



Freedom Festival Arts Trust

Equality & Diversity Action Plan 2017/18

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Reviewed 31/1/17

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## 1) Our Organisation

Freedom Festival Arts Trust is a not-for-profit arts organisation that exists to produce Freedom Festival, an open access, multi arts event and a broader programme of work in the form of inter festival events.

Since its creation in 2007, Freedom Festival has emerged as one of the UK's most distinctive and innovative open access events, providing a world class cultural experience that nurtures home grown talent whilst also welcoming and showcasing national and international artists.

Celebrating Hull's rich heritage, the concept of Freedom resonates throughout the programme, exploring local, national and international representations of freedom, independence of spirit and creative expression. The commitment to articulating the ethos of Freedom throughout the festival is what sets Freedom Festival aside from other comparable events.

This document sets out Freedom Festival Arts Trust policy on equality and diversity for its staff, volunteers, artists and those who use/experience our services. It is a living document that has been developed after consultation with our workforce, stakeholders and the Board of Directors. The aim of the policy is to ensure that all employees, potential employees, volunteers, artists and consumers are treated in a fair and equitable manner regardless of their age, disability, marital status, family responsibility, race, colour, ethnic background, nationality, religion or belief, gender, gender identity or sexual orientation. We value the differences, needs and contributions a diverse workforce and customer base represents and we're committed to building an arts organisation and a programme of work that reflects the diversity of our consumers and communities which we serve.

Freedom Festival Arts Trust places an obligation upon all our staff, volunteers, artists and supplier to respect and act in accordance with this policy.

## **2) Freedom Festival Arts Trust - Aims**

We will be an equality and diversity champion and leader in:

- promoting equality and diversity
- challenging and eradicating discrimination
- providing responsive and accessible services

Freedom Festival Arts Trust is committed to the principle and practice of equal opportunities and celebrates the diversity of people. We understand that these two concepts are not the same but are complementary. Without recognising and, most importantly, valuing differences between people, there cannot be true equality of opportunity. Moreover Freedom Festival Arts Trust promotes individual life-enhancing opportunities that respect all people.

## **3) Our Commitment**

Freedom Festival Arts Trust is committed to:

- giving all staff and volunteers the chance to achieve their full potential by striving to eliminate unfairness, discrimination, victimisation, harassment and bullying at work.
- dealing with staff and volunteers solely on the basis of merit and without prejudice, thus ensuring fair, reasonable and dignified treatment for all in:
  - recruitment
  - performance management/appraisal
  - access to training
  - career development
  - job allocation

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- promotion
- grievance and disciplinary matters
- providing support and encouragement to all staff to enable them to give of their best, but with special consideration for members of staff with particular needs such as those with domestic responsibilities or with disabilities.
- treating staff employed by others (including agency staff and outside contractors) in a professional manner and making sure they are not harassed, bullied or discriminated against
- engaging with local, national and international artists to develop a diverse, accessible and integrated festival which encourages participation and engagement by people and communities
- promote diversity and equality of opportunity in the arts sector
- engage people in the creative process of making art and support people who wish to pursue a career in arts
- a website that is compatible with screen reader software and is visually clear and easy to navigate for people with visual impairments

#### **4) The Aim of our Policy**

- to ensure all staff, artists & volunteers are afforded equality of opportunity
- to provide a fair structure of Policies and Procedures including Recruitment and Selection, Training, Disciplinary Policy and Procedures and Harassment
- to ensure all employees have equality of access to promotion and equal pay
- to attract a diverse workforce and utilise the skills, knowledge and abilities available
- to create a positive image as an employer and service provider
- increase performance and efficiency, and prevent disciplinary and grievance cases
- broaden the cultural audience across the city of Hull by showcasing a diverse and accessible arts programme
- maximise community engagement and increase diversity of Freedom Festival audience
- to recognise the diversity of the residents of Hull, and visitors to Freedom Festival and their diverse backgrounds, culture and needs and ensure that services are delivered appropriately to maximise participation by all
- endeavour to remove any barriers to access the services we provide
- to continuously develop an inclusive programme that celebrates diversity and pushed the concept of Freedom

## 5) What we will do

Freedom Festival Arts Trust will uphold equality and diversity:

- a. in employment, by developing policies which ensure that no job applicant, employee, volunteer or trainee is unfairly discriminated against on the basis of their gender, ethnic or national origin, religion or belief, age, physical or mental capabilities, marital status, gender identity, sexual orientation, social background, or organisation role;
- b. in service delivery, by providing appropriate, sensitive and impartial services and being accessible to all;
- c. by fostering a co-operative working environment which is free from harassment or victimisation and which promotes good relations among staff to create the conditions for the full development of their potential;
- d. by working with a diverse artist base to develop a quality programme which is representative of modern day Britain and encourages wider participation;
- e. by developing an audience development strategy which focuses on engaging and connecting a rich and diverse audience base

### Audience data

2015 - (based upon a survey of 600 visitors): Male – 45%, Female – 55%, 18-34 – 32%, 35-55 – 37%, 55+ 32%, White – 96%, Mixed – 2%, Black African – 1%, Other – 1%, 9% long-term sick or disabled.

2016 – (based upon a survey of 560 visitors): Male – 50%, Female – 50%, 18-34 – 26%, 35-54 – 41%, 55+ 33%, White British – 93%, Other white 4%, mixed – 1%, Asian – 2%, Other – 1%, 9% long-term sick or disabled.

## 6) Specific actions and commitments

6.1 Staff/Workforce Development						
Function	Objective	Output	Cost	Owner	KPI	Timeline
<b>Staff recruitment &amp; Selection</b>	Ensure that we celebrate diversity within our organisation encouraging, promoting tolerance and, where applicable identifying and reducing barrier to access.	Monitor staff appointments, promotions, disciplinary/grievance cases and turnover by relevant protected characteristics and identify any trends and actions for improvement  Provide Equality & Diversity training to all staff	Time	CE/ED	A diverse staff and supportive working environment that promotes tolerance and personal development.  All staff to have a clear understanding of organisational Equalities & Diversity action plan and grievance procedures.	Review Annually
<b>Appraisals/ Performance Evaluation</b>	Support personal and business performance by conducting 6 monthly appraisals for all members of the workforce.	Appraisals will be carried out every 6 months using a SMART methodology		CE/ED	Enhanced employee satisfaction.  Relevant skills across the workforce to reflect organisational demands  Opportunity two way feedback ensuring that all	6 monthly

	Identify training needs to ensure that skills are developed and relevant to the organisation.				personnel are valued and recognise their contribution to organisational success	
<b>Personal Development</b>	Provide access to regular training aligned to individual and departmental needs	Carry out training needs analysis with all staff. Develop individual PDP and allocate ind training budget.		CE/ED	Each member of staff to attend a minimum of two relevant training courses/events during a 12 month period.  Board development – A programme of board development training will be delivered during the course of the next 12 months  Board members to be supported to attend minimum of 1 festival and/or event per annum	6 monthly review
<b>Volunteer strategy</b>	Continued diversification of volunteer base	Promote Volunteer strategy across multimedia platforms to ensure mass exposure to the market  Identify and maximise opportunities for people with disabilities to volunteer	Time Mkg/PR	CE/ED	Diversification of volunteer programme  2017 – 10% of volunteers represent BAME communities  4% of volunteers with registered disability	Review Volunteer signups in June each year Review retention YoY

					2018 – 14% volunteers represent BAME communities  6% of volunteers with registered disability	
<b>6.2 Procurement and Contract Management</b>						
<b>Procurement &amp; contracted services</b>	Ensure that all contracts for services entered into by the FF contain a clause regarding the promotion of Equality and Diversity across the relevant protected characteristics	Freedom Festival Arts Trust will only contract with organisations that demonstrate a commitment to Equality and Diversity	Time	ED	All main contractors involved in the delivery of Freedom Festival and inter festival activities are aware of our E&D action plan and are committed to promoting equality and diversity within their organisation and beyond	Annual review
<b>6.3 Marketing &amp; Communications</b>						
<b>Audience development</b>	Seek to understand the barriers that limit access and engagement in the arts for people from minority and/or excluded groups. Look to remove barriers through engagement and	Ongoing review/update of audience development strategy  Identify/address any social/economic barriers	Time % Mkg/PR costs	CE/ED	Increased ethnic diversity of FF audience YoY  Increased participation by people with disabilities  Targets:	Annual review of evaluation  Quarterly review of reach of marketing/PR

	<p>by developing a programme of work which reflects the diversity of modern day Britain.</p> <p>Continue to expand out of region audience base. Leveraging reach of Hull 2017 to engage audiences beyond the region to encourage attendance at FF</p>	<p>Regularly measure and evaluate audience breakdown/demographics</p> <p>Liaise with Advisory partners &amp; wider network to include Open Doors, Refugee Council, Red Cross and Art Link (Leading on Disability Access in 2017 and beyond)</p> <p>Develop multi-channel marketing campaign with key messages designed to engaged specific target audiences</p> <p>Seek to engage and evaluate audience experience</p>			<p>2016 - <b>6% non-white (achieved); 12% disability (not achieved)</b></p> <p>2017 - 9% non-white; 12% disability</p> <p>2018 - 11% points non-white; 12% points disability</p> <p>Evidence of increased exposure of FF in hard to reach communities</p> <p>Where applicable, increase diversity of participant led events</p> <p>2016 – <b>19% achieved</b> 2017 - 3% points increase in out of region visitors</p> <p>2018 – 2% points increase in out of region visitors</p>	
<b>Data collection</b>	<p>Comply with DPA</p> <p>Increase engagement with existing audiences</p>	<p>Maintain regular E/Newsletter and develop opportunities to</p>	<p>Time Campaign Manager CRM system</p>	ED	<p>Creation of FF community who regularly engage with FF</p>	<p>Monthly E/Newsletter</p>

	<p>by encouraging sign ups to e/newsletters &amp; social media channels</p> <p>Increase database by leveraging opportunities through shared data agreements with appropriate partners</p>	<p>understand community tastes and cultivate new tastes</p> <p>Regularly assess data so as to understand how diverse our community base is</p> <p>Engage with Cultural Collisions Group to explore Shared Data opportunities</p>			<p>Shared data agreements enable us to reach new audiences</p> <p>e/newsletter signups to increase by 10% yoy</p> <p>2016 - 28% volume increase in newsletter signups achieved now at 1229</p> <p>Number of social media followers to increase by 10% yoy</p> <p>2016 – FB followers increased by 11.5% now at 17,981</p> <p>Twitter increased by 8% now at 14,500</p>	<p>Annual survey post event</p> <p>6 monthly review of data growth/diversity</p>
<b>Community engagement</b>	<p>Identify hard to reach communities and actively seek to engage them in FF</p> <p>Maximise engagement with existing FF audiences and</p>	<p>Work with Advisory Partners, HANA (Humber All Nations Alliance), Refugee Council &amp; Open doors to target BAME community groups</p> <p>Develop in year programme which is focused on engaging</p>	<p>Time % Mkg/PR costs</p>	<p>ED/CE</p>	<p>Visibility of FF within hard to reach communities</p> <p>Wider participation of minority groups</p> <p>Increased visibility amongst Active cultural audiences not currently attending FF</p>	<p>Quarterly review</p> <p>Quarterly meetings to develop new in year activity ideas and commissioning opportunities</p>

	leverage Hull 2017 reach to new active cultural audiences across the region	low engagement audiences (See Audience Dev strategy)  Increase opportunities for local people to participate in Freedom Festival  Increase volume of commissions targeted towards local artists				Increase local Participation YoY
<b>Website development/ Digital media</b>	Develop and maintain a website which is easy to navigate, interactive and accessible by people with visual/hearing disabilities  Expand digital offer at festival and via our website	Regularly assess diversity of our online audience  Explore opportunities to stream content  Support and encourage user generated content on our website	Time	ED/CE /Marketing	Increased digital engagement achieve agreed targets (TBC)  Introduction of digital arts Projects by 2017  User generated content Built in for 2017	Ongoing
<b>Access &amp; Facilities</b>	Where possible look to ensure that the venues & sites are accessible to people with physical disabilities.	Introduce annual Access Audit and explore opportunities to improve offer  Ensure that disability access is considered during the early stages	Time	ED	Early understanding of disability access needs which can be factored in at programme dev stage enabling us to improve access YoY  Increased number of people with disabilities experiencing	Ongoing  Annual Access Audit to be carried out.

	Actively seek to make performances more user friendly for people with disabilities.	of programme development  Ensure that access information and details relating to specific performances which cater for people with disabilities is made available early on  On site – manage disability access point to ensure that they are used solely by people requiring access			FF yoy.  2016 – 9% disability achieved  2017 – 12% points  2018 - 12% points  Visitors able to plan earlier	
<b>6.4 Programme Development/Artistic Scope</b>						
<b>Programme Development</b>	Develop a programme which reflects our vision of equality and diversity  Explore opportunities to engage and commission artists from diverse backgrounds.  Where applicable, use the	Work with Festival Directors to recruit performers from a diverse background base.  Engage with relevant advisory partners to identify performers who are actively engaged in cultural activities that promote inclusion and celebrate diversity.	Programme budget Marketing% PR% Time	CE	Achieve greater diversity of performers for Freedom Festival and in year activities.  Also, further expand/develop programme content.	6 monthly evaluation

	<p>commissioning process to engage local artists from diverse backgrounds to develop ideas/projects that feed into the Freedom Festival programme.</p>	<p>Develop commissioning programme and make visible and accessible to all.</p>				
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