

Advancing Equity and Inclusion

A six-month programme: Starts February 2024

Introduction

This programme is for organisations who have a genuine commitment and ambition to be more inclusive and make a difference to people who work and engage with you. Your organisation is well underway with the EDI change goals, have undergone EDI/anti-racism/anti-oppression training, have a baseline understanding of the diversity data and now need support in implementation of an effective EDI strategy and measure progress to understand your impact.

The programme includes:

- Four day-long in-person group Workshops
- A one-to-one planning meeting to discuss challenges and opportunities in maximising the impact of data for change in your organisation (arranged post workshop 2 on Data)
- Three one-hour one-to-one coaching sessions to tackle challenges in implementation post workshops phase (to start from May 2024)

Over the programme participants will:

- Gain the skills and confidence to successfully deliver their EDI goals and desired social impact
- Learn tactics to galvanise teams to implement EDI actions for change
- Understand how to use data to make better decisions, target resources, engage audiences and communicate the impact of your work
- Access frameworks and tools to holistically embed EDI practice and processes and overcome barriers and set-backs in your journey to greater inclusion and equity
- Understand the pitfalls and learn how to work genuinely collaboratively and inclusively with communities

- Make connections with other cultural organisations who are also committed to change

W/ 5th February 2024, Workshop 1:

Diversity and Inclusion - reviewing goals & getting results

A workshop grounding the practice and discipline of making change and progressing EDI goals. This workshop informs and builds on foundational knowledge, commitment and mindset for advancing diversity, equity and inclusion in your organisation. It focuses on the tools you need, both personally and professionally to lead and facilitate teams to achieve results for your organisation's EDI vision. This workshop will provide a guidance framework and toolkit designed to help teams achieve equity, diversity and inclusion in their organisation from the stage and context they are at for a culture that values difference and provides equitable access for all audiences and communities.

Areas of Focus:

- The Sector funding objectives on EDI
- Your organisational values, EDI objectives and action plan
- Your Audience Development and Engagement strategy
- Developing your framework and toolkit to progress and measure success

This Workshop will be led by Thanh Sinden.

W/c 4th March 2024, Workshop 2:

Data-led organisation

A practical workshop on where to find and how to best use data to make better decisions, target resources, engage audiences and communicate the impact of your work.

Areas of focus:

- **The sector's data** – what do we know about who does and doesn't engage with arts and culture and why? What have been the trends in the last 15 years? Where should I look for new data and emerging trends on audience data? Where can I find workforce data that I can use for benchmarking?
- **Your data** – what are you capturing at the moment? What gaps do you have? Where do you feel there is tension or unease in how you collect and manage data? This section will both build confidence and give you practical

tips on how to work more smartly and holistically as a data-led organisation.

- **Your catchment** – where can you find data about your catchment? How can you track changes in local demography and need? How can data guide you to the places where the people you want to work with live?
- **Your priorities** – you have your EDI change goals, but how can data we've explored help you prioritise and phase your work to bring quick wins and maximise your impact over time?
- **Your stakeholders** – how can you maximise the impact data plays in telling the stories of the need for change? What are the metrics that matter most in galvanising your teams? What do your funders and other stakeholders need to hear?

This workshop will be led by David Brownlee.

Following the workshop, all participating organisations will be offered a one-to-one planning meeting via Zoom to discuss their challenges and opportunities in maximising the impact of data for change.

W/c 15th April 2024. Workshop 3:

Action & Mindset - keeping momentum, monitoring progress

In this workshop we will explore what actions and results have been progressed and achieved so far and reflect on what has worked and not worked.

Areas of focus:

- Mindset, attributes of individuals and teams in creating and sustain EDI change
- Being an anti-racist organisation
- Building stakeholders engagement and support networks
- Monitoring and evaluation as a key part of building a learning culture

This workshop will be led by Thanh Sinden.

Following the workshop, all participating organisations will be offered three monthly one-hour one-to-one coaching sessions to tackle challenges in implementation.

W/c 13th May 2024. Workshop 4:

Co-creation Collaboration and Communities

A practical workshop exploring co-creation, collaboration and inclusive design in working as equal partners with communities and unrepresented audiences using frameworks and learning from examples.

Areas of focus:

- Framework for co-production, co-creation with communities
- Working with different audiences needs
- Social equity, justice and making a difference

This workshop will be led by Thanh Sinden.

The Team



HOA LOTUS

The **Hoa Lotus** practice and interests have evolved through more than 16 years of experience working on community focused initiatives, local government projects, NGOs and in arts and culture organisations. The work focuses on social purpose, projects and initiatives to advance equity between groups; to enable creativity, innovation and a collaborative culture, with respect and valuing diversity resulting in a more productive and inclusive workplace.

Hoa Lotus is led by **Thanh Sinden**. Thanh coaches, facilitate and advised teams on vision into action. She is skilled in organisational dynamics and partnership development for advancing strategic goals on equity, diversity and inclusion. Her practice and interests have evolved through over 16 years of experience working across the third sector on community-focused initiatives, as well as in local government and the cultural sector. Her experiences range from co-creating services, participatory practice, arts and health strategic commissioning to audience development.

DATA CULTURE CHANGE

Data Culture Change is a new mission-driven consultancy that believes that effective use of data will be essential in making the sector truly and demonstratively reflective and inclusive.

Data Culture Change is led by **David Brownlee**. David's previous leadership roles include Chief Executive of Audiences UK, Executive Director of UK Theatre, Founding Director of the Family Arts Campaign and Managing Director of Purple Seven. He held two National Director roles at Arts Council England where he was responsible for devising the A Night Less Ordinary free ticket programme for young people and commissioning the research on local cultural engagement that led to the Creative People and Places programme.

His many publications include four editions of the National Campaign for the Arts' Arts Index, two editions of the British Theatre Repertoire Report, and ten Insight Reports tracking the impact of the COVID pandemic on the performing arts in the UK, Republic of Ireland, United States and Canada. His [Disappearing Act?](#) report and recommendations for Scotland's six independent producing theatres was published in July 2023.

He is a frequent contributor to industry journal The Stage, a visiting lecturer at the Rome Business School and a course leader at Queen Margaret's University, Edinburgh.

The Practicalities

The programme is designed to support both the executive leader of visual and performing arts organisations, museums and galleries and the individual responsible for day-to-day management of the organisation's EDI strategy.

The price per-organisation (maximum of two delegates) is £2,495 plus VAT. Booking received before **27 October 2023** will be eligible for an **Early Bird Offer, reducing the cost to just £1,950 plus VAT**. There are a maximum of 15 organisation places available.

It is planned that workshops will take place in a city that is most convenient to the geography of majority of the participating organisations.

For bookings and further information contact:

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