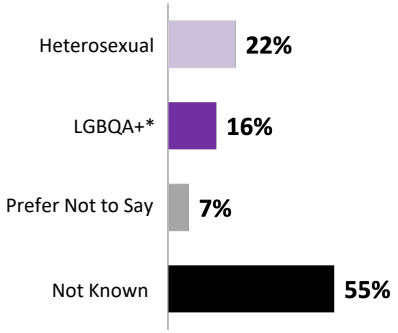
Gender



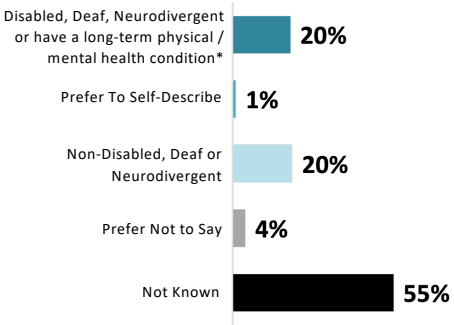
Residents who Identify as Transgender = 1%



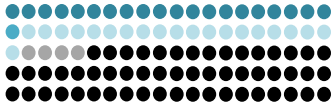
Sexuality



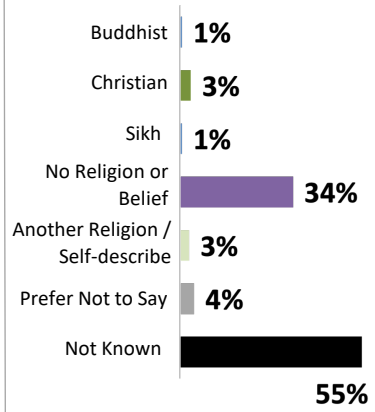
Disabled, Deaf or Neurodivergent

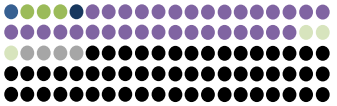


***10%** of whom who are Disabled, Deaf or have a long term health condition / **17%** of whom are Neurodivergent

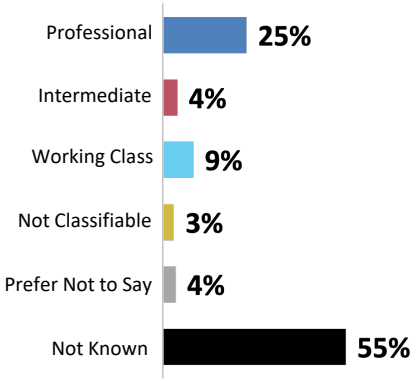


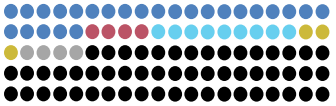
Religion



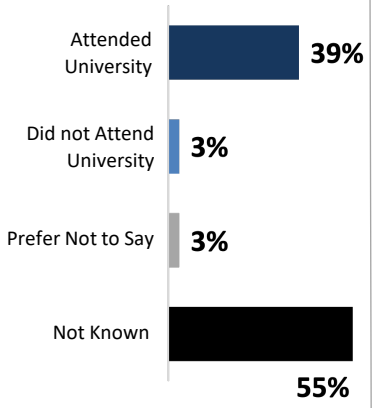


Socio-Economic Background

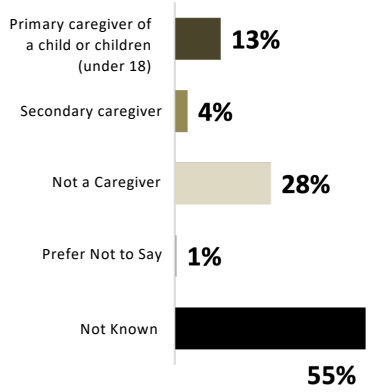




University Attendance



Caregivers



Waffle Charts visualise representation ⟷ 1 dot = 1% of all residents

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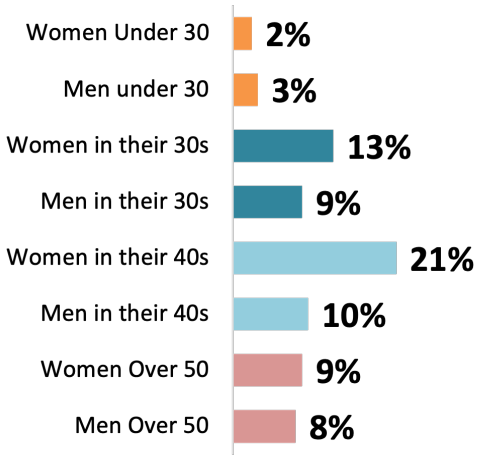
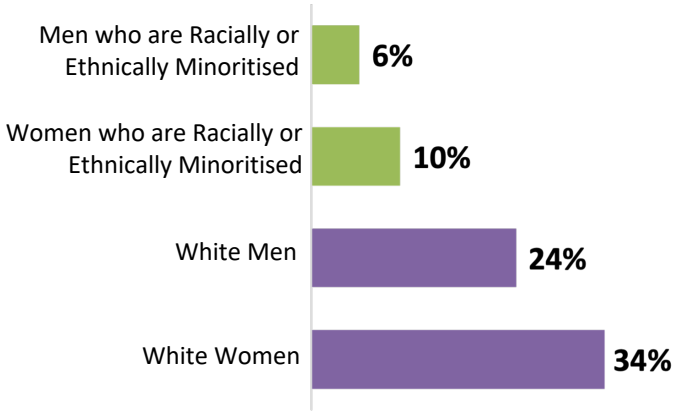
Intersectional Balance Data Overview

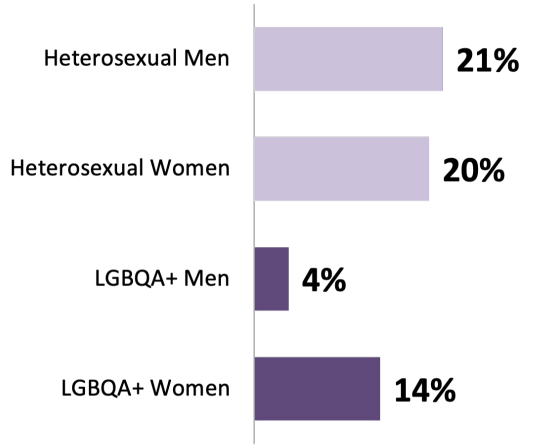
Gender & Age



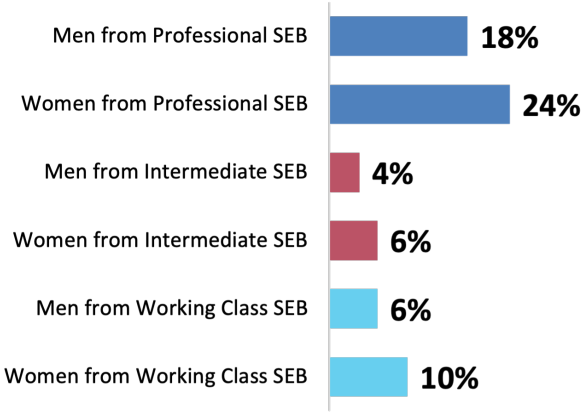
Gender & Ethnicity



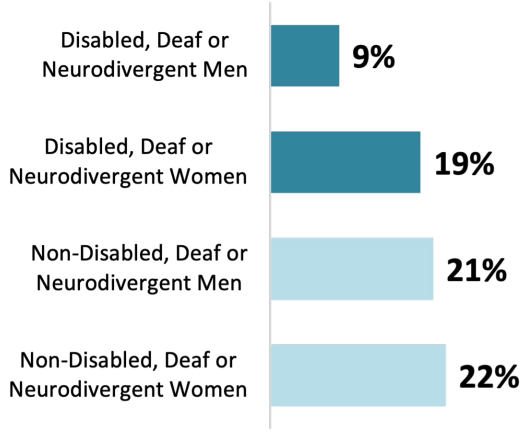
Gender & Sexuality

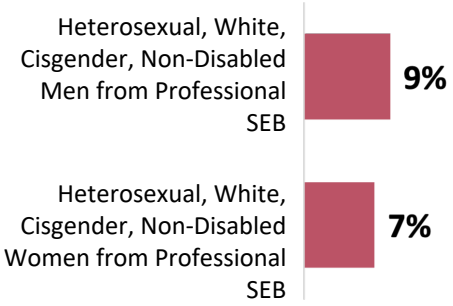


Gender & Socio-Economic Background (SEB)



Gender & Disabled, Deaf or Neurodiverse





%s = % of residents

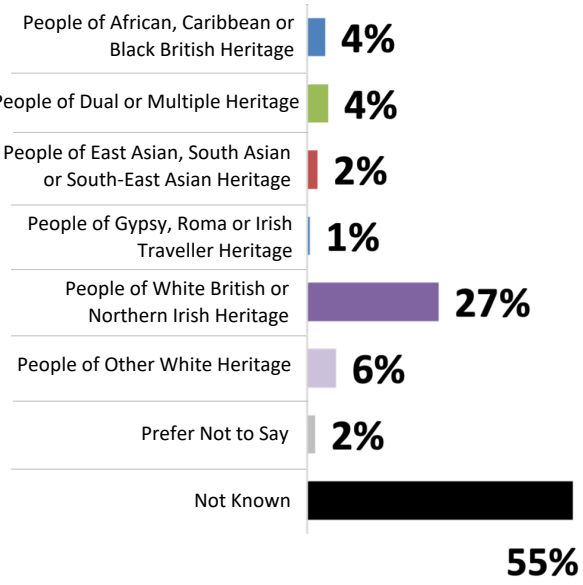
This data represents the 79% of respondents who were happy for their data to be broken down in this way - it is therefore not complete

Balancing Representation with Anonymity

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 maintain anonymity, 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 with the survey, and in the case of Ethnicity, led with the free-text question '*How Do you describe your Ethnicity*' before any pre-defined questions were asked. We have taken inspiration from the 'Whose Culture Report' published by Rising Arts Agency, and listed how people chose to self-define below.

Ethnicity

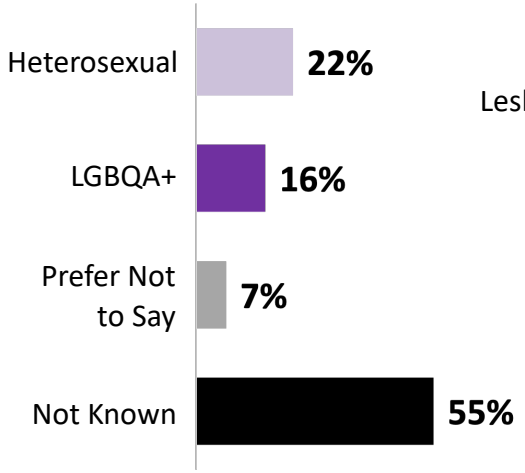


Residents describe themselves as:

• African – Nigerian • Anglo-scottish• Black African and White British • Black British • Black British African • Black British Caribbean • Black-African • British • British Greek • British Indian • Chinese • Duel Heritage • East Asian • English • European - White British • Human • Irish Traveller • Japanese • Mixed (White and Asian) • Mixed European and Asian • Mostly White British • Multiple Black Afrikan & White British • Non British White • Scottish • Somali • Sri Lankan • Welsh • White - British/Irish • White Black Caribbean • White British • White British / European • White British / New Zealander • White British Irish • White English • White European • White Mixed European • White West European

Sexuality

Our LGBQA+ residents identify as:



Bisexual • Gay • Lesbian • Pansexual • Queer

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

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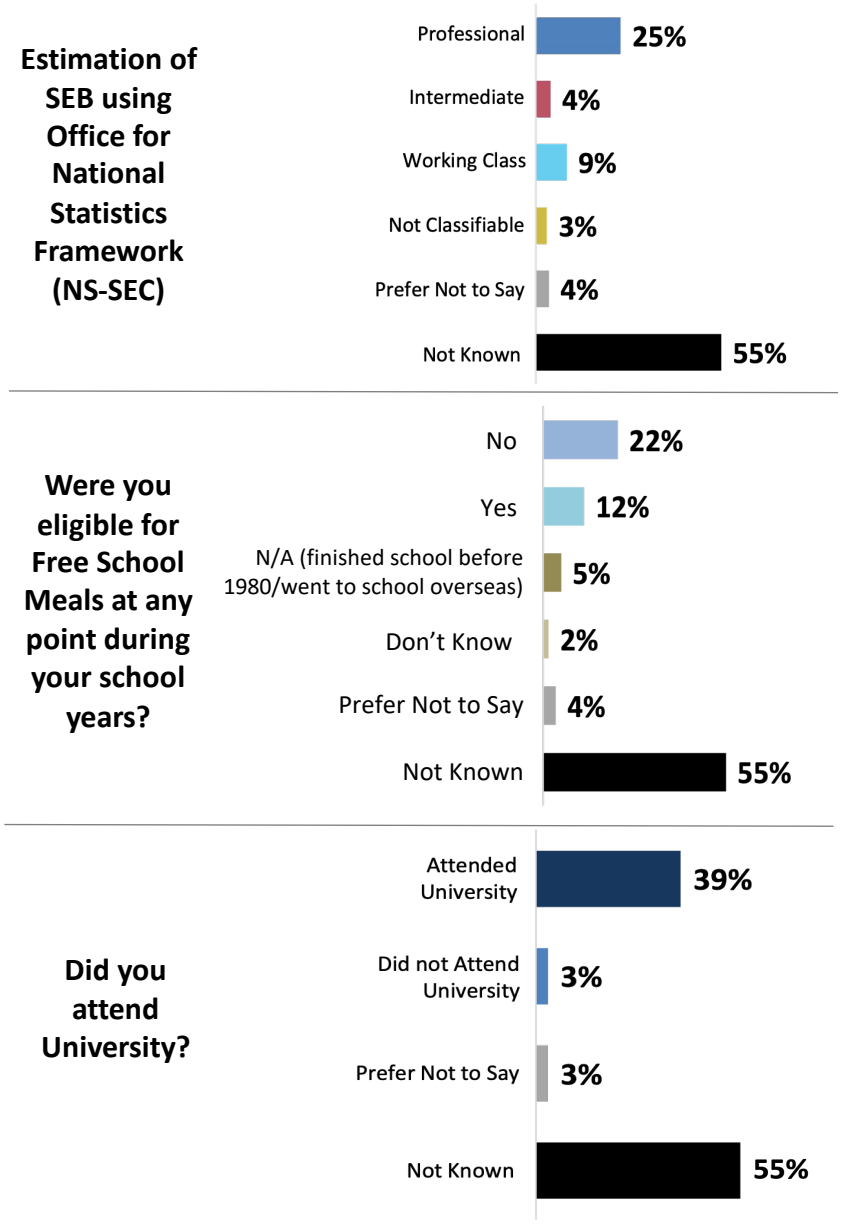
Questions Relating to Socio-Economic Background

Capturing data on socio-economic background is challenging as no single definition or criteria exists globally – instead we've chosen to capture the 3 areas listed on the right.

We also included the free text question ***'How would you describe your socio-economic background?'*** – resulting in the range of responses listed below;

• Benefit/working class • Class-transient. Ie both parents made a radical class journey during a post ww2 era of grater social mobility • Comfortable • Middle-lo socioeconomic background. In my opinion, the inclusion questions regarding the socioeconomic criteria are very limited and mainly tailored to people having been raised in the UK • I think as a Black person these clarifications do not fit • Impoverished middle class • Intelligensia • Just about managing middle class • Half precarious lower middle class, half stable normal middle class • Low to middle • Lower middle • Lower middle class • Middle class from working classes (puzzled by how the brit's define class;-) • There were times we had money and times when we had very little money • My family is working class. Although we could financially afford to send me to university. • Upper-middle-class • Social housing single parent household • Spent my teenage years living on a council estate • Underclass • Varied • Working / middle class • Working class • Working class-middle class? • Working-middle class

As a response to themes raised in these responses, we'll be focusing on developing this question in next year's survey (see page 18 for further information).



Belonging Data

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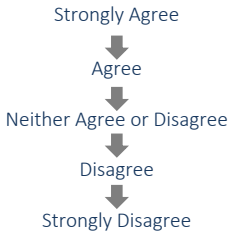
Belonging Data – Approach Overview

We have adapted questions from Culture Amp's Diversity and Inclusion survey to measure 3 key areas of resident experience within the studio; **Inclusion**, **Belonging** and **Voice**.

What The Data is Based on

Likert Scale:

All the Belonging questions were asked on a Likert scale (Strongly Agree to Strongly Disagree).



Favourable Scores / %:

- All %s shown are based on the number of people who responded to each question.
- When looking at the example 'favourable score' shown on the right, you can read this as; *'73% of residents who responded to this question felt that at the studio there is open and honest two-way communication'.*

Reading the Data

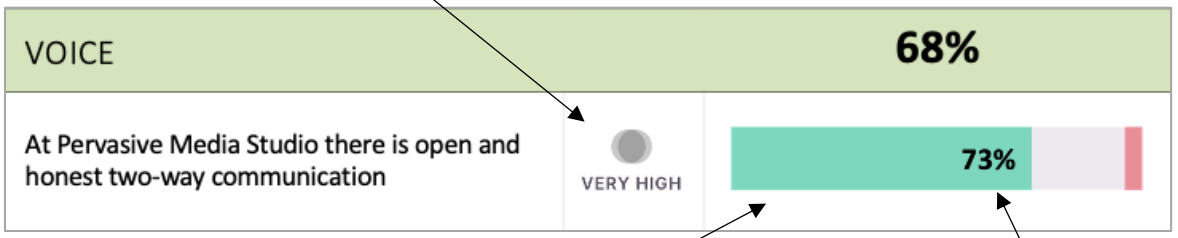
Impact

The impact score helps to steer our focus on questions that will have the highest impact on inclusion.
The higher the impact score = the higher impact on inclusion.

This is calculated through the Culture Amp impact driver algorithm, based on the correlation of responses these questions have in relation to those in the inclusion section.

Favourable Score per Area

Combined percentage of 'Strongly Agree' and 'Agree' answers for all questions in this area



Visualisation:

Graph showing proportional representation of the breakdown of responses.

Key
- Combined 'Strongly Agree' & 'Agree'
- Neither Agree or Disagree
- Combined 'Strongly Disagree' & 'Disagree'

Favourable Score per Question

Combined percentage of 'Strongly Agree' and 'Agree' answers for this question

Pervasive Media Studio

Resident Community Belonging Data

	Impact*	Favourable Score	Comparison**
INCLUSION			
I can be my authentic self when I'm in the studio		70	+2
I feel respected in the studio		86	+2
I feel like I belong in the studio		54	-7
BELONGING			
I feel valued for the unique contribution I can make to the studio	VERY HIGH	58	-5
I feel safe to take risks at the studio	VERY HIGH	64	0
In the studio, I am comfortable sharing my background and experiences	HIGH	80	N/A
VOICE			
At Pervasive Media Studio there is open and honest two-way communication	HIGH	73	0
When I share my opinion, it is valued	HIGH	73	-2
I can voice a contrary opinion without fear of negative consequences	MEDIUM	49	-10

**The rating in the 'Impact' column shown in the belonging and voice sections are the statistically calculated levels of impact that each question has on statements in the Inclusion section.*

*** Comparison to 2022 Survey Data*

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Belonging Data – How We'll Use it

Get a temperature check of current Resident Experience

- We'll get an overview of how the studio community rate their experience in these 3 key areas - acknowledging this data will not be conclusive – but rather a temperature check to be used alongside other methods of feedback, and to help feed into ongoing conversations within the community.

Identify potential areas of inequity in resident experience

- By cross-referencing both the balance and belonging data, we are able to identify if there are significant differences in experience ratings between different singular and intersectional identities.
- To mitigate against the risk of hyper-visibility, and potential for misinterpretation of the data, the breakdown of belonging data in this way will be kept confidential & only viewed by Studio Community Lead, Executive Producer, Inclusion Producer, and Head of Data and Operations, and used to help feed into our inclusion strategies.

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

- The Studio Community Lead, Executive Producer and Inclusion Producer, working with Watershed's Head of Data and Operations, will review all data from the survey including all text-based feedback and comments.
- Using the data we'll identify the key areas for improvement, and use these (alongside other feedback external to the survey process) to inform the design of our inclusion activity.

Measure the impact of our inclusion activity

- We will track trends in this data as one way to measure the impact of our inclusion activity

Future Development and Feedback

Pervasive Media Studio

Feedback & Future Development of the Survey

The suggestions listed below outlines our current thinking about how to develop our approach to the studio inclusion survey. We acknowledge this is not a static area of work, and as language and understanding evolves we will continue to iterate. This process is also underpinned by consistent and open conversation to ensure our approach remains as inclusive and relevant as possible.

Survey Accessibility

"It feels long and complicated and some questions are hard to understand. There is lots to read and take in."

We had similar feedback last year that the survey felt too wordy and redesigned the presentation of information to make to more streamlined – however we'll revisit this and continue to develop these accompanying explanations.

Development of Capturing Data on Socio-Economic Background

"In my opinion, the inclusion questions regarding the socioeconomic criteria are very limited and mainly tailored to people having been raised in the UK, not reflecting the broad spectrum of economic refuges coming to the country during their adult life, nor the conditions that have been raised in, regarding their country of origin."

As part of our development we'll be researching different approaches to collection of this data with the aim to refine this question and make it as meaningful and as inclusive as possible.

We have started to look to the approach taken by Diversely as inspiration.

Addition of questions on Financial Access

"I'm wondering if you could add some questions on financial access, not only class? for instance, can you afford to take time to attend free studio events and make use of the opportunities?"

We'll be reviewing the questions in this area and use this feedback to feed into the development.

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 the studio community and the feedback you give us. We want to hear your views on this report, especially any feedback you may have on the addition of belonging data.

You can do this in a number of ways;

- Drop Martin O'Leary (martin.ol@watershed.co.uk) or Tony Bhajam (tony.b@watershed.co.uk) a line to arrange a chat.
- Email the inclusion data working group via inclusion.data@watershed.co.uk
- 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.

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.

Appendices and Further Information

Pervasive Media Studio

APPPENDIX 1: 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**

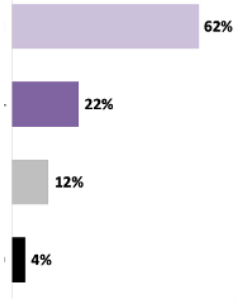
Visualising the Data

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 %.

APPENDIX 2: Why We Use Intersectionality in our Approach

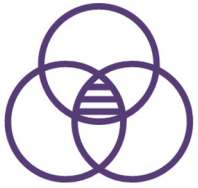
What is Intersectionality?

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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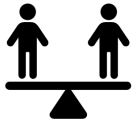
APPENDIX 3: Balance Data – Questions & Approach



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, and 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:

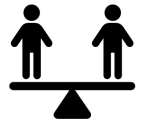
- Through our research we understood for some people, that whilst they may tick a certain box in the 'census' style question (e.g question b.), it may not be how they would describe themselves.
- To ensure people felt fully represented in the report, we added *question a*. to give the opportunity to describe their ethnicity in their own words before any pre-defined questions were asked (the answers to *question a.* are listed in page 11 of the public report).
- 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

Pervasive Media Studio

APPENDIX 3: Balance Data – Questions & Approach



Gender Identity

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;

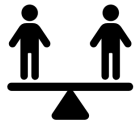
- These aim to aim to measure representation of residents within our community, and to to meet our funder's requirements regarding data collection of representation

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 3: Balance Data – Questions & Approach



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 Socio-Economic Diversity and Inclusion in the Arts: A Toolkit for Employers, and 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 / Jerwood toolkit.

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

Caregiver Status

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.
- This question has been added this year following feedback via the 2022 survey

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

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 – 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

DISABILTY

- Shape Arts – Social Model of Disability
- Scope
- Unlimited
    - Is disability a dirty word? Language and the labels we use
- 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)

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

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