



DIVERSITY GUIDANCE NOTE

for Production Companies
1st October 2020

SKY'S COMMITMENT

Sky is committed to ensuring that its productions and workforce reflect the diversity of modern Britain. Whether viewed from the perspective of age, gender, race, disability or sexuality (or combinations of those factors), there is evidence that some groups are consistently under-represented.

One way we will address this, will be by increasing diversity across all our productions. In connection with this, we want to give particular focus to how people from Black, Asian and Minority Ethnic (BAME) backgrounds are portrayed on screen, involved in productions and contribute as writers. Bringing about effective change is a challenge without any easy solutions; but it is a challenge, which with your help, we are ready to take on. We have also introduced new targets as of the 1st October 2020 for Gender and for Disability alongside our revised BAME targets.

These targets are incredibly important to us and we have therefore put together some information, to help you with this.

In this note you will find:

- 1. Sky's Diversity Targets**
- 2. Details about Diamond and how we capture Diversity Data**
- 3. Useful information to help you ensure that you act within the law**



1. SKY'S DIVERSITY TARGETS AS OF 1ST OCTOBER 2020.

GENDER TARGETS: Immediate – from 1st October 2020

50% Women in HOD roles across all commissions*

50% Women in lead and supporting roles across all commissions

Scripted Target: 50% of Drama & Comedy commissions to have a female writer

Targets to apply across all output aggregated.

BAME TARGETS: Immediate – from 1st October 2020

At least one BAME HOD per show*

20% BAME in all roles across all commissions

20% BAME in lead and supporting roles across all commissions

Scripted Target: 20% of Drama & Comedy commissions to have a BAME writer

Targets to apply to each show individually.

DISABILITY TARGETS: Actively working to achieve by 2023

10% people with disabilities working across all commissions

10% perceived on screen people with disabilities across all commissions.

Scripted Target: 10% of Drama & Comedy commissions to have a Disabled writer

Targets to apply across all output aggregated.

***DIAMOND SENIOR / HOD ROLES FOR SKY TARGETS COMPRISE:**

1st Assistant Director	Floor Manager	Producer Director
Camera Supervisor	Gallery Director	Production Accountant
Casting Director	<i>Head of Production (f/lance only)</i>	Production Designer
Chief Costume Designer	Lighting Cameraman	Series Director
Choreographer	Lighting Director	Series Editor (Editorial)
Composer	Line Producer	Series Producer
Costume Designer	Location Manager	Sound Recordist
Director	Make-up Designer	Studio Director
Director of Photography	OB Director	Stunt Co-ordinator
Edit Producer/Director	Post Production Supervisor	<i>VFX Supervisor (freelance only)</i>
Editor	Producer	
Executive Producer		

If you have any questions regards these targets, you should discuss with the relevant commissioning executive.

We would like to get good BAME applicants... how do we find them?

A good place to start is to look at the CDN website

(<http://creativitydiversitynetwork.com/networking/>). This has links to organisations that

may be able to help. Please also speak to your production representative and

commissioning editor for further contacts and organisations that may be helpful or if

you have any concerns.



2. DIAMOND: HOW THESE TARGETS WILL BE TRACKED

WHAT IS DIAMOND?

Diamond is a single online system used by Sky - and BBC, ITV, Channel 4 and Channel 5 - to obtain consistent diversity data on programmes we commission. The initiative is supported by Pact and Creative Skillset and delivered through the CDN (Creative Diversity Network). **For the first time, we have a common standard for monitoring diversity across all the main broadcasters. If our TV industry knows who it employs on and off screen it can better reflect the diversity of modern Britain.**

USEFUL GUIDANCE ON DIAMOND:

FIND OUT ABOUT DIAMOND: <https://creativitydiversitynetwork.com/diamond/>

ONE PAGE FAQ: <http://creativitydiversitynetwork.com/wp-content/uploads/2018/02/Quick-Facts-for-Contributors.pdf>

DIVERSITY GUIDANCE NOTE (CDN): a detailed guidance document
http://creativitydiversitynetwork.com/wp-content/uploads/2018/09/Diamond_Guidelines_2018-FINAL.pdf

HOW DO WE CAPTURE DIVERSITY DATA?

- Diamond is incorporated into Silvermouse, where the post production paperwork for all programmes commissioned by Sky is uploaded
- Production Teams are responsible for naming and including email addresses for relevant personnel. This will include all on screen cast/contributors and all off screen personnel who have their job title listed in the system.
- Production teams should ensure that they include appropriate wording in their contracts re adding the names and email addresses to the system. Please see the attached **Schedule** containing the Sky approved wording.
- Once the names and addresses are in the system they (or their agents) will receive automated emails from Diamond inviting them to participate and provide their personal information which will include their diversity information. They can decline to take part in some or all of the questions, or opt out at any time.
- Production teams will also be asked to complete a 'PERCEIVED' form. This will be completed by a member of the production team on the basis of what diversity characteristics he/she perceives the on screen cast/contributors have. This will be submitted directly into Silvermouse,
- Please refer to the CDN Guidance Notes mentioned above for more detailed information in relation to Diamond.

RECOMMENDATIONS TO PRODUCERS/PRODUCTION COMPANIES

- Sky encourage producers and production companies to share their support of the Diamond project with their personnel
- Producers may wish to issue memos and/or hold meetings and discussions to convey their support of Diamond, in order to better capture the diversity of our industry



- Please share CDN's Fast Facts and Guidance Notes (links above) with cast and crew to better inform them of the intentions and methods of Diamond.
- Sky requires production teams to submit as many cast/contributors/crew as possible in to Diamond, especially in relation to our Diversity Targets, within the confines of their data protection obligations. Please discuss this with your Sky representative if you have any queries.

3. Useful information to help you ensure that you act within the law

Production companies must ensure that they act within the law. We wanted to mention unlawful discrimination and positive action

Discrimination is unlawful

It is unlawful to discriminate on grounds of race or ethnic origin. You must not offer employment or other work to anyone because they are (or are not) from a BAME community. In deciding who gets a job, you should look at the skills and experience needed to perform the role and decide who would be the best person. Careful thought should be given to deciding who is the best person and as to how you evidence your decision if you are challenged. There may however be roles in which, for example, knowledge of a particular community is a genuine requirement, but these are likely to be rare. Although race and ethnic origin should play no part in determining who is offered work, there are circumstances in which positive action is permitted.

Positive action

"Positive action" means the steps that an employer can take lawfully to encourage people from groups with different needs or with a past track record of disadvantage or low participation to apply for jobs. For example, an employer can use positive action where it thinks reasonably and on the basis of evidence that participation in an activity by people from BAME backgrounds is disproportionately low. In such a case, an employer can take proportionate action to enable or encourage participation.

Before or at the application stage, an employer could take steps to encourage people from under-represented groups to apply or could offer training or support. This "positive action" is not the same as "positive discrimination" which as explained above is not permitted.

Data security and Data Protection

You need to ensure that you comply with data protection legislation when dealing with any personal data.

You need to take appropriate measures against unauthorised or unlawful processing of personal data and against accidental loss or destruction of, or damage to, personal data. What you do will depend on your circumstances but we suggest it includes the following:



Ensuring that data on devices such as laptops, tablets or removable media such as USB sticks is held securely and encrypted.

Ensure that all devices are held securely with effective passwords.

Ensure that only appropriate senior individuals have access to the data and that they understand that it may only be used for limited purposes.



SCHEDULE

Diamond Wording

1. For **on-screen contributors** and any talent that signs a release form or hit the following wording must be included in all relevant precedents.

For adults

Broadcasters and Creative Diversity Network (CDN) are monitoring diversity on UK television through Diamond. They have a legitimate interest in collecting diversity information about our industry, and if you provide us with your name and email address we will enter this in a system called Silvermouse and you will be invited to provide your diversity characteristics. The broadcasters and CDN, as data controllers, are responsible for this data and will retain your name and email address for this purpose in Silvermouse for as long as diversity is monitored by them. They also collect information about how viewers might perceive diversity on screen. Further information about Diamond can be found here:

<http://creativitydiversitynetwork.com/diamond/contributors/>

For children (wording seen by Parent/Guardian)

Broadcasters and Creative Diversity Network (CDN) are monitoring diversity on UK television through Diamond. They have a legitimate interest in collecting diversity information about our industry, and if you provide us with the child's name and your email address we will enter this in a system called Silvermouse and you will be invited to provide diversity characteristics on behalf of the child. The characteristics you will be asked to provide are age dependent. The broadcasters and CDN, as data controllers, are responsible for this data and will retain the child's name and your email address for this purpose in Silvermouse for as long as diversity is monitored by them. They also collect information about how viewers might perceive diversity on screen. Further information about Diamond can be found here:

<http://creativitydiversitynetwork.com/diamond/contributors/>

Where on-screen talent receive a long form agreement the following additional sentence must also be included.

If you would prefer not to be involved in Diamond please let your production contact know within 7 days of the issue date of this contract.

2. Precedents for **off-screen talent** must include the following:

Broadcasters and Creative Diversity Network (CDN) are monitoring diversity on UK television through Diamond. They have a legitimate interest in collecting diversity information about our industry, and if you provide us with your name and email address we will enter this in a system called Silvermouse and you will be invited to provide your diversity characteristics. The broadcasters and CDN, as data controllers, are responsible for this data and will retain your name and email address for this purpose in Silvermouse for as long as diversity is monitored by them. If you would prefer not to be involved in Diamond please let your production contact know within 7 days of the issue date of this contract.

Further information about Diamond can be found here:

<http://creativitydiversitynetwork.com/diamond/contributors/>