

GOLDSMITHS' FAIR

Link to 2025 EDI form: <https://forms.office.com/r/PmBDf238cK>

Fair EDI Survey: a guide to monitoring diversity

Why monitor diversity data?

The Goldsmiths' Company and Fair aspire to create a [greater culture of inclusivity](#). But we need your help to make improvements.

All Goldsmiths' Fair applicants are being asked to complete a **mandatory** and **confidential** Equity, Diversity & Inclusion (EDI) Survey to enable us to support our craft community better and ensure we are fair, transparent and promote greater diversity and inclusion for everyone. We can change what we measure: it enables us to identify what is working well and what isn't.

Our survey approach is supported with statistics and research and built on best practice guidelines from organisations such as ACAS (the Advisory, Conciliation and Arbitration Service) and the CIPD (Chartered Institute of Personnel & Development). In this guide, we explain which questions we ask and why we are asking them. It provides clear reasons for why gathering diversity data is important.

Participation in the survey is **mandatory** and **your Fair application will not be valid** if you **do not complete it**. If there are **questions you do not wish to answer**, you can **simply select 'prefer not to say'**. We encourage you to complete this survey to help us understand how we can make the Fair open, accessible and inclusive to all.

Three reasons why we are asking for diversity data

1. It helps us to create a culture of inclusivity and to have a Fair that reflects the diversity of the UK.
2. Data will help the Fair to better understand applicants and exhibitors and ensure that our culture and processes are fair, transparent and promote

diversity and inclusion. The data you provide will enable us to do this more effectively.

3. Data helps us to establish a picture of where the Fair stands today on EDI; set goals on where we want to be; and measure and evaluate progress.

We encourage our community to fill in the EDI Survey because:

1. Better decisions can help us improve

We are all regularly asked to disclose details about ourselves. From the UK Census to job applications, questions of age, disability, ethnicity, gender, sexual orientation and socio-economic background, have become commonplace. But what will we do with this data? The Goldsmiths' Fair aims to use this data to make better decisions about where we need to improve and how we can support our community and to create a culture of diversity and inclusivity. We can't improve without your help.

2. It's not about you alone, it's about the big picture

We're all told to be careful about sharing our personal information, in case it should fall into the wrong hands. It is sensible to protect your personal information. But all information you provide us will be submitted confidentially and you can be sure we will deal with the data responsibly, in accordance with the law. No information will ever be published which allows any individual to be identified. Your data will not be used as part of your Fair application and your personal data will be destroyed after six months.

For most questions in the survey, you can select the 'prefer not to say' option. It is difficult for us to improve diversity and inclusivity without you. Your data really makes a difference to us.

3. Accurate information enables planning for the future

What information are we looking for? We want to ensure that we have the most accurate information about your age, disability, ethnicity, gender, sexual orientation, religion and socio-economic background.

This data helps us understand our Fair applicants better and provide support where needed. It helps us to plan for the future, invest resources wisely and do things in the right way. Please help us help you and our organisation.

Why are we asking questions about your age, disability, ethnicity, gender, sexual orientation and socio-economic background?

The Goldsmiths' Company and Fair aspire to be inclusive and we want our Fair exhibitors to reflect the diversity of the UK. There are nine protected characteristics listed in the Equality Act: 2010 (see below). Information about our community on protected characteristics will help us to do better at meeting our EDI commitments, identifying gaps in support and provision, preventing discrimination, and supporting under-represented groups.

Although socio-economic background is not a protected characteristic under the Equality Act 2010, understanding social mobility and the social and economic background is considered key in helping to form an accurate picture of how open and accessible an organisation or industry is.

In developing the questions in the survey, we looked to trusted and respected sources and available guidance from the UK Census, the NHS, Stonewall, the Social Mobility Foundation and the CIPD.

Equality Act: 2010 – protected characteristics:

- age
- disability
- gender reassignment
- marriage and civil partnership
- pregnancy and maternity
- race
- religion or belief
- sex
- sexual orientation

Will we send you the EDI survey more than once?

We will send reminder emails and you may receive correspondence about the EDI Survey more than once. Because any personal data will be destroyed after six months, we will ask applicants to complete the survey every year they choose to apply to the Fair.

What will we do with your data?

The survey will be conducted using Goldsmiths' Microsoft Forms on SharePoint. It is secure and confidential. The survey has been co-designed by a staff working group and Private 2 Public Ltd: a research organisation. Harriet Scott, Hugh Curthoys and Georgina Izzard will be conducting the survey and collating the results on behalf of Goldsmiths' Fair, in accordance with GDPR. No one else will have access to the raw survey data. The survey data will not be used as part of your Fair application. The results will be collated, anonymised and shared with relevant parties in the Goldsmiths' Company: no information will ever be published which allows any individual to be identified. Any personal data provided will be destroyed after six months.

Further reading:

- The Goldsmiths' Company EDI statement: [Addressing diversity in the Goldsmiths' Company](#)
- CIPD report [Race Inclusion: Encouraging Ethnicity Data Disclosure](#), March 2021
- CIPD report: [Diversity Management that Works](#), October 2019