

Wellcome Collection

Strategic Direction for Access, Diversity & Inclusion

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We aim to challenge the ways we all think and feel about health by connecting science, medicine, life and art

Our goal is to inspire and support everyone connected with Wellcome Collection to create and maintain a culture which is inclusive and diverse. Nurturing different perspectives is explicit in our vision and core to our mission. Challenging ourselves, the people with whom we work and those we engage is vital for our success.

Neither our staff nor our audiences reflect the diversity of London. Our collections have complex histories and contexts. We need to be sensitive to the ways in which we document, display and explain them. It is vital that we think critically and confront institutional and individual bias.

We will accomplish this by embedding Access, Diversity & Inclusion into every aspect of Wellcome Collection. We aim to achieve substantial change in certain key areas within the next five years.

We are dedicating significant resource to enabling this strategy to be delivered. We have allocated over £1M over the first 3 years to kick-start the process. We also plan to secure additional funds for specific, one-off projects, such as improvements to buildings and/or facilities.

Context

This document signals our ambitions and intentions. It is not a detailed implementation plan. It builds on research, ways of working, and projects that are already happening across Wellcome Collection.

Our intention is not to create separate teams, strands of work or stand-alone activities which run in parallel with each other, or to everything else. Instead, teams and individuals will consider access, diversity and inclusion when planning and delivering their work. We will help individuals and teams across Wellcome Collection to reflect critically, demonstrate best-practice and make better decisions about access, diversity and inclusion within the context of existing roles and responsibilities.

We recognise that the lack of wider, more inclusive representation in the collections, work force and governance is due to structural inequalities and that inclusion is a process. Wellcome is committed to this process at the most senior and strategic level.

In this context we understand that identity language can be difficult. We are open to challenge on this, and acknowledge that, due to the complexity and diversity of perspectives, we may not get it right for everyone.

In order to create focus and allow us to monitor progress, we have outlined specific initial priorities where we wish to see change in the next 5 years. These will be reviewed in year 3 and other priorities may arise. Specific outcomes have been identified within each area.

Outcomes / Priorities

Access

1. Barriers to access across our entire offer are reduced
2. Everyone benefits from inclusive design of our visitor journey, in-venue and online
3. Neurodiverse, D/deaf and disabled people are able to engage fully with us - whether that is our collection, our Cafe or our content

Audiences

1. Wellcome Collection's audience demographics have increased representation of disabled people and those from racially minoritised communities
2. These audiences have a greater sense of belonging in relation to our building and content
3. A greater diversity of audiences critically engages with health

Collections and Content

1. A wide range of perspectives is included in our collections and content
2. We are perceived as having a respectful and open approach to our collections and interpretation
3. A deeper understanding of our institutional heritage, and the cultural meaning and context of our collections, is reflected in how we develop, manage and present them

Workplace culture

We will work towards the outcomes already identified by Wellcome's D&I Priority area, including

1. Colleagues, at all levels, understand inclusive practice and its benefits
2. We are motivated to be inclusive and demonstrate inclusive behaviours
3. Inclusive practice is embedded in workplace processes, programmes and spaces

Accountability

Overall accountability for this strategy sits with the Director of Wellcome Collection, who is also the sponsor for Wellcome's Diversity & Inclusion Priority Area.

Accountability for delivery sits with the Wellcome Collection Leadership Team:

Access - Head of Digital Engagement

Audiences - Head of Public Programmes

Collections & Content - Head of Collections & Research

Workplace culture - Head of Wellcome Collection Operations

Responsibility for delivery sits within existing teams, managers and decision-making structures. Individual activities will be reflected in departmental delivery plans.

Everyone across Wellcome Collection is responsible for contributing to the success of this work. We are aware of the scale of the challenge and excited by the opportunities it presents. We expect this work to be difficult and, in some cases, uncomfortable. We will neither shy away from this nor seek to hide it. In line with Wellcome's principles we should take risks, be bold and embrace a range of perspectives.