



For Equality, Diversity
and Inclusion in
Festivals and Events

**Summary guide on
how to create
inclusive events**



INCLUSIVE PRACTICES INVOLVE CONSIDERATION OF THE DIFFERENT NEEDS OF PEOPLE MAKING UP INCREASINGLY DIVERSE COMMUNITIES

Core Principles and Practices for Embedding EDI in Festivals and Events

There are *four key dimensions* that you can work through systematically, when considering EDI in your festival or event planning, asking yourselves questions at each stage. These four dimensions are *Representation; Design & Programming; Governance and Resourcing; and Evaluating Success*. These dimensions are interrelated and will crossover with each other, but they will help you think through your EDI ambitions and how they can be translated into practice.

How festivals and events can help progress EDI outcomes

1

REPRESENTATION



2

DESIGN AND PROGRAMMING



3

GOVERNANCE AND RESOURCING



4

EVALUATING SUCCESS



TOP TIPS FOR REPRESENTATION

- Align the purpose or vision of your event with those people involved in its planning and delivery
- Ensure that your Board or Committee can represent, and advocate for, those diverse audiences you wish to attract
- Recognise that you can't change everything overnight. Be realistic at how long systemic change takes but start with good intentions, embedding EDI commitments into your constitution and operating practices
- Allocate budget to drive EDI outcomes. For smaller events, develop a community of practice to share learning and resources that eliminate the need for financial resource
- Set out clearly what success will look like and work through a logic model to help guide you on understanding what you need to evaluate, what methods you can use and what evidence you need
- Involve those with lived experience, representing protected characteristics, right from the start and find the right format to ensure they feel welcome and valued

TOP TIPS FOR DESIGN AND PROGRAMMING

- When designing and programming your festival or event, be clear what your EDI objectives are and identify what effect programming decisions can have on meeting these commitments
- Look carefully at who is making programming decisions and consider whether new actors can be included to diversify and enrich the programme
- In the planning stage, build engagement and consultation with audiences, representative bodies (e.g. disability, LGBTQI+, minority ethnic communities) and other relevant groups into timeline to ensure programme meets the needs of those stakeholders
- Prioritise accessibility (physical, social and communicative) to ensure barrier-free access to your festival or event. Consider how you can use your festival **or** event platform, ticketing, media and communications, delivery and evaluation to ensure all needs are accommodated
- Consider how you can use your festival and event platform to provide visibility and credibility to those people less well heard or seen. representing protected characteristics, right from the start and find the right format to ensure they feel welcome and valued
- Access for All- be sure to have on your web platform what accessibility arrangements audiences and/or participants can expect, e.g. quiet space, wheelchair access, audio links etc

TOP TIPS FOR GOVERNANCE & RESOURCING

- It is crucial that EDI is built into the festival or event constitution - roles, responsibilities, expertise - and championed by key actors within the organisation
- To advance EDI agendas, people need to be willing and able to engage in difficult conversations and seek to influence at various levels if progress is going to be made and sustained
- EDI needs to be funded properly; it can't be seen as an added extra. Include budget requests in funding bids and align with national event strategies and governmental commitments
- Work with funders, local authorities or third sector to access good practice resources on EDI and governance structures
- Liaising with EDI experts (including those with lived experience) can ensure the right expertise is round the table when developing strategies and accounting for activity



TOP TIPS: EVALUATING SUCCESS

- Recognise the importance of evaluation to help reflect on whether you have achieved your EDI vision and goals
- Draw on already existing resources and adapt to ensure your evaluation objectives align with the specific objectives of your event
- Work with staff and volunteers to build evaluation thinking and practice into each stage of your event - don't leave it until the event has come to an end as it's too late
- Use a mix of quantitative and qualitative techniques to assess how effective your festival or event has been in achieving its EDI goals

Steps to Evaluate Success

- **Step 1:** Determine what you want your event to achieve and how it will do that
- **Step 2:** Decide what you want to find out from your evaluation
- **Step 3:** Identify what evidence you need to find out, and make a plan for when and how to get that evidence
- **Step 4:** Decide what you will do with the evidence once you've got it

OTHER USEFUL RESOURCES

Other resources that you can use to help with planning include a guide to evaluating community events developed for Spirit of London 2012.

Power of Events: Report on the findings from the Spirit of 2012 archive about the impact of events on social cohesion and connection

This **report** supports event organisers to maximise their benefits to social cohesion and connection

Positive Impact

Positive Impact have been providing engagement, collaboration and education to create a sustainable event industry for over 15 years.

These two toolkits below will help you develop positive steps to inclusion in your events and allow you to provide your own example case studies to Positive Impact and thus help others.

Positive Impact on Gender bias

This **toolkit** has been created to empower Event Professionals to #BreaktheBias of gender

Human and Child Rights and Safeguarding Toolkit

This Guidance has been created by **Positive Impact and Unicef UK** to be implemented in line with ISO 20121, the only global standard for sustainable events.

Evaluating the Social Value of Community Events

This is a practical guide to evaluating community events and a downloadable template for you to populate yourself and set your goals for measuring what you want to achieve. This can be adapted to EDI objectives and outcomes. See **Spirit of 2012 website** for more details.

Volunteering

Attitude is **Everything Accessible Volunteering Guide**

Also available on spirit of London 2012 website is the Inspired Action toolkit that helps provide a guide for recruiting and working with young volunteers who are either vulnerable or have a disability. This is a useful guidance in the range of toolkits available on **Spirit of 2012 website**.

Access and Accessibility

Making Ticket Sales **Accessible for Disabled Customers**.

Volunteer **Scotland's how to recruit volunteers toolkit**.

Access Guide: **Online Music Events**.

VisitScotland provides information and resources to help event organisers on how to deliver a sustainable and accessible event in Scotland

AccessAble are an Access Guide

provider who can produce a Detailed Access Guide for your event. The guide contains accurate information about your accessibility features and helps disabled customers make an informed decision about whether the event can accommodate their specific requirements.

All created guides are published on **accessible.co.uk**. They are searchable and visible to disabled visitors seeking information about accessible events.

Business Guidance on Equality Legislation

Useful to add in links to business guidance on equality legislation:

Equality law - Theatres and other entertainment venues

Assistance dogs: A guide for businesses and service providers

Good Practice Guides

Making Events Work for Everyone

Critical Mass Playbook: Redefining Inclusion in Mega-Events

Festivals, events and equality, diversity & inclusion outcomes: **an evidence review**