



## **GENDER/EQUALITY ANNUAL REPORT JUNE 2008**

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# 1. FOREWORD

## EQUALITY AT SCOTTISH SCREEN

Scottish Screen, as the national screen agency for Scotland, has responsibility for the development of all aspects of screen culture and industry across the country.

The world we're living in no longer sees screen as purely film or even television. The digital age is here, and people now make, share and see moving images on digital formats and platforms at home, work, school, in the cinema and on the move in cars, planes and trains. Scottish Screen's job is to make sense of that new world, ensuring that there continue to be opportunities for the widest possible diversity of people to participate in the making, viewing and understanding of screen content.

Providing and promoting equality of opportunity through the employment we provide, the work we do, the activities or projects we support and in the guidance we provide to others in our industry, is of fundamental importance to us.

We are therefore pleased to be publishing our Annual Gender Equality Scheme Report which sets out our progress and achievements to date in the area of gender equality, and reinforces our commitment to the plans and actions we will be taking to ensure that we continually improve what we do in relation to the general and specific duties we have.

I am fully supportive of all activities in this area, which Scottish Screen has been and will be participating in. I also see Equality as everyone's responsibility within Scottish Screen so I write this on behalf of us all.

Ken Hay  
Chief Executive

# 2. ABOUT US

## WHAT DO WE DO?

Scottish Screen is the national screen agency for Scotland with responsibility for developing all aspects of screen culture and industry across the country. We are a relatively small agency seeking to make a big impact.

Established in 1997, we are working to drive an integrated screen policy across Scotland, and across the screen industries. We do this through being:

- an advisor to government
- an advocate for the industry
- a development agency
- a strategic investor

We work in close partnership at local, regional, national and international levels across the public, private and voluntary sectors.

We invest money, including National Lottery funds, in a number of different areas. Our work includes:

- Production Company growth
- Short and feature film development and production
- Freelancer and company skills development
- Experimental, alternative and interactive digital screen content, formats and platforms
- The development and production of television drama pilot
- Audience and market development and distribution initiatives

### **3. WHAT WE HAVE ACHIEVED SO FAR**

- A cross organisational equalities working party was established early 2007 to meet regularly to discuss gender equality issues and to monitor, review and record achievement towards the Gender Equality Scheme action plan. An invite was extended to all staff to join this group. We also joined the NDPB Equalities forum, which will assist with greater benchmarking and sharing of best practice on gender equality issues.
- We have engaged with colleagues at the Scottish Arts Council to explore opportunities for joint working on equality agenda items.
- Our investment application forms have been updated to expand the gender equality data captured, ensuring that investment panel decisions include consideration of applicants in relation to gender equality.
- We continue the provision of email-enabled mobile phone and laptop to staff on maternity leave, assisting staff members to continue to keep up to date with issues and information and assist in the transition back to work from maternity leave.

### **TRAINING & HR**

- Scottish Screen is committed to providing a workplace and an environment that attracts and retains the best people and values the contribution of all employees. Personal development and training of all

employees is key to our success and we continue to invest in this area. Scottish Screen is an Investor in People and an equal opportunities employer and has monitoring procedures in place to ensure continual compliance in this area.

- Over the last year, all staff undertook externally led equal opportunities awareness training – this is now a standard training requirement for all new starts to Scottish Screen. In addition to this we have included a number of titles to our learning library focusing on equal opportunities and diversity in the workplace.
- Our recruitment processes, policies and procedures were reviewed and amended as required by an external specialist, with best practice integrated into the project.

## PROCUREMENT

- All organisations applying to Scottish Screen must now include a copy of their Equal Opportunity Policy, demonstrating their commitment to gender equality, ensuring that contractors and other partner organisations of Scottish Screen are taking gender equality issues into account.

## EQUALITY & INCLUSION RESOURCE

- Scottish Screen has fed into the current parameters and scope for the Scottish Arts Council document ‘Taking Part’, which analyses audience attendance at cultural events, and will respond accordingly to the results of this study.
- Cinema Days will take place in Scotland for the first time in 2008. Event organisers, the Independent Cinema Office, are aware of gender equality issues, and their training currently exceeds Skillset targets for female participants. Scottish Screen will aim to ensure that this success is replicated at the Scottish Cinema Days.
- The UK Film Council carries out research relating to cinema audiences and gender, which shows the following:

### ***UK cinema audience by gender, 2006***

	<b><i>Male</i></b>	<b><i>Female</i></b>
	<b><i>%</i></b>	<b><i>%</i></b>
<i>See at least one film per year (proportion of population)</i>	60	60
<i>Go to the cinema at least once a month (proportion of population)</i>	20	16
<i>Top 20 films (proportion of audience)</i>	50	50

<i>Top UK films (proportion of audience)</i>	55	45
<b>Total survey population aged 7+</b>	<b>49</b>	<b>51</b>

*There is no indication that Scotland's cinema audience is significantly different from the above table.*

## COMMUNICATIONS

We supported and promoted the Birds Eye View festival, celebrating women filmmakers, through *e-roughcuts*, our weekly newsletter, on our website and with article in our *Roughcuts* magazine (June/July issue).

We have featured and highlighted the work of prominent female figures in the industry, through various publications like *Made in Scotland* and *Roughcuts* magazine. Examples include: Gillian Berrie, Anna Duffield, Karen Smyth, Claire Mundell, Tilda Swinton, Hannah McGill, Ginnie Atkinson, Andrea Calderwood.

## 4. CASE STUDIES

The following case studies highlight activities within the sector as well as demonstrating some of the work Scottish Screen is undertaking to ensure that there continue to be opportunities for the widest possible diversity of people to participate in the making, viewing and understanding of screen content.

### **Eden Court Theatre and Cinema Redevelopment**

In November 2007, Scottish Screen-supported venue, Eden Court re-opened its doors following a major refurbishment programme.

For over a quarter of a century Eden Court in Inverness has educated, entertained, challenged and rewarded audiences, with world-class performances in drama, dance, music, cinema and comedy. Eden Court is quite unlike any other venue in Scotland. Staff are aware of the importance of monitoring participation by gender, and the box office system allows them to monitor the gender of people making bookings. Between January 1 and 19 May 2008, the breakdown of people booking tickets was as follows:

Female: 66.6%

Male: 38.1%

Unknown: 1.6%

As with all box office data, it does not monitor the gender of those actually attending. However, staff at Eden Court observed that there are more females attending films than males, although the difference is not so significant as with bookers.

[www.eden-court.co.uk](http://www.eden-court.co.uk)

### **Bird's Eye View**

In April 2008 Scottish Screen supported the Bird's Eye View Festival screenings in Glasgow through its Audience Development investment strand.

Birds Eye View is a creative platform for women filmmakers. It launched the UK's first major women's film festival in 2005 across London's leading film venues, showing a tip-top programme of stunning and inspirational features, documentaries and short films from around the world. Women currently make up only 7% film directors and 12% screenwriters. With Scottish Screen's support, Bird's Eye View were able to tour their festival programme to Scotland for the first time.

## **5. LOOKING TO THE FUTURE**

Scottish Screen wants our policies to be relevant to the lives that people live today and we are committed to providing our services in such a way that they are fully accessible to all of Scotland's citizens.

That means in planning our policies and services, we will fully consider the impact they will have on the communities we serve. It is important that we can show we have considered the issues thoroughly and acted where necessary.

When policies or procedures are put in place, they can affect people in different ways. Our commitment is to ensure that as we develop policies and procedures we measure the impact that they have on our staff, customers, partners and grant recipients with disabilities.

Scottish Screen recognises the importance in actively engaging with people from the outset, when it is developing or reviewing the services, policies or procedures it provides. Over the past year, it found this to be a challenging area but where engagement took place, real value resulted and it is therefore an area which Scottish Screen is keen to develop further. It therefore continues to feature as a high priority on the action plan.

We want to build on the work already completed and continue our focus on achieving the Gender Equality Scheme action plan and dealing with gender equality matters making a real difference to the people who use our services and those we employ.