

FAST FACTS

It's time to 'switch the lights on' to diversity in the UK TV industry.

Diamond (Diversity Analysis Monitoring Data) is an end-to-end process for collecting and reporting diversity data. Diamond creates, for the first time, a common standard for monitoring diversity across all the main broadcasters. From now on, production companies will be asked to collect diversity data from everyone working on a production, both on- and off-screen. This initiative has been developed by the Creative Diversity Network (CDN), which brings together organisations across the UK television industry including the BBC, ITV, Channel 4, Sky, Pact and Creative Skillset.

Diversity Matters

TV needs diversity at its very core, not as a box-ticking exercise, but as part of a strategy to reflect audiences, enhance creativity and increase world-class programming.

At a time when challenges relating to diversity are growing in prominence, Diamond allows us to answer the key questions "Who's on TV?" and "Who makes TV?" with greater confidence and precision than ever before. The CDN will publish regular reports based on Diamond data, bringing greater transparency and accountability to the drive for diversity and equality of opportunity in our industry.

What's different about Diamond?

Diamond does two things. First, it measures the 'Actual' diversity of the people working on a programme, both on- and off-screen. And second, it measures how an audience might 'Perceive' the diversity of characters and contributors on-screen. Diversity data is captured across six characteristics: Gender, Gender Identity, Age, Ethnicity, Sexual Orientation and Disability.

By gathering diversity data on a continuous basis, Diamond will generate more detailed, reliable and comprehensive reports than ever before.

Who will be responsible for Diamond within your organisation?

This will usually be the responsibility of production management. The CDN and the broadcasters have developed a range of resources to help production companies run the process and to keep colleagues and talent informed of how the process works and what they need to do. Companies are being offered face-to-face training sessions, and there are e-learning modules, guidance notes and other support resources available online at www.diamonddiversity.uk.

How is data protected?

As Diamond involves collecting personal information from contributors, it is subject to obligations under the Data Protection Act 1998 and other relevant legislation. Diamond also complies with the broadcasters' strict security policies, and has been designed to protect individuals' anonymity. Contributors complete their Diamond declarations themselves, and no-one else can see their data. The reports produced by Diamond will be aggregated and anonymous, and information on individuals will never be published.

What will programme makers have to do?

Diamond diversity monitoring has been designed to be completed as efficiently as possible as part of overall production paperwork. Diamond is integrated with Silvermouse, which production companies may already be using for Programme as Completed paperwork.

Diamond uses four online forms in Silvermouse to collect and monitor diversity data. Production companies use the **Contributors Form** and **Diversity Actual Form** to create lists of the on- and off-screen contributors, who will be asked to provide diversity data. Those contributors are then automatically sent an email asking them to complete a **Diversity Self-declaration Form (DSF)**. Finally, production companies will be asked to enter the perceived diversity of the people who appear on-screen in the **Diversity Perceived Form**.

The main steps for filling in these forms are as follows:

1. At the start of production, create a list of your on-screen and off-screen contributors. If you're collecting rights information for a contributor, enter their details in the **Contributors Form**. If you aren't collecting rights for them, use the **Diversity Actual Form**. You can edit these forms as required if you add contributors during production.
2. Silvermouse will automatically send each of these contributors an email prompting them to record their individual diversity data. After completing a verification process, contributors will be able to access their **Diversity Self-declaration Form**. The Diversity Actual Form records the completion of DSFs, allowing you to check contributors have received an email and whether they've responded to it, and to send e-mail reminders if needed.
3. Encourage contributors to record their diversity data. They should complete a DSF even if they do not wish to declare some or all of their diversity characteristics, selecting the "Prefer not to disclose" option where relevant. Reassure them that all data provided will be held securely and used anonymously, and that their personal details will never be revealed. Contributors can opt-out of Diamond if they wish.
4. Once the final edit of the programme has been produced you are ready to complete the **Diversity Perceived Form**, taking a viewer's perspective of who they see and hear on TV. This is automatically created by Silvermouse with a row for each on-screen contributor, indicating their character name (if applicable) and role type. View the programme and enter the perceived diversity characteristics of the characters or contributors on-screen.
5. The Diamond forms should be submitted with the rest of your Programme as Completed paperwork for broadcaster approval.

A full guide to Diamond, including the methodology for capturing Perceived Diversity data, can be found in the Guidance Notes. Production companies can find further information on using the Diamond-related forms in the Silvermouse Diamond User Guide (located on the Silvermouse Master Page after logging in) or by contacting the helpdesk on info@silvermouse.com. If you have a question that you can't answer through any of these routes, please contact diamond@creativitydiversitynetwork.com.

We are the first TV industry in the world to collect comprehensive detailed diversity data across the main broadcasters. Diamond's success depends on everyone's commitment and good will – so thank you for your contribution.