

# WORKING CLASS INCLUSION: AUDIENCES, COLLEAGUES & PROGRAMMING CHECKLIST



This is a quick-reference checklist to use alongside the podcast mini-series. The document is not comprehensive and is not a replacement for the podcast, which should be listened to in full to gain understanding of the needs and perspectives of working class people, and what we can do to make experiences more positive, with more nuance and context. However, it is a handy guide to help people undertaking this work to be methodical and ultimately, to get this important work done. Thanks for taking this step...

## Free Measures

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- Research and create a psychologically safe working environment
- Be inclusive rather than highlighting the exclusivity of your screening, event, or cinema
- Consider language use, internally and externally. Make sure it is friendly, inclusive, and accessible
- Don't make value judgements about taste
- Research and act on microaggressions/subtle acts of exclusion
- Make the style of your events inclusive
- Implement a 'buddy system'
- Reach out and partner with working class spaces to screen films
- Offer sliding scale tickets
- Create a sliding scale crèche on-site, if you already have room for this
- Include child-friendly food on the café menu
- Make boxes of toys available for children to play with
- Make child-friendly activities and screenings, for all ages, a significant part of your programme
- Advertise family-friendly measures widely
- Support local filmmakers, especially those whose background and identity mean they have fewer opportunities and more limited networks



- ❑ Be mindful of the digital divide and be proactive in putting emerging filmmakers in touch with free/cheap equipment hire
- ❑ Screen and promote the work of local emerging filmmakers
- ❑ Open the programming team, both within and beyond your organisation
- ❑ Offer short and cheap 'taster' sessions at your venue
- ❑ Consider timings of events and the availability of public transport within the region afterwards
- ❑ Include themes relating to class and poverty in content notes
- ❑ Listen to all colleagues at all levels
- ❑ Value lived experience
- ❑ Recruit and welcome multiple working class colleagues and at all levels
- ❑ Recruit fairly, including considering alternatives to the traditional CV
- ❑ Ensure all employees can make use of your flexible and hybrid working policy
- ❑ Provide full transparency about salaries and about guest speaker payments
- ❑ Offer career development and opportunities at all levels and for freelancers you collaborate with frequently

"Despite loving films since childhood, I didn't go to my city's independent cinema until I was 23, as I didn't feel like it was a place for me to go. I remember being around 19 or 20, walking past and seeing the poster for A Scanner Darkly: being a fan of animation, and instantly recognising Keanu Reeves. I stopped and stared at it, made a mental note, and when I got home wrote down the film on a piece of paper so I wouldn't forget it, to eventually buy on DVD. I could have gone in and asked about the film, even bought a ticket to see it, but I didn't."



## Broader Measures

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- Ensure there is someone, whether a consultant or employee, who has dedicated time for EDI
- Collect EDI data, while being mindful of confidentiality and GDPR
- Dedicate a room to multiple non-screening and café-bar activities, which can be used for things like a Quiet Space or crèche, depending on day
- Collaborate with as many state schools as possible for outreach activities
- Offer cheap family tickets, including beyond the standard two adults with two or three children
- Be especially thoughtful towards single parents
- Create a sliding scale crèche
- Offer meal deals in the café, including free meals for children where possible
- Provide cheap tickets for young people, not just students
- Offer travel subsidies to and from screenings
- Create a dedicated fund for people who are working class and/or in poverty

## Threshold Measures

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- Consider the barriers you create that prevent people entering and/or enjoying your space or event
- Be mindful of language use, internally and externally
- Ensure you have inclusive and diverse images across your website and advertising
- Create positive word of mouth among working class people
- Consider the digital divide and how people can reserve tickets offline
- Deliver multiple well-designed events in working class spaces across the breadth of your region
- Offer sliding scale tickets, but don't state on the ticket (whether electronic or paper) how much it costs
- Recruit and support a broad range of working class staff at all levels
- Consider the format of events and how comfortable these are for anyone who might want to attend your event or cinema
- Implement a 'buddy system'
- Assess the on-, offline, and hybrid delivery of events and the impact of these on the broadest possible range of people



## Programming Measures

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- Include a spectrum of working class representation onscreen, not just stereotypes and tokens
- Programme broadly to attract a wider range of people through your doors
- Consider pricing popular films cheaper than competitors to attract new audiences
- Recruit and support a diverse programming team, both in-house and beyond
- Offer two-way programming mentorships for working class people
- Programme work by working class filmmaking teams, both established and emerging
- Allow working class voices to tell working class stories, but do not limit them to such stories
- Schedule screenings of local working class shorts, teaming up with local groups and organisations to co-organise, advertise, and host
- Programme and organise a broad range of child and young person-friendly screenings and activities



"I applied for a job as a programmer with a white-led film Welsh festival led, and I am a working-class BAME person. I had done freelance work for them previously with working-class communities in Cardiff. I was rejected for the role and they brought in a programmer from London. 1 month afterwards, I was contacted offering me a new unadvertised role in "engagement". I wasn't good enough to programme: but good enough as a working class QTIPOC to do community engagement with working class BAME communities to tick boxes and reach engagement deadlines for funders. It was humiliating."



CHAPTER



# Staff Measures

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- Ensure you have a significant number of working class employees, and at all levels of the organisation
- Recruit with transparency and fairness. Never rely solely on existing, nepotistic arts networks
- Advertise widely and fairly, including in non-traditional locations, both online and off
- Think of a 'culture add' or a 'value add' when hiring, never a 'culture fit'
- Offer mentoring within and beyond your organisation to those from non-traditional backgrounds, who are under-represented in the screen industries and the arts
- Be fair about the type of experience you request in job ads. Remember less privileged people can be trained on the job
- Make the recruitment process as fair and accessible as possible, including alternatives to the traditional CV
- Ask for qualifications only if they are essential to the role
- State clearly and fairly on the job advert how long the application should take to complete
- Make the application as simple as it can be
- Be mindful of the digital divide and make clear how people without devices and data can apply for jobs
- Make all (potential) applicants feel comfortable to reach out informally in advance, including offline
- Always state the salary on the job advert
- Ensure transparency and fairness across all payment
- Remember that free travel and accommodation are not payment for work, they are a means to get to work
- Work with people, rather than expecting people to work for you (especially for free)
- Offer paid internships and paid voluntary roles, considering who might need these most (long-term unemployed people, caregivers who have had time out of paid work for childcare reasons etc.)
- Provide career development for colleagues all levels, both salaried employees and freelancers you collaborate with regularly
- Always aim to shatter the 'class ceiling' and class pay gap
- Offer support for 'Imposter Syndrome'
- Create more horizontal structures to limit abuses of power
- Allow flexible and hybrid working across all roles and at all levels
- Ask employees what they want, and do it, where practicable



- Keep a supply of decent second-hand clothing to be borrowed by colleagues when doing tasks beyond their normal duties eg. formal wear for an evening event
- Don't allow judgement about colleagues' dress
- Keep all colleagues well informed about the running of the event or cinema, allowing them all to offer input, and ensuring they all know where to seek information and/or report issues when needed
- Be mindful of the digital divide when organising work meetings
- Deal swiftly and fairly with microaggressions/subtle acts of exclusion, including those relating to class
- Don't assume everyone in your organisation has a similar background
- Create an environment where there is no pressure to 'pass' or 'mask'
- Don't expect untrained people to undertake the skilled and emotional labour of EDI
- Listen to all working class colleagues and treat them all with respect

**"My cinema's inclusivity for the working class begins at the door. Sliding scale concession ticket prices factor in employment status as well as age/disability, but paid entry to the facilities isn't a requirement. Access to gender-neutral toilets, with sanitary products and STI tests, alongside Wi-Fi throughout the building is free to the general public until late.**

**As a working-class artist, I frequently attend the free networking events and educational talks open to all with the resident studio, using these opportunities to help build my portfolio and acquire paid commissions."**

