



Rewriting the Script

Recommendations and actions

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

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

These have been grouped by the theme or issue they address. Recommendations are accompanied by specific actions, which contribute towards achieving the overall recommendation.

Recommendations and actions are not in priority order. All the recommendations link together and complement each other. They should all be achieved simultaneously.

The project aims focused on developing recommendations for Welsh Government. As the project progressed, individuals and organisations suggested recommendations and actions aimed at film and TV production companies, casting agencies, trade unions, funders, education providers and public and third sector organisations in addition to Welsh Government. Many actions to increase diversity in the film and TV industry in Wales will be most successful when the variety of organisations in or supporting the industry are involved and committed to achieving them. Recommendations aimed at these other organisations, in addition to recommendations targeted at Welsh Government, are included.

The scale of the challenge of addressing diversity and inclusion for all under-represented groups in the film and TV industry in Wales and the current financial climate means that some of the recommendations are achievable in the short-term, whilst others require long-term actions to make progress towards achieving them. Most actions are low or no cost solutions if undertaken collaboratively.

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

Action 1

Develop information on opportunities and roles available in the industry targeted towards different groups. This should include courses, training, funding, roles available, apprenticeships, work experience, mentoring, and how the industry works. Distribute it widely to minority groups.

Lead: Welsh Government, industry bodies, sector skills councils working with equalities organisations.

Action 2

Develop targeted activities to increase access into the industry for minority groups. These could include workshops, mentoring, shadowing, open casting sessions, auditions, work experience, and training in roles where there is under-representation (e.g. women in technical roles). Activities should take place with local support across Wales, and should be widely promoted to assist take up and retain Welsh talent in Wales. Activities should be designed to be accessible to all, including people on low incomes, people of all ages, people with family or caring responsibilities, and disabled people and include funded or paid opportunities.

Lead: Industry bodies, sector skills councils

Action 3

Investigate the development of a diverse talent agency or function, which would provide support to diverse individuals to enter the film and TV industry in Wales and act as a casting agency for diverse individuals.

Lead: Industry bodies and Welsh Government

Recruitment:

Recommendation: Employers in the film and TV industry should use positive action and change recruitment practices to remove existing barriers.

Employers should assess whether their recruitment practices are equal to all and co-produce solutions to address barriers with community groups and community leaders from diverse communities.

Action 1

Industry organisations should conduct a thorough assessment of application forms and processes to ensure they are not introducing inadvertent barriers to any protected group.

Actions to address barriers include:

Looking at the skills, experience and ideas of individuals rather than relying on CVs

Application forms should avoid being too generic and provide opportunities for individuals to showcase their skills and talent
Applications should be assessed anonymously, to remove unconscious bias

Application processes should be accessible and easy to follow
Open application processes are key to addressing nepotism.
Lead: Industry organisations (employers)

Action 2

Diversity monitoring should be integrated into all stages of recruitment and employment for all nine protected characteristics. Monitoring forms should explicitly state that they are confidential and will not affect employment. Organisations should encourage individuals to fill in equality monitoring forms to assist them to identify under-representation and barriers.

Monitoring should be conducted on:

- Applicants
- Successful applicants
- Training
- Applications for promotion and successful promotions
- Disciplinary and grievance procedures
- Leavers.
- Lead: Industry organisations (employers)

Action 3

- Positive action and proactive engagement with communities to seek out and recruit for diversity. This includes:
- Advertising in areas and publications which people from diverse communities access
- Advertising through community groups
- Using accessible forms of marketing
- Outreach with community groups
- Creating and promoting proactive role models
- Actively providing information on targeted support available
- Ensuring diverse individuals know they are welcome
- Targeted mentoring, work experience and placements prior to applying.

Lead: Industry organisations (employers)

Action 4

Develop and promote information on equal opportunities and inclusive employment practices. Links to equality organisations and guidance should be easily accessible to all film and TV industry organisations, including freelance companies and casting agencies.

Information should include:

- Diversity monitoring (see the section Guidance on diversity monitoring in the full report)
- Recruitment practices
- Appropriate application forms
- Diverse promotion of opportunities

- Inclusion of diverse individuals on recruitment panels
- Appropriate interview questions
- Flexible working
- Recruiting locally
- Staff training and development
- Accessibility.

Lead: Welsh Government and equality organisations

Education:

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

Action 1:

Develop a network or sub-group to focus on developing and promoting pathways into the film and TV industry. This should include all the possible careers, including the less well-recognised routes (e.g. costume design, carpentry, hairdressing, set design, IT support, electricians, accountancy).

Core membership of the education and careers in film and TV network should include:

- Welsh Government
- Welsh Local Government Association (WLGA)
- Careers Wales
- Schools, colleges, universities and community training providers
- Production companies
- Industry organisations
- Trade Unions
- Community groups and organisations
- Diverse individuals.

The network would:

- Address the gap in knowledge around the wide-range of careers available
- Maintain close links between the education and film and TV sectors,

- beyond media, drama, and film and TV courses
- Ensure access to the industry is improved through a focus on skills, what relevant experience is, developing opportunities, and appropriate training courses.

Facilitate open and honest discussion of barriers and joint solutions
 Develop career pathways for in-front and behind the camera roles and focus on transferable skills

Link careers information to paid and unpaid work experience and opportunities in all roles in the film and TV industry

Experts in the film and TV industry should work with education providers to develop course outlines and contents which meet the needs of the industry

Develop direct links between courses and meaningful employment

Industry organisations deliver talks and engaging information sessions at career days, seminars, and relevant courses

Casting sessions, auditions, crew nights and other opportunities to enter the film and TV industry should be held at and in partnership with education and training providers.

Lead: Welsh Government

Community involvement and representation

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

Action 1

Specific strategies to engage with individuals who are reluctant to get involved in the industry and address inaccurate portrayals could include:

- National awareness campaigns, including addressing stereotypical representation on screen and as employees
- New publicity campaigns actively showcasing diversity and promoting

- role models in advertising, marketing and roles.
- Campaigns challenging perceptions and prejudices and supporting a culture change in the industry
- Campaigns encouraging commissioning more work from diverse communities reflecting diversity in everyday life.
- Deliver targeted crew nights in diverse community settings. These could include advice and information on getting into the industry; networking and introductions to production, casting, film and TV industry companies.

Lead: Industry organisations working with Welsh Government

Action 3

Engage with diverse communities and find talented individuals at local and national diversity events e.g. the Eisteddfod, Gwanwyn, Pride, Black History Month Wales, Mental Health Arts festival, Unity festival.

Work with casting companies who have good links with third sector organisations or groups that represent people from different communities.

Lead: Industry organisations

Working together and networks

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

Action 1

- The network should involve:
- Film and TV production companies
- Casting agencies
- Funders
- Film and TV companies
- Support organisations
- Welsh Local Government Agency (WLGA)

- Welsh Government
- Trade Unions and industry bodies
- Equality organisations and groups
- Diverse individuals.

It should aim to:

- Share expertise and good practice
- Share unsuccessful initiatives and challenges
- Build economies of scale through collaborative initiatives
- Discuss and agree meaningful progress
- Collect and promote examples of good practice to the wider public
- Maximise opportunities to involve diverse individuals and bring productions to Wales.

Lead: Welsh Government

Action 2

Facilitate an annual public diversity in film and TV conference. The conference should be a public, high-profile event and involve all network partners. It should focus on progress, joint development and implementation of actions to address barriers to diversity in the industry.

Lead: Welsh Government

Action 3

Develop specific talent networks and programmes that support under-represented individuals.

- Talent networks should include:
- New entrants' networks
- Student and trainee networks
- Career development networks.

These networks should provide information, development opportunities, tailored support, and links to existing diversity networks and community film.

Lead: Welsh Government

Recommendation 6:

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

The database should include:

The ability to identify an individual's protected characteristics for in-front of the camera roles (a search function for employers)

All possible career pathways should also be included on the database (e.g. hairdressing, electricians, accountants). This includes all roles being listed on the crew database and career development information

- A shared database of trainees and new entrants from diverse backgrounds
- A database or links to consultants with knowledge of diverse communities

Links to talent networks and diversity networks

Information and links to information about funding for individuals, as well as productions and screenings.

Information and links to information about placements, apprenticeships and employment opportunities.

Film and TV organisations advertising jobs and opportunities directly to individuals

Lead: Wales Screen

Addressing specific barriers

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

Action 1

All industry bodies need to have a greater and explicit focus on addressing the needs of different groups.

Actively considering barriers and under-representation and continually adapting training on accessibility and equality for each protected characteristic group tailored for film and TV for all employees, including language awareness.

Proactively addressing accessibility, childcare, flexible working and other barriers for current and future employees.

Links to guidance and information on addressing accessibility, making reasonable adjustments, the benefits of flexible and home working, childcare and other barriers

Proving more apprenticeships through the medium of Welsh
Providing training and/or support for staff wishing to learn languages

Information being available in Welsh, other community languages and accessible formats

Funding for paid placements, travel and other expenses, and holding networking events, courses, and placements in deprived areas whenever possible to address socio-economic barriers.

Challenging stereotypical prejudices in the industry. When discrimination or prejudicial behaviour is observed it should be questioned and steps taken to address it. A zero-tolerance approach to discrimination should be implemented.

Developing trained and supported diversity champions at the senior management level of organisations.

Identify and promote role models to inspire individuals from diverse backgrounds to take on roles in the industry. This could be done via campaigns, social media, websites, and newsletters.

Lead: Industry organisations and Welsh Government

Developing guidance and standards

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

This standard could include:

- A requirement to take action to address under-representation on screen i.e. casting and characters
- A requirement to take action to address under-representation in employment
- Having an inclusive and comprehensive equality and diversity policy
- Comprehensive equality training for all staff
- Zero-tolerance approaches to discrimination
- Information, opportunities, recruitment or other actions to address under-representation
- Involving and engaging with diverse communities

Achieving a minimum standard could be a requirement that a production company must meet before any work could be commissioned or funded. Funders should be part of the body developing and implementing the standard, alongside individuals from diverse communities and equality organisations.

Lead: Welsh Government and funders

Funding

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

Action 1

Investigate links and possible funding sources for diversity actions which link to other Welsh Government departments. This could include education, careers, work placements, apprenticeships, and Communities First. Investigate possible European and

UK Government funding sources for diversity initiatives. This information should include funding for ongoing initiatives, not just new or pilot initiatives. Promote funding sources, schemes and information linked to increasing diversity to industry organisations.

Lead: Welsh Government

Action 2

Industry organisations should work together to access funding and reduce the costs of specific actions to increase diversity by implementing joint actions.

Lead: Film and TV organisations

Action 3

Investigate possible ways to reduce costs for individuals to access training, networking and opportunities. Investigate funding sources for individuals to develop and enter the industry. Promote these opportunities to Diverse Communities directly and through Wales Screen.

Lead: Welsh Government

Action 4

Organisations should prioritise paying freelance workers more quickly. Delays to standard 30-day payment periods are a serious barrier for some freelance workers.

Lead: Film and TV organisations