



Mayflower Theatre Inclusive Workplace Audit

Background

Mayflower Theatre is an independent theatre based in Southampton that presents a mixture of touring productions. Diversity has long been embedded in the theatre's values with the recognition that respecting everyone as an individual leads to a creative and productive environment in which everybody feels valued.

Mayflower Theatre approached the Clear Company as they wanted to accelerate their inclusion journey and gain momentum after introducing a number of initiatives in the year prior. Whilst these initiatives were driving change on the surface, Mayflower were seeking an expert partner to dig deeper into their culture, policies, procedures, communications and community engagement. They wanted to use the results to develop a diversity and inclusion strategy and action plan that would drive meaningful and lasting change.



The Audit

The Clear Company recommended an inclusion audit and provided a team of expert Consultants working collaboratively with Mayflower to understand the current picture of inclusion at the theatre and propose a roadmap for change.

The audit included a combination of:

- Desk research of central policy and documentation.
- 2 stakeholder interviews with members of the Executive team.
- A focus group with 15 employees, both of which provided in-depth qualitative research.

These were cross referenced in order to provide an Inclusion Maturity assessment and identify best practice, barriers for diversity and inclusion and the necessary next steps for Mayflower.

The Clear Company fed back a thorough, comprehensive 3 year action plan in an interactive workshop to the commissioning group, that took into account the practicality of implementation alongside Mayflower's internal business priorities and calendar.

Impact

Mayflower took immediate positive actions to progress their diversity and inclusion agenda by licensing 250 employees to complete the Clear Company Diversity and Inclusion Foundations online training. This company wide training initiative raised diversity and inclusion to the top of their agenda and set the tone for change in the near future. To accompany this momentum, Mayflower partnered with the Clear Company to tackle two identified risk areas:



Produce a 3 Year Strategic Action Plan Reflecting the Audit Recommendations

Mayflower created a D&I working group from across all departments to help shape the D&I strategy. The team are currently on track for year 1 of their 3 year plan and have made changes including:

- Adding the D&I Commitment statement onto their website.
- Creating a 3 year Equality Action plan.
- Reviewing their family friendly policies.
- Changing their Board and workforce recruitment processes which has already shown increased attraction of diverse talent.



Review Policies and Procedures and the Employee Handbook

The Clear Company reviewed and rewrote a number of policies within the employee handbook, aligning best practice policy frameworks with diversity and inclusion expertise based on the latest thought leadership and lived experience cross sector. This provided a pragmatic suite of D&I policies that not only reflected best practice, but were relevant to Mayflower's organisational culture.

Stretching the Boundaries

Mayflower Theatre have been able to share their learnings to support Southampton's bid to be City of Culture 2025. The theatre is a key partner in the initiative and used the preliminary work undertaken with the Clear Company to help the bid team's work in Diversity and Inclusion.

"The audit with the Clear Company gave us the opportunity to understand our current D&I maturity and take practical action to achieve authentic change. The team at the Clear Company have been very proactive, met all our timelines and been a critical friend on this key area for us. We would highly recommend them."



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