Content community day – Tuesday 30 June 2020

Inclusivity in the content design community

Notes from the group discussion

Angela Moore shared a slide on anti-racism and summarised the discussion that she had led with the UC content design team following the recent 'Black Lives Matter' events.

The consensus was that inclusivity was a difficult subject to talk about and address. Many people within the group do not feel qualified or comfortable about making observations or suggestions.

The group agreed:

- The words and designs that we use should fulfil all user needs and be inclusive and appropriate
- The content design community should be inclusive and welcoming to people from all backgrounds
- Any barriers or perceived barriers to inclusion should be looked into and removed (for example around recruitment)
- Work is already being done in other sections of DWP (the DWP Diversity team) and the content design community could link up with this work or learn from findings
- Links to other organisations to source information to inform work around inclusion would be useful

A selection of points and comments taken from the discussion

- "Research around language and attitude will be important before considering actual content solutions - research with a good cross section of underrepresented people."
- The following link was shared for reference: **https://www.ethnicity-facts-figures.service.gov.uk/**
- "Important that we understand the problems that people have. You're right - it really isn't right to solutionise. The important thing is that we commit to doing whatever needs doing."
- "Can we make a commitment to work with policy colleagues or policy exploration to understand which policies affect or are perceived to affect BAME people disproportionately? And which problems are caused by the implementation of policies?"
- "As my friend once told me - it's not her job to educate white people on racism just because she's black."
- An idea about a book club was put forward.
- Pete Bates has done some work around interpreting and implementing policy - https://youtu.be/gda2V6ri9So - and he is happy to share this.
- Helen Gaskell has consulted various trans rights organisations in order to help with the equalities impact assessment. Helen is happy to share this work.

Actions

- A working group will be established to discuss the next steps.
- Information about this working group will be circulated so that everyone who would like to be involved with future work can be.