

### Notes on casting decisions when making short films within Toolbox Talks

The 3 main characters that feature in all 4 Toolbox Talk films are all played by white, male actors. This was a deliberate casting decision. It was made because:

1. At the time of making the films:
  - Around 96% of all people working in the construction industry are white
  - Over 85% of all people working in the construction industry, and over 98% of people working in trades, are male

The audiences who will view these films are therefore, predominantly white and male. By providing characters that audiences might most closely relate to, we aim to engage, stimulate discussion and promote culture change.

2. The 3 main characters are referred to in the scripts as “good cop”, “bad cop” and “construction worker”. The behaviours of these characters are consistent across all 4 films. Had one or more actors who are female and/or an actor from a minority ethnic background been cast, they would have taken on one of these roles. Had they been “bad cop”, or even “construction worker”, the films might be perceived as sexist or racist. Had they been “good cop” the films might have been accused of being overly politically correct.
3. The trainee character in the “respect” film is white and male, but of ambiguous cultural / national background. Had an actor who was female and/or from a minority ethnic background been cast, the behaviours depicted might be perceived as overtly sexist and/or racist and sway the discussion of issues and that the film is intended to provoke.

The voiceover that we hear in two films is that of an actor who is from a background of mixed heritage.

The construction industry is facing a significant skills gap and talent shortage. One way that the sector is seeking to address that, is by diversifying its workforce so that it is closer to the demographics of the UK working age population. That is, by increasing female and non-white representation in the workplace and the involvement of younger people. To achieve this, construction sites and offices need to become fairer, more respectful and more inclusive places to work. Would you want your loved ones to work in a place that *isn't* inclusive?

The lack of diversity that you see in these films is, therefore, knowingly not representative of all parts of the industry, nor of the industry’s ambition to be a diverse and inclusive workplace.