

Positive Images

Factsheet 1: Positive Images

This factsheet has been produced, as part of the Equality and Diversity Toolkit, by the Diversity Trust and the Safer Bristol Partnership to support services providers in delivering service, increasing reach to equalities communities and in complying with the Equality Act (2010).

Using positive images, which represent the diversity of equalities communities, promotes inclusion. Positive images, including images of; people from black and minority ethnic, disabled people, lesbian, gay and bisexual people, older and young people, people in different relationships, images of people of different genders and people from a variety of religions or beliefs can be used.

Why use Positive Images?

Positive images used in publicity:

- Promote equality and diversity.
- Encourage inclusion.
- Challenge negative assumptions and stereotypes.
- Raise awareness.



Services have an important role to play and can reflect the diversity of the communities they work with in their internal and external communications. Services have a duty under the Equality Act (2010) to promote equality and diversity. Using positive images can be a powerful way to promote, recognise and celebrate the diversity of the equalities communities they work with.

By using positive images service providers can promote the service to seldom heard, hard to reach and excluded equalities communities, which historically may not have accessed services.

Using positive images is a useful tool to increase participation within services, from all key stakeholders: staff and volunteers, leadership and management, service users, representing the diversity of the community in which they are based. Being proactive in reaching out to diverse and excluded communities increases awareness.

Positive Images

Tips!

- Put on events aimed at the equalities communities you are trying to reach.
- Use positive images (with people's permission) to promote services.
- Make sure all communication includes positive images, and recognises diversity, including all literature and websites (in accessible and plain language formats).
- Make sure plans and policies reflect equalities communities.
- Use role models, from a diverse range of communities, to reflect and promote the services and increase the reach to equalities communities.
- Avoid negative and stereotyping representations of equalities communities.
- Think about community languages and the possibility of using an interpretation and translation service.

Useful Contacts

Diversity Trust <http://www.diversitytrust.org.uk/>

Safer Bristol Partnership <http://www.bristol.gov.uk/page/safer-bristol/>

Interpreting and Translation Service <http://www.bristol.gov.uk/page/our-translation-and-interpreting-services>

Monitoring & Evaluation

Factsheet 2: Monitoring and Evaluation

This factsheet has been produced, as part of the Equality and Diversity Toolkit, by the Diversity Trust and the Safer Bristol Partnership to support services providers in delivering services, increasing reach to equalities communities and in complying with the Equality Act (2010).

Services are required to have systems in place, to monitor and evaluate to achieve the Foundation Level of the Equality and Diversity Toolkit. Organisations must monitor and evaluate policies, procedures and work plans, on a regular basis, to ensure they are tackling discrimination and promoting good practice in equality and diversity within the organisation.

Include equality and diversity policies, procedures and work plans within the existing planning cycle. Monitor, review and implement as part of the usual planning cycle.

Keep a record of all complaints made, of any subsequent action taken, to check policies and plans are fair and consistent and comply with current legislation. Organisations should monitor recruitment and selection, internal promotion, and the distribution of resources to equalities communities.

Promoting Equality 'Protected Characteristics'

Services need to monitor and evaluate, based on the Protected Characteristics in the Equality Act 2010. These are; Age, Disability, Gender Reassignment, Marriage and Civil Partnership, Pregnancy and Maternity, Race, Religion or Belief, Sex and Sexual Orientation.

Check levels of awareness within the service:

- Assess training needs.
- Determine budgets allocated to working with equalities communities.
- Consult with equalities communities to make sure the service is serving all aspects of the community.

Services need to know the demographic profile of their stakeholders: staff and volunteers, leadership and management, and service users. If the stakeholder profile is known, targeted work can be carried out to improve representation from equalities communities. If the monitoring is carried out on a regular basis, audits and work plans can be implemented to improve representation, amongst equalities communities.

Cohesion

Check equality and diversity policies, procedures and work plans have helped tackle social exclusion. Service providers should record who takes part in activities, who is involved as staff and volunteers, leadership and management, and service users. You can determine whether your activities have led to an increased involvement in your service by equalities communities and whether your policies, procedures and work plans have helped to bring together different equalities communities.

Monitoring & Evaluation

Equality Implications

Monitor and evaluate all policies, plans and strategies for equality implications not just equality policy, procedures and work plans. Look at your activities and ask the same questions of every policy and plan.

- How has this (policy, procedure or work plan) improved equality and diversity?
- What evidence is there for this?
- What are the implications for equality and diversity?
- How can we change things to ensure equality and diversity considerations are central to all our future activities?

Tips!

- Make sure monitoring and data collection remains anonymous, where appropriate.
- Make respondents aware the information provided will remain confidential and that information is given voluntarily.
- Explain why you are gathering the information. Say you are gathering the information to help produce policies, work or actions plans or improve services.
- Explain you are aiming to achieve the Equality and Diversity objectives set out within the Equality and Diversity Toolkit.
- State you are committed to improving equality and diversity within your service and increase the reach of the service to equalities communities.
- Make sure any monitoring form or questionnaire is easy to understand and simple to complete.
- Make it easy to respond; have pre-paid reply envelopes or use a Freepost address.
- Think about community languages and using an interpretation and translation service.
- Communicate to participants that their rights are protected under the Data Protection Act and you will not pass on individual responses to a third party.

Useful Contacts

Diversity Trust <http://www.diversitytrust.org.uk/>

Safer Bristol Partnership <http://www.bristol.gov.uk/page/safer-bristol/>

Interpreting and Translation Service <http://www.bristol.gov.uk/page/our-translation-and-interpreting-services>

Consulting with Equalities Communities

Factsheet 3: Consulting with Equalities Communities

This factsheet has been produced, as part of the Equality and Diversity Toolkit, by the Diversity Trust and the Safer Bristol Partnership to support service providers in delivering services, increasing reach to equalities communities and in complying with the Equality Act (2010).

Why Consult?

Consultation is the key to working successfully with equalities communities. If you don't ask people what they want, you won't find out what you need to do to establish successful projects which reach all equalities communities. Consultation means finding out what's really needed by stakeholders, what you need to do, and what people want. It means involving people from equalities communities in planning and delivering work.

Equalities communities have the right and should be consulted and involved. Services should consult, involve and deliver services to equalities communities to promote equality and diversity. The Equality Act (2010) and the Public Sector Equality Duty place a duty on commissioned services to consult and involve equalities communities in the development and delivery of services.

It is the responsibility of services to ensure all equalities communities have a voice within the service, to develop good relationships with equalities communities and to ensure equalities communities are involved in the planning, delivery and policy making of commissioned services.

Credibility is the key to success. To achieve credibility you have to demonstrate to equalities communities that you have tackled the range of discriminations that will affect the communities including: Ageism, Disablism, Homophobia, Racism, Sexism and Transphobia. In addition, you have to demonstrate that you have made a positive commitment to meeting the needs, which you have identified through proper consultation, and that you are genuinely serious about involving all equalities communities at all levels of the service.

Getting the Questions Right

Before you begin to consult with equalities communities you have to get the questions right. Don't just ask whether people want more services – think about what it is you are trying to achieve. Think about the consultation topics and aims.

Identifying Equalities Communities

Before carrying out any community consultation, establish who it is you are trying to reach, and what issues are raised: accessibility, diversity, exclusion, representation and voice. Be aware, community leaders may not speak for the whole community, and people may identify with more than one equality community.

Promoting Equality and Diversity

You are trying to promote your organisation, but it is essential that you convince communities that you are also promoting their involvement, and increasing equality and diversity.

Consulting with Equalities Communities

Tips!

- Plan work, including consultation, in partnership with equalities communities.
- Be flexible and realistic about your aims and objectives, for any consultation with equalities communities.
- Question your own assumptions and be open to the questions of others.
- Be aware of the importance of cultural competence. If you don't know, it's ok to ask, no one expects you to know everything!
- Try not to work in isolation, other groups and organisations may be doing similar work. Use your networks.
- Before you start your consultation discuss with others such as local councillors, members of regeneration partnerships, community development workers, other voluntary, community and social purpose sector workers, and others involved with the equalities communities you are consulting.



Useful Contacts

Diversity Trust <http://www.diversitytrust.org.uk/>

Safer Bristol Partnership <http://www.bristol.gov.uk/page/safer-bristol/>

Interpreting and Translation Service <http://www.bristol.gov.uk/page/our-translation-and-interpreting-services>

Community Research <http://www.communityresearch.co.uk/>

Charities Evaluation Service <http://www.ces-vol.org.uk/Homepage>

Evaluation Trust <http://www.evaluationtrust.org/>

Equality and Diversity Training

Factsheet 4: Equality and Diversity Training

This factsheet has been produced, as part of the Equality and Diversity Toolkit, by the Diversity Trust and the Safer Bristol Partnership to support service providers in delivering services, increasing reach to equalities communities and in complying with the Equality Act (2010).

Why Equality and Diversity Training?

Equality and diversity training should be a crucial component of any training and development plan. Training people in the basic principles of equality and diversity, in compliance with the Equality Act (2010), should be a part of any policy and plans.

Achieving Foundation Level of the Equality and Diversity Toolkit, includes services carrying out equality and diversity training needs analysis and to achieve the Preliminary Level services should achieve a satisfactory level of equality and diversity training, including all equalities communities.

A training needs analysis includes:

- Working out who needs to be trained.
- What training they need.
- When they need to be trained.

The training needs analysis is crucial to match resources to audiences and training priorities. Carrying out equality and diversity training needs analysis should be part of a services overall training needs assessment and integrated into the organisation's training and development processes. These should be in place for all key stakeholders including, but not limited to; staff and volunteers, leadership and management, and possibly service users.

“How To” Guide

1. Gather information on your service and stakeholders.
2. Interview or survey stakeholders to find out what equality and diversity training they have received.
3. Look at job descriptions and work plans to identify who does what, and what level of equality and diversity training they need.
4. Establish your priorities, who needs training first.
5. Identify resources to pay for and/or deliver equality and diversity training.
6. Equality and diversity training needs to be integral to budget planning, it is an essential part of ensuring your organisation is a good employer and service provider, and that you meet the requirements of the Equality Act (2010).
7. Prepare a training strategy.
8. Ensure the people trained integrate what they have learnt into their work plans.
9. Ensure there is an appraisal and evaluation framework to identify gaps.
10. See the 'Useful Contacts' section for advice and guidance on equality and diversity training.

Equality and Diversity Training

Training Strategies

Equality and diversity training should be part of a wider training strategy for a service. It is good practice for a service provider to ensure stakeholders; staff and volunteers, leadership and management, and possibly clients and service users; receive equality and diversity training to either do their job effectively or to improve relations between equalities communities.

The most effective strategy for equality and diversity training is to develop a plan with a series of aims, objectives and targets that are related to your organisation. How this plan is developed will depend on the circumstances of the service.

What is Equality and Diversity Training?

Equality and diversity training can be a course that raises awareness of the attitudes and prejudices that create common barriers to participation by equalities communities. The training could concentrate on identifying actions that challenge and remove these attitudes, prejudices and barriers. Or the training could involve identifying ways to promote equality and diversity within the service.

Who Delivers Equality and Diversity Training?

There are qualified training providers who specialise in equality and diversity training. Make use of the 'Useful Contacts' section of this factsheet.

Who Pays for the Training?

Equality and diversity training should be seen as an integral part of your service's development, and as such it should be costed into your training and development budget.

Who Should go on the Training?

A training needs analysis should establish who needs equality and diversity training the most and what sort of training is needed. All internal stakeholders in the service should receive equality and diversity training. This may need to be rolled out according to services priorities. Equality and diversity training should be provided to volunteers, and possibly service users.

All services have a turnover of people, and new people in the service will always need to be trained. It is important to update and refresh skills and knowledge at regular intervals. All services should ensure their staff and volunteers have the most up-to-date knowledge and understanding of equality and diversity, so it is important the training needs are continually evaluated and assessed. Equality and diversity training should not be seen as a 'one-off' but should be seen as a continuous process embedded within the culture.

Useful Contacts

Diversity Trust <http://www.diversitytrust.org.uk/>

Safer Bristol Partnership <http://www.bristol.gov.uk/page/safer-bristol/>

Equality and Diversity Policy and Procedures

Factsheet 5: Equality and Diversity Policy and Procedures

This factsheet has been produced, as part of the Equality and Diversity Toolkit, by the Diversity Trust and the Safer Bristol Partnership to support service providers in delivering services, increasing reach to equalities communities and in complying with the Equality Act (2010).

Equality and Diversity Policy

An equality and diversity policy is a commitment by your service to work to a set of principles. All services will have policies that cover a wide range of issues. These will guide and inform the work of everyone in the organisation. Having an equality and diversity policy means that you have made a commitment to act in ways that tackle discrimination and promote equality and diversity. The policy will spell out your service's understanding of the issues, how they affect your service, and what commitments you intend to make. By having a standard equality and diversity policy you will achieve a number of the requirements of the Foundation Level of the Equality Standard and you are making a powerful statement of intent, and committing your service to further action. A good policy will show your stakeholders; staff and volunteers, leadership and management and service users that you expect them to be serious about tackling discrimination. The policy will also show your commitment to the wider equalities communities.



Communicate the Policy

Writing a policy is only the first step. If people don't know about the policy then it becomes another set of papers left on a shelf in your office. Any policy you write should be formally approved through your organisation's decision making processes. The policy should then be communicated to everyone in your organisation and publicised as widely as possible. You can include your policy in your newsletters or website.

Use the Policy

Any policy you approve must be used to inform every aspect of your work. All internal stakeholders (staff and volunteers, leadership and management) need to be trained on the equality and diversity policy. The policy needs to be integrated into all your activities including recruitment and selection. The policy should be linked to your other policies including your complaints and disciplinary procedures. The equality and diversity policy should be used when developing work plans.

Write an Equality and Diversity Action Plan

A policy is a public commitment to act in a certain way, a set of principles to which you expect people involved in your organisation to adhere. You must ensure that the policy is used to draw up an Equalities Development Plan with clear aims, objectives and targets based on the principles set out in the policy.

Equality and Diversity Policy and Procedures

Legislation

The Equality and Diversity policy should refer to current legislation, the Equality Act (2010), and the way in which the legislation affects and informs the working practices in your service.

Where to Go For Advice and Guidance

Many services that support the voluntary, community and social purpose (VCS) sector will be able to provide examples of good practice or more detailed guidance. Local libraries or council information points will be able to provide details of support organisations.

Other VCS organisations will have produced equality and diversity policies. It may be worth looking at these to help you get a broader understanding of how policies relate to the work of services.

Please contact the organisations in the 'Useful Contacts' section of this factsheet for more advice and guidance on producing an Equality and Diversity policy.

Useful Contacts

Diversity Trust <http://www.diversitytrust.org.uk/>

Equality and Human Rights Commission <http://www.equalityhumanrights.com/>

Equality South West <http://www.equalitysouthwest.org.uk/>

Safer Bristol Partnership <http://www.bristol.gov.uk/page/safer-bristol/>

VOSCUR <http://www.voscur.org/>

Representation and Participation

Factsheet 6: Equalities Communities Representation and Participation

This factsheet has been produced, as part of the Equality and Diversity Toolkit, by the Diversity Trust and the Safer Bristol Partnership to support voluntary, community and social purpose sector organisations in delivering services, increasing reach to equalities communities and in complying with the Equality Act (2010).

Representation and Participation

It is important for voluntary, community and social purpose sector services to reflect the diversity of the equalities communities with which they work in all of their stakeholders. This is especially important in the leadership and management of the service; for example, Boards, Committees and Trustees.

To do nothing about representation and participation perpetuates exclusion and works towards creating institutionally discriminatory structures. Increasing representation and participation, for example, to reflect service users and/or the local population.

Increasing representation and participation means appointing people with new ideas and different perspectives, which will increase the effectiveness of the organisation, improve the business, and demonstrate the organisation is serious about equality and diversity.

One of the ways you can encourage more people from equalities communities to become involved in the running of the service is by changing the way the Board or Committee operates. This may mean scrutinising when and where the Board or Committee meets, and being more flexible to accommodate the needs of potential members. It may also mean establishing more informal procedures and practices, so that potential members do not feel unwelcome or marginalised by excessive formality.

Finding People

- Set targets for representation that reflects the appropriate population. Try to ensure your targets reflect true diversity in terms of different equalities communities including; Age, Disability, Gender Reassignment, Race, Religion or Belief, Sex and Sexual Orientation.
- The first place to look is from your existing stakeholders: staff and volunteers, leadership and management and service users.
- Target equalities communities in your local community, including other local voluntary, community and social purpose organisations.
- Approach local councillors, council officers, and regeneration Boards for advice and information on volunteer networks and people they may know who would be keen to work with you.
- Have an 'open day', where people are invited to attend an information discussion and presentation about your organisation and your need to recruit people to the Board or Committee. Make the 'open day' thematic by equalities communities.
- Put up posters within equalities communities centres, groups and other venues stating the organisation's aims to recruit volunteers or trustees.
- Advertise within media targeted at equalities communities.

Representation and Participation

- To increase representation, use co-option to supplement any formal processes that may exist.

Questions and Answers

How do we retain people?

You need to ensure you provide adequate support and development opportunities for new Board or Committee members. But most importantly, you have to make sure new members feel their contribution is needed and that they have an important role to play.

How do we develop their skills?

There are a number of support networks locally and nationally that can help put together training and development for volunteers. See the 'Useful Contacts' section for more details.

How do we get to the right people?

Volunteers will become the 'right people' if you provide adequate training and support.

Is over-representation a problem?

You need to try to make sure your Board or Committee adequately represents the community in which you operate, including equalities communities. Avoid assumptions that people from one equalities community 'represent' all equalities communities. Instead, you should look at ways of increasing representation and participation of people from a wide range of local equalities communities.

Earning Trust

You will only attract new members from equalities communities when you earn their trust. That means you have to show that you are truly committed to tackling discrimination and promoting equality and diversity. You have to convince potential members that they will be made to feel welcome, and of course once they do arrive at a meeting, you have to match commitments with action. Consulting people within the community, and asking them to become expert advisers, are ways of building trust before you approach them to be members of your Board or Committee.

Supporting People

When you do get better representation on your Board or Committee, you need to make sure there are adequate support mechanisms in place to support and develop volunteers. Suitable training, operational support and mentoring should be provided, as well as further development opportunities. It is also important to make sure new volunteers on Boards and Committees are made to feel that they are valued, that they belong to a team, and that they have a valid contribution to make to the work of the service.

Useful Contacts

Diversity Trust <http://www.diversitytrust.org.uk/>

Safer Bristol Partnership <http://www.bristol.gov.uk/page/safer-bristol/>