Studio Resident Community Inclusion Survey Data 2019/2020

pervasive media studio

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

WATERSHED

UWE Bristol | University of the West of England

University of BRISTOL

Pervasive Media Studio

Welcome to the 2019/2020 report on the data gathered from the annual studio resident survey.

Sharing this report has taken longer than we would have liked, but it is one of the first steps in reimagining our approach to inclusion data, which has included identifying where our gaps our (in both the data, and our approach), and looking to how we can address these going forward.

Before reading the report it is important to acknowledge that at the time this data was collected, there were flaws in our approach in terms of both language and the structuring of the data collection itself. With that in mind our aim with this report has been to:

- **share the existing studio community inclusion data** in a clear and transparent way

- **outline those areas** we have identified so far that **need addressing**

- and most importantly, to **invite the studio community to feedback and work with us** to ensure we approach this area of work in most inclusive way possible. Details of how you can get in touch are listed on page X and at the end of this report.

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

Watershed's Approach to Data Led Inclusion

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

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

In Autumn 2020 we set-up an inclusion data working group to specifically work on this, dedicating 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 with the aim to make the language we use as accessible as possible (a breakdown of our references can be found at the end of this report).

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

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

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The Studio Annual Survey

Every year, we send out an annual survey to all residents.

We ask you to tell us about your work, who you are, and your experience of the Studio, as well as filling out an inclusion survey. The responses you give help us to do the following:

- Understand the make up of the community

- Demonstrate the impact of our collective work and secure future funding

- Create future aims for the work of the Studio

Inclusion Data Working Group

We have formed an Inclusion Data Working group with members from across Watershed.

The focus of the group's work over these past months has been looking to share existing data in the best way, identifying where our flaws and gaps are, whilst also looking forward to the design of future data collection.

In this time the group has started work on a new survey format, the first iteration of this was used for the State of Play survey of Bristol & Bath Clusters and SWCTN. This involved:

- Reviewing each question we've historically used in inclusion surveys; both its language and structure;

- Researching best practice approaches from organisations leading in specific areas;

- Starting to talk to individuals with lived experience and insight into approaches to data collection of under-represented groups.

Work in this area is ongoing and will inform the design of the next studio survey.

Approach to the Studio Data

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

- Ensuring clarity and transparency in the presentation of the data

- Reviewing our language to ensure inclusivity

- Thinking through any decision to aggregate the data carefully; acknowledging the importance of specificity whilst also being aware of the limitations in the original data collection.

The Data

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Approach to Data Collection

How we collect it
- The data for this report contains data based on surveys completed by Pervasive Media Studio Residents over the past 4 years.

What We Collect
- Our inclusion data collection focuses on six categories encompassing protected characteristics (as defined in the Equality Act 2010) and areas of social inequality:
  - Race (referred to in this report as ethnicity)
  - Age
  - Disability
  - Gender identity
  - Sexual orientation
  - Socio-economic background

Limitations of the Data
- Whilst we had a record high number of residents completing the 19/20 General Survey (132), we currently we have a reporting gap of 42% of the community when it comes to the Inclusion Survey.

Representative Data Sample
- The % listed in the following pages are a representative sample based on the respondent data.

Our Approach to Calculating the Data

- 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 a small number of respondents in a specific category.

Comparative Data Sets as Contextual Data

- In the following slides we have presented comparative data using information such as Bristol population and industry statistics.

- These are intended to give context to the data, and not to provide a benchmark. Our approach to inclusion is not driven by quotas but rather a continuous drive to develop the diversity of the studio community by creating an inclusive a space as possible.

Language and Categorisation

- **Importance of Specificity**: In presenting the data our aim has been to acknowledge the importance of specificity and we have sought to avoid broad 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.

- **Disability Data:** For categorisation of disability data we acknowledge the question lacked specificity which has meant we haven't been able to present the data as we would like. We are looking to address this in future data collection in order to better represent the range of identities within our community. For more detail on our current thinking regarding collection of disability data please see page 24.

- **Sexual Orientation Data:** We have also used the acronym LGBQA+ on the headline data 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 identities within our staff team.

- **See Appendix 1. for a full list of references**

Data Collection and Sample Sizes

Whilst we had a record high number of residents completing the 19/20 General Survey (132), we currently we have a reporting gap of 42% of the community when it comes to the Inclusion Survey.

The graphics below demonstrate where we are missing data, and the corresponding sample size we have based each year's representative data on.
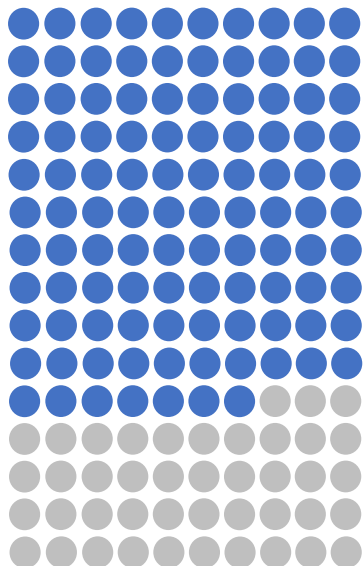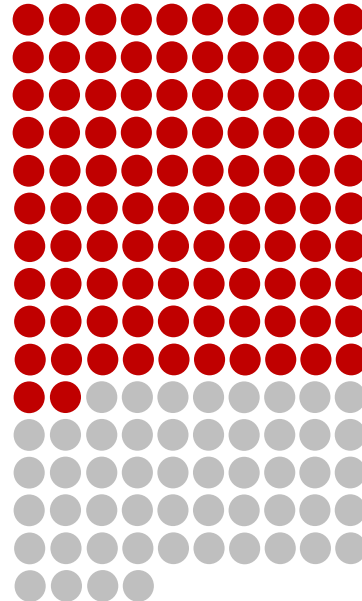
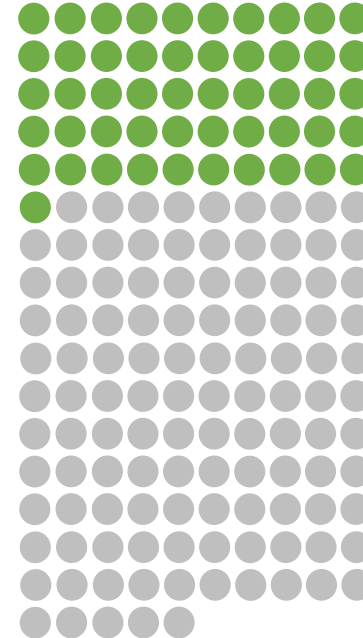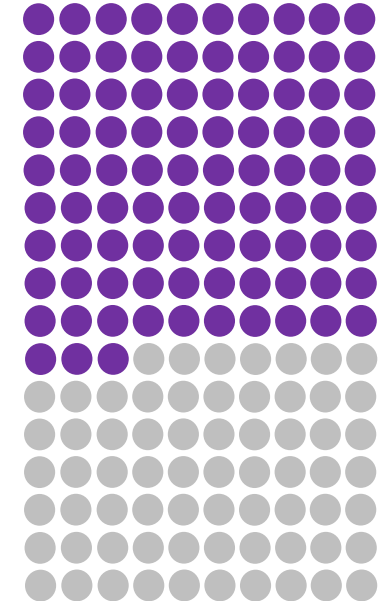| **2016/2017**	**2017/2018**	**2018/2019**	**2019/2020**
Representative Sample Size: **71%**	Representative Sample Size: **66%**	Representative Sample Size: **31%**	Representative Sample Size: **58%**

● ● ● ● = Residents who completed inclusion survey

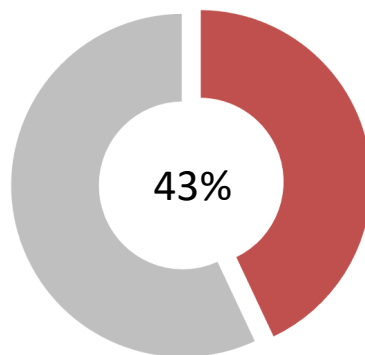● = Residents who did not complete inclusion survey
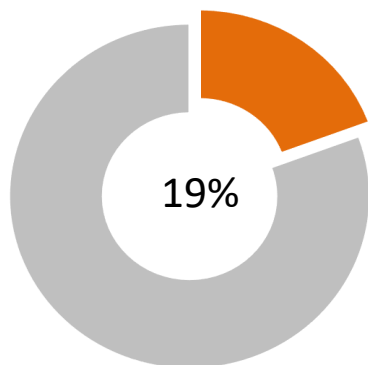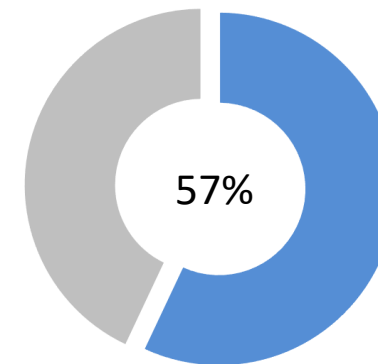
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Ethnicity

19%

are of African, Caribbean, East Asian, South Asian, South East Asian, Mixed or other Minority Ethnic Heritage

Age

43%

are between 30 and 39 years old

Gender Identity

57%
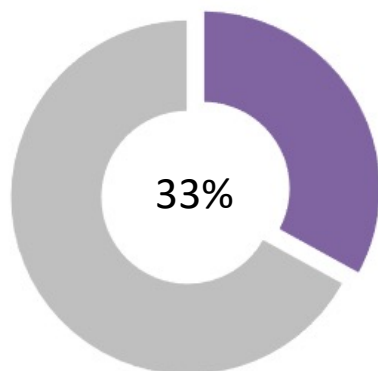
identify as female
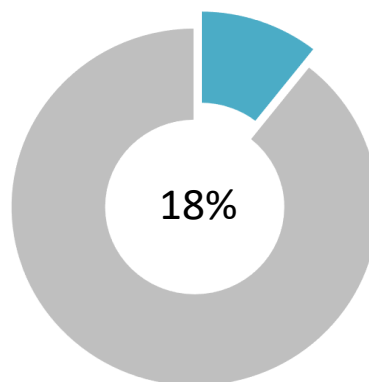
0% identify as transgender
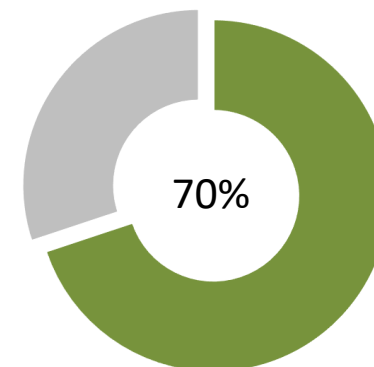
Sexual Orientation

33%

Are LGBQA+*

*Transgender (T) data is represented within the gender identity section.

Disability

18%

identify as a Deaf/deaf or disabled person, or have a long term health condition
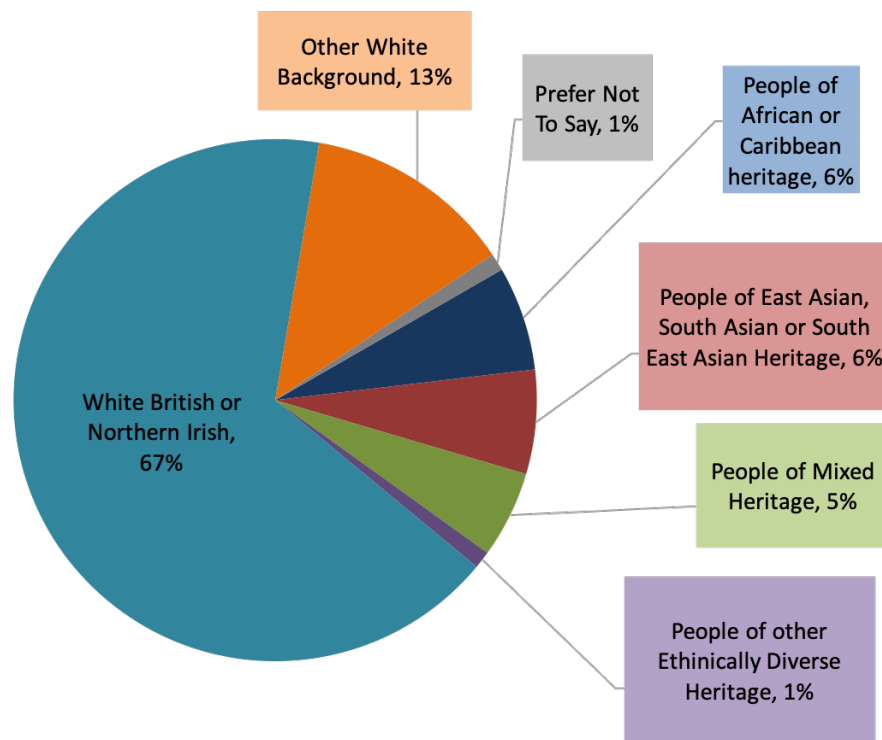
Socio-Economic Background

70%

Are estimated to have come from a higher socio-economic background

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2019/2020 Survey Data

19%

are of African, Caribbean, East Asian,
South Asian, South East Asian, Mixed or
other Minority Ethnic Heritage

Other White Background, 13%

Prefer Not To Say, 1%

People of African or Caribbean heritage, 6%

People of East Asian, South Asian or South East Asian Heritage, 6%

People of Mixed Heritage, 5%

People of other Ethinically Diverse Heritage, 1%

White British or Northern Irish, 67%
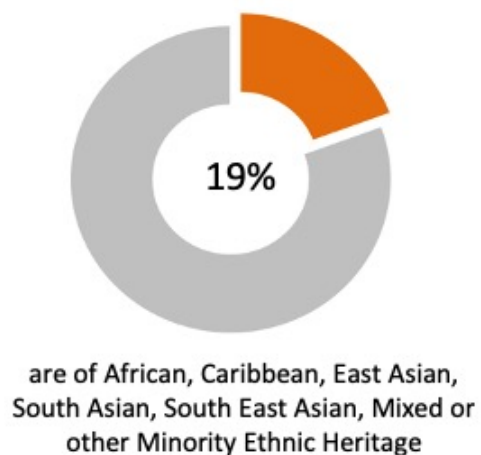
Ethnic Background	%
African (Black / Black British)	2%
Caribbean (Black / Black British)	4%
Chinese (Asian / Asian British)	1%
Indian (Asian / Asian British)	3%
Any other Asian background	2%
Asian & White	2%
Black African & White	2%
Black Caribbean & White	1%
Any other Ethnic background	1%
White British or Northern Irish	67%
White – Irish	1%
Any other White background	12%
Prefer not to say	1%

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% of Residents identifying as Global Majority (Non white)

Year	%
2016/2017	11%
2017/2018	18%
2018/2019	16%
2019/2020	19%

	People of African or Caribbean heritage	People of East Asian, South Asian or South East Asian Heritage	People of Mixed Heritage	People of other Ethnically Diverse Heritage	White British or Northern Irish	Other White Background	Prefer Not To Say
2016/2017	4%	4%	3%	1%	67%	19%	3%
2017/2018	7%	7%	4%	0%	62%	15%	6%
2018/2019	6%	2%	8%	0%	59%	18%	8%
2019/2020	6%	6%	5%	1%	67%	13%	1%

Sample Sizes

2016/2017	2017/2018	2018/2019	2019/2020
71%	66%	31%	58%

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2019/2020 Survey Data

43%

are between 30 and 39
years old

Pie chart:

- 20 - 24: 3%
- 25 - 29: 11%
- 30 - 34: 17%
- 35 - 39: 26%
- 40 - 44: 12%
- 45 - 49: 13%
- 50 - 54: 9%
- 55 - 59: 7%
- 60 - 64: 2%

Age	Resident Population %
20 - 24	3%
25 - 29	11%
30 - 34	17%
35 - 39	26%
40 - 44	12%
45 - 49	13%
50 - 54	9%
55 - 59	8%
60 - 64	2%

2016 – 2020 Resident Inclusion Survey Data

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	20-34	35-49	50-64	65+	Prefer not to say
2016/2017	35%	57%	7%	0%	1%
2017/2018	40%	56%	4%	0%	0%
2018/2019	39%	37%	24%	0%	0%
2019/2020	31%	51%	18%	0%	0%

Sample Sizes

2016/2017	2017/2018	2018/2019	2019/2020
71%	66%	31%	58%
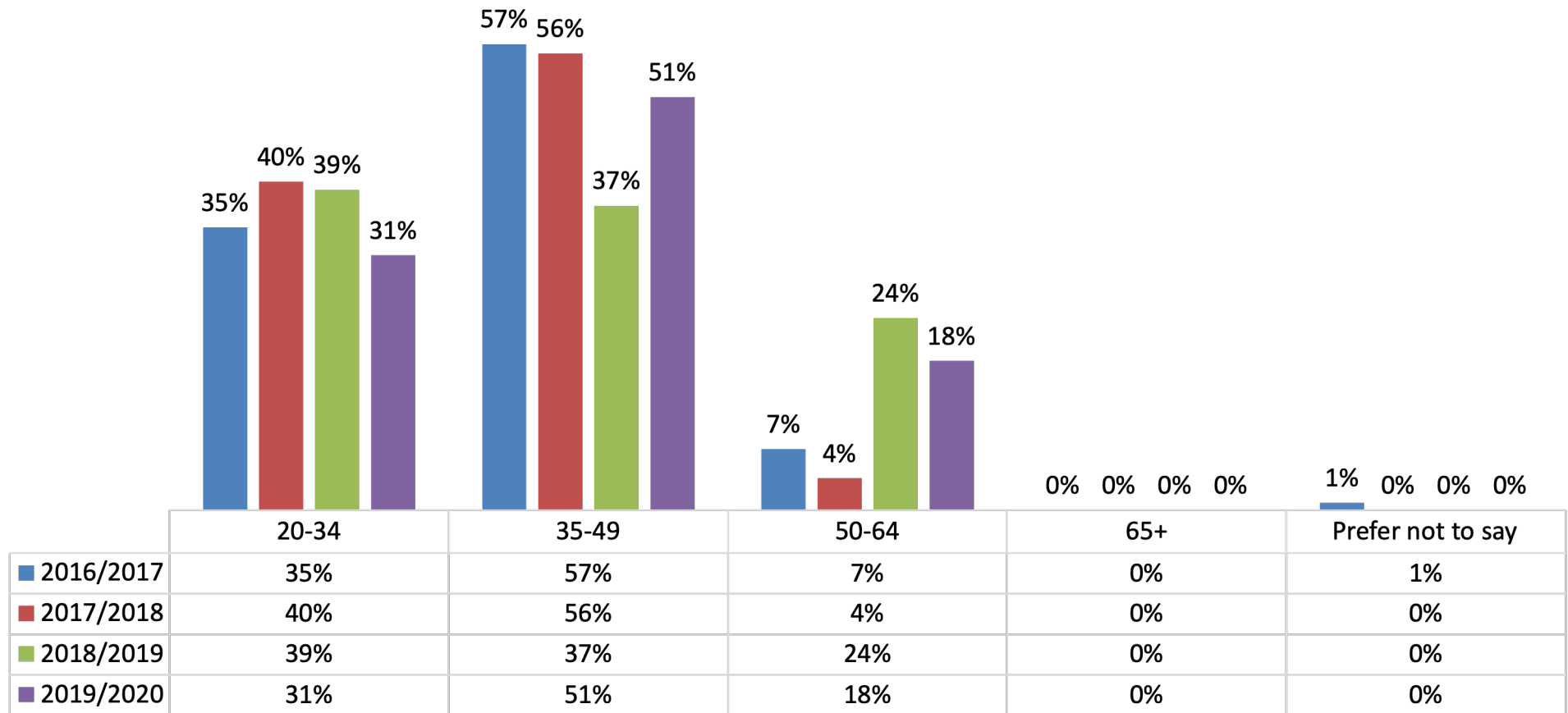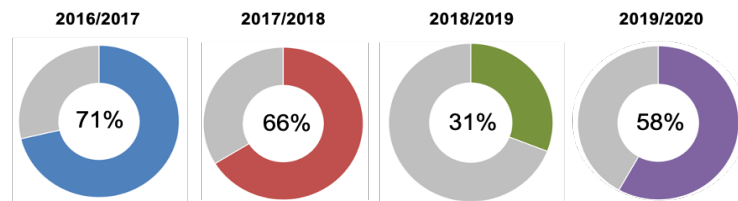
Gender Identity
19/20 Resident Inclusion Survey Data

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2019/2020 Survey Data

57%
identify as female

Prefer not to say 1%

Non-Binary 1%

Prefer to self-describe 2%

Female 57%

Male 39%

Gender Identity	Resident Population %
Male	39%
Female	57%
Non-Binary	1%
Prefer not to say	1%
Prefer to self-describe	2%
	100%

% of Residents who identify as **Transgender**:
0%

Gender Identity
2016 – 2020 Resident Inclusion Survey Data

	Male	Female	Non-Binary	Prefer not to say	Prefer to self-describe
2016/2017	51%	45%	0%	3%	1%
2017/2018	48%	49%	1%	2%	0%
2018/2019	39%	55%	4%	2%	0%
2019/2020	39%	57%	1%	1%	2%

Sample Sizes

2016/2017	2017/2018	2018/2019	2019/2020
71%	66%	31%	58%
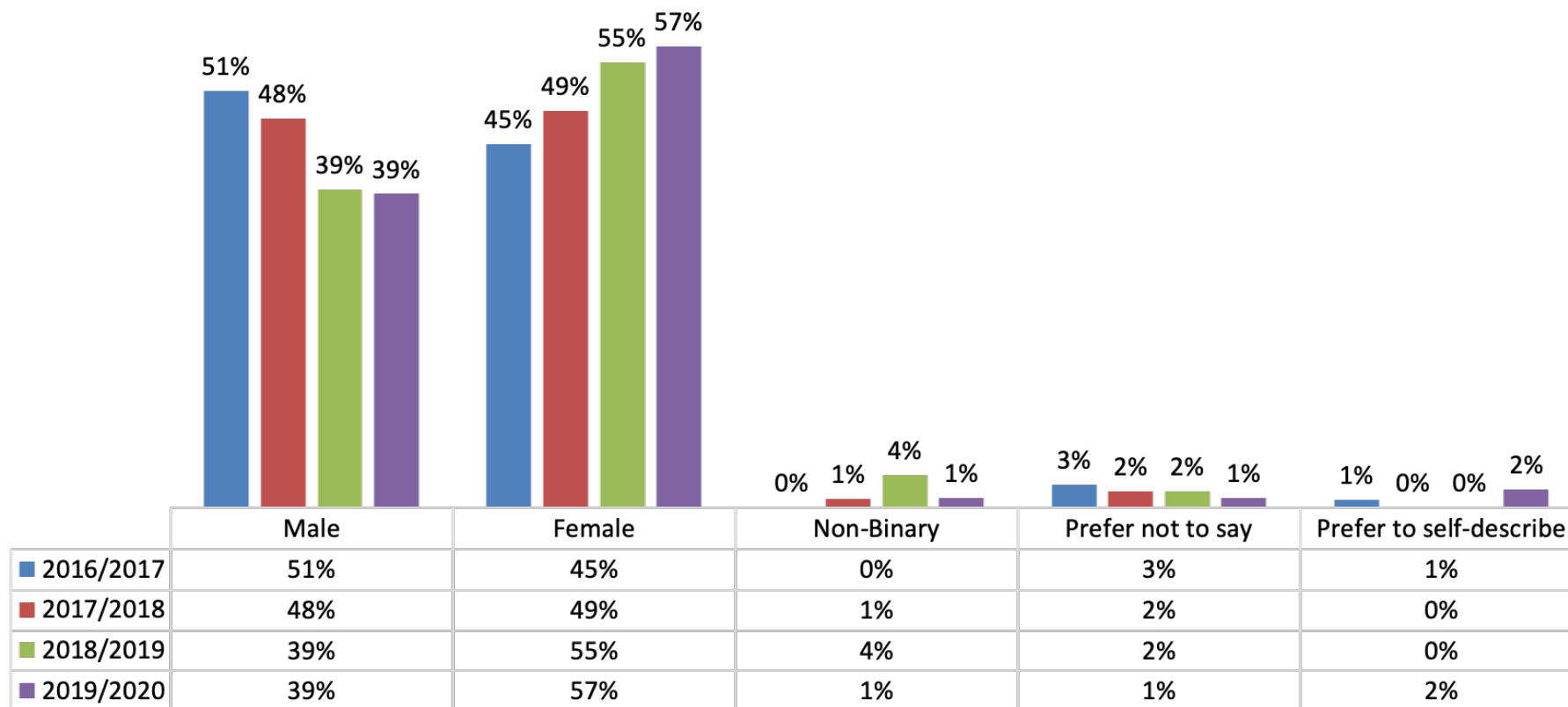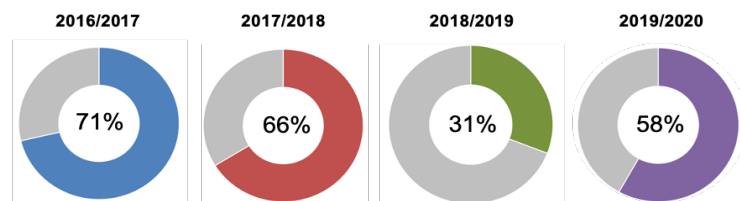
Sexual Orientation
19/20 Resident Inclusion Survey Data

2019/2020 Survey Data

33%

Are LGBQA+*

*Transgender (T) data is represented within the gender identity section.

Pansexual, 1%
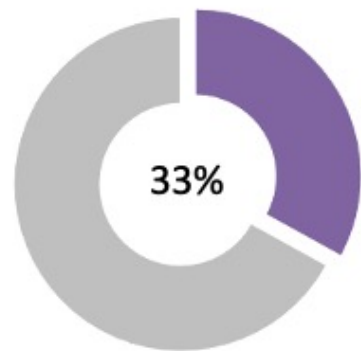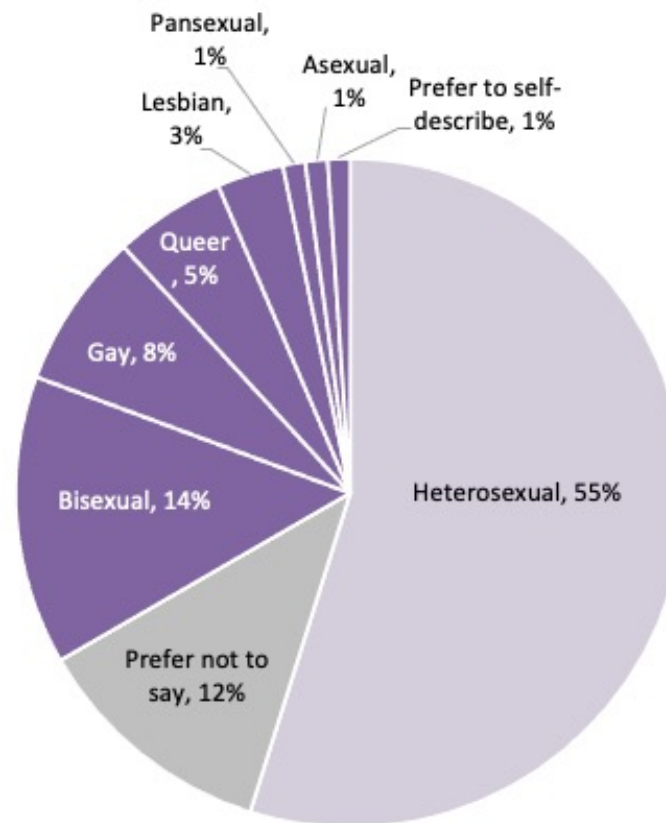Asexual, 1%
Prefer to self-describe, 1%
Lesbian, 3%
Queer, 5%
Gay, 8%
Bisexual, 14%
Heterosexual, 55%
Prefer not to say, 12%

Sexuality	%
Heterosexual	55%
Bisexual	14%
Prefer not to say	12%
Gay	8%
Queer	5%
Lesbian	3%
Pansexual	1%
Asexual	1%
Prefer to self-describe	1%

**There is no historical comparison Sexual Orientation data as this was first collected in 2019/2020.

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2019/2020 Survey Data

18%

identify as a Deaf/deaf or disabled person, or have a long term health condition

Prefer not to say
2%

Identify as a Deaf/deaf or disabled person, or have a long term health condition
18%

Non-Disabled
80%

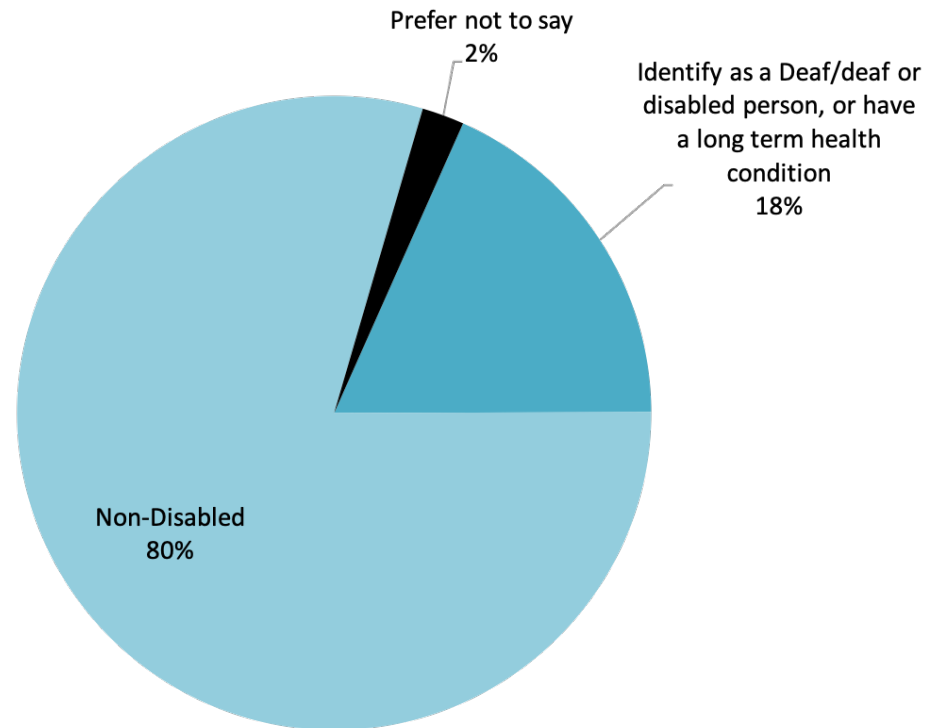| Disability	Resident Population %
Identify as a Deaf/deaf or disabled person, or have a long term health condition	18%
Non-Disabled	80%
Prefer not to say	2%
	100%

Disability
2016 – 2020 Resident Inclusion Survey Data

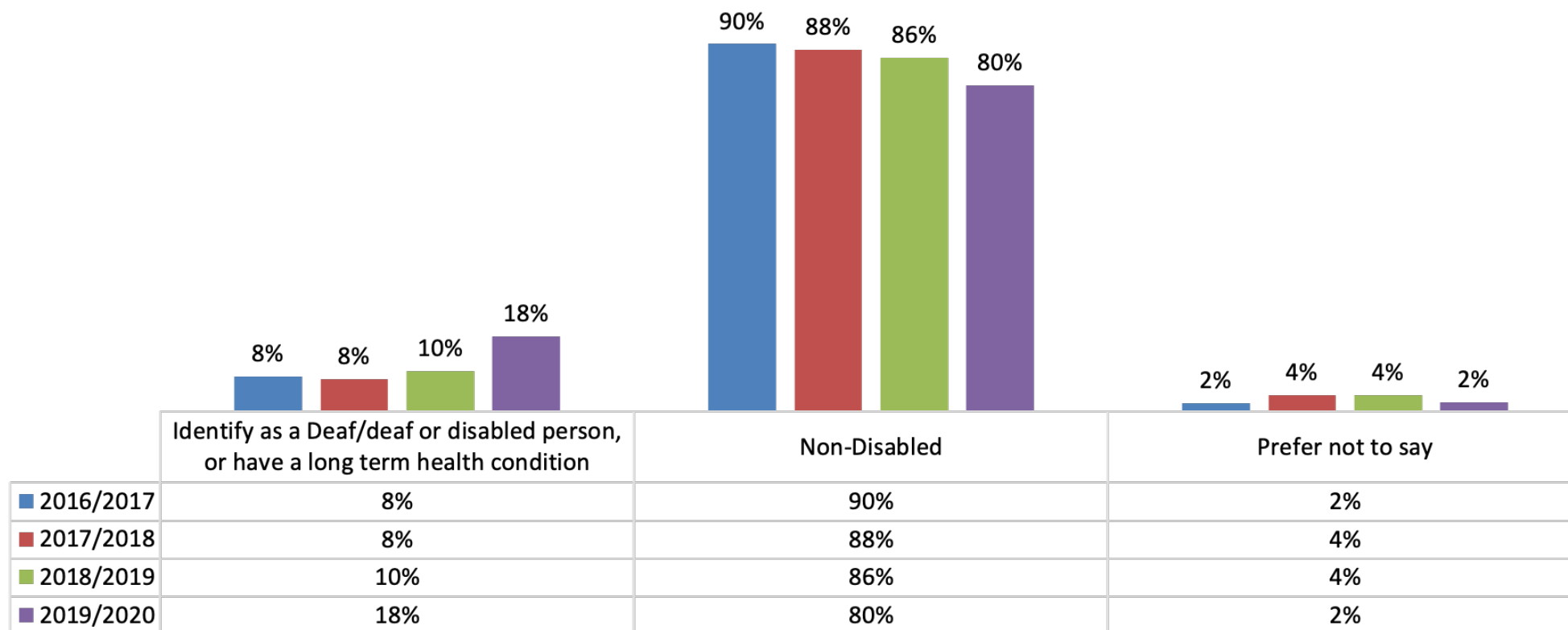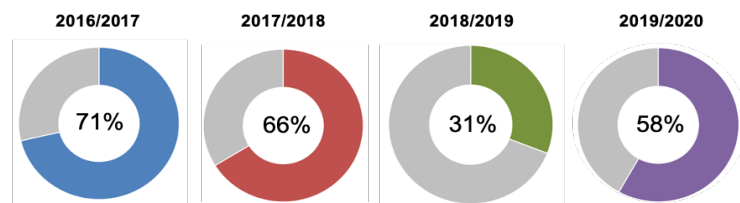|	Identify as a Deaf/deaf or disabled person, or have a long term health condition	Non-Disabled	Prefer not to say
2016/2017	8%	90%	2%
2017/2018	8%	88%	4%
2018/2019	10%	86%	4%
2019/2020	18%	80%	2%

Sample Sizes

2016/2017	2017/2018	2018/2019	2019/2020
71%	66%	31%	58%

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2019/2020 Survey Data

70%

Are estimated to have come from a higher socio-economic background

Not Applicable 4%

Prefer not to say 4%

Lower Socio-Economic 13%

Intermediate 9%

Higher Socio-Economic 70%

Socio-Economic Background (Based on occupation of your main household earner when you were aged 14)	Resident Population %
Higher Socio-Economic	70%
Intermediate	9%
Lower Socio-Economic	13%
Not Applicable	4%
Prefer not to say	4%

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Between 2016 and 2019 (prior to the Jerwood Guidance being published) we based the Socio-Economic questions on those used to measure SEB (Socio Economic Background). This has meant we have different measures for these years.
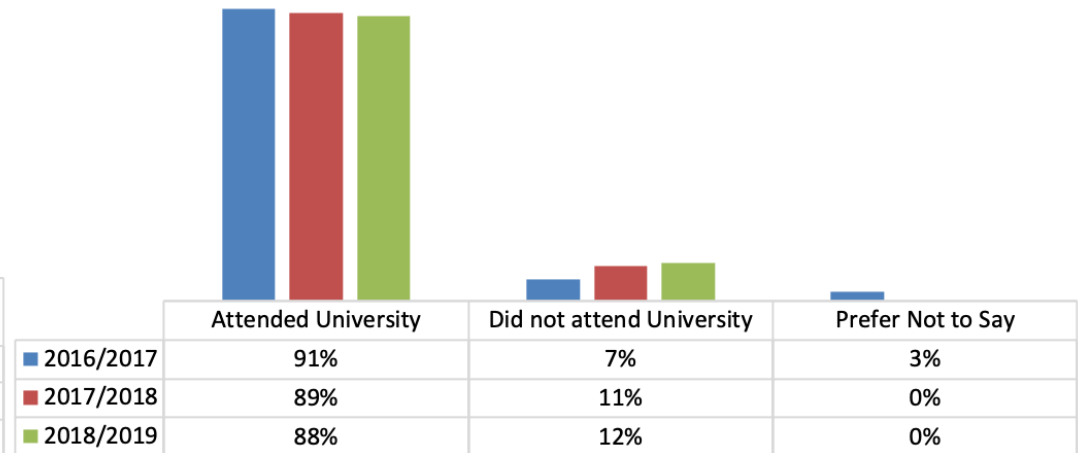
Did you receive Free School Meals during your time at school?
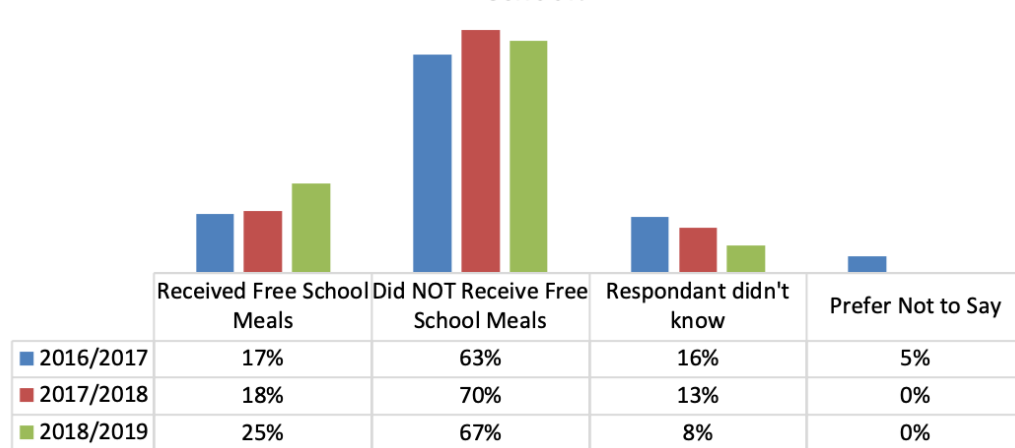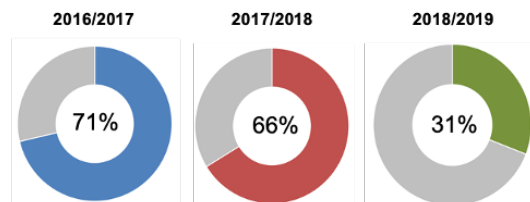
	Received Free School Meals	Did NOT Receive Free School Meals	Respondant didn't know	Prefer Not to Say
2016/2017	17%	63%	16%	5%
2017/2018	18%	70%	13%	0%
2018/2019	25%	67%	8%	0%

Did you go to University?

	Attended University	Did not attend University	Prefer Not to Say
2016/2017	91%	7%	3%
2017/2018	89%	11%	0%
2018/2019	88%	12%	0%

Sample Sizes

2016/2017 — 71%
2017/2018 — 66%
2018/2019 — 31%

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In the following slides we have presented comparative data using information such as Bristol population and industry statistics.

These are intended to give context to the data, and not to provide a benchmark. Our approach to inclusion is not driven by quotas but rather a continuous drive to develop the diversity of the studio community by creating an inclusive a space as possible.
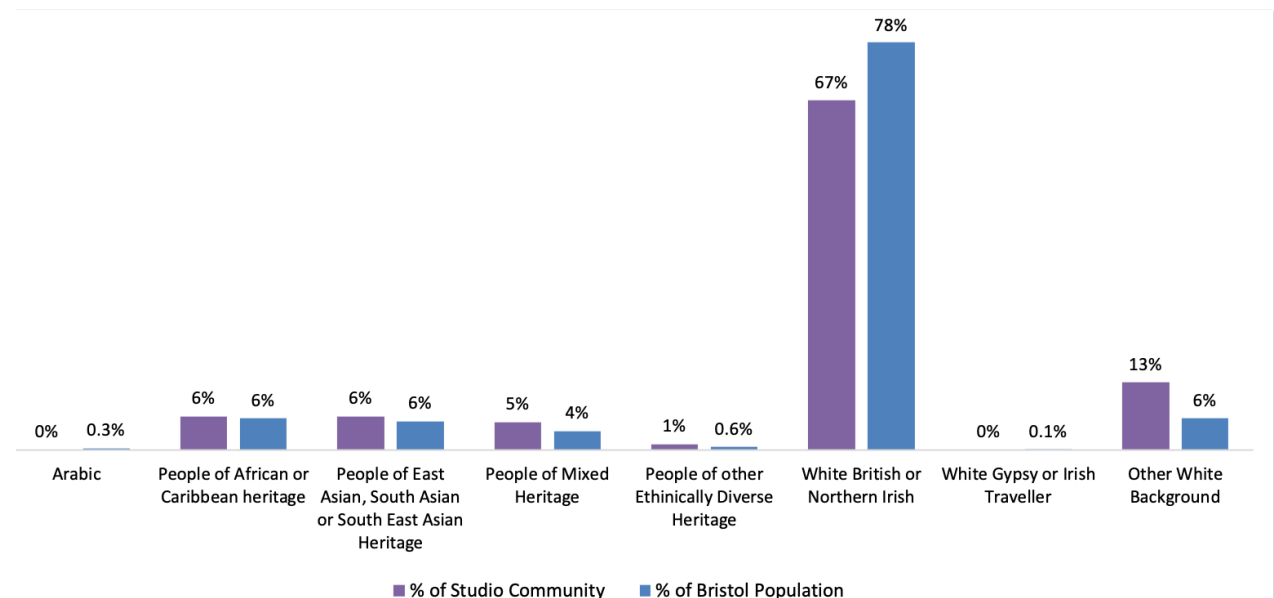
Ethnicity

Bristol Population

A comparison of the ethnic background of the Bristol population against that of the studio community

Ethnic Background	% of Studio Community	% of Bristol Population*
Arabic	0%	0.3%
People of African or Caribbean heritage	6%	6%
People of East Asian, South Asian or South East Asian Heritage	6%	6%
People of Mixed Heritage	5%	4%
People of other Ethnically Diverse Heritage	1%	0.6%
White British or Northern Irish	67%	78%
White Gypsy or Irish Traveller	0%	0.1%
Other White Background	13%	6%

*Comparison Data Source: Open Data Bristol - Ethnicity by Ward

Contextual Data
Population and Industry Comparison

Gender and Ethnicity

57%
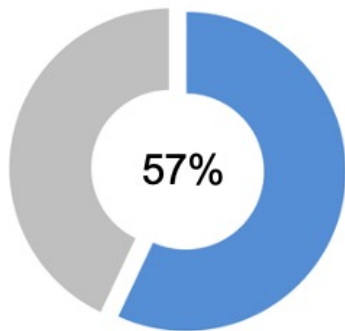
of studio residents
identify as female

51%

of the UK population
identify as female
Gov.UK, 2018

19% of the UK tech industry
identifies as female*

3% of the UK tech industry
identify as Black
women*

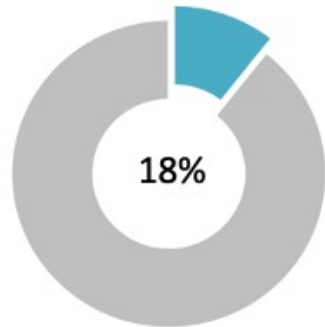**5%** of the UK tech industry
identify as Asian
women*
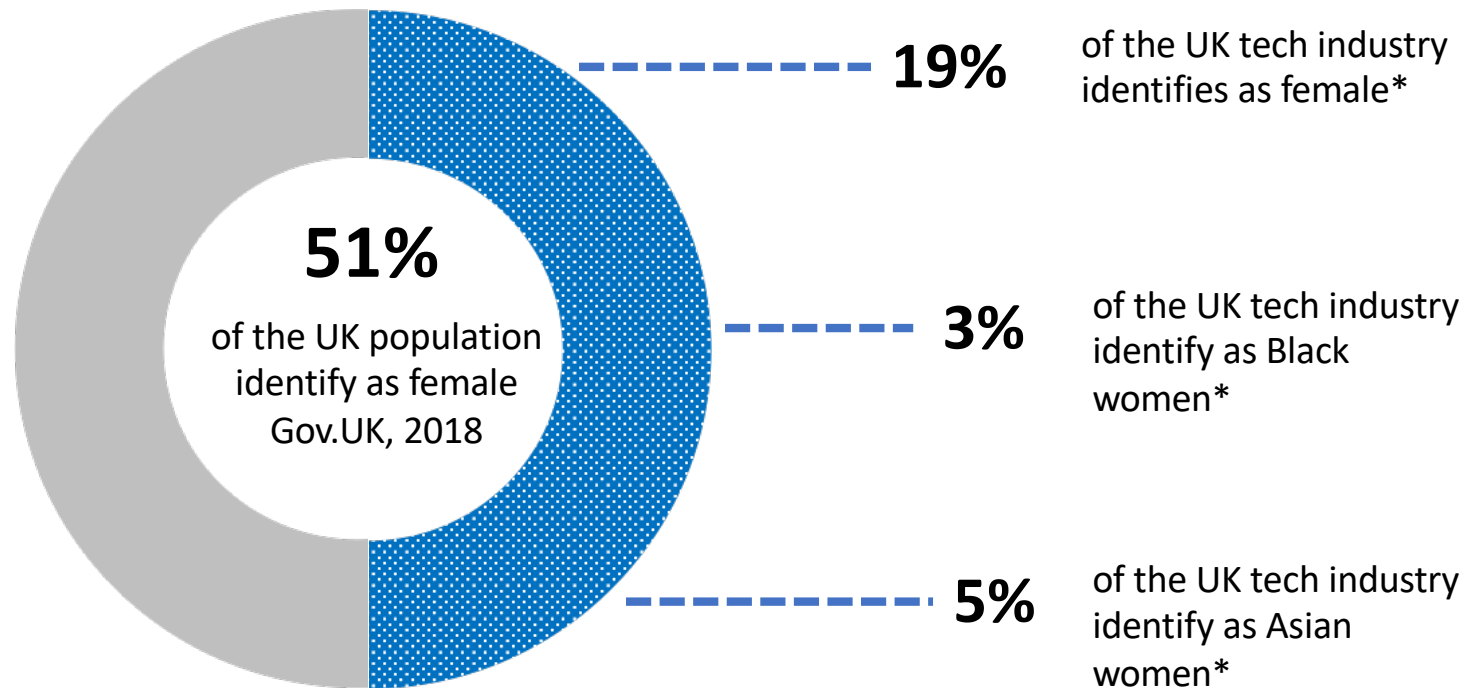
Tech Nation Stats

Contextual Data
Population and Industry Comparison

Disability

18%

identify as a Deaf/deaf or disabled person, or have a long term health condition

16% of the UK's working age population are disabled

Gov.uk, 2014

Sexual Orientation

33%
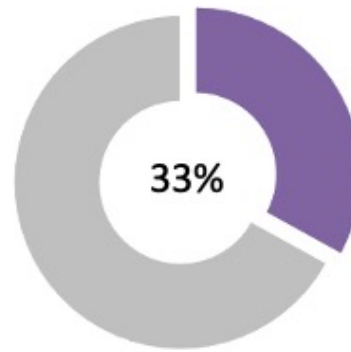
Are LGBQA+*

*Transgender (T) data is represented within the gender identity section.

5.4% of the UK's working aged population identify as lesbian, gay or bisexual

Office for National Statistics, 2018

Socio-Economic Background

70%

Are estimated to have come from a higher socio-economic background

42% of the UK's population went to university

Gov.uk, 2017

Finance and Employment Figures
19/20 Resident General Survey

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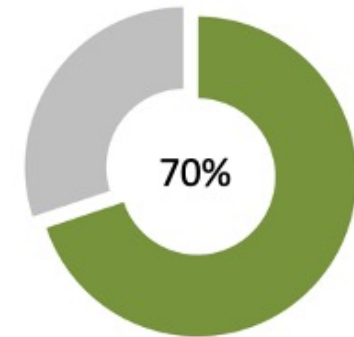r, job creation, sector focus and key activities. This year saw the highest level of participation for over 4 years, with 132 residents completing the survey.

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

Total turnover is £12.6 million, with just shy of 50% of that attributed to turnover enabled by the Studio

Residents reported having **429 people in their teams** (including freelancers), an increase of 91% on the previous year. 138 of these people are **regular employees**
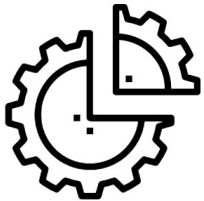
53% of residents identify as working in the **Cultural sector.**
41% identify as working **in both Cultural and Commercial sectors.** 4% identify as working in the Commercial sector.

54% identify as **freelancers, and 42%** work under a **Limited Company framework**

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The list below outlines our current thinking about how to develop our approach to the studio inclusion survey (and inclusion data collection throughout Watershed).

Some of the points below have been in direct response to the feedback we received through the studio survey itself, and some have been developed throughout this initial period of research and development by the Inclusion Data Working Group.

- **Accessibility:** Development of more accessible formats for surveys such as ensuring screen-reader compatibility and BSL translation.
- **Collection of Ethnicity Data**: Expanding answer options, including adding Latin/o/x, Roma or Irish Traveller, and making it clearer how to self define in that section of the survey
- **Collection of Disability Data:** Structuring the question within the context of the social model of disability; ensuring specificity in the data collection – surveying about specific disabilities, to help us better understand the variety of disabilities that exist within the community whilst ensuring any data collection is also designed to ensure anonymity.
- **Collection of Socio-Economic/Mobility Data:** Further research into qualitative investigation of social mobility, to support quantitative analysis utilising the NS-SEC.
- **Other areas of data collection development:**
  - Languages Spoken; Inclusion of data collection around languages spoken; to help inform future design. i.e Surveying on 1st, 2nd or other languages, with a "Language at Home" category for any languages mentioned
  - Intersectionality; We are investigating ways to demonstrate the links between survey data, from an intersectional perspective, whilst ensuring that any reporting ensures anonymity is maintained

The points above are some of the areas we have identified, but work in all areas of collection is ongoing.

A key aim with our approach going forward is to work with both organsiations led by under-represented groups that promote best practice, and with individuals with lived experience to help shape our approach. We also acknowledge this is not a static area of work, but that consistent and open conversation is key to ensuring our approach evolves alongside the language and understanding in all areas.

Ongoing and Future Inclusion Focused Work

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In the coming year, our work in studio in areas of inclusion and diversity will be focused on:

- Micro and Midi Residencies – paid residencies for under-represented groups in the Studio Community

- Equitable Futures - brings together the Watershed team with Zahra Ash-Harper, Bill Sharpe, Grace Quantock, Adibah Iqbal, Rife and the Pervasive Media Studio community to imagine, together, what is possible in the future.

- Watershed's ongoing work to develop Inclusive Recruitment Processes, and publishing of a report on representation across the Watershed

- Finalising the review of the Studio Guidebook, Residents Contracts, the induction process for new residents

- Reviewing resident recruitment systems and the application process

- Working with Watershed's Inclusion Producers and new Inclusion Associate to look at how we continue to progress in our work in representation in the Studio community

- Talent development - evaluating Creative Workforce for the Future, and seeing how we build on what we have learned

The work of the Studio is just one part of the inclusion work that Watershed is currently engaged in. For more information on Watershed's work in this area visit **www.watershed.co.uk/inclusion**

Pervasive Media Studio

We want to hear from you!

The Studio's work on inclusion is driven by Watershed's own <u>inclusion policy,</u> but also by the conversations we have with you and the feedback you give us.

We want to hear your views on this report and the others mentioned here.

You can do this in a number of ways;
- Drop Jo Lansdowne (jo.l@watershed.co.uk) or Luke Emery (luke.e@watershed.co.uk) a line to arrange a chat.

- Contact the **inclusion data working group** via their group email; inclusion.data@watershed.co.uk

- or contact any of the **group directly**:
    - [Layla Barron](#) - Head of Data and Operations
    - [Tony Bhajam](#) - Inclusion Producer
    - [Luke Emery](#) – Pervasive Media Studio Community Lead
    - [Louise Gardner](#) – Head of Communications
    - [Jazlyn Pinckey](#) - Inclusion Producer

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

Pervasive Media Studio

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

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

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

Ethnicity

What Question Was Asked:
- What is your Ethnic Background?

What Options were given:
- The answer options were based on those as outlined by the ONS

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

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

Age

What Question Was Asked:
- What is your Age?

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

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

Gender Identity

What Question Was Asked:
- What best describes your gender? / Do You Identify as Trans?

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

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

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

Sexual Orientation

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

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

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

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

Disability

What Question Was Asked:
- Do you have a disability? (The Disability Discrimination Act 1995 defines disability as a 'physical or mental impairment which has a substantial and long-term adverse effect on the ability to carry out normal day-to-day activities.)

What Options were given:
- The answer options were based on those as recommended by the Arts Council and Audience Agency - which were: Yes (I identify as a Deaf/deaf or disabled person, or have a long term health condition) / no / Prefer not to say.

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

Language:
- The language used for the question and answer options has been based on those used by the BFI for their equality monitoring.
- Moving forward we will ground our definition of disability in the Social Model of Disability – we will will seek to reference best practice of disability led organisations such as Scope

Socio-Economic Background

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

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

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

Language and References:
- The language used for the question and answer options has been based on that recommended in Socio-Economic Diversity and Inclusion in the Arts: A Toolkit for Employers
- NS-SEC (The National Statistics Socio-economic classification)