# ffilm
## CYMRU WALES

# EQUALITY, DIVERSITY & INCLUSION
# ACTION PLAN 2018-22

As reviewed and amended
September 2020

A Ffilm Cymru funded training collaboration
between Hijinx Theatre and 104 Films

# CONTEXT

Ffilm Cymru Wales is committed to advancing a sustainable film sector and film culture that works for everyone across Wales. That commitment includes our being an ally to those who face socio-economic disadvantage, or who have experienced societal barriers to inclusion and representation because of who they are – including their race or ethnicity, sexuality or whether they identify as being d/Deaf, learning disabled or autistic, or living with a disability, for example. We will value people for who they are as individuals; the experience and skills that they have and for their breadth of imagination, vision and storytelling.

We believe that equality, diversity and inclusion are essential for powerful storytelling and sustainable creative business. This belief is backed by a growing body of evidence that demonstrates that companies that embrace edi are more successful creatively and economically, generating original and innovative content and broadening their audiences and customer bases. We take seriously our central role as an investor, development agency and advocate for Welsh or Wales-based individuals and companies engaged in or aspiring to be in the film sector and to enabling audiences across Wales to access a range of content. We recognise that there are barriers to an equal, diverse and inclusive film industry.

For these reasons, we have introduced an equality, diversity and inclusion action plan, to guide both our own activities and those in receipt of our funding. The plan demonstrates our commitment to transparency and reflects our belief in the value of sharing data, knowledge and networks.

Our EDI Action Plan is in line with our Strategic Plan for 2018-2022, as well as our Welsh Language Plan and our Code of Conduct. It incorporates our responsibilities as a delegate of the Arts Council of Wales and the BFI. It is also informed by consultation Ffilm Cymru has undertaken with experts in the field as well as our stakeholders, a review of our current activities and the EDI data we already hold, as well as the broader legislative context, specifically the Equality Act, which protects individuals from discrimination in the workplace and in wider society (see appendix 1) and the Welsh Language Act.

# DEFINITIONS & TERMINOLOGY

Simply, equality means treating everyone fairly. It is not about treating everyone the same, but making sure that no-one is disadvantaged due to barriers. Diversity is a term used to describe the fact that everyone is different and that the differences should be respected, recognised and valued. By inclusion we mean an approach and practice that brings people together within the creative industries environment whether as filmmakers, film organisations, audiences or communities. Insofar as equality is about removing barriers and diversity is about recognition of people, inclusion aims to provide the conditions for people to be able to participate in the film industry and film culture in the way that they want to.

It's important to acknowledge the limitations and reductive nature of terminology, which is a social construct – but also the value of measuring in order to transparently assess and redress any under-representation. There are two important aspects to highlight in our EDI approach:

1. That any term is less than the person it describes. Terminology is not intended to prohibit self-determination or the nuance of self-identity, including intersectionality. We will communicate this, and

2. As part of our #NothingAboutUsWithoutUs approach, we intend to continue to review and adapt language, as part of a broader review and co-design approach with partners that can bring their lived experience to bear. Any changes would ordinarily be implemented in the new financial year, so that we have full and comparable datasets, unless there is good reason to amend in-year.

Using this rationale, we have amended in-year:

- the term 'disabled/disability' to broaden to 'd/Deaf, learning disabled, autistic or living with a disability' and will highlight in all our communications relating to this that we recognise the social model of disability, which says "that people are disabled by barriers in society, not be their impairment or difference." (see 'Scope' in Appendix references).

# SCOPE

This action plan applies to all Ffilm Cymru's Board and staff in developing and implementing our strategic priorities and the interventions that follow, including funding decisions, contractual obligations and the working practices that we encourage. The values described in this plan provide a framework for our partnership work – including when working with individuals and organisations that are applying their breadth of lived experience to review, challenge and offer insights and recommendations for change.

It also applies to those we invest in – from exhibitors, to education practitioners, filmmakers and distributors to community cultural providers. We are asking all of our funding recipients to champion the principles of this EDI plan, and to formulate and share their own ideas on how they can advance EDI through their work.

The reported impact and feedback that we receive on this plan will continue to inform it, as will the on-going dialogue with partners and individuals who share their lived experience and recommendations. As such, this action plan can be regarded as a 'living document' that will continue to be adapted.



Rungano Nyoni's BAFTA award winning debut *I Am Not a Witch*

# OUR WAY OF WORKING

Importantly, following further review and reflection during 2020, we want to embed the principle of #NothingAboutUsWithoutUs that has been so powerfully adopted by d/Deaf and disabled networks, applying it to our EDI approach, across Protected Characteristics, socio-economic disadvantage and the Welsh Language.  In practice, this means:

1. Going further in our Board and Executive make-up to broaden representation and lived experience within our organisation and at all levels;

2. Developing and implementing a systematic approach to co-designing, reviewing, challenging and adapting our approach to equalities, diversity and inclusion so that we are working alongside people with a breadth of lived experience that can directly inform the work;

3. Valuing time given and lived experience shared. Individuals and those in micro or small companies will always be offered remuneration for work undertaken, in addition to expenses;

4. Ensuring investment is applied across society, so that the beneficiaries of funding reflect the full breadth of talent and communities that we serve and that this is captured in what we and those we fund measure and report, and

5. Communicating, in a fully accessible way, the breadth of offer and those who benefit from Ffilm Cymru funding – not in a performative way, but for the purpose of celebrating and sharing inspiring practice, and to be fully transparent and accountable for our actions.

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# THE DETAIL

Our EDI Action Plan 2018-2022 will focus on the following characteristics:

- Gender
- LGBTQI
- d/Deaf, learning disabled and/or autistic people and people living with a disability
- Age
- Race & ethnicity
- Socio-economic status
- Welsh language

As a relatively small fund, we recognise that each award may have a significant impact on our overall statistics for each characteristic. As an organisation for the whole of wales, we're also aware that focusing on one area can have unintentional negative impact in other areas. For example, working to improve application rates from north Wales, where there has been relatively low levels of immigration and where there is a greater concentration of welsh language speakers, will have a knock-on effect on the statistics for other priority areas such as race and ethnicity.

This complexity is important to keep in mind when balancing objectives and interpreting data. Where we are working alongside another funder with an active diversity policy, such as the BFI, we will work collegiately with them to maximise EDI value in the context of Wales.

Setting targets is a useful reminder of the action that needs to be taken, but it is just one step in changing the culture of an industry and progressing societal values and behaviour.

The action we will take to support EDI for the 7 characteristics we outline will therefore range from:

- **Direct interventions** - we will set targets for the awards we make with our funding that reflect the society we live in; we will work with partner organisations and individuals with a breadth of relevant lived experience to improve our understanding, actions and reach; we will conduct direct outreach, deliver training programmes and/or events – with representative partners - and shape bespoke funding initiatives should significant gaps in representation arise in our funding streams; we will set contractual requirements such as diversity monitoring for above-the-line talent and supporting crew; we will require the creation of disability access materials as a condition of production funding; we will require all of our funding recipients to evidence their code of conduct (and we will provide a white label code to facilitate that) to combat bullying and harassment in the industry.

- **Facilitation** - we will include and clearly publicise additional provision for access costs (such as translation, disability adjustments, care and transport costs) in our budget templates; we will provide access bursaries for training events we directly deliver; we will create resources to help guide our funding recipients and the wider industry; we will require our funding recipients to develop EDI action plans that consider on-screen representation, crews and audience strategies that support a more inclusive approach; we will provide a framework for individuals to offer mentorship and/or support to new and emerging talent; we will retain bilingual staff and maintain bilingual and accessible communications.

- **Advice** - we will encourage all of our funding recipients to consider and learn more about the value of diversity in the following ways: we will publish our EDI data on an annual basis; we will pro-actively encourage the adoption of inclusive practices such as open-casting; we will recommend relevant local organisations to support the authenticity of projects in development or production with a specific EDI theme (such as mental health); we will place an increased focus on working collegiately with partnership funders with active diversity policies to maximize EDI value in the context of wales and we will collate and share case studies that inspire good practice.

We will, above all, remain open to the input and advice of our funding recipients, partners – especially those who bring a breadth of lived experience – and the wider community, encouraging a culture of active listening in our endeavour to create an equal, diverse and inclusive film industry and culture in Wales.

# TARGETS

We have set ourselves the following targets for each year from 2018-19 through to 2020-21, informed by census data for Wales, across our activity:

- **50% individuals who identify as female**
- **7% individuals who identify as d/Deaf, learning disabled and/or autistic or living with a disability**
- **5% individuals who identify as Black, Asian or as an ethnic minority**
- **10% individuals who identify as LGBTQI**
- **19% individuals who identify as Welsh language speakers**
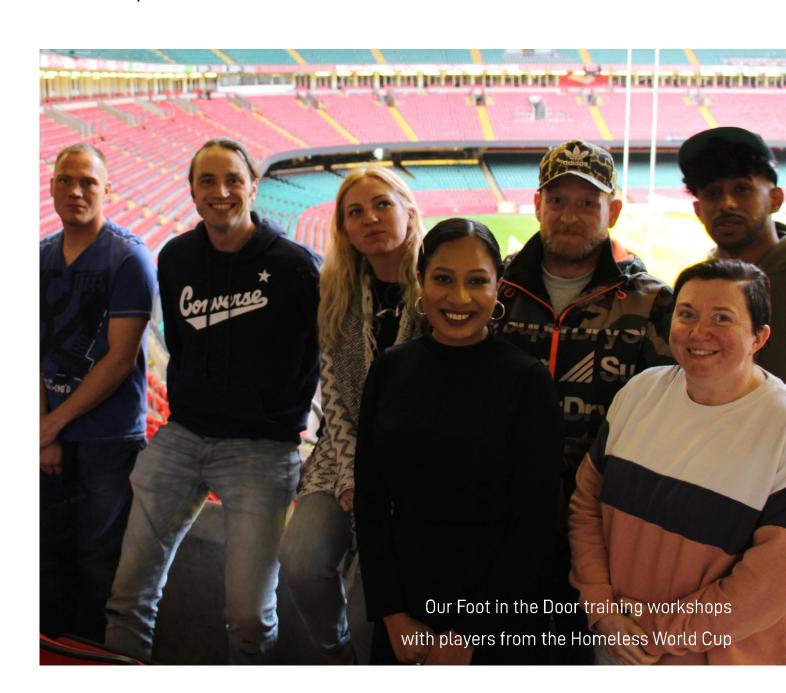- **15% individuals who come from or are in socio-economic disadvantage**

For all of the above, this percentage applies, per financial year, to:

- Target 1: % writers, directors and producers we support with development and production funding
- Target 2: % personnel of companies or projects we support
- Target 3: % participation in training and events we deliver
- Target 4: % expert representation in training we deliver
- Target 5: % participation in projects we support Ffilm Cymru will assess the on-screen representation of projects as a conscious consideration within the decision-making process and is committed to the development of Welsh-language content (as outlined in our Welsh language plan).

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Importantly, the next Census is due to take place on the 21st March 2021. It is expected to provide some significant changes in data, following feedback from their consultation that has informed what questions they ask and how they ask them, as well as reflecting changes in the make-up of society.  For example, newly developed questions are anticipated around gender identity; sexual orientation and in relation to ethnicity, nationality, religion and language.  We will review and update our targets in-line with the refreshed Census data, but in the meantime – noting that 2021 data is not expected to be published until March 2023 – we will continue to collect data in these areas, always with options 'prefer not to say', as required by law.

Any % change to the target would be introduced at year end/start to ensure a set of comparable data.



Our Foot in the Door training workshops with players from the Homeless World Cup

# INVESTMENT

Investment is one of Ffilm Cymru's three intersecting functions, alongside its work as a development agency and an advocate, aimed at fuelling progress. Our commitment in this area is to mainstream edi across all of our funding streams, whilst allowing for specific edi funding schemes where resources allow and under-representation suggests a need. Funding applications and awards are monitored, and we expect people from all of our 7 characteristics to be appropriately represented across our slate when compared to the characteristics of the general population of Wales.

## EDI OUTCOME 1:

**Our investment represents our EDI priority areas and the diversity of Wales.**

**How will we achieve this?**

- Set targets for our funding awards and clearly signpost to all staff;

- Improving the diversity of those involved in making and informing funding decisions;

- All staff involved in funding decision-making benefit from diversity and unconscious bias training;

- Ensure our funding processes are clear and accessible;

- Require EDI data collection for all funding applications and supported projects and monitor against targets;

- Ensure all staff consciously ensure that their day-to-day work engages a diverse and representative range of individuals – whether scheduling meetings at festivals, markets, conferences or other industry events, or planning speakers for events, for example;

- Publish our EDI aims, targets and inspirational examples/case studies so that expectations and requirements are clear and supported including measures of assessment against these aims, where relevant to funding criteria;

- Continue to improve monitoring, data collection and analysis to identify gaps and opportunities among our priority areas;

- Review our application data and funding decisions to ensure we are continuing to make progress against our EDI targets;

- Require that all of our funding recipients develop an EDI action plan, which we will support them with via the provision of templates and resources, and which they will report against.

- Encourage support for access, such as the cost of care, to be included in funding applications (items included in template budgets & publicised, in addition to inspirational examples)

- Continue to require the creation of disability access materials and contribution to the ScreenSkills levy and the appointment of trainees as a condition of production funding, specifying that productions shooting in wales should prioritise Wales-based trainees.

- Continue to ensure that all funding announcements, application forms and guidelines are available in English and in Welsh and that we have Welsh language speakers on staff and that our team as a whole is committed to our Welsh language plan.

## Links to our Strategic Plan
- EDI is a cross cutting theme in our strategic plan 2018-22

## Transparency & measuring progress
- We will publish our funding decisions, and analysis against our EDI priority areas, including benchmark comparisons from the previous financial years.

- Regularly share case studies that demonstrate good practice and learning gained across the sector.

## Additional contributory actions
- Increase our work with and encourage partnership working with organisations that have a specific equality focus.

- Ensuring that our marketing and communications celebrate EDI across all of our funding streams, both in the generation of EDI and non EDI-specific communications.

# ENGAGEMENT & PARTICIPATION

Attendance at and participation in the arts and screen activities has positive benefits to health and wellbeing, enhancing social cohesion and reducing isolation, from watching films in social settings to having opportunities to express yourself creatively through the medium of film.

In addition to investing in provision through film education practitioners and film exhibitors, such as cinema/mixed-arts venues, festivals and pop-up community offers, Ffilm Cymru also directly delivers events, screening and training programmes targeted at under-served areas.

Our commitment in this area is to make EDI a key consideration in the events and training programmes we directly deliver, whilst also requiring and encouraging this thinking in those we fund. Training and event attendance is monitored, and we expect people from all our 7 characteristics to be appropriately represented when compared to the characteristics of the general population of Wales.

## EDI OUTCOME 2:
**Opportunities to engage with and participate in the film industry are inclusive and accessible in Wales.**

**How will we achieve this?**

- Set targets for participation and hiring of paid freelancers that bring insights from their breadth of lived experience for our events and training activities and clearly signpost to all staff;

- Improve monitoring, data collection and analysis of attendees at Ffilm Cymru events and training and monitor against targets;

- Develop an EDI Stress Test to be completed in the planning of each Ffilm Cymru event or training program through which we evaluate speakers, experts, venues and other access considerations, as well as marketing and promotion channels or methods;

- Offer all participants at events and training the option of bilingual (Welsh-language provision) and BSL or text-streamed services;

- Offer bursaries for individuals who are unable to afford travel /caring/ accesses or other costs associated with training or events;

- Work closely with other colleagues and stakeholders to share best practice, toolkits and resources;

- Support peer to peer groups to redress under-representation (e.g. SHIFFT female filmmakers group, the Hijinx academy of neurodivergent actors, commissioning of a Disability engagement toolkit);

- Support the creation of resources to redress under-representation (such as toolkits to support engagement with artists and audiences who are living with a disability, are d/Deaf, learning disabled and/or autistic);

- Encourage partnership working by those we fund;

- Require that all of our production and short film funding recipients develop an EDI Audience Plan, which we will support them with via the provision of templates and resources;

- Support our film exhibition, film education and film network funding recipients to monitor their audiences and participation against our EDI priority areas.

## Links to our Strategic Plan
- EDI is a cross cutting theme in our Strategic Plan 2018-22, which includes a commitment to publishing a Wellbeing and Future Generations strategic plan in 2018, incorporating themes and measures identified in this EDI plan.

## Transparency & measuring progress
- We will evaluate participation and audience data from our direct events and from our funding recipients, adding and refining data as collection practices and processes improve.

## Additional contributory actions
- Support partnerships between film and equality focused organisations;

- Support film organisations to offer a range of opportunities, including talent development for people with protected characteristics;

- Work collegiately with partnership funders with diversity policies to maximize EDI value in the context of Wales;

- Ensuring that our marketing and communications celebrate EDI across all of our funding streams, both in the generation of EDI and non EDI-specific communications.

# WORKFORCE

We know from the wealth of reports now available from UK and international sources and from direct data, that there are major issues to be addressed in the make-up of the workforce across the arts, screen and creative industries. This has been further highlighted since the emergence of the Covid-19 pandemic, where up to two-thirds of the screen workforce have been unable to access any UK Government support, illustrating the financially precarious nature of moving between freelance and PAYE status for individuals. Throughout this period, we have advocated for support for this workforce including to Welsh Government, who subsequently developed a £7m support fund for individuals. This however can only be a stop-gap and we are committed to on-going development of sector approaches that improve the resilience and security of the wider workforce. In 2020-21 this will include working with the BFI and Creative Wales' sector-taskforces on 'the future of work', cultural contracts and medium-to-longer term adaptation in the face of Covid-19.

Ffilm Cymru supports organisations who employ and regularly hire freelancers and large crew. Our commitment in this area is to encourage companies in Wales to actively seek to improve equality, diversity and inclusivity in recruitment and hiring processes and in day-to-day work practices, and we will do similar in our own recruitment and hiring processes.

We will also continue to advocate for improved workforce data collection – in liaison with Welsh Government, DCMS, the BFI, Creative Skillset, ACW and others, and will publish workforce data to encourage best practice.  In particular, in 2020, we note the work of the University of South Wales and Clwstwr to research and publish data on training needs and provision across Cardiff City Region. We were active members of the advisory group, supporting the development, undertaking and communication of this work and will advocate for it to be mirrored across the rest of Wales.

## EDI OUTCOME 3:

**Workers in the Welsh film sector reflect our EDI characteristics and the diversity of Wales.**

### How will we achieve this?

- Share inspirational examples of good practice;

- Encourage our funding recipients to demonstrate broad recruitment practices and monitor EDI data of job applicants (whether staff/crew/freelance) as well as auditions;

- require all companies in receipt of our funding to report on the EDI of their company personnel or film production as part of their final report and use data to inform EDI impact assessments;

- Encourage all companies in receipt of our funding to adopt inclusive practices, such as open casting;

- Work closely with our stakeholders to survey and share the barriers and support mechanisms to entry and progression to the film and TV industries in Wales;

- Encourage creative industry employment opportunities in Wales to be advertised widely and to tender paid opportunities;

- Work closely with partners to develop and/or advocate for a database for trainees within Wales and signpost to our funded companies and productions;

- Continue to develop and deliver a training programme specifically for socio -economically deprived individuals in Wales – our pioneering Foot in the Door programme, including measures that support production companies to improve their recruitment and workforce development approach.

### Links to our strategic plan

- Equalities is a cross cutting theme in our Strategic Plan 2018-22 (see above).

## Measuring Progress

- We will collect baseline data from final reports from all of our funding recipients and will use this as a basis for developing and adjusting future action priorities and targets. We will publish the results of data we collect as a result of surveys on barriers and on film production crew, subject to adequate data being available/provided.

## Additional Contributory Actions

- Advocating for improved workforce data collection – in liaison with Welsh Government, DCMS, the BFI, ScreenSkills, ACW and others.



On the set of Krystal S. Lowe's debut short film *Daughters of the Sea*, produced through our Ffolio programme

# CONTINUOUS REVIEW, CO-DESIGN & ADAPTATION

A significant adaptation of our 2020-21 and onwards approach to EDI is our commitment to reviewing and co-designing EDI measures with people who have lived experience in the areas that we are seeking to redress and support.

This will include:

- An increased emphasis, throughout the year, on working in partnership with individuals and organisations that have lived experience across the various Protected Characteristics, as well as the Welsh Language and experience of socio-economic disadvantage;
- We will commission independent equalities advice that can bring together extensive UK and international research on EDI best practice to review and offer recommendations and provocations, crucially, working alongside representative voices that can inform, question and advocate for the changes they want to see.

Ultimately, Ffilm Cymru's Board have the responsibility of approving the strategies that we pursue and the interventions that we make.  It is therefore imperative that the Board itself is fully representative of the community it serves. We will continue to progress this during 2020-21 with further appointments; by introducing remuneration to ensure that no-one is impeded from participating and sharing their experience; and by ensuring that all Board members (as well as the executive) undertake unconscious bias training.

Ffilm Cymru's Board will review progress against this EDI plan on a quarterly basis

We will publish an annual overview in addition to wider sharing of best practice, case studies, toolkits and resources, as highlighted in the above.

We value input from the sector and the public and welcome approaches from any individual or organization who would like to help us to achieve our EDI goals.

You can do this in a number of ways:

- Share your suggestions or comments by post to Ffilm Cymru Wales, Tramshed Tech, Pendyris Street, Cardiff, CF11 6BH or at enquiries@ffilmcymruwales.com including 'EDI' in the subject header.

- Email kimberley@ffilmcymruwales.com to discuss partnership opportunities that advance EDI in and for Wales.

- Become a Ffilm Cymru Ambassador (you will be remunerated): register your interest in supporting with outreach, becoming a mentor or offering practical work experience to new or emerging talent in one of our EDI characteristics.



Tina Pasotra's short film *I Choose*, produced through our Beacons fund

# APPENDIX

## BASELINE INFORMATION & EQUALITIES INSIGHTS

The following reports will provide further context to this document:

**Census data review and development.**

**Workforce Diversity in the UK Screen Sector.**

**Rewriting the Script** – A report into Diversity in Film and TV by Diverse Cymru

**The Social Model of Disability** as described by Scope, the disability equality charity in England and Wales:.

**Understanding Diversity in the Arts** – Creative Scotland

**Calling the Shots: women and contemporary film culture in the UK, 2000 – 2015**

**Race Alliance Wales**

**BFI Filmography**

**Black Actors in the UK Film Industry** – BFI Research

**Making it Possible:** Voices of parents and carers in the UK film industry

**Acting Up** – Labour's inquiry into access and diversity in the performing arts

**Panic! Social Class, Taste and Inequalities in the Creative Industries**

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A Cinema Golau event at Cardiff's Chapter Arts Centre, with support from our Connector fund