

# DIVERSITY CHAMPIONS PROGRAMME

## Business case for membership

Sexual orientation and gender identity equality can often be the last item on the diversity agenda.

### Research this year found that...

- Lesbian, gay and bisexual staff who are comfortable to be completely out in the workplace are 67 per cent more likely to be satisfied with their sense of achievement
- And 71 per cent more likely to be satisfied with the support they receive from their manager
- Lesbian, gay and bisexual respondents who out at work are also 65 per cent more likely to be satisfied with their job security.

Trans staff who are comfortable disclosing their gender identity at work are 77 per cent more likely to be satisfied with their job security, and 68 per cent more likely to be satisfied with their sense of achievement.

(All statistics from [Stonewall Staff Feedback Questionnaire 2016](#) – a survey over over 60,000 employees in Britain)

The employment protections for lesbian, gay and bisexual people that came into place in 2003 and the Equality Act (2010) can only go so far to create a truly inclusive workplace. Our programme helps you measure, track and celebrate your success in a variety of ways. Stonewall currently works with **over 700** of the country's leading organisations to create fully inclusive environments for staff, service users and the community. It is the largest non-governmental intervention programme of its kind in the world.

## The Business Case

### 1. Service delivery and Reputation

Being a Stonewall Diversity Champions enables you to demonstrate your commitment to staff, community, service users and partners.

Meeting the needs of your service users with an understanding of their specific challenges is crucial to your overall effectiveness as a service provider. LGBT people face some very specific challenges relating to their sexual orientation. Such as:

- 1 in 5 LGB people expect to be treated worse than straight people when applying for social housing and this rises to 1 in 4 among LGB people over 65
- More than half (54 per cent) of trans people reported that they have been told by their GP that they don't know enough about trans-related care to provide it.
- 1 in 5 LGB people experience a homophobic hate crime and 75% of those people never report it
- Two in five (41 per cent) trans people have been attacked or threatened with violence in the last 5 years.
- LGB older people are more likely to go back in the closet when entering sheltered housing or care homes due to fear of discrimination
- More than half (55 per cent) of trans people have experienced negative comments or behaviour at work because of being trans.
- LGBT people experience significantly higher levels of mental health conditions and poor experience of mental health services

- 9 in 10 LGB people have never been asked by their local service provider about their views on local services
- More than four in five (83 per cent) trans young people have experienced name-calling or verbal abuse; three in five (60 per cent) have experienced threats and intimidation; and more than a third (35 per cent) of trans young people have experienced physical assault.

## PROGRAMME FEATURES

### 1. Benchmarking and assessment

- [Workplace Equality Index](#) - Use our definitive benchmarking tool to assess your organisation's work on lesbian, gay, bisexual and trans equality against Stonewall's best practice and others in your sector. We will then be able to plan out your next steps with an in-depth benchmarking meeting where will cover the strengths, areas to develop and share examples of best practice to develop an action plan.

### 2. Recruiting diverse talent

- A **free listing** in our [Starting Out Guide](#) – this goes out to all colleges and universities in the UK so that young people can start to make informed decisions about where they start their career.
- **Access to** our [Proud Employers](#) website, a jobs board for LGBT candidates. This has 60,000 new users per year and will help you to attract diverse talent for all levels of the organisation. When you join you will receive your first 5 adverts in the first year for free.

### 3. Visibility and branding

- **UK Diversity Champions logo** – to use in your internal and external branding; job posts, emails, newsletters, etc.
- **Stonewall Top 100 Employers logo** – free to use when you reach the Top 100 LGBT-Friendly Employers
- **Publicity** - We publish the Top 100 LGBT-Friendly Employers as a supplement in The Times, as well as online. This receives about 150 unique pieces of media attention and is a great way to celebrate your success as a diverse, equal and inclusive employer

### 4. Expertise and resources

- **Dedicated point of contact** – an allocated client account manager in England, with knowledge of best practice in your sector and/or region.
- **Workplace and sector-specific guides** – free copies of guidance and Stonewall resources with tailored support on implementation
- **Seminar series** – free for all employees of Diversity Champion members held in locations across the UK. Covering a range of topics to share ideas and keep you up to date with innovation in diversity practice.
- **Networking opportunities** – be part of a network of over 750 employers and get in touch with others in your sector or region to share ideas.

## EMPLOYEE BENEFITS

Many of the benefits of this Programme to employees are as a direct result of the employer working to create an inclusive workplace. By addressing sexual orientation and gender identity equality and pro-actively taking steps to positively impact LGBT staff, employees:

- build better relationships with their teams and managers
- feel more engaged in, and loyal to their work
- be more efficient, effective and productive
- get exclusive and subsidised access to leadership and development tools , specifically catered for LGBT employees.

## TESTIMONIALS FROM EMPLOYERS

“Stonewall has provided invaluable support and information in our endeavours to create an inclusive workplace. We have embarked on an exciting and ground breaking journey to create a genuinely inclusive workplace and sport. It’s had a much wider impact then we could have imagined.”

**Sarah Williams, Equality & Diversity Manager, Rugby Football League**

“The Royal Navy’s goal is to be a world class Navy. I am committed to ensuring that the Royal Navy has a culture in which all our people are valued for themselves and are thus able to give 100 per cent to their jobs. Our engagement with Stonewall is an important part of making this happen and we strongly support this excellent initiative”

**Vice Admiral A J Johns CBE ADC, Second Sea Lord and Commander in Chief, Naval Home Command**

## TESTIMONIALS FROM EMPLOYEES

*“You’d have to pay me a lot more than I get paid here to go somewhere else. I just feel very comfortable here and I very accepted. I feel very loyal to the organisation”*

*“If I’m not able to feel comfortable in being out at work, I spend more time in trying to conceal myself and end up not concentrating properly on my job”*

*“The person that I am at work is now me rather than a doctored version of me. If you’re not 100% yourself how can you be 100% involved and committed and putting 100% in? It’s not like I wasn’t working hard before but there’s no detachment or reservation now where there was before.”*

## MEDIA RECOGNITION

“A place in the Stonewall 100 is coveted by big employers, a sign of their openness and inclusivity, with a kite mark proudly displayed on their corporate literature.”

**The Independent**

“Stonewall’s Diversity Champions programme offers specialist resources for organisations seeking to become an employer of choice for LGB talent...Top of the Stonewall Index, Ernst & Young can now measure the business case after conducting global research around the correlation of employee engagement and the performance of business units. There was a clear link between those businesses with high engagement scores and the best profitability...”

**Financial Times**

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A list of our current members can be found [here](#).

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