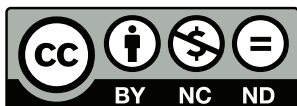




The Diversity Trust & Skin Deep

Partnership Impact Report

April 2022 - March 2023



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courtesy of Jon Craig Photographer

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Introduction

The second year of partnership between the Diversity Trust and Skin Deep has been a whirlwind of activity and celebration. We've transcended the original context of the agreement, first established in December 2020, to move into areas of diversity none of the team had even begun to dream of.

From our collaborative efforts in creating thought-provoking social justice podcasts, to composing insightful blog posts that shed light on the persistent challenges surrounding hate crime, we could say we've raised the bar but in reality, we've removed it.

The way forward for the partnership is one of diversity, intersectionality, flexibility, inclusivity, and creativity. The times call for it because our societies, around the world, are in flux; the work we do demonstrates that we're moving to a better place but it's not an easy path. The rights, freedoms, and safety of Black, Brown, Asian, and Indigenous peoples are at risk; LGBTQ+ people, especially Trans and Non-binary people, are under increasing and escalating risk of their legal protections being eroded and removed; refugees and asylum seekers are being treated with hostility instead of

humanity; women and girls are still subject to sweeping inequalities and violence; men's mental health is still a taboo. And all the while, our planet is heating up and marginalised people everywhere are bearing the ecological and economic burden.

It's hard, we feel it. But none of this should serve to drive us into despair. It should launch us into action. The progress we've made in the partnership in two short years tells us that we can affect positive social change, even with the smallest idea.

The support of our communities and like-minded businesses has been instrumental in our progress. Without it, we'd be scaling a mountain on our own. But it doesn't have to be a struggle, just like the challenges we're facing don't have to push us into depression. When we work together and support each other, *we move mountains*.

We can't wait for Year 3 to come to fruition. In the meantime, we're proud to have achieved all we have, together, in Year 2, and are delighted to present to you, dear reader, our Partnership Impact Report for April 2022 to March 2023.



Lead Statements

Berkeley Wilde

Award-Winning Founder & Chief Executive of The Diversity Trust

Berkeley is the Founder and CEO of the Diversity Trust and has been campaigning and advocating for social change for over three decades. He's a tireless campaigner, and activist, who drives the organisation to continue to develop and grow, bringing out the best in people through an inclusive and compassionate leadership approach.

Over the last year, Berkeley has led the organisation in new directions to embrace an even more intersectional approach, with new programmes introduced including Menopause Awareness, Tackling Period Poverty, and highlighting Anti-Asian Hate Crime. Watch this space for announcements on new developments for both the Diversity Trust and our Skin Deep and TSL Partnership.

Berkeley says: "It's great to be celebrating our second year in collaboration with Skin Deep, and I'm looking forward to our relationship as it evolves and develops further with Skin Deep and TSL.

"Some of the highlights from the last year, for me, include celebrating our 10-Year Anniversary together in Bristol, at the Watershed on a very hot summer's day in July, and getting back together in October at St Luke's Community Centre, London, to celebrate our AGM and Away Day. Being together in-person takes the partnership and collaboration to a deeper level. It's enabled us to connect and grow together as we continue to deliver a shared vision for a safer and fairer society for everyone.



"We've continued to work on joint campaigns, including a new podcast and an Instagram collaboration for International Podcast Day in September 2022.

"One of the benefits of the partnership has been the opportunity to try out new ideas together in a supportive space. We are stronger together. We share more ideas and learning, more content, and more creativity; this pushes us all to do better, take risks, be bolder. The outcome of this is a stronger, more resilient partnership with a greater impact."



Laura Broadbent

Marketing Manager for Skin Deep, TSL

As I reflect on our second year of partnership, what strikes me most is how much we have done without realising we've done anything at all. I believe that this is down to the nature of our partnership and relationships. When the partnership was born we had a structured, itemised list of all the activities we wanted to do together; our hopes and dreams limited to how far we were able to see on day one. Having the agility and confidence in each other to choose to work more organically has taken the partnership to new levels – we follow opportunities as they come, constantly reassessing where we can make the most impact and pulling together accordingly. Moving away from a specific set of tasks / objectives has broadened our mind as well as our work.

Nevertheless, goals are of course still important. As I look back on the goals we had this time last year, a common one was to take our work global. The podcast team have done an incredible job of securing interviewees from around the world who have shared some really valuable perspectives which I can't wait for you to hear.

I'm also reminded of the goal to secure "increased buy-in from TSL" which is undoubtedly one of my highlights from



Year Two.

Keir Hayter, a member of the TSL Senior Leadership Team, has been well and truly brought into the fold and the result has been a significantly bigger scope for the partnership than we could have anticipated.



Keir Hayter

Head of Multi-Channel Sales (UK), TSL

Working closely with the Diversity Trust adds such a dynamic to our ways of working and an awareness of our society that creates even more depth to what we do. As a leading provider of best-in-class self-care and active living solutions, having a greater understanding of the communities we supply has been an essential part of our development as a business. We're operating in an ever-evolving world and our partnership with the Diversity Trust ensures we're on top of key societal and demographic changes.

Democratising healthcare and bringing solutions to the market to ensure this materialises in to positive change is our vision as a company and our work with the Diversity Trust is such an important part of that. The brands we bring to market ensure they fill a vital gap within healthcare, whether this be inclusive plasters, affordable period care, consistent research and development in to improved specifications for patient and user health, or availability through excellent service level. Understanding those gaps with a wider perspective is key.

We've used the term "community focus with a global perspective" in recent conversations which, I think, sums up



exactly what we're achieving together with each dialogue. Involving our strategic partners in this movement is how we can take this even further and ensure that positive change continues to materialise on an even greater scale.



Khesha Patel

Equality, Diversity, Equity and Inclusion Consultant at The Diversity Trust

Khesha joined the Diversity Trust in 2022 as a business support specialist, swiftly transitioning into the role of an Equality, Diversity, Equity & Inclusion Consultant. Drawing from her wealth of knowledge derived from lived experience, her Sociology degree, and her Level 5 Chartered Management Institute qualification in EDE&I management, she skilfully applied her expertise within her role.

Her professional background spans five years within the employment sector, supporting clients seeking sustainable employment through to those pursuing career transitions or embarking on entrepreneurial ventures. A dominant theme in Khesha's life revolves around advocating for society's most marginalised, fuelling her commitment to continuously uplift disadvantaged groups.

Since working for the Diversity Trust, Khesha's accomplishments have included speaking on BBC Radio and facilitating training workshops across the globe. More recently she has joined forces in collaborating on various projects including working with Skin Deep and TSL to help combat inequalities.

"Since joining the Skin Deep project, I've been consistently reminded of the importance of collaboration in the business world. There is no denying that working together as a community is essential for the smooth functioning of our societies, and forging business partnerships is no exception. This partnership continues to allow us to exchange ideas, mutual encouragement to push our boundaries, and



engagement in projects that might not have crossed our minds without these collaborations.

What resonates with me the most is Skin Deep's commitment to celebrating diversity by creating everyday products that accurately mirror the diverse society we live in. Both organisations share the same goals of supporting communities in different ways to move forward toward a more equitable and inclusive future; I've been fortunate to be part of this journey and I envision a bright future of continued collaboration".



Year Two

A Transforming Relationship

Nothing stays the same, that's the only constant we can reliably live by, and we have seen nothing but change in the past decade. From pandemics and global conflict, to economic and social upheaval and climate crisis, there seems to be no end of events, local and global, which impact us on a daily basis. It was vital that Year 2 of the partnership developed to meet a world in constant motion and as the partnership has developed, we've risen to the challenge, sharing learning and bringing individual strengths to add to a resilient whole. Together, we've changed the partnership game.



Projects in Year 2

Refocusing: Healthcare Equality

The first year of partnership between Skin Deep and The Diversity Trust was underpinned by change. Emerging from the early experiences of COVID-19 and moving into Year 2 of the partnership, it became clear that the work would never look like 'business as usual' - a linear path with static targets centred on KPI's and financial margins. We had to be flexible and we had to respond to the world around us as events unfolded.

Our partnership began as collaboration on race equality and working within anti-racism models to change the narrative around race and ethnicity, and create a better world for people experiencing and impacted by racial inequalities. It started with something as simple as skin tone plasters and a conversation. In Year 2, we took the learning from those first twelve months and stood back to really look at what was going on around us. Racial inequalities do not exist in isolation; they are intersectional. They transcend binaries, cross borders, connect with other barriers, both seen and hidden. This is not a revelation. In fact, it's been staring all of us in the face for decades, the difference now being that we

can't avoid it any longer.

Intersectionality became a focus for Year 2, with Healthcare Equality heading the main drive of the work we designed and set out to achieve together. Refocusing around healthcare enabled us to work across areas of inequality which are linked with race and ethnicity, and broaden the impact of our work into communities that face the same wave of compounded barriers, albeit sometimes in different ways. It also provided us with the opportunity to engage on a global level, acknowledging the ongoing impact of COVID-19 around the world, the attack on reproductive rights in the USA, and the escalating Climate Emergency. It's easy to ask how any of these things are relevant to skin tone plasters but we believe they're part of the whole human picture.

Addressing inequality, oppression, and injustice, is not limited to a product. It's a commitment to a better future for all people in the UK and across the world because the challenges we're facing are borderless. We will continue to embody a global perspective with a local focus.

**“A global
perspective
with a local
focus.”**



International Podcast Day: Instagram Collaboration

International Podcast Day fell on Friday 30th September 2022 and as part of the event, The Diversity Trust launched the next episode in their podcast series featuring Ritu Mohanka. The episode explored allyship and was led by Skin Deep's own, Laura Broadbent.



“Ritu Mohanka is a passionate diversity and inclusion leader. She was previously LinkedIn Learning’s media spokesperson on Employee Equity, Diversity, Inclusion and Belonging and Talent Management, and is the newly appointed Managing Director, and Head of EMEA (Europe, Middle East, and Africa) for Syndio.

Ritu has over 20 years’ experience in senior leadership roles with HR and talent-focused businesses. She is a regular panellist, author and keynote speaker at global events. She is the winner of multiple awards and has been recognised on the EMpower Top 100 Ethnic Minority Senior Executive lists on several occasions.”

Whilst the podcast was launched, The Diversity Trust and Skin Deep took this as the perfect opportunity to fulfil part of the original partnership agreement signed in December 2020: the Instagram Takeover. But a takeover didn’t feel

“It’s up to people who hold places of privilege to be active allies to those with less access and to take responsibility for making those changes that’ll help others be successful.”



quite right; in keeping with the transformational spirit of the partnership, this became a collaboration, with Skin Deep and the Trust amplifying the messages of the work we’ve done together and the importance of allyship. Together, we reposted and tagged posts and reels across our social media accounts, increasing reach and engagement across our platforms.

The Diversity Trust's 10 Year Anniversary Event and AGM 2022



The Summer of 2022 marked The Diversity Trust's 10th Anniversary and in celebration of the landmark date, we held a special event at the Watershed Media Centre in Bristol on Friday 8th July. Colleagues, friends, and partner organisations were invited to the celebrations, including Laura Broadbent from Skin Deep.

During the event, the Year 1 Impact Report for the partnership was released, and many people met together for the first time since the relaxation of rules around the pandemic.

Berkeley Wilde, Chief Executive of the Trust says: "One

of my endearing memories of the anniversary event in Bristol in July, was when I mentioned the amazing support and allyship I experienced from Laura and we were both in tears (crying happy tears!). This feeling of overwhelming connection was then duplicated when Laura spoke. It was difficult for us to maintain decorum and dry eyes throughout our speeches!

"When we presented the Skin Deep Impact Report (Year 1), we were all blown away by the work that Sam had done on it. Laura said she was expecting a simple document and we ended up with a beautiful glossy report, which Laura was proud to share with the leadership at TSL. Laura reported this made quite an impact."

Laura Broadbent, Marketing Manager for Skin Deep, says: "It was just so exciting to finally be meeting in person. The ability to hug each other and see all of our smiles close up – priceless!

"I was delivering the first print copies of the Year 1 Impact Report and to see the reaction from The Diversity Trust's team was quite moving. It was incredibly touching, even overwhelming, hearing the speeches of those involved





in the Trust's growth over the years; to find out about how the Trust came about, the challenges faced and hurdles overcome to get to where it is now, the successes, learnings, impacts... it was very emotional.

"I really felt that I was in the presence of some exceptionally special and inspiring people. To be asked to give a speech myself was quite daunting but the opportunity to speak from the heart and congratulate a group of people I've come to love and respect was a moment I'll forever treasure. If only I could have got through it without welling up!"

On Friday 14th October 2022, The Diversity Trust and Skin Deep met again, this time in London, for the Trust's Annual General Meeting and Away Day. Together, they explored the topics of leadership and future thinking.

Berkeley Wilde reflects: "We came back together at the AGM in October, which was just as emotional as the 10th Anniversary Event, but we really tried to keep it together this time!

"We were hosted by St Luke's Community, in Islington, London, and many of the Trust's team were there. After

the business of the AGM, we enjoyed a very tasty lunch, and then had our Away Day led by Neil McKen, a long-time supporter of the Trust. Neil led us on a journey focussing on thought leadership and our evolution as a think tank."

The Anniversary and AGM were critical points within the partnership, demonstrating how far the relationship had developed and highlighting just how valuable each organisation was to the other, not just as professional bodies but as groups of people with the same goals and hopes for the world around them. Meeting in person made the mission we share more palpable and, in the face of ongoing change and global turmoil, more steadfast and actualised.







Credit: Jon Craig Photographer

Trans Scar Care Workshop

On Wednesday 18th January 2023, 6-8pm, the Diversity Trust hosted a Scar Care Workshop for trans and non-binary people, funded by the Somerset Equality Officers Group. The workshop was one of five commissioned in a wider project designed to address the gaps in engagement and provision experienced by trans and non-binary people in the Somerset area. The workshop was delivered by Consultant Breast Surgeon, Professor Phillip Drew, and Max Branagan of The Diversity Trust, and featured discussions around post-surgical scar care and fostering better relationships with our scars.

Laura Broadbent was invited to the workshop as part of the ongoing collaboration within the partnership:

“In January 2022, I sat in on a Trans Scar Care Workshop run by the Diversity Trust and funded through Somerset Council. I got to hear from Trans and Non-binary people at varying stages of their transition, as well as medical professionals and people in support roles.

“When you don’t have lived experience, but rather a very slight exposure to something, you may think you have a good level of understanding but you really don’t. I was unaware of the types of physical scars people are left with during transition, unaware of the fact that they often have to work hard to find the information, products or help that they need. More than that, though, the delicate nature of how the trans community and their allies must operate, when they are simply asking to be treated equally to the cisgendered community, was on another level.

“Despite the vitriol and hatred directed at the Trans community at the moment, and indeed anyone deemed as ‘other’, the people who attended and supported the workshop to shared stories of their transition were commendable.

I now understand the risks involved in sharing those stories infinitely better than I did before that session, and their value to all of us.”

Trans Scar Care: *Conversations*



Cisgender? Why the labels?

A lot of people ask: why do we even have labels? Why not just get rid of them? Language is a system of labels, it’s how we identify and relate to the world around us. But sometimes, labels can be unhelpful. They don’t always give us the information we need and so our relationships with the world and more importantly, people we share the world with, can become skewed and strained. It’s important to get the words right.

‘Cisgender’ is a term used to describe people whose gender identity aligns with the sex they were assigned at birth i.e., someone is assigned male at birth based on observable sex characteristics at the time, and later identifies as a boy/man; ‘transgender’ describes people whose gender identity does not align with the sex they were assigned at birth, i.e., someone is assigned male at birth and later identifies as a girl/woman or non-binary.

Like ‘transgender’, ‘cisgender’ is derived from Latin roots. ‘Cis-’ is a Latin prefix meaning ‘on this side’, whilst ‘trans-’ is a Latin prefix meaning ‘on the other side of’ or ‘beyond’. Both can be found elsewhere in English already, e.g. ‘transport’ and ‘cisalpine’.

‘Cisgender’ was coined to move away from the othering of trans and non-binary people, e.g. ‘trans’ vs. ‘normal’, which fed into ideas that gender diversity was abnormal, wrong, and in need of correction.

‘Cisgender’ is not a slur, it’s simply an adjective to describe someone who is not trans/non-binary, in the same way as ‘heterosexual’ describes someone who is not lesbian, gay, or bisexual.

Today, we understand more about gender diversity and the importance of the words we use, which makes for a kinder and more inclusive world.

Anti-Asian Hate Crime

In February 2023, Laura Broadbent produced a paper, "Research: The Lasting Effect of Asian Hate Crime Post COVID in the UK". The research illustrated spikes in reported, racially motivated hate crime from 2021 to 2022, spikes which appeared to coincide with major social events such as the murder of George Floyd. The statistics, provided by the Home Office, don't show whether the increase is directly related to the improvements around reporting, or the increase in hate crimes themselves but the spikes indicate an overall increase in the occurrence and recording.

The United Kingdom witnessed a troubling surge in hate crimes targeting individuals of Asian heritage during and after the Covid pandemic; statistics reveal an alarming 80% surge in hate crimes between 2019 and 2020, primarily motivated by racial prejudice. The Anti-Asian Hate Crime blog post, due to be published by The Diversity Trust in Autumn 2023, delves into the aftermath of this wave of Anti-Asian hate crimes, shedding light on their enduring effects, including the psychological scars on victims, families and communities, the strain on social cohesion, the economic implications, and the challenges in accurately measuring and combating hate crimes.

WHAT IS SOCIAL COHESION?

Social Cohesion is the level of unity, cooperation and shared identity among individuals and groups in a society or community.

Challenges persist in reporting and measuring hate crimes due to unequal treatment within the criminal justice system, eroding trust in law enforcement. The call for representation and understanding echoes throughout, emphasising the importance of hearing the voices and needs of affected and impacted communities.

Prioritising strategies for equitable access to healthcare, trust in law enforcement, and dismantling systemic barriers is crucial if we want to move forward as a civilisation.



Team meetings

Throughout the second year of partnership, the monthly team meetings between Skin Deep and The Diversity Trust continued as important touchpoints, facilitating key discussions around shared campaigns and initiatives. They acted as creative spaces to explore ideas, find solutions to questions, and nurture the team as they worked together. Berkeley says: “The regular, monthly, team meetings throughout 2022 and into 2023 have enabled us to keep each other up to speed and to ensure we remain a cohesive partnership. The meetings, whilst providing an opportunity for updates and to share ideas, also keep us all accountable to each other and to the partnership. Of course, we also get to keep in touch, have a good gossip, share our news and

support each other! Each meeting is incredibly supportive.”

The early stages of partnership called for monthly check-ins to establish working patterns and relationships, but as Year 2 progressed and the team moved into a comfortable flow of work, this changed. Skin Deep and the Diversity Trust moved to bi-monthly meetings, providing more space in which to navigate.. With the time between extended, the partners were able to work more intuitively. Laura says: “I’ve found that I utilise the additional hour we would have had to do my follow ups ready for the next meeting. I’ve also found that it feels as though we make more progress, as more activity has taken place and we have more to update on since the last meeting.”



Skin Deep Plasters

Developing Markets

Skin Deep first landed on shelves in September 2020 and since then, the product and the brand has been on a journey of transformation. The shifts in markets, both national and global, in the past three years has witnessed an evolution in the creation and placement of skin-toned products. Laura Broadbent says: "Grocers and highstreet chains all need to respond to the shift in our cultural landscape in order to ensure that our economies keep pace and cater to all people.

"Skin Deep plasters, as well as other product categories including tights, has succeeded in proving that retailers need to reflect the communities they serve by offering a diverse range of products. This has been so successful in fact, that the retailers that are able to range their own brand of skin tone plasters, are now doing so. Today, you can find skin tone plasters in Morrisons, Sainsbury's, Boots and Tesco

under own-label brands. Although this sometimes means that retailer own-label takes priority over Skin Deep in terms of shelf space, the fact that we have opened up the market and have these products available at an even more accessible price, is a definite win.

"This is why Skin Deep exists: to make essential healthcare accessible for all. In this spirit, we're shifting focus to what we call 'away from home' markets including schools, universities, workplaces, gyms, prisons...anywhere you may share a public space."

Skin Deep have been working hard to make this goal a reality and have had great success with major school supplier Eureka!.

Read on to find out more about Eureka! and how Skin Deep have started to make a difference in schools.

Year 2 Donation

In January 23, TSL donated 10% of profits from sales of Skin Deep plasters to The Diversity Trust. The total amount donated was £1,549.57.



Exposure

Art

Skin Deep was featured in the most unexpected way when Netherlands-born artist, Airco Caravan, created artwork from a range of skin-toned plasters.

Caravan is a conceptual artist, currently living in New York. She uses art as a tool to make people think, to shift a view and make the world a better place, deeply inspired by Dr. Martin Luther King's speech "I have a dream..."

Many years ago, Caravan realised that 'skin tone' or 'flesh tone', always means beige/pink. A research project was started, investigating paint, underwear and medical products. This resulted in a large collection of colour pencils, crayons, and bandages in all different shades of skin tones, which are used to create artworks.

The series, featuring brands of skin tone plasters from around the world, called 'Healing LGBTQIA+' was exhibited at Artzaanstad Gallery & Museum in the Netherlands, during 2019-2022. Skin Deep's plasters were used to create the LGBTQIA+ flag. To find out more, visit [aircocaravan.com](https://www.aircocaravan.com)

https://www.instagram.com/airco_caravan/

<https://www.aircocaravan.com/>



Eureka!

As the market for skin tone plasters grew, Skin Deep set about expanding into areas outside of retail. Joining efforts with Eureka!, a UK schools supplier for first aid products, is the first step in developing connections with new organisations. Beth McKenna, Senior Customer Experience Manager from Eureka! gave us a breakdown of why they chose Skin Deep to join their supply service:

“As the leading supplier of first aid products to schools across the UK, Eureka! has an in-depth understanding of the specific needs and preferences of educational institutions. Throughout our 23 years of service, our dedicated clientele has frequently expressed interest in acquiring diverse ranges of skin tone plasters. This demand motivated us to proudly introduce our latest product, Skin Deep Plasters.

“We know that schools are diverse environments with students from various racial and ethnic backgrounds. Providing only one shade of plaster can make students from different skin tones feel marginalised. With the introduction of Skin Deep Plasters, we are pleased to announce that we



Eureka! is one of the UK's leading first aid suppliers, stocking a huge range of first aid kits, first aid consumables, medical essentials and a massive range of high quality safety signs. We are experts in our field and strive to provide the highest customer service to accompany top quality products. This year we are celebrating our 23rd anniversary as a company and pride ourselves on supplying schools & businesses with the products they need at the prices they want.

now offer a solution for this issue.

“This advancement empowers educational institutions to supply plasters in a spectrum of skin tones, fostering an environment where all students feel valued and represented.”



Data

It's not just about the talk. The numbers are speaking too. This chapter explores our social media engagement at the Diversity Trust, including our podcast engagement and our Instagram Collaboration on Friday 30th September 2022.

Podcast Engagement

Ritu Mohanka: Allyship

Episode 12 of the Diversity Trust's Equalities Podcast was launched on Friday 16th September, 2022. Ritu was interviewed by Skin Deep's own, Laura Broadbent. Below are the engagement figures for the episode.

"I think we are quick to criticise social media as a toxic platform, but I do think it can be invaluable when used responsibly for DEI."

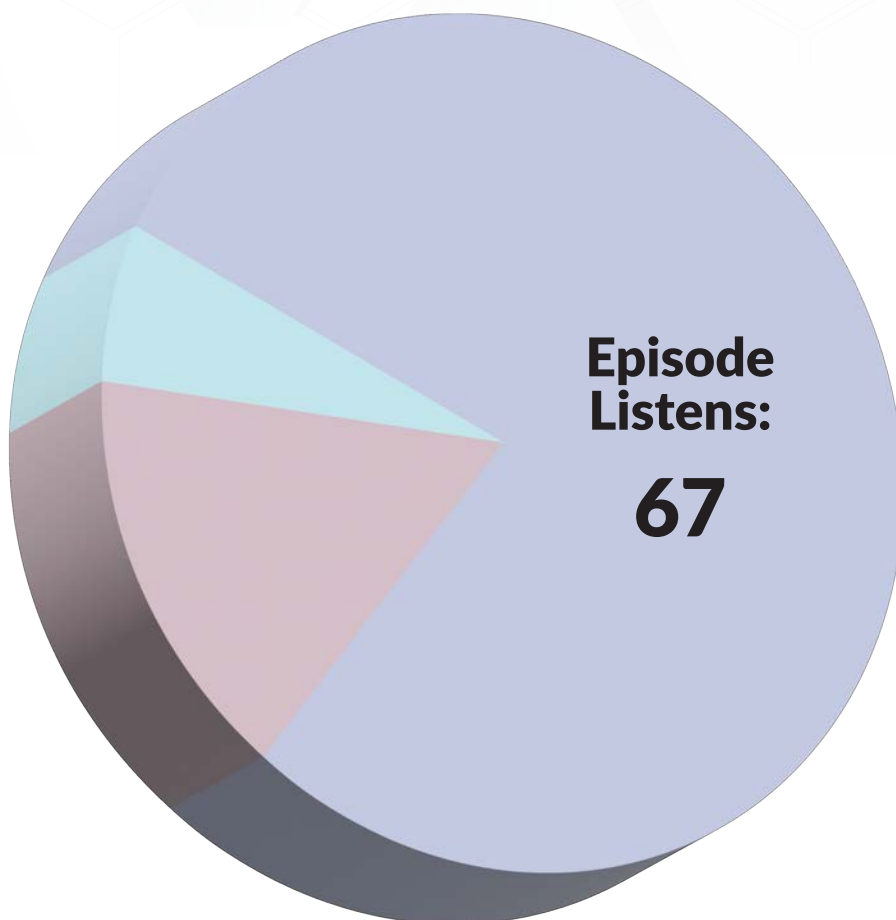
Ritu Mohanka

**Soundbite 2
Listens:**

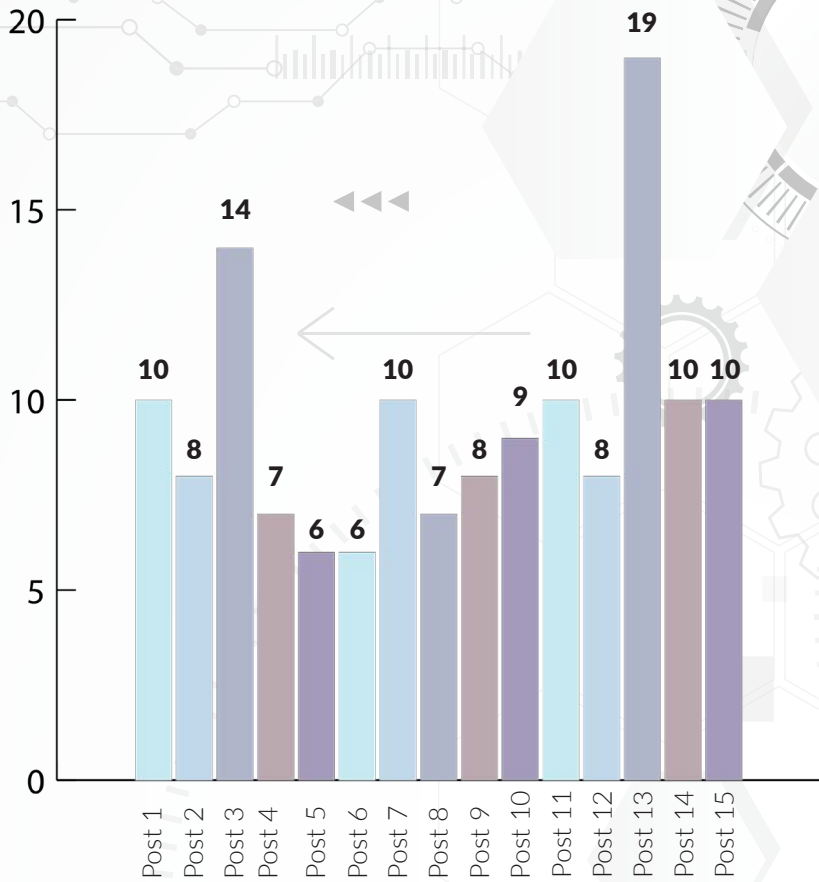
5

**Soundbite 1
Listens:**

13



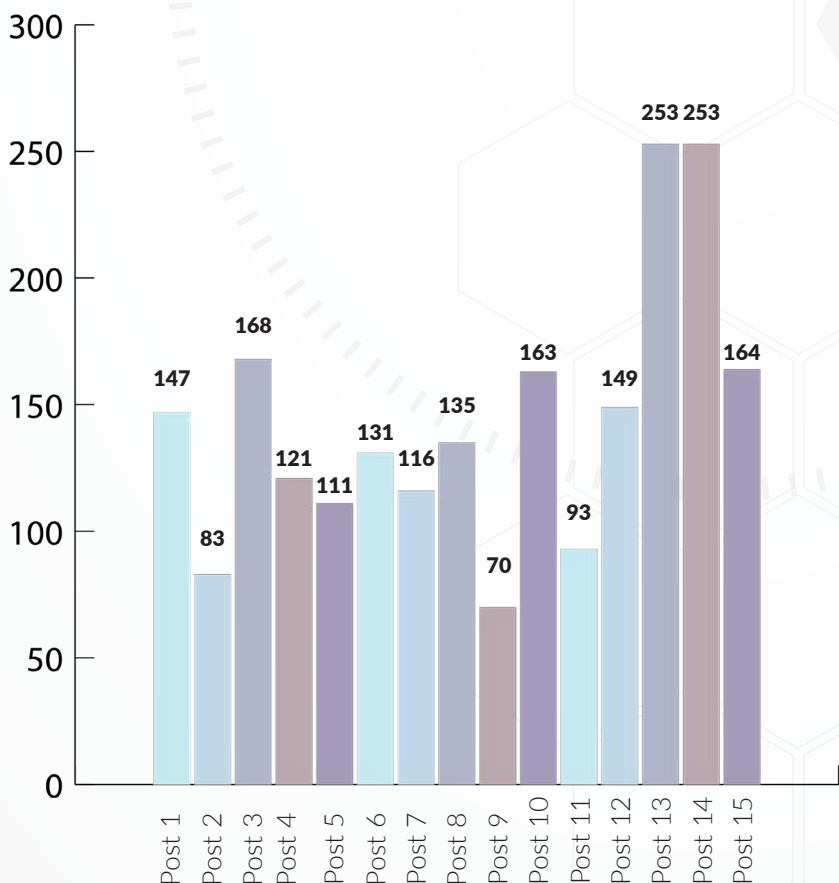
Instagram Collaboration: Friday 30th September 2023



Likes

Total Likes for posts on 30th September 2022:

142

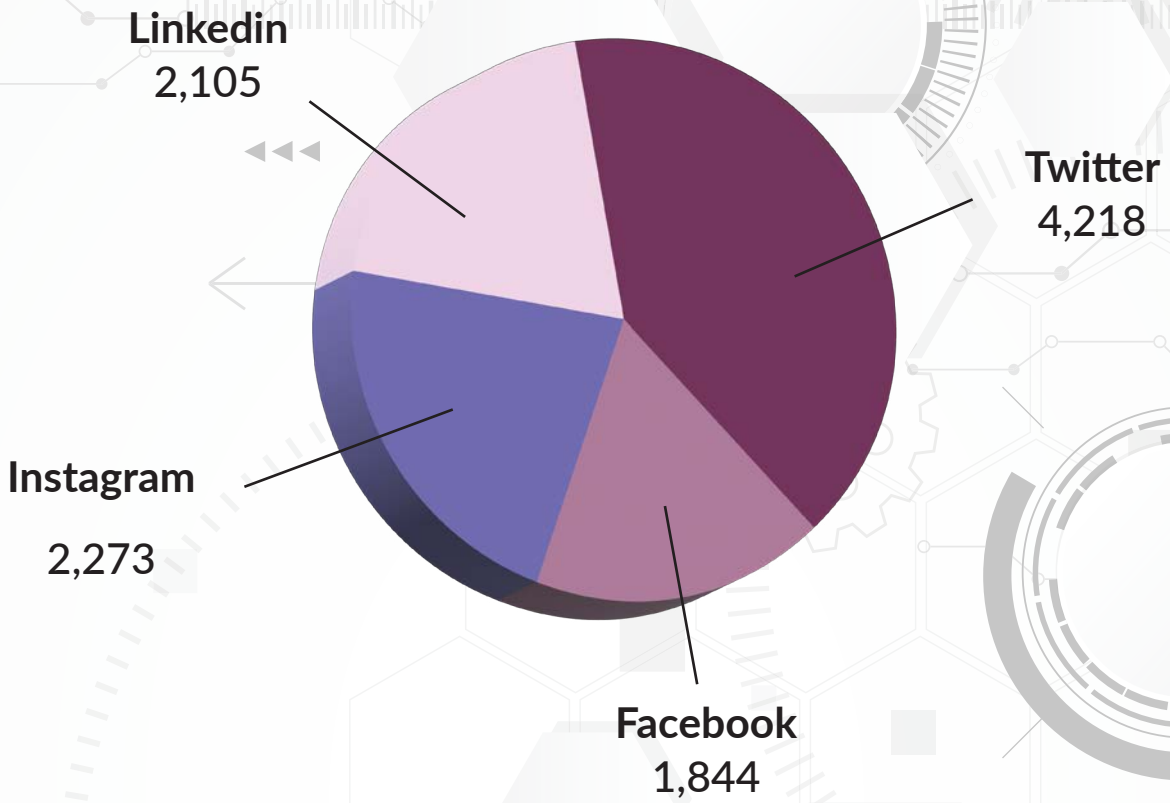


Reach

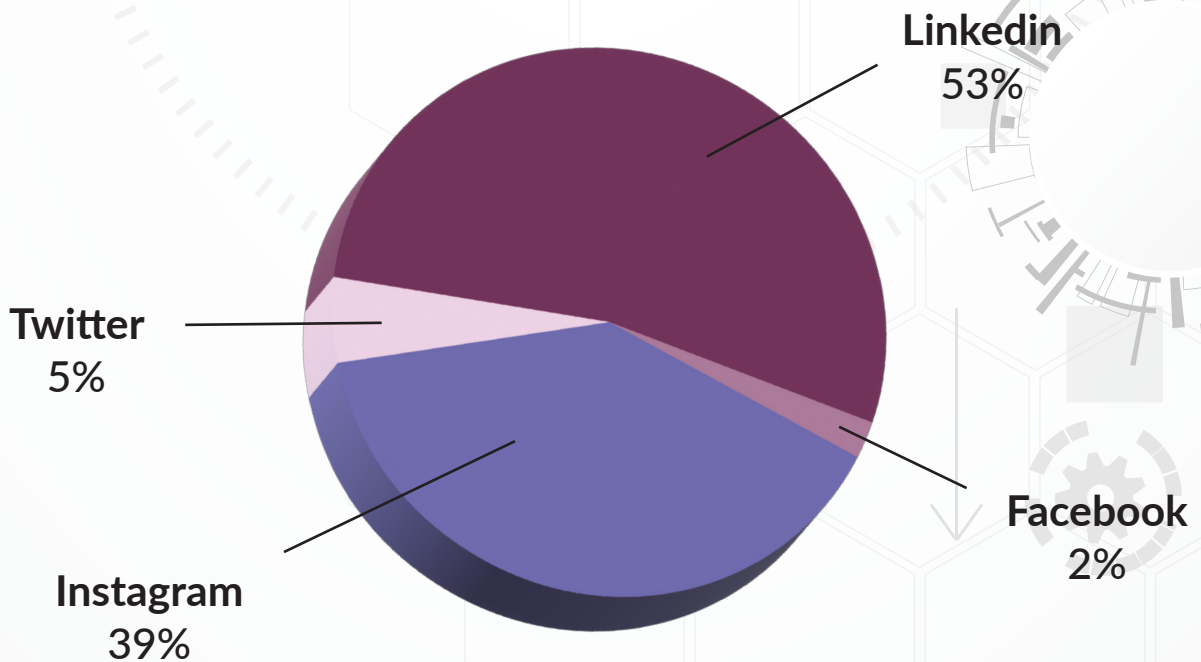
Total Reach for posts on 30th September 2022:

2,157

The Diversity Trust's Social Media Followers



The Diversity Trust's Social Media Increase Since Year 1 Report



“Seeing lots of young people at events like Pride & Black Lives Matter marches gives me so much hope... it’s truly inspiring to see people pushing back against hate.”

Berkeley Wilde



Learning & Outcomes



The learning applied from Year 1 has served The Diversity Trust and Skin Deep well. Together, we continue to assess how we're working together, adjusting when and where we need to, and following our intuition when we need to be bold. The most significant outcome for the second year of partnership has been to understand how fluid the relationship really is. Berkeley Says: "Unpicking what happened in Year 1 and Year 2 is challenging because the ideas and intentions merged as we worked together. The years in partnership have become a continuity rather than being distinct timeframes. The focus shifted to managing

expectations and how this would impact on the whole team.

"The investment from Skin Deep's donation allowed The Diversity Trust to focus on the podcast series, and the Trust's team upped contributions by extending the scope of their engagement. The additional work had a meaningful impact on us as an organisation, which was a valuable learning experience."

Laura adds: "We've carried across the importance of being sustainable with the resources we have, into Year 2, and we've succeeded in developing our joint team and thus spread the resources available to really drive our initiatives.

"As a team, we're giving ourselves permission to work instinctively on the projects we see value in, as opposed to following a set number of objectives. This has opened up a whole new world of opportunities for us."

Intersectionality

"An intersectional approach to diversifying a workplace or institution acknowledges the interconnected nature of social categories such as race, ethnicity, class, gender, age, ability, sexual or religious orientation, etc. as they apply to an individual or group. These interconnected social categories create overlapping and interdependent systems of privilege and advantage or discrimination and disadvantage, which shift according to geographical location and historical, political and cultural context."
(Crenshaw, 1989)

Year 2 has witnessed a broadening of perspective within the partnership, allowing for new opportunities in the collaboration. The key themes that have emerged are intersectionality and the interconnected nature of the social issues we're seeking to address. Social inequalities such



as racism remain at the forefront of our work but going forward, we'll be supporting a broader perspective. We'll be incorporating the intersectional challenges, barriers, and experiences of racialised communities across the globe, including healthcare access, climate emergency, immigration, and reproductive health, whilst continuing to take a rights-based approach.

Within the partnership team, themes of sustainability, and making the work more manageable, continue to provide us with space to explore how we can achieve our goals in a world where breaking news can alter the path of our focus in a heartbeat.

Berkeley says: "It became apparent in Year 2 how responsive we'd become to the changing social climate, coming together to work on new areas such as Hate Crime Awareness, for example, because this was a prevalent experience during the pandemic. These were unexpected areas of work that we hadn't considered for the collaboration, and we began to broaden our scope, compared to how we'd worked in Year 1.

"Aligning ourselves with these projects felt right. Laura was also considering broadening within the parent company

and thinking about addressing wider social inequalities and adopting an international outlook. There's also a significant emphasis on relationships; the way we supported each other deepened our connection. Part of this was spending time together and getting to know each other on a personal level."

For Laura, the new team environment was invigorating: "I've learnt that we function as one team where appropriate e.g. the Instagram Collaboration on the 20th of September, where we collaborated on posts, content, captions, imagery etc. It felt like working with my colleagues!

"The primary outcome of truly working as one team for me is recognising that we're each other's support network. The best example of this for me was working together on the Instagram campaign to promote Ritu's podcast. The Diversity Trust podcast team sent me the still image and sound clip for each post so that I could then combine the two, and add the soundwave and captions. It's a relatively small task, but when divided saves each side around an hour (and every hour counts!) When we apply this to our bigger goals e.g. Anti-Asian Hate Crime, we have the confidence and trust in each other to divide, collaborate and succeed.

On Paper: Evolution

Skin Deep and The Diversity Trust reflect on their second year of partnership

As Year 1 flowed on to become Year 2, the partnership team - Laura Broadbent, Berkeley Wilde, Susie Steyn, and Annie Moon - return to talk about the second year of working on the project

How has Year 2 of the partnership been?

BW: The relationship deepened, and we transitioned from professional interactions to a more collaborative and deeper connection. We moved away from a narrow focus as the subject matter diversified unexpectedly. Also, managing resources within the project was a key lesson from year 1 to Year 2.

Throughout the first half of the year, we had planned to celebrate the podcast. Additionally, we met in-person twice at our 10th Anniversary Celebration in Bristol during July 2022, and our AGM in London during October 2022. We launched the impact report from Year 1 in July in Bristol,

with print copies available, and Skin Deep's participation in the AGM was a wonderful continuation of our in-person gatherings. We also collaborated on International Podcast Day during September 2022.

LB: Year 2 has been a mutually beneficial success in my eyes! We started with our first Instagram collaboration day, in September 2022, which coincided with the first Impact Report and International Podcast Day. Engagement was great and the kind of content we created definitely stepped up, our first Reel being a brilliant success.

We used the Insta-Collab to shine a light on art too! Airco Caravan's brilliant 'Healing' exhibit featured a piece where Skin Deep plasters make an LGBTQIA+ flag. What a great visual for our joint partnership!

Thinking globally is an ambition realised I'd say, with the exceptional podcast guests from across the world featuring in series 4. Thinking globally has also bled into my work at TSL too; the new brands we've launched in the past year have multilingual translations on pack.

We've refined our ways of working further, expanded the team in both organisations, extended our networks and identified some great opportunities as a result.

AM: The partnership has matured and we're now growing in confidence in terms of exploring other areas of working together. We've also broadened our reach, and started exploring how we could work more with TSL in the field of health care products.

SS: It's been exciting! It feels like the goalposts have shifted and the opportunity encompasses a larger potential scope,



with the incorporation of the wider team and TSL's resources, connections and capacity.

“We’ve refined our ways of working further, expanded the team in both organisations, extended our networks and identified some great opportunities as a result...”

What’s been a highlight of Year 2?

BW: Getting together in Bristol for the 10-year celebration was definitely a highlight for me and the team, and something I’d love to do again for future in-person events. During September’s National Podcast Day, we engaged in an Instagram collaboration which saw our Comms team and Laura working together to share and amplify the messages of the podcast. And of course, getting back together in London for our AGM.

LB: Meeting the guys in person – finally! Being able to share hugs (including Susie’s baby!) and meeting people from all backgrounds and experiences involved with The Diversity Trust at their 10th anniversary celebration, was truly joyful.

Expanding the scope of our work & watching Keir become

involved in the team. It always gives me great pride when I see a colleague become as invested in the partnership as I am.

Interviewing Ritu Mohanka was a superb experience, one that was definitely out of my comfort zone, particularly having my Yorkshire accent mocked over the years! It’s a personal highlight, overcoming something I was genuinely scared to do.

AM: The interview with upcoming podcast guest, Renee Bracey Sherman, has been an absolute highlight for me, and though it’s part of the Year 3 rota, it’s a powerful addition to the Equalities Podcast Series we’ve been doing with Skin Deep.

SS: Opening the discussion to a much broader team and inviting in new perspectives. Going global with our podcast has also been a great highlight, and the lessons learnt from this expansion of focus, particularly the importance of deep contextual knowledge in structuring these discussions, has added so much value to the work.

What’s something you’d have done differently in the past year?

BW: I think the things I would have done differently relate back to navigating the expectations within the project and the partnership. The work we’ve achieved together has been quite fluid, and I feel it would have been helpful to create distinct stopping points in the project year. We need to distinguish the workflow for each year of the partnership, and this is apparent when we look at the podcasts; in Year 2, we produced and launched one episode whilst the subsequent episodes, whilst recorded, have been moved back, so will launch in Year 3. We need to find the balance between sticking to a programme of works, which is flexible enough to respond to real time events and needs, and being swept along by current events and emerging ideas.

LB: I would have stayed for the full day at The Diversity Trust's AGM in October! I wrongly assumed I would be overstepping if I stayed for the afternoon workshop strategy sessions but I guess working in corporate retail environments has rubbed off; strategy sessions are rarely opened up to outside partners. Lesson learned: just say yes!

AM: I think that we've been on a learning curve with the podcast episode themes. We realised that we were leaning too much towards equalities from a corporate perspective which is already heavily covered elsewhere. Our USP is hearing the voices of the activists from the frontline. Reconnecting to this has ensured that we retain the powerful messaging, deep learning, and real magic that is the essence of the Equalities Podcast.

SS: I would have pushed harder to get the podcast episodes over the line faster; opportunities shift, change, and are lost if we can't move quickly enough. There's a lot of work that goes into these, with a lot of moving parts and limited capacity, so being able to respond as things unfold is a valuable lesson.

What are you looking forward to in the partnership?

BW: My hope for the future is for the partnership to grow. Our goal is to open conversations to explore a broader relationship and the mutual benefits this will bring. The growth I'd like to see and support is not just in the capacity of the partnership but also in the projects we can develop together. With the partnership, I'd like to support developing an international market with Skin Deep; we had aimed to do this throughout Year 2 but global events stalled the development. With the projects we have planned, there are different directions we could take. We could focus on a specific campaign for the year, for example, Anti-Asian Hate Crime.

We're exploring options such as seeking support from

other companies, including establishing new relationships with organisations that we've met through our partnership with Skin Deep, and this is an exciting prospect because it will enhance the work we're able to do within the partnership.

I'm also excited for the next episode in the podcast series



to be launched as these expand on our global outlook, as well as the upcoming exclusive podcast episode for National Hate Awareness Week in October 2023.

LB: I can't wait to start working in new spaces that diversify the work we've done around race and anti-racism. Healthcare equality has been the first step and we have so much more to explore. I believe that we've only scratched the surface of what we can achieve together, and we've discovered areas where we are perfectly placed to make a difference.

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“I believe that we’ve only scratched the surface of what we can achieve together, and we’ve discovered areas where we are perfectly placed to make a difference.”

Healthcare equality really sums it up: it reflects the development of our work together, provides clarity for internal and external comms and will guide the direction of future work.

I’m also looking forward to connecting more people / organisations with The Diversity Trust. I never get tired of hearing their fantastic feedback!

AM: I’m looking forward to continuing to develop high quality, game changing work within the partnership, playing to the already proven strengths of our collaboration.

SS: Definitely more podcast episodes! They are just fantastic when they elevate the voice of activists, who have so much expertise in their fields and are able to explain complex concepts in a way that only those who live and breathe them, can.

What are your reflections on the increase in hate crime / inequalities in our society in the past year?

BW: Communities are more confident in reporting, and law enforcement and support organisations are monitoring

more effectively. Though hate crime spiked due to impacts like Brexit, terrorist attacks and the pandemic, reporting has increased across online platforms. Building resilience and confidence and addressing issues are crucial. Marginalised communities are often scapegoated, leading to challenging political dynamics.

I lived through Section 28, I remember how that felt and witnessed what that did to an entire generation of young people who couldn’t talk about or access support around their sexual and gender identities. I remember vividly the moral panic with front pages of national newspapers that promoted hate against gay and bisexual men during the AIDS crisis. In the 90’s, the focus moved away from queer people to single mothers and ‘benefit scroungers’; ordinary people just trying to get on with their lives being held against outdated moral standards is an ongoing societal theme across the decades. I see the same hateful rhetoric being used against other marginalised communities including refugees and asylum seekers and, most recently, trans and

Section 28

In 1988, the then Conservative Government instigated Section 28 of the Local Government Act. The legislation banned local authorities from promoting homosexuality and prohibited councils from funding educational materials and projects perceived to promote homosexuality.

Section 28 prevented adults and young people alike from talking about their sexuality in a range of social environments including public sector spaces, schools, and healthcare. It left generations of people without support and at the mercy of discrimination against them for their sexual orientation.

The act was repealed on 21 June 2000 in Scotland and on 18 November 2003 in England and Wales.

Stonewall - Section 28: <https://t.ly/uCYEQ>

non-binary people.

Despite this, I see people still out in the world, celebrating who they are and fighting against hate and discrimination. Seeing lots of young people at events like Pride and Black Lives Matter marches gives me so much hope, and seeing those same people embodying themselves fully and without fear ... it's so brilliant and emotional to witness. It's truly inspiring to see people pushing back against hate.

AM: I feel sad that hate crime is on the increase, particularly towards the Transgender community. I hate the fact that, on the one hand, we have the 2010 Equalities Act and yet, on the other hand, we're slowly losing our hard-won rights that we took for granted when we were part of the European Union. Losing the right to protest is one major example. However, I do feel that The Diversity Trust is in a unique position to counter this. We have upcoming work around National Hate Crime Awareness Week (October 2023), our training offers, and our voice across different networks and partnerships. If we're smart and agile, we can leverage this through our partnership with TSL in the upcoming months as they have a direct pathway into the corporate world.

SS: With great power comes great responsibility! Influencers and people in leadership positions need to be held

accountable for the consequences of their words and actions. They will be on the wrong side of history, but more needs to be done now, to hold them to account while still in post.

“Education is key and it’s not about academics or semantics.”

How do you think the work you’re doing supports the move toward equity and equality?

BW: We live and breathe it. We aim to cultivate relationships with organisations that want to share our goals. The synergy we’ve experienced has been amazing, and everything we collaborate on is driven by that agenda and shared advancement. When I see the other initiatives that Skin Deep and TSL are involved in, it’s heartening to see as it ties in to what we try to achieve as an equalities-led organisation.

The synergy between TSL, Skin Deep, and The Diversity Trust is focused on achieving equity and equality. Our partnership’s formation, cohesion, and shared intentions are evident through different mediums, like blog posts and podcasts. Our everyday work revolves around promoting equity and equality.

LB: Sometimes I question if I am effectively supporting this move in the work I’m doing; when it doesn’t move fast enough, or the change isn’t big enough, or it doesn’t look like I thought it would... I realised that any progress toward the move to equity and equality is progress! Sometimes movements happen quietly. They’re not always in the above-the-line marketing that you see. These are often the



**ONLY LOVE
CAN
CONQUER
HATE**

outputs.

Hard work takes place at grass roots level. The change happens when the right stakeholders are in the room. And in this regard, I think we're going about it in the right way, thoughtfully approaching the right people who can effect change. Change isn't always as 'big' or immediate as you think it's going to be either. When I think about Skin Deep, each message of delight or thanks I see from those who discover the product is the very definition and measure of its success.

AM: I think we give a consistent voice and a platform in a safe way to those who otherwise wouldn't be heard. We're also trusted by the communities we work to support. These two factors alone make a positive difference.

SS: Education is key and it's not about academics or semantics. It's about sharing lived experience and elevating voices in a way that humanises issues again, and starts to dismantle privilege and prejudice, tackling the systems that perpetuate injustice. The work we do in the partnership embodies this approach.

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Laura Broadbent **Skin Deep - Marketing Manager**

Laura's career is built around consumer insight. Driven by the psychology of human motivation, she draws upon her experience in marketing and category management to anticipate and satisfy the everyday needs and desires of consumers. Her experience allows her to explore not only the future of retail and retail products, but also the here and now of product design and development.

Berkeley Wilde **The Diversity Trust - Chief Executive**

Founder and CEO of the Diversity Trust. Berkeley has been working in the equalities space for 30-years. He is passionate about amplifying the voices of those without a voice.

Annie Moon **The Diversity Trust - The Equalities Podcast, Training Admin & Projects**

Proud member of the LGBT+ community, cofacilitates the Diversity Trust's Equalities podcast, works on ad hoc projects for the Diversity Trust. Annie's consultancy, Be The Difference, also has a joint service offering with the Diversity Trust in the equalities space.

Susie Steyn **The Diversity Trust - Communications Lead**

Proud wife, mum, lawyer and Cambridge certificated corporate sustainability consultant, specialising in communications and D&I.

Looking Ahead

Growth and Harmonisation



One of the goals for Year 2 was to extend into a global market. However, ongoing conflict and geopolitical events halted the expansion as shipping and international logistics became really challenging. Despite this, Skin Deep and the Diversity Trust continue to explore solutions around the challenges faced in launching internationally. The ultimate vision is for the partnership to work and think globally, whilst acting locally.

As Year 2 has progressed, it's become evident that there's a real opportunity for the partnership to evolve. The Diversity Trust, Skin Deep, and TSL will be forging new paths together and finding a new way to work in partnership as leaders in their fields.

Projects in the works

The third year of partnership is shaping up to be our most dynamic to date, with a variety of projects in the mix. Each one has been born of our developing mission in transforming healthcare equality for marginalised people. Here's a sneak peak of what we'll be working and reporting on in Year 3...

Social Justice and Period Poverty

Early discussions have seen Skin Deep and The Diversity Trust exploring wider healthcare issues which impact racialised communities across intersections and other protected characteristics. One of the most prominent topics has been that of Period Poverty, the lack or absence of provision for period products for girls and women, and transmasculine people, around the world.

Period products are essential hygiene items as fundamental as soap and toilet tissue. There is growing demand for free provisions across the UK, in multiple spaces, with regional, national and global movements helping to create period equality.

Year 3 will see these discussions grow, with a round table event under development, as well as collaborative relationships with organisations and industry bodies in the UK.

Menopause Awareness

Continuing to explore healthcare equalities, the Diversity Trust and Skin Deep are collaborating on work which highlights the barriers and stigma surrounding menopause. This includes webinars, training, events and the publishing of White Papers exploring intersectional experiences of menopause, disability, race, and LGBTQ+.

Drawing on our new partnership with Menospace, the Diversity Trust will be launching new Diversity in Menopause training offers, designed and launched a corporate partnership brochure, and are delivering a series of webinars and White Papers. We have early plans to publish a round-table podcast on diversity in menopause, with a focus on lived-experience in 2024.

Podcast teasers

The Diversity Trust's Equalities Podcast Series continues with three upcoming episodes. Rishi Kapoor, Head of the Management Committee of India Diversity Forum (IDF), discusses how the IDF is contributing to the development of equality in the Indian context.

In a 2-part episode, we talk with Renee Bracey Sherman, reproductive activist and writer, about abortion rights, reproductive justice, and amplifying lived experience voices.

As part of National Hate Crime Awareness Week (NHCAW) in October 2023, the Diversity Trust will be launching a special podcast episode to explore the lived experiences of hate crime in different marginalised communities.

Upcoming Events

Skin Deep and The Diversity Trust continue to collaborate on the Anti-Asian Hate Crime project, producing work that will explore the impact of the issue and highlight the ways in

which we can move forward:

- In October 2023, The Diversity Trust's Annual General Meeting will be held at the Watershed in Bristol and again invite Skin Deep and TSL as valued partners to discussions.
- Work will begin in early 2024 to establish the Period Poverty Roundtable Event which will explore period poverty and how we can work to end it.
- As part of our work to combat period poverty, we'll be working with organisations and groups to raise awareness and improve access to period products.
- The Diversity Trust's Equalities Podcast Series will continue, with three new episodes being released during Year 3 of the partnership.
- The Diversity Trust will be taking part in National Hate Crime Awareness Week 2023 and launching their Hate Crime Awareness Training offer to organisations and communities across the UK.
- The Diversity Trust will be publishing a series of White Papers on 'Diversity in Menopause' starting in October 2023 and continuing into early 2024.



We are the same...



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...but different.



Thank You!

The Diversity Trust and Skin Deep thank all of their colleagues, friends, and partners and customers who have supported them throughout Year 2 of the partnership.

Special thanks go to Jon Craig Photographer for the beautiful and dynamic photographs from our 10 Year Anniversary and AGM.

Thanks to Ritu Mohanka for her brilliant participation in The Equalities Podcast, and to Airco Caravan for allowing us to display her incredible art in this report.

Contacts

We've introduced a lot of people in this report. To find out more and connect with them, you can contact them across their social media accounts and websites:

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

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

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

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