

# WHAT NEXT?

## HELP CHANGE WHAT NEXT? IN 3 MINUTES!

Help build a stronger, more diverse and inclusive movement, where everyone can join the conversation about the value of arts and culture in society. As a national movement we are committed to inclusivity and diversity, and we recognise that in order to significantly increase the diversity of people in our movement we need to first understand more about the current make-up.. We need to make changes that are data driven and base our future strategy on this. With a clear picture of who is involved in What Next? we will know how to effectively use our resources to target areas of under-representation and work on understanding what more we can do to be inclusive and empower everyone to get involved.

## OUR ASK

We are asking colleagues who are involved in a What Next? chapter to **complete a [diversity data capture survey](#)**. It will give us some vital information about who comes to our meetings, and crucially, who does not. All responses are, of course, completely anonymous and will be used to help us develop some baseline data.

As chapter chairs, we need your help to do this. **At your next chapter chairs meeting please introduce the survey to your attendees OR send the link out to your mailing lists by email. We've listed some top tips below.**

# WHAT NEXT?

## TOP TIPS FOR INTRODUCING THE SURVEY (IN YOUR EMAIL TO YOUR CHAPTERS & IN YOUR CHAPTER CHAIRS MEETINGS)

1. Take the survey at the beginning of a meeting to encourage completion.
2. If you have a tablet/laptop, open the survey on the tablet and hand it around to attendees at the start of the meeting so they can fill in the survey there and then.
3. Promote the survey with the tagline: **'TAKE THREE MINUTES TO CHANGE WHAT NEXT!'**
4. Explain the reason for survey: *To support What Next?'s goal of diversifying the movement.*
5. Explain the reasons to complete the survey:
  - a. Understand the current membership of the What Next? movement
  - b. Help target resources according to need based on a more accurate understanding of our membership
  - c. Increasing diversity and inclusion will help us to be more in touch with the diverse needs of our society and have greater access to more diverse ideas.
6. Emphasise that the survey is anonymous, with an option to decline to answer by ticking 'Prefer Not to Say'.
7. If you are sending the survey out to your members via email please use the text from the start of this document to introduce the project and explain why we are asking people to complete it.

## TOP TIPS FOR ADMINISTERING THE SURVEY

1. If members have issues with any of the categories, apologise, say this information will be fed back to the survey creator and explain it was modelled on surveys used by the UK government and arts industry.
2. Thank members when they are finished

# WHAT NEXT?

## SOME FAQs

### WHY ARE WE COLLECTING THIS INFORMATION AND WHY DO WE NEED YOUR HELP?

Our goal is to survey two-thirds of our membership, so that we get an understanding of our current diversity profile in order to know who we want to reach out to. We can only achieve this with your help: you have the contacts and the relationships with people who attend your chapter and we'd be extremely grateful for your help in getting as many people as possible to complete the survey.

### HOW DOES IT HELP YOU?

The surveys will give you a more accurate picture of the membership of your chapter. On a national level we will use the data to develop the diversity strategy for What Next? in the next 5 years to significantly change the profile of people in the movement. This will not only realise the values of inclusion and diversity for What Next?; it will mean we are much more equipped to understanding the varied and deep needs of wider sections of our society and find greater relevance for the place of arts and culture in it.

### WHAT IS THE DATA THAT WE NEED?

We need diversity data that is termed as protected characteristics under the Equalities Act 2010, which includes: age, disability, race, religion, sex, sexual orientation, gender reassignment, marriage and civil partnership, with an added measure of class or socio-economic background.

# WHAT NEXT?

We have used questions that are in line with those used by national and local governments to measure these characteristics and looked at some recent data capture projects across the arts and creative industries to model our questions.

## WHAT WE WILL BE DOING WITH THE INFORMATION?

We will use this survey to understand What Next?'s current diversity profile. The data will be used anonymously. We will share the headline findings initially and this will be followed by a final report with recommendations of areas to make change and suggestions of how to implement these changes. This will help you devise a localise plan of action, which will support the wider movement goal of increasing our diversity profile across the protected characteristic in the next 5 years.

Link to the survey is on the What Next? website and can be found here: [What Next? Diversity survey.](#)

**Thank you very much for your support and cooperation in helping with the data capture phase of the Diversity Research Project.**