

# Diversity News

Issue 16

Autumn 2019

The Diversity Trust is a Community Interest Company. We deliver high quality and tailored equality, diversity and inclusion training and consultancy – regionally, nationally and internationally.

We work with diverse communities, and our partner organisations, to;

- ★ deliver specialist youth services

- ★ provide voice and influence
- ★ reduce inequalities
- ★ research and engage
- ★ tackle and prevent hate crime and discrimination
- ★ tackle and prevent domestic violence and abuse

To learn more about us please visit:

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



**The Diversity Trust**  
Influencing Social Change

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**Hello and welcome to our Autumn Newsletter – Issue 16.**

Our big announcement is our **Social Impact Report for 2018-19.**

You'll see how we work with you and other organisations to bring about change and to help achieve equality, diversity and inclusion for everyone. Our core services include high-quality expert training, policy development and community engagement, and have provided:

- ★ Support for young LGBTQ+ people in Somerset, South Gloucestershire, Swindon and Wiltshire.
- ★ Training and consultancy on topics such as equality, diversity and inclusion; and hate crime and discrimination awareness.
- ★ Trans Awareness training – working with the transgender community
- ★ Accessibility and inclusion audits.

Please read our Social Impact Report for more information, and we look forward to working with you in 2019-20 and onwards:

Link: [https://www.diversitytrust.org.uk/wp-content/uploads/2019/09/DT\\_IR\\_7.pdf](https://www.diversitytrust.org.uk/wp-content/uploads/2019/09/DT_IR_7.pdf)

Our newsletter also acknowledges both World Mental Health Awareness Day and Black History Month. It questions if diverse families and communities are represented in our schools? If our reproductive rights are protected in the workplace? Can LGBTQ+ people access services if they experience abuse and trauma at home? Are Muslim women's voices heard? Our newsletter tackles these issues and more.

Towards the end of our newsletter you'll see some rich resources from Bristol Mind and the new One You South Gloucestershire wellbeing and healthy lifestyles service.

As always, we thank our funders, partners, Directors and associates. Together we're creating an equal and inclusive society, which is fair and safe for everyone.

**Derek Froud, Chair**

# News in Brief

## Our publications

During 2019, we updated our 'Out in South Gloucestershire' and launched our new 'Out in Somerset' publications.

You'll see testimonies and personal stories from a range of LGBTQ+ people. You'll also find information about local community groups and organisations. This includes social and support groups, charities, hate crime and victim support services as well as LGBTQ+ youth groups.

Visit our Voice and Influence web page, or click direct on these links:

### Voice and Influence

<https://www.diversitytrust.org.uk/adult-services-voice-influence/>

### Out in South Gloucestershire

[https://www.diversitytrust.org.uk/wp-content/uploads/2019/07/OISG\\_July19\\_2.pdf](https://www.diversitytrust.org.uk/wp-content/uploads/2019/07/OISG_July19_2.pdf)

### Out in Somerset

[https://www.diversitytrust.org.uk/wp-content/uploads/2019/07/OIS\\_July19\\_4\\_interactive.pdf](https://www.diversitytrust.org.uk/wp-content/uploads/2019/07/OIS_July19_4_interactive.pdf)

## Become a Youth Ambassador in South Gloucestershire

As we're a partner in the South Gloucestershire Youth Partnership (SGYP), we wrote about recruiting Youth Ambassadors in our Spring Newsletter, issue: 14.

To read this article, click below and then scroll to page 15.

[https://www.diversitytrust.org.uk/wp-content/uploads/2019/03/DN\\_issue14-5.pdf](https://www.diversitytrust.org.uk/wp-content/uploads/2019/03/DN_issue14-5.pdf)

You may know a young person who might benefit from representing the views of their peers to influence their youth services.

Please help our young

people know about becoming a Youth Ambassador in South Gloucestershire. Applications from a broad range of young people will make youth services in South Gloucestershire more fair and equal for everyone.

For more information visit:

Website: <https://www.creativeyouthnetwork.org.uk/blog/youth-participation-whats-the-point>

Email: [hannah.panes@creativeyouthnetwork.org.uk](mailto:hannah.panes@creativeyouthnetwork.org.uk)

Mobile: 07747 271 919

## Care under the Rainbow: Update

Our founder and director, Berkeley Wilde, attended and spoke at the Home Instead regional conferences. It took place in London, Birmingham, Warrington and Bristol during July 2019. Berkeley promoted our Creating Inclusive Care Homes project and Care Under the Rainbow toolkit, which we built with the University of Bristol. He spoke to hundreds of care home managers and staff about making care services more inclusive.

Visit our website, where you'll access free online learning tools and films for making your care services

more inclusive for older LGBTQ+ residents:

<https://www.diversitytrust.org.uk/careunderrainbow/>

We proudly launched our Care Under the Rainbow toolkit on IDAHOBIT Day, 17 May 2019. Here's our blog post about the launch event:

<https://www.diversitytrust.org.uk/2019/05/care-under-the-rainbow-launch-event-on-idahot-day-17th-may-2019/>

## Diversity Trust Training

We make your services more equal and inclusive for your customers and staff with our Diversity Trust training. Our training will show how you can reach and include diverse communities with tailored support. For example, we have courses on creating Easy Read documents, Equality, Diversity and Inclusion, LGBTQ+, Transgender, Gender and Cultural Awareness, Wellbeing in the Workplace, Unconscious Bias and so on.

Please explore our training and rate card, so you can support, reach and help more people. You can also save, print and share our flyers and posters and book your Diversity training online by visiting:

<http://www.diversitytrust.org.uk/training>

### Quotes

“Highly valuable training. Opened my eyes. Thanks.”

“Enjoyable day which went very quickly - made you think of your own service and ways to improve or redesign.”

“Thank you very much. I found it really fascinating and it’s really broadened my awareness of the subject and made me think a lot.”

“Thanks to the Diversity Trust for excellent staff training - we learnt loads. Highly recommended.”

# Is your physical environment fully inclusive and accessible? Is it safe for everyone?

By Lou Hart, Director, The Diversity Trust CIC

Every organisation has a legal duty not to discriminate against people covered by the nine protected characteristics of the Equality Act 2010. So, we know it's challenging for organisations to see what "is good practice" when providing the right facilities for staff, visitors, carers and so on. Or, indeed, if they're meeting their obligations in making reasonable adjustments.

The Diversity Trust offers accessibility and inclusion auditing, which is useful and cost effective for;

- ★ organisations in new buildings; and
- ★ helpful for organisations in older buildings (to avoid incurring costs).

We offer recommendations for works, which meets Government guidance and Building Regulations.

We can also make recommendations on building plans before mistakes are made.

We can advise and support small to large scale organisations with Equality, Diversity and Inclusion audits. For example, we've looked at;

- ★ changing the facilities within multi-faith rooms;
- ★ having gender neutral bathrooms;
- ★ separating food to prevent cross contamination;
- ★ creating spaces, which are suitable and safe for visually impaired people; and
- ★ accessing escape routes for everybody.

We can work with you to explore how you can continue managing your accessibility through our 'accessibility auditing and

consultancy'. This might include looking at your equalities policies or surveys and access to and within your buildings.

## Quotes

"Lou has provided some excellent sessions which have been well received by our staff and for which I am most grateful."

"Lou Hart demonstrated acute insight in her comments on our draft questions and accompanying explanatory materials, advising amendments and ensuring that our approach was sound"

"The audit was sterling"

For more information about our Accessibility and Inclusion Audits please visit: <https://www.diversitytrust.org.uk/audits/>

## Disclaimer:

- ★ Lou sits on the current British Standards Project Steering Committee, for developing a new Publicly Available Specification, which will manage Diversity and Inclusion.
- ★ Lou is also helping to create Access Statements, which describe an organisation's intentions for Diversity and Inclusion.

# In the News – Visible Diversity Matters

## Berkeley Wilde, Founder and Director, The Diversity Trust

It's important that children often see the different lives that people live. We live in diverse communities. Therefore, books and other learning materials are a great way to represent this in schools. So, everyone's lives are represented and seen as usual. It can be odd how all families currently look the same in school books! A White man, his wife, children and a dog. However, none of our families look or are the same. Some families have a mum or a dad. Some people live with their grandparents, some live with their two dads, some live with their two mums, some live with a mum and a dad and so on. Some have parents from different ethnic backgrounds. Some families experience routines around faith and family traditions.<sup>1</sup> Some families have caring responsibilities. So why only represent abled-bodied, white, cisgendered, heterosexual people with a mum and dad. This is a challenge for children whose family and the families around them are not like the pictures they see represented at school.

We also need to challenge ideas about being feminine or masculine. For example, such as the stereotypes I grew up with, that girls like pink and boys don't cry. Books such as Princess Boy challenge these stereotypes and encourages children to think about their reactions.

### Princess Boy:

Dyson loves the colour pink and sparkly things. Sometimes he wears dresses and sometimes he wears jeans. He likes to wear his princess tiara, even when climbing trees. He's a Princess Boy, and his family loves him exactly the way he is. This is a story about love and acceptance. It is also a call for tolerance and an end to bullying and judgments. Inspired by the author's son, and by her own initial struggles to understand.

This is a heart-warming book about unconditional love and one remarkable family.

[https://www.amazon.co.uk/My-Princess-Boy-Cheryl-Kilodavis/dp/1442429887/ref=asc\\_df\\_1442429887/?tag=googshopuk-21&linkCode=df0&hvadid=310850997089&hvpos=1o1&hvnetw=g&hvrnd=3267088081903221820&hvpone=&hvptwo=&hvgmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9045632&hvtargid=pla-347933165486&pssc=1&th=1&pssc=1](https://www.amazon.co.uk/My-Princess-Boy-Cheryl-Kilodavis/dp/1442429887/ref=asc_df_1442429887/?tag=googshopuk-21&linkCode=df0&hvadid=310850997089&hvpos=1o1&hvnetw=g&hvrnd=3267088081903221820&hvpone=&hvptwo=&hvgmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9045632&hvtargid=pla-347933165486&pssc=1&th=1&pssc=1)

The Diversity Trust has run school assemblies, which often involve our Alphabets LGBTQ+ youth groups in Somerset, South Gloucestershire, Swindon and Wiltshire.

Berkeley says,

“We have an exciting assembly programme where we bring our LGBTQ young people into schools. They talk about life for them now and how they navigated being ‘out’ at school. They share their personal stories and their own journeys. They challenge schools to think about how they can make things better for all young people. If you would like to book a school assembly in one of our areas get in contact.”

1. Fishponds Voice - August 2019 – Issue 56 – page 27 [https://issuu.com/fishpondsvoice/docs/fishponds\\_august\\_2019](https://issuu.com/fishpondsvoice/docs/fishponds_august_2019)



# Baby and The Boardroom

By Maisy Griffiths, Communications Associate, The Diversity Trust CIC



As a childless person, you might wonder why I chose to write about maternity rights? Ever since, Mrs Wood, my fourth year Primary School teacher went on maternity leave

I've had an interest in what maternity leave is and why it's important. I'm now twenty-seven and thinking about maternity leave in a slightly different way to my nine-year old self - seeing it more through the lens of discrimination and inequality.

The Equality Act 2010 defines pregnancy and maternity discrimination as someone being treated unfairly because of pregnancy, breastfeeding or because they recently gave birth. As my friends, colleagues and family start taking maternity leave, the impact of maternity rights, law and legislation has become important. It sparked a professional interest in maternity leave and the campaigns surrounding it.

We can all agree a new baby is a tiny human who depends entirely on you. So, it's perfectly understandable if a parent wants time away from work to focus on their baby. By following activists such as 'Pregnant Then Screwed' and 'MotherPukka' on Instagram, I understand the importance of maternity rights for making sure that having children doesn't discriminate people at work.

I've learnt an alarming statistic from an Equality and Human Rights Commission report. It estimated in 2015 that 54,000 women a year lose their jobs as a result of maternity discrimination.<sup>1</sup>

A recent article by Laura Bates exposed how non-disclosure agreements (NDAs) are being used to silence mothers who lose their jobs as a result of maternity discrimination.<sup>2</sup>

The research is deeply concerning, so too is the potential impact on the gender equality movement. The so called 'playing field' in mental health and career ambition is not equal and it won't be if mothers and parents are unfairly discriminated against during and after reproduction. So, let's take action - you can show your support for ending maternity discrimination by following campaigns such as #FlexAppeal and #AllMothers.

Finally, whether you or I choose to, choose not to or can't have children is irrelevant - equality is about helping to create a fair society where everyone benefits.

For advice, support and more information on pregnancy or maternity discrimination:

- ★ [citizensadvice.org.uk](https://citizensadvice.org.uk)
- ★ [maternityaction.org.uk](https://maternityaction.org.uk)

1. <https://www.theguardian.com/money/2015/jul/24/maternity-leave-discrimination-54000-women-lose-jobs-each-year-ehrc-report>
2. <https://www.theguardian.com/lifeandstyle/2019/jan/22/the-public-would-be-shocked-if-they-knew-how-gagging-contracts-cover-up-maternity-discrimination>

## Film – Seahorse: The Dad Who Gave Birth

Freddy is aged 30, and he yearns to start a family, but for him this ordinary desire comes with unique challenges. He is a gay transgender man.

Deciding to carry his own baby took years of soul searching. Nothing could prepare him for the reality of pregnancy, as both a physical experience and one that challenges society's fundamental understanding of gender, parenthood and family.

He quickly realises that what to him feels pragmatic, to others feels deeply confusing and confronting; this was not part of his plan.

Freddy is forced to confront his own naivety, find unknown depths of courage and lean on every friend and family member who will stand by him.

Made with access and collaboration over three years, the film follows Freddy from preparing to conceive right through to birth. It is an intimate, audacious and lyrical story for the cinema about conception, pregnancy, birth and what makes us who we are.

Here's a preview of the film: <https://www.theguardian.com/film/video/2019/apr/02/seahorse-exclusive-trailer-for-new-documentary-about-the-dad-who-gave-birth-video>





# Directors at the Diversity Trust are Podcasting

This year, Directors at the Diversity Trust are interviewing some of the most influential people of our time, they include campaigners such as Peter Tatchell, Stella Creasy MP and Christine Burns MBE. You'll hear their thought-provoking stories, which tackle many important and timely issues about equality, diversity and inclusion.

Diversity Trust Associate, Annie Moon, at 'Be the Difference Services' specialises in supporting organisations to work together for creating the social change we need. Therefore, Annie is creating our podcast series by collating and editing these interview recordings. You'll hear the podcast on our website and social media during 2019.

Our summer newsletter covered our podcast interview with transgender activist, Christine Burns, MBE. To hear our director, Cheryl Morgan, interviewing Christine Burns visit:

Part 1: <https://www.diversitytrust.org.uk/2019/05/the-diversity-trust-podcast-1-christine-burns-transgender-activist-part-1/>

Part 2: <https://www.diversitytrust.org.uk/2019/06/the-diversity-trust-podcast-1-christine-burns-transgender-activist-part-2/>

Last Summer, our director, Lou Hart, interviewed Stella Creasy MP. Stella is a Labour and Co-operative party MP for the London Constituency of Walthamstow since the 2010 general election. She served in the front bench teams of Ed Miliband and Harriet Harman from 2011 to 2015.

Lou's questions in our podcast interview, explored Stella's passion for achieving equal rights for all women across the world.



Do you remember the gender pay gap news flash? In April 2018, Stella (with a cross party group of female MPs) launched a campaign for making employers give details about their gender pay gap. Stella also talked about;

- ★ the implications of Brexit on women's rights;
  - ★ violence against Women and Girls;
  - ★ gender based hate crime;
  - ★ sex work;
  - ★ migrant and refugee Women in the UK;
  - ★ abortion Rights; and
  - ★ the Equality Act 2010;
- And so much more.

Please listen to Lou's exciting interview with MP Stella Creasy:

<https://www.diversitytrust.org.uk/2019/07/the-diversity-trust-podcast-4-stella-creasy-mp-gender-equality/>

After listening to the podcast, please feel free to contact us, we would love to hear your;

- ★ questions;
- ★ how you identify with the issues we covered;

## Podcasting continued

- ★ what actions you may take; and
- ★ if we raised your awareness;
- ★ and so on.

You can also follow Stella Creasy and her campaigns at:

Twitter: [@stellacreasy](https://twitter.com/stellacreasy)

Instagram: [@stellacreasy](https://www.instagram.com/stellacreasy)

You can listen to all our podcasts by visiting our podcast page at: <https://www.diversitytrust.org.uk/category/podcast/>



# Supporting LGBTQ+ Communities in Swindon and across the country

LGBTQ+ people may risk being homeless due to domestic violence, hate crime, family rejections and breakdowns or discrimination. Social housing provider, Stonewater, recognised this issue by supplying a short-term, four-bedroom accommodation called the LGBTQ+ Safe Space. This service provides practical and emotional support for LGBTQ+ people who are referred nationally, with priority given to those living in Swindon, Wiltshire and the surrounding areas. LGBTQ+ Safe Space opened its doors on Monday 5 August 2019 with funding from the Longleigh Foundation, and in partnership with Voluntary Action Swindon and Swindon Borough Council.

The project will assess the impact in supporting LGBTQ+ people who can no longer live in their current home due to domestic violence, hate crime, family breakdowns, rejection or discrimination.

Stonewater employed coaches with person-centred skills, who will focus on:

- ★ personal wellbeing, health and mental health
- ★ employment and education
- ★ personal safety
- ★ finances
- ★ addiction support
- ★ healthy relationships
- ★ moving into independent and permanent housing

The service will work with other local organisations in Swindon, which includes Swindon Women's Aid and Out of the Can (a local LGBTQ+ social and support youth group, which The Diversity Trust supports).

## Research

Recent research by Stonewall, highlighted



the need for this service across the country. In the past year, 11% of LGBTQ+ people experienced domestic abuse (almost twice as high as the population as a whole). However, we know access to services is difficult for LGBTQ+ people.<sup>1</sup>



A government survey<sup>2</sup> showed 40% of LGBTQ+ people who responded experienced a homophobic, biphobic or transphobic incident in the past twelve months by someone who wasn't a family member.

Swindon is not exempt from these harrowing statistics. So, this charitable funded project offers a safe place for LGBTQ+ people to live while accessing care, support and guidance for securing a safe and independent future.

Regional Manager (Supported Housing), Andrew King, says: "I am delighted to announce the creation of LGBTQ+ Safe Space. Stonewater already works with a number of customers from the LGBTQ+ community. I've witnessed young people estranged from their family due to their sexuality or gender identity, and those whose mental health has deteriorated due to a lack of support provision during their transition. The LGBTQ+ Safe Space and the specialist coaches will really make a difference in supporting customers from the LGBTQ+ community. They will also inform and support our wider staff team to develop their own skills to support more customers from this client group."

Councillor David Renard, Leader of Swindon

## Supporting LGBTQ+ Communities continued

Borough Council, said: “I am thrilled to welcome this wonderful scheme to Swindon, which demonstrates that we’re leading the way with our commitment to supporting the LGBTQ+ community in the town.”

Berkeley Wilde, Director from The Diversity Trust, said: “This is excellent news for the community as a whole in Swindon. More people are becoming aware of the difficulties faced by the local LGBTQ+ community. However, there is still so much to do to tackle discrimination and access to appropriate support services. I am very proud to be part of something so inspiring and innovative for Swindon.”

If you know someone who could benefit from living at the ‘Swindon LGBTQ+ Safe Space’ please contact Stonewater on:

E-mail: [safespace@stonewater.org](mailto:safespace@stonewater.org)

Siouxie Bytheway: 01793 612622 Ext: 2310

Office (Swindon Foyer): 01793 612622

For more information about Stonewater visit: <https://www.stonewater.org/>

The friendly team will answer your questions and queries and provide further information about this important new service.

Following the initial contact of interest, Stonewater will complete a telephone assessment with the referring agency or the customer themselves (if safe to do so) before advising if they’re able to accept the referral.

1 <https://www.stonewater.org/news/press-releases/lgbtqplus-community-funding-secured/>

2 <https://www.gov.uk/government/publications/national-lgbt-survey-summary-report/national-lgbt-survey-summary-report>

# WeRise – Rising up against Injustice, Discrimination and Extremism



A new organisation in Bristol is tackling discrimination and injustice while making sure voices are heard for Muslim women. Bristol academic and activist, Aaliyah Hussain, founded and launched WeRise, a not-for-profit organisation, in March 2019. WeRise is based on the principles of justice, equality and human rights. The aim is creating safe spaces for Muslim women to openly speak and address challenges, such as racism, sexism, extremism, mental health, social media or anything else, without fearing negative backlash.

Aaliya says, “I want women and girls to feel empowered and to know they can do whatever they want to do. We know what the problems are, and we have the knowledge and expertise to come up with our own solutions, but what we need is support and we need to be included in those conversations.”

WeRise work also includes advocacy, community outreach projects, talks and

training for the education sector, police, local authorities, agencies and community groups.

To get involved contact WeRise at:

Email: [aaliyah.hussain@we-rise.co.uk](mailto:aaliyah.hussain@we-rise.co.uk)

Call: 0333 444 3341

Facebook: <https://www.facebook.com/WeRiseUK/>

Twitter: [@WeRiseUK](https://twitter.com/WeRiseUK)

You can read a full Bristol247 article at:

<https://www.bristol247.com/news-and-features/news/rising-up-against-injustice-discrimination-and-extremism/>



# WeRise continued

## We want to acknowledge the tragic death of Sahar Khodayari.

We wrote extensively about the suffragettes in our newsletters during 2018, which marked a hundred-years since some women won the vote. However, injustice for women is still happening across the world, resulting in women sacrificing their lives to provoke changes in the law, which favours men.

Iran banned women from attending sports stadiums shortly after the 1979 Islamic Revolution. Amnesty and Human Rights Watch (HRW) both asked FIFA (the football's world governing body) to end this ban.

In March 2019, Sahar Khodayari, aged 29, was stopped by security without her hijab and dressed in 'male' clothing, so she can watch her favourite Iranian soccer team, Esteghlal. Sahar then faced charges for "appearing in public without a hijab". When the case was adjourned in court, Sahar poured gasoline on herself, which she lit on fire. She died on Monday 9 September 2019.

In a statement, FIFA said: "We are aware of that tragedy and deeply regret it. FIFA convey our condolences to the family and friends of Sahar and reiterate our calls on the Iranian authorities to ensure the freedom and safety of any women engaged in this legitimate fight to end the stadium ban for women in Iran."<sup>1</sup>

The Iranian government said the country has no specific deadline but is working on the "necessary infrastructure" to allow women into stadiums.<sup>2</sup>



For more details about Sahar Khodayari story and legacy in fighting the ban, visit The Guardian UK edition at:

<https://www.theguardian.com/world/2019/sep/10/iranian-female-football-fan-who-self-immolated-outside-court-dies>

1. [CCN International - https://edition.cnn.com/2019/09/10/football/iran-football-women-sahar-khodayari-spt-intl/index.html](https://edition.cnn.com/2019/09/10/football/iran-football-women-sahar-khodayari-spt-intl/index.html)

2 [CCN International - https://edition.cnn.com/2019/09/10/football/iran-football-women-sahar-khodayari-spt-intl/index.html](https://edition.cnn.com/2019/09/10/football/iran-football-women-sahar-khodayari-spt-intl/index.html)

# Suicide and Mental Health Awareness Days

Suicide and Mental Health awareness is highlighted every September and October. Since 2003, the world marks World Suicide Prevention Day on 10 September and World Mental Health Day on 10 October. A special website provides resources, such as banners and hashtags to support suicide prevention day activities across the world.

World Suicide Prevention Day 2019 website: <https://www.iasp.info/wspd2019/>

The Diversity have started working with construction companies, because every single working day in the UK two construction workers take their own life. A shocking statistic. But, sadly a reality in the construction industry. This means, the construction trade has three-times more suicides than any other industry. Personal trauma such as divorce, bereavement and debt can cause this. However, the stress and pressure of finishing jobs, especially when there are delays, can add to a construction worker's mental health challenge.

All construction workers and their families can get free confidential help and support from the Lighthouse Club on:

[www.lighthouseclub.org](http://www.lighthouseclub.org)  
0345 609 1956

Berkeley Wilde says, "We have been working with the construction industry to raise awareness of key equality themes. Including accessibility and how to improve built environments for everyone working in the sector. It's also really important to raise awareness of these shocking statistics around mental health and suicide. We will continue to campaign on these issues by working in partnership with the sector."

To find out more about our work in the construction industry please visit our

webpage <https://www.diversitytrust.org.uk/audits/>

On Thursday 10 October, World Mental Health Day, continued raising awareness about suicide prevention. Every 40 seconds, someone loses their life to suicide. Suicide and suicide attempts have a ripple effect, which impacts families, friends, colleagues, communities and societies. For more information and materials visit the:

World Federation for Mental Health: <https://wfmh.global/world-mental-health-day-2019/>

Bristol Mind: <https://bristolmind.org.uk/>

Myths about suicide: <https://www.samaritans.org/how-we-can-help/support-and-information/worried-about-someone-else/myths-about-suicide/>

## Thriving at Work

South Gloucestershire Council launched its Thriving at Work programme on Monday 11 February 2019. Mental health is a leading cause of workforce absence in the UK, increasing loss in productivity and staff turnover. Thriving at Work provides resources, information, support and an e-Learning module for helping local employers in South Gloucestershire.

If you're interested in using the Thriving at Work initiative to promote mental health and emotional wellbeing in your workplace, please visit:

Website: <https://www.southglos.gov.uk/health-and-social-care/staying-healthy/mentalhealth-emotionalwellbeing/thriving-work-south-gloucestershire/>

Email: [mentalhealth@southglos.gov.uk](mailto:mentalhealth@southglos.gov.uk)

## Advertorial: One You South Gloucestershire

# ONE YOU SOUTH GLOUCESTERSHIRE

One You South Gloucestershire is a healthy lifestyles and wellbeing service for adults to help make important, lasting improvements to their health. One You South Gloucestershire is for all adults over the age of 18 who are South Gloucestershire residents or registered with a GP practice in South Gloucestershire.

The new service is delivered jointly by Southern Brooks Community Partnerships and South Gloucestershire Council and other community partners including Oasis Talk, Circadian Trust, The Diversity Trust, The Carers Support Centre and Developing Health and Independence (DHI). This service builds on the previous provision of the Wellbeing College, Community Connectors and Health Champions.

Activities include Peer Support Groups, 5 Ways to Wellbeing Workshops and a range of taster sessions including Mindfulness, Glass Fusing, Creative Writing with more planned in the future.

For more information on One You South Gloucestershire visit the website: <https://oneyou.southglos.gov.uk/>

For more information on wellbeing events visit the Southern Brooks Community Partnerships website: <https://southernbrooks.org.uk/wellbeing/>

**In this newsletter, please look under Date for your Diary, so you know when the Diversity Trust is running our next LGBTQ+ wellbeing workshops.**



## Continuing our impact around the world

Our work at the Diversity Trust has gone global! Organisations in Iceland have used our training materials and resources. We've collaborated with colleagues in Africa, and we have presented guest lectures in Austria, Germany and China!

To read about our collaborative work in China and Africa, please read our newsletter features at:

The Diversity Trust is working in Shanghai!

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[https://www.diversitytrust.org.uk/wp-content/uploads/2019/03/DN\\_issue14-5.pdf](https://www.diversitytrust.org.uk/wp-content/uploads/2019/03/DN_issue14-5.pdf)

Programme for the Wellbeing of Children (PWC). Page 9

[https://www.diversitytrust.org.uk/wp-content/uploads/2018/05/DN\\_Autumn\\_3.pdf](https://www.diversitytrust.org.uk/wp-content/uploads/2018/05/DN_Autumn_3.pdf)

### An Update from Reykjavík, Iceland.

The City of Reykjavík Human Rights and Democracy Office is overseeing a project called, Together Against Violence. When dealing and working with domestic violence and abuse, the project aims to improve the communication and collaboration between the city's;

- ★ welfare services;
- ★ child protective services; and
- ★ the police;

The project is focusing on various groups of people, and LGBT+ people are receiving focussed attention.

### Quote

“The Diversity Trust gave the project information and teaching materials for training staff who are working on behalf of the project. Therefore, during 2018-19, the training materials from Diversity Trust focussed attention and awareness on LGBT+ people. The next step in this project is connecting councillors working for the National Queer Organisation in Iceland and people working with the survivors and perpetrators of domestic violence.” Valgerður Jónsdóttir, Project Manager, Reykjavík's Human Rights and Democracy Office.

### Our impact in Austria and Germany

Our Director and Trans awareness lead trainer, Cheryl Morgan, has also travelled the globe for engaging the public on trans equality issues. Cheryl gave a guest lecture at the University of Graz, in Austria, and at the Cologne School of Media Studies, in Germany.

### University, Western Australia

In 2017-18 we received lovely feedback from an academic researcher based in Perth, Western Australia.

Dr Jude Comfort, Curtin University, Western Australia, said,

“Your website, resources and the work you undertake is outstanding.”

Please read our Social Impact report, which has an update on our work globally.

Link: [https://www.diversitytrust.org.uk/wp-content/uploads/2019/09/DT\\_IR\\_7.pdf](https://www.diversitytrust.org.uk/wp-content/uploads/2019/09/DT_IR_7.pdf)

# Writing Tips

## Search Engine Optimisation essentials for ranking high in search engines

SEO writing is about using key words on a web page, which make search engines think the page is important. SEO is slow acting but has a long-lasting effect. However, plant your SEO seeds now and then watch it grow.

### Here are some basic rules to SEO writing:

- 1. Write for the audience:** Not for yourself, your services or products.
- 2. Use web links to increase the** authority of your content.

### Therefore:

- ★ Think like your customer:
- ★ What questions are your customers asking?
- ★ What do they need to know?
- ★ What problems are your customers struggling with?

### SEO writing skills

When you enter a keyword in a search engine - notice what comes up. The content is ranking high because search engines loves them. So, observe what these sites are doing. For example, what external web links are they using? Use these and more.

### The first paragraph in SEO writing

Your first sentence in your first paragraph should clearly show the reader that your web content answers their question. It should also reflect the relevant and valuable information they're about to read.



### How long should your web content last?

Search engines love meaty content. However, web readers are skimmers and they're in a hurry. Therefore, help your readers by using:

- ★ bullet points
- ★ images (not forgetting alt tags)
- ★ bold writing for highlighting points
- ★ use titles and sub-headings
- ★ keep sentences short (about 15-20 words)
- ★ have three to four sentences per paragraph
- ★ include plenty of white spaces to improve readability - white spaces and headings aid skim-reading
- ★ check your grammar and spelling
- ★ consider using graphics, pictures, tables, charts, audio and or video

### In summary follow these 3 steps

- ★ Develop a list of keywords.
- ★ Write copy that includes these important keywords.
- ★ Use web analytics to see which pages are performing and for making further improvements.

# Volunteering opportunities

## Bristol Youth Offending Team

Bristol Youth Offending Team need more diverse volunteers for its Community Panel and Appropriate Adult services.

Attending all training dates is vital for the volunteering role you choose, which is during February and March 2020.

### Community Panel Member Training dates:

Saturday 29 February 2020 – 10am to 3pm  
Saturday 7 March 2020 – 10am to 3pm,  
Saturday 21 March 2020 – 10am to 3pm  
Saturday 28 March 2020 – 10am to 3pm

### Appropriate Adult Training dates:

Saturday 8 February 2020 – 10am to 3pm  
Saturday 15 February 2020 – 10am to 3pm  
Saturday 22 February 2020 – 10am to 3pm

Recruitment starts in November 2019. For more information about these roles and how to apply, please visit:

<https://www.bristol.gov.uk/crime-emergencies/bristol-youth-offending-team>

If you prefer to speak to the Youth Offending Team about volunteering for them first, then contact:

Rachel Davies - Panel Member volunteering - [rachel.davies@bristol.gov.uk](mailto:rachel.davies@bristol.gov.uk)

Julie Guest - Appropriate Adult volunteering - [Julie.guest@bristol.gov.uk](mailto:Julie.guest@bristol.gov.uk)

## Volunteers needed for Out of the Can Youth Group in Swindon and Wiltshire

Out of the Can is a youth group based in Swindon. It creates regular safe spaces for young people from age 13 to 19 and identifying as Lesbian, Gay, Bisexual,

Transgender or Questioning their gender identity or sexual orientation (LGBTQ+).

They've been running for over fourteen-years and the demand for their services is growing rapidly. They run weekly sessions in Swindon (Tuesdays) and have recently expanded to Royal Wootton Bassett (Thursdays). They're looking for enthusiastic and committed individuals to join the team of volunteers. You will support extending their services even further, so young LGBTQ+ people are supported in reaching their full potential.

They'd love to hear from you if you're:

- ★ passionate about working with young people
- ★ supportive of the LGBTQ+ community
- ★ creative
- ★ interested in supporting and safeguarding young people
- ★ keen to work in a friendly and established team
- ★ empathetic by nature
- ★ great at listening and communicating with young people (and their parents, carers and guardians)
- ★ available for up to two hours a week

If you're interested, please get in contact to arrange a chat?

You can contact OOTC at:

Email: [ootc@hotmail.co.uk](mailto:ootc@hotmail.co.uk),

Website: [www.outofthecan.org](http://www.outofthecan.org)

All volunteers have enhanced DBS checks. We require this check before you can work with young people. Please provide two references (one character / one professional).

# Diversity Calendar

Our Diversity Trust calendar will help you think, plan and celebrate diversity within your organisation. It may link your communications and key messages with key diversity dates across the year. Or you may wish to enter an award for showcasing and sharing your best practice in diversity.

## October 2019

**Whole month:** Black History Month UK

**1st** International Day of Older Persons

**7-11th** National Work Life Week

**10th** World Mental Health Day

**11th** National Coming Out Day

**7-13th** Dyslexia Awareness Week

**9-15th** Baby Loss Awareness Week

**12-19th** National Hate Crime Week

**14-20th** National Adoption Week

**18th** Anti-Slavery Day

**18th** World Menopause Day

**22th** International Stammering Awareness Day

**26th** Intersex Awareness Day

## November 2019

**Whole month:** Movember Men's Health Awareness

**4-8th** Stress Awareness Week

**10-17th** Interfaith Week

**11-15th** Anti-Bullying Week

**19th** International Men's Day

**20th** Universal Children's Day

**21th** Carers Rights Day

**25th** International Day for the Elimination of Violence against Women

## December 2019

**1st:** World AIDS Day

**3rd:** International Day of Persons with Disabilities

**5th:** International Volunteer Day

**10th** Human Rights Day

## Dates for your diary

### **Event: Working together to end hate crime and discrimination**

**Date:** Tuesday 15 October

**Venue:** Curo, The Maltings, River Place, Lower Bristol Road, Bath BA2 1EP

**Time:** 5-8pm

**Why you should go?** We want to work together to end hate crime and discrimination. We'd like to learn your views on what improvements can be made for LGBT+ people in Bath and North East Somerset and to get your feedback.

We hope that this event may lead to an LGBT+ Forum or Network for the area.

**Eventbrite:** <https://www.eventbrite.co.uk/e/bath-lgbt-community-event-tickets-73120652841>

### **Event: LGBTQ+ Youth Cafe, Yate, South Gloucestershire**

**Date:** Sessions run on the **last Sunday** of every month.

#### **The next dates:**

Sunday 27 October, Sunday 24 November

**Venue:** For the locations please contact us.

**Time:** 7pm till 9pm

**Why you should go?** If you're age 13 to 19 and LGBTQ+ we have an LGBTQ+ youth group and café for you. We meet for peer support, information and socialising.

**Email:** [info@yatearmadillo.co.uk](mailto:info@yatearmadillo.co.uk)

**Call:** 01454 869 441

**Facebook group:** <https://www.facebook.com/groups/LGBTQyate/>

**Website:** <https://www.diversitytrust.org.uk/young-peoples-services/>

**More information:** <https://sites.southglos.gov.uk/mind-you/homepage/teens/gender-identity-and-sexual-orientation-lgbtq/>

### **Event: Southern Brooks Annual Celebration Event**

**Date:** Wednesday 13 November 2019

**Venue:** Bristol and Bath Science Park, Dirac Crescent, Emerson Green, Bristol, BS16 7FR

**Time:** 5.15pm to 7pm

**Why you should go?** Southern Brook

Community Partnerships will celebrate 31-years of partnership working in South Gloucestershire. Hear inspiring talks from Keynote speakers and enjoy light refreshments while connecting with other organisations and services.

**Eventbrite:** <https://www.eventbrite.co.uk/e/inspiring-partnerships-sbcp-celebration-event-tickets-63335835188>

### **Event: Free LGBTQ+ Wellbeing Workshops**

**Date:** Sunday 24 November 2019

**Time:** 12noon - 5pm

**Venue:** Armadillo Youth Café, Station Rd, Yate, Bristol BS37 4FW

**Why you should go:** If you're LGBTQ+, over 18 and living in South Gloucestershire we have Free LGBTQ+ workshops for you. This is part of the new One You South Gloucestershire service led by Southern Brooks Community Partnerships and South Gloucestershire Council. Our workshops will look at your current wellbeing needs and set scalable goals for improving this. We'll also explore other services, websites and apps, which may help your health and wellbeing.

The workshops are fun, as some people learn by watching, reading, writing, drawing, hearing and / or doing. Therefore, we created a highly practical workshop, so you have the tools to keep improving your health and wellbeing.

Please send us your contact details if you're interested, so we can alert you to our workshops as they appear during the year.

**Contact:** The Diversity Trust - Wellbeing Project

**Email:** [wellbeing@diversitytrust.org.uk](mailto:wellbeing@diversitytrust.org.uk)

**Website:** <https://www.diversitytrust.org.uk/wellbeing-services/>

## Social Media

### Recent tweets

#### Sunday 29 September

Thank you to James from @Unitysexhealth for another great workshop on consent this evening with #AlphabetsLGBTQ youth project. We loved the cup of tea video! What does consent mean to you?

#### Saturday 28 September

Here with @Krunchsw @Creative\_Youth @otrbristol @SeaCadetsUK

meeting young people from #Thornbury - we're asking what #diversity means to them, our favourite so far is "being different is being you"

#### Saturday 28 September

Thank you to everyone who came along for our #ParentsPride event today @redbrickglaston to celebrate #LGBTQ families in #Somerset

#### Thursday 26 September

Thank you to @SWSCN for inviting me to speak at the event today about how to engage with and include communities which are often absent or missing from health services #nhs #mentalhealth #inclusion #socialchange #socent





## Credits

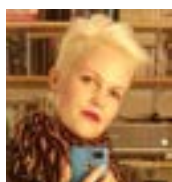
### Our newsletter was:



**Written and copy-edited** by David Sully at Mr Pen – Content Specialist

**Web:** <http://mrwrite.co.uk/>

**Facebook:** <https://www.facebook.com/Mr-Pen-Content-Specialist-802263836511908/>



**Design and layout** by Frank Duffy – designer and illustrator.

**Web:** [www.frankduffy.co.uk](http://www.frankduffy.co.uk)

**Email:** [hello@frankduffy.co.uk](mailto:hello@frankduffy.co.uk)

**Facebook:** [www.facebook.com/frankduffy.co.uk](http://www.facebook.com/frankduffy.co.uk)

**Twitter:** [@MxFrankDuffy](https://twitter.com/MxFrankDuffy)

## Jargon Busters

**Alt Tags** – are used when building or administrating a website. You tag an image to key words, so search engine can find them when people are looking for information and products.

**Cisgender** - People with gender identities and /or gender expressions aligning to the sex they were assigned at birth.

**Diversity** - Literally means difference. Recognising individual as well as group differences. Treating people as individuals and placing positive value on diversity in the community and in the workforce.

**Equality** - Creating a fairer society, where everyone can participate and have the opportunity to fulfil their potential.

**IDAHOBIT** – International Day Against Homophobia, Biphobia and Transphobia, which happens every year on 17 May.

**Inclusion** – Giving everyone equal access and opportunities and removing barriers, discrimination and intolerance.

**OOCT** - Out of the Can, an LGBTQ+ youth service in Swindon, Wiltshire and the surrounding areas.

**LGBTQ+** - Lesbian, Gay, Bisexual, Transgender, Queer, Questioning, Asexual, Intersex and so on...

**SEO** – Search Engine Optimisation, which uses key words for ranking high in search engines, like Google.

**Transgender** - Trans is an umbrella term for people whose gender identity and /or gender expression diverges in some way from the sex they were assigned at birth.

## Our Services

We've expanded our range of services. We now deliver a wide range of services for reaching diverse communities. These include supporting care services, health and wellbeing, hate crime and discrimination and youth services. Read more about our range of products and services at:

[www.diversitytrust.org.uk](http://www.diversitytrust.org.uk)

### Care Services

We've developed a toolkit for creating inclusive care homes, which is available on our website <https://www.diversitytrust.org.uk/careunderrainbow/>

### Digital Communication

We know the importance of digital communication; we provide blogs, podcasts and newsletters which showcase our work with diverse communities, as well as the work of our partners and clients. Visit our website and social media to find out more. You'll find us on Facebook, Instagram, LinkedIn, Twitter and YouTube.

**Filmmaking:** We can project manage or facilitate promoting your 'equality, diversity and inclusion' on film. You can choose a web ready format or a full DVD package. Read more here <https://www.diversitytrust.org.uk/filmmaking/>



## Hate Crime & Discrimination

We work in partnership with Stand Against Racism & Inequality (SARI) and Compass Disability to provide education, awareness and empowerment to diverse communities affected by hate crime and discrimination. For further details visit <https://www.diversitytrust.org.uk/hate-crime-services/>

## Health & Wellbeing

We work in partnership with Southern Brooks Community Partnerships to deliver wellbeing workshops for diverse communities - to improve everyone's health, wellbeing and access to local services. Visit our wellbeing page for updates: <https://www.diversitytrust.org.uk/wellbeing-services/>

**Research and Development:** We tailor our 'equality, diversity and inclusion' research so you have better access and inclusion in your organisation. Please visit [https://www.diversitytrust.org.uk/research\\_reports/](https://www.diversitytrust.org.uk/research_reports/)

**Training and Consultancy Services:** We can help you access the communities who need you. We cover accessibility audits, cultural awareness, research, policy writing, equality and diversity audits, reviews and so on. Please visit <https://www.diversitytrust.org.uk/training/>

## Youth Services

Our specialist youth services, (funded by Local Authorities, the National Lottery Community Fund and Awards for All) provide safe and supportive spaces for young people from diverse backgrounds. Visit <https://www.diversitytrust.org.uk/young-peoples-services/>



**For more Information please visit:**

**Visit:** [www.diversitytrust.org.uk](http://www.diversitytrust.org.uk)

**Call:** 0844 800 4425

**Media Enquiries:** 07747 752 454

**Write to us:** PO Box 5189, Somerset BA6 0BN

**Email:** [info@diversitytrust.org.uk](mailto:info@diversitytrust.org.uk)

**Twitter:** <http://twitter.com/DiversityTrust>

**Facebook:** <http://www.facebook.com/DiversityTrust>

**LinkedIn:** <https://www.linkedin.com/in/diversitytrust/>

**YouTube:** [https://www.youtube.com/channel/UCYz1ZSS2PRTE\\_u4UoAxYNMQ](https://www.youtube.com/channel/UCYz1ZSS2PRTE_u4UoAxYNMQ)

**Instagram:** <https://www.instagram.com/diversitytrust/>