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DOUBLING DISABILITY RESEARCH REPORT



DOUBLING DISABILITY



**Doubling
Disability**

The *Doubling Disability* initiative seeks to double the percentage of disabled workers in off-screen roles in broadcasting as monitored through Project Diamond. *Doubling Disability* is led by the *Creative Diversity Network (CDN)* on behalf of the broadcasters BBC, Channel 4, ITV, Sky, Viacom/C5 as well as Pact, ITN, and the wider CDN membership.

As the foundation for *Doubling Disability*, the CAMEo Research Institute undertook an industry review of broadcasting's current approach to disability, workforce participation and advancement. The review comprised interviews with broadcasting executives and staff involved in diversity and disability initiatives, as well as desk based analysis.

FINDINGS

1. The broadcasting industry has considerable experience with various types of initiatives that can address the under-representation of disabled workers in off-screen broadcasting roles.
2. The provision of disability initiatives, however, is fragmented, as is knowledge about good practice and the circulation of learning from experiences.
3. Diversity and Inclusion experts within the organisations have a shared understanding of key challenges and desirable next steps, which puts the broadcasters into a good position to deliver *Doubling Disability*.
4. Across the broadcasting industry generally there are significant gaps in the understanding of disability and of being disability inclusive.
5. Non-disabled staff in broadcasting are hesitant to engage with disability because they fear exposing ignorance, making a faux pas or causing offence.
6. Amongst those who are engaged with or leading on disability in broadcasting, the conversation is also a developing rather than a mature one.
7. The key challenges lie at industry-level, however existing initiatives are not designed for large scale, cross-industry collaboration and knowledge sharing.
8. Talent development schemes can be effective. Good practice regarding these schemes needs to be more systematically developed.
9. 'Information and image campaigns' have the potential to drive change. They are currently under-used, especially at industry level and to promote broadcasting as a career destination for disabled people.
10. The monitoring of achievements against targets is under-developed across the industry.

DIAMOND

Diamond is a single online system used by the BBC, ITV, Channel 4, Channel 5 and Sky to collect consistent diversity data on the programmes they commission and broadcast.

<http://creativitydiversitynetwork.com/diamond>

RECOMMENDATIONS

The UK broadcasting industry's engagement with disability in off-screen roles needs to move up one level and become disability inclusive. Broadcasting needs to conduct its everyday business in ways that are genuinely inclusive of disabled people and that do not remain at the level of merely 'offering help'. Key to this change are joined-up practices that capitalise on previous learning, experience and investment. *Doubling Disability* provides unprecedented opportunity to make this step change through bringing the broadcasters together and facilitating industry-wide action and initiatives.

Understanding disability

To improve the understanding of disability in the broadcasting industry, the broadcasters and CDN should:

1. Hold a cross-industry "What works?" workshop for Diamond broadcasters, Pact and other stakeholders to identify good practice. The workshop should focus on interventions that (1) are accessible; (2) address fear and nervousness around engaging with disability; (3) introduce new perspectives and ideas; and (4) are designed to work for and with independent production companies and freelancers.

BEING DISABILITY INCLUSIVE

The term 'inclusive' typically refers to practices that enhance inclusion in relation to many diversity characteristics. In this report we use 'disability inclusive' to emphasise a way of being and acting that as part of being inclusive overall pays particular attention to disability.

2. Undertake 'information and image' campaigns tailored to specific audiences (e.g. within a broadcaster, with independent production companies, for the whole industry) that highlight what disabled workers bring to a workplace and promote inclusive, mutually beneficial relationships.

Inclusive production

To expand work opportunities for disabled workers, and enable the broadcasting industry to learn how to be disability inclusive, the broadcasters and CDN should:

3. Build a cross-industry infrastructure of good practice and learning, e.g. workshops, databases, shared templates for evaluation.
4. Scale up the number of talent development schemes that:
 - are collaboratively run and resourced by broadcasters and production companies;
 - focus on retention and career progression;
 - involve or culminate in paid employment;
 - provide support for both the disabled worker and the work environment.
5. Run initiatives that identify and celebrate disabled role models. These initiatives need to properly support and resource role models' involvement.

Working connectedly

Industry-level challenges need to be addressed with industry-level action. In acting on all our recommendations, particular attention should be paid to:

6. Capitalising on existing investments in cross-industry collaboration, such as CDN or Diamond.



7. Creating sustainable, easy-access repositories of knowledge, information and templates for processes and initiatives.
 8. Accounting for the different positions of both large broadcasters and production companies as well as smaller production companies and freelancers.
 9. Continuously questioning underlying perceptions to ensure that actions are genuinely disability inclusive and not merely supportive or 'offering help'.
- the efficiency and efficacy of existing methods: do they monitor the right indicators, and do they do so with the best use of resources?
 - the fit between targets and initiatives: are initiatives designed to deliver outcomes that can be monitored with current methods?
11. Develop an easy-to-use communication framework that:

Celebrating achievements

To improve how achievements against targets for being disability inclusive are monitored and communicated, the broadcasters and CDN should:


10. Conduct a cross-industry review of methods for monitoring achievement against targets that assesses:
 - explains target setting and monitoring to the industry public more widely;
 - provides broadcasters and producers with a template for communicating achievements against targets and helps communicate clear, comparable messages about achievements.

ABOUT CDN

CDN is an industry body created and funded by the UK's broadcasters. We are tasked with inspiring and supporting the British television industry to increase diversity and inclusion across the entire supply chain; including on and off screen. Our members are Sky, ITV, ITN, BBC, Channel4, BAFTA, Viacom/Channel 5, PACT, S4C, and Screenskills.

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As a not for profit membership organisation for UK broadcasters and the wider production community we:

- Manage Diamond, the world's first online machine learning based approach to monitoring diversity across the UK's freelance production community.
- Publish annual reports on the diversity demographics on and off screen for the five main broadcasters.
- Work in partnership with the Royal Television Society to present The Network Speaks regional events series, throughout the UK.
- Work with the membership to amplify their internal work across the ED&I agenda.
- Use the evidence created from Diamond to develop interventions and programmes of work that seek to reduce under-representation of specific groups across the industry.
- Produce the bi-annual UK broadcasting diversity awards.
- Provide thought leadership on diversity across UK broadcasting.



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ABOUT CAMEo

CAMEo, the Research Institute for Cultural and Media Economies at the University of Leicester, was launched in 2016 to provide new understandings of the cultural industries, the 'creative economy', the arts and media, cultural policy, consumer culture dynamics, and the mediation and representation of cultural and economic life.

CAMEo is an interdisciplinary platform for academic research as well as for collaborations with culture and media practitioners. Together with a wide range of partners we explore the diverse and complex ways in which cultural and media economies are being defined, valued, enacted, experienced and represented.

We invite everyone interested in the cultural and media economies to join our conversations. Visit our website at www.le.ac.uk/cameo or get in touch via cameo@le.ac.uk