

DIVERSITY CHAMPIONS

WHY JOIN?

★ Because diversity and inclusion is one of your core organisational values

Take part in our Workplace Conference, feature in the *Starting Out* Recruitment Guide, and send staff on our Leadership Programme. Also, attend our seminar programme which brings together Diversity Champions across all sectors to tackle issues and share best practice as well as practical solutions. Being a member of Diversity Champions allows organisations to gain credit for the good work they do.

Here at South Wales Police we are privileged to have an opportunity to work with Stonewall, who are undoubtedly instrumental in driving sexual orientation equality forward on our agenda. We continue to have strong links with them and appreciate the latest research and thinking coming out of Stonewall which helps us to grow and develop further. We are proud of our continued relationship and our Diversity Champion status.

Suzanne Gravett, Suzanne Gravett, Acting Head of Equality and Diversity, South Wales Police

★ People perform better when they can be themselves™

If you can't be 'out' at work, then you can't give 100 per cent to the job. Stress-related absenteeism is one cause of the £10.2 billion lost to employers each year. There are an estimated 3.6 million LGB people in Britain, so you will undoubtedly have gay colleagues, suppliers and customers. Does your organisation allow gay people to be 'out'? Are you a supportive employer, sending the right message? Or are you missing out and wasting talent?

Robust diversity policies and practices attract and retain talented LGB graduates and jobseekers. They send a strong signal that you value their contribution. An organisation with a strong reputation for valuing diversity will instil confidence and goodwill amongst LGB employees, customers, and service users. Ensure that your brand shows that you're an employer of choice for gay people. It's a key part of your organisation's Corporate Social Responsibility strategy, and is an important factor in providing equality of access to public services.

Cardiff Council is proud to be a Stonewall Diversity Champion. Membership has given us the chance for useful expert feedback which has improved the fairness of our policies and services, as well as building links both with our LGB employees, partner organisations and community groups. Although the Scheme is specific to sexual orientation, tools like the Workplace Equality Index set out a blueprint for improvements across all strands of diversity.

Councillor Rodney Berman, Leader, Cardiff Council

HOW CAN I JOIN?

Log on to www.stonewallcymru.org.uk/workplacecymru to find out more and complete a short application form. If you have questions and would like to speak to us directly contact us on the number below.

CONTACT US

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STONEWALL CYMRU DIVERSITY CHAMPIONS

Join All-Wales employers' forum on sexual orientation equality in the workplace

People perform better
when they can be themselves



STONEWALL CYMRU

Stonewall Cymru is an all-Wales charity that aims to achieve legal equality and social justice for lesbian, gay and bisexual (LGB) people across Wales.

Established in 2003 with support from the Welsh Assembly Government and Stonewall GB, our work is tailored to the needs of LGB people throughout Wales and draws upon a wealth of research and information from Stonewall across Britain.

DIVERSITY CHAMPIONS

Stonewall's Diversity Champions Programme is Britain's good practice forum for workplace sexual orientation issues. Top employers work with us and with each other to promote diversity and improve the workplace for lesbian, gay and bisexual people. Launched in 2001, the programme connects hundreds of organisations at the cutting edge of delivering diversity in business and public services across Britain.

Stonewall Cymru Diversity Champions provides you with the benefit of a client account manager with an understanding of the Welsh environment and an approach tailored to your needs, as well as access to the wider programme delivered across Britain.

Our people lie at the very heart of everything we do and with this in mind the Welsh Assembly Government is committed to promoting equality and diversity. The opportunity presented through Stonewall Cymru Diversity Champions to network with other employers is invaluable in helping us to improve how we support all our people to give their best and also to us attracting the best talent to work for the people of Wales.

Bernard Galton, Director General - People, Places and Corporate Services, Welsh Assembly Government

EXCLUSIVE BENEFITS:

- ★ **Dedicated client account manager based in Wales** offering a tailored meeting each year and advice at any time.
- ★ **Exclusive networking** with member organisations in Wales, throughout Britain and across every sector.
- ★ **Best Practice seminars** that take place throughout Wales, on key topics with high profile speakers to share and develop good practice.
- ★ **Tailored benchmarking meeting** to help your organisation improve in the Workplace Equality Index, the national benchmarking tool for workplace sexual orientation equality.
- ★ **Recruitment advertising.** Contact thousands of talented job seekers through *Proud Employers*, Stonewall's online job board, which receives over 67,000 visits a month, and is exclusively available to Diversity Champions.
- ★ **Free and exclusive** entry in *Starting Out*, Lesbian, Gay and Bisexual Recruitment Guide and website, which is distributed to every university and college across Britain and accessed by thousands of prospective job seekers.
- ★ **Joint branding**, including exclusive use of Stonewall Cymru Diversity Champions logo to signal your commitment to lesbian, gay and bisexual equality.
- ★ **Exclusive online access** to Diversity Champions Members Forum, enabling you to share best practice with Diversity Champions throughout Wales and Britain.
- ★ **Discounted registration** and priority booking for the annual Stonewall Cymru Workplace Conference, as well as discounted registration to the annual Workplace Conference in London.
- ★ **Discounted rate** for the Stonewall Leadership Programme, Stonewall's inspirational two-day residential for rising lesbian, gay and bisexual professionals.
- ★ **Definitive Workplace Guides** including *Guidelines for Employers*, *Network Groups*, *Monitoring, Bullying and Harassment*, and *Career Development* to get you started.
- ★ **Access to Stonewall's latest research** on media, health, education, employment and more.

DIVERSITY CHAMPIONS

WHAT DO DIVERSITY CHAMPIONS DO?

- ★ **Develop** and share good practice by discussing what works and what doesn't.
- ★ **Communicate** commitment to LGB equality.
- ★ **Recognise** the benefits of diversity for employees, customers and service users in competitive markets.
- ★ **Explore** the value of the pink pound and ways to access the £70 billion a year LGB market.

Smart employers understand that the world is constantly changing. By 2011, it is estimated that, only 18 per cent of Britain's workforce will be white, male, non-disabled, under 35 and heterosexual. Progressive employers recognise that their workforce should reflect the diversity of the population in order to serve the needs of customers and service users.

Cardiff University are proud to be a Diversity Champion committed to promoting equality and diversity. As a Diversity Champion we are provided with a framework that ensures a comprehensive approach to promoting equality including guidelines and events to share information and good practice. Stonewall Cymru provide excellent support and encouragement that assists us to put into reality our commitment to achieving LGB equality.

Professor Terry Threadgold, Pro Vice Chancellor, Staff and Diversity, Cardiff University

WHAT DO DIVERSITY CHAMPIONS BELIEVE IN?

The business case for diversity

- ★ **Reputation** – 74 per cent of LGB and 42 per cent of straight consumers are less likely to buy products from organisations that hold negative views of gay people. Build your brand, enhance your reputation for leadership and communicate commitment to LGB equality and diversity both internally to staff and externally to customers and service users.
- ★ **Recruitment** – Does your organisation reflect the British population? 36 per cent of gay employees will change careers in the face of discrimination. Make your workplace inclusive. Become an employer of choice in competitive markets by attracting and retaining the best talent.
- ★ **Productivity** – At least 55 per cent of LGB employees facing workplace discrimination report that it has a direct and negative impact on their work. Concealing one's sexual orientation at work reduces personal work performance by up to 30 per cent. People who are out in supportive work environments are more creative, loyal, and productive.
- ★ **Risk mitigation** – Prejudice has human costs for staff, but also bottom-line costs for employers in legal fees, recruiting, inducting and training new staff, and regaining the trust of key stakeholders. So far, £120,000 is the largest sum awarded by an employment tribunal for sexual orientation discrimination. There is no limit to the amount that can be awarded.

We thrive on the diversity of our staff and are actively promoting equality and diversity in all our work. Being a member of the Stonewall Cymru Diversity Champions Programme gives us support for the work of our LGB Focus Group and helps to identify priorities for our LGB Action Plan.

Jenny Pye, Equalities & Welsh Language Officer, Countryside Council for Wales

WORKPLACE EQUALITY INDEX (WEI)

Take part in Stonewall's Workplace Equality Index (WEI), which benchmarks and showcases Britain's top employers for gay staff. Over 1.7 million LGB people use it to see how their employer compares with rivals. Almost 4 million LGB consumers and service users consult the Index when deciding where to spend their disposable income, and 150,000 LGB students in Britain use it to help decide where to take their talent after graduation. Diversity Champions benefit from Stonewall Cymru's individualised and expert advice in making real progress. In Wales, an event is held annually to award the Welsh employers who gained the coveted Top 100 Employer accreditation.

The Stonewall Workplace Equality Index has provided us with an excellent understanding of our organisation. We were really proud to be named a Top 50 employer two years running and see it as an excellent tool to promote the organisation and its culture.

Greg George, Head of Diversity, North Wales Police