

# Cause4:

Inclusivity and Relevance  
Investment Principles



Spotlight Inclusion



TRANSFORMING GOVERNANCE



# Contents of this session.

- Understanding EDI terminology
- Understanding the Inclusivity and Relevance Investment Principles
- Exploring barriers to the arts
- Creating targets and measuring impact
- Supporting your organisation
- Q&A



Spotlight Inclusion



# What is EDI?



# Equity and Equality

## Defining equality and equity



Image source: Robert Wood Johnson Foundation





# Inclusion

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Inclusion is about ensuring everyone feels comfortable and able to thrive and progress. Inclusion has to involve actions and changes from everyone.





**Access**

**Process  
Questions  
Notes  
Takeaways**







ARTS COUNCIL  
ENGLAND



# Inclusivity and Relevance

At the heart of our Inclusivity & Relevance Principle is a commitment to achieving greater fairness, access and opportunity across the cultural sector. We want England's diversity fully reflected in the individuals and organisations we support and the culture they produce.

## Communities

Ensure the sector is actively listened to and taking account of the views of the local community.

Actively form relationships with under-served communities.

## Workforce, Leadership and Governance

Access and career opportunities for people from all parts of society.

Workforce, leadership and governance reflects and represents all communities.

Inclusive cultures.

Value and develop people

## Creative case for diversity

Programming and activities reflect the culture and talent of creative practitioners from all backgrounds.





# Communities

## **How can you build stronger and more meaningful relationships with your community?**

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- Our perception of a relationship may differ with other parties.
- How can we accurately assess our relationships?
- How will we find out what it would take to develop stronger relationships?
- What does community mean?
- How do we remove bias from our decisions about which parts of our community we choose to engage with?
- How do we find out more about our community?
- Who do we need to connect with?



# Workforce, leadership and governance

**We want to ensure the opportunity to pursue and progress a career across the cultural sector is fair and open to everyone.**

- How do we accurately identify the identities of our workforce?
- How do we attract diverse talent, without tokenism and harm?
- How do we widen our perspectives to understand more about the experiences of identities less familiar to us?
- How do we create and nurture career pipelines which are developmental and reciprocal?
- How do we continuously evaluate the sense of inclusion and efficacy of our inclusive actions?



# Creative Case for Diversity

**Belief that arts and culture have greater vibrancy, innovation, richness and quality when they include stories and perspectives of artists and creative practitioners from all backgrounds.**

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- How do we broaden our knowledge and understanding of different practitioners and artforms?
- How to we structure and develop programming so as to avoid tokenism and microaggressions?
- What will it take for us to develop meaningful relationships with practitioners and organisations outside of our usual practice?
- How will we measure the impact of diverse creativity and programming?



Skills development

Research and disseminate best practice for recruiting inclusively.

People and representation

Create a steering group of stakeholders which will advise and support our EDI strategy.

Planning

Develop a partnership with....

Tools and monitoring

Subscribe to and engage with The Audience Agency to learn more about the needs of specific identities



# Challenges

- Limited knowledge and understanding of EDI
- New field
- Subject knowledge beyond the canon
- Knowing where to begin
- Resources
- Time
- Finances
- Skill set of board members
- Fear and fragility
- Comfort zone interpretation of key terms
- Reputation
- Tokenism
- Targets which are not measurable





**Process  
Questions  
Notes  
Takeaways**



# Your role

- Accountability for all
- Support and challenge
- Ensure targets are measurable. (create, implement, participate in...)
- Asking questions:
  - Whose voice have we sought?
  - Did we get a range of perspectives on this?
  - Does this programme reflect our community?
  - Where are we advertising this? Can we reach out elsewhere?
  - Where have we looked?
  - Is this lazy (programming, diversity etc.)
- Check in regularly, and ensure you feel stretched or uncomfortable
- Actively encourage listening activities with all stakeholders



# Any Questions



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