

# WORKPLACE EQUALITY INDEX 2013



The best employers for lesbian, gay and bisexual people in Britain

## Guidance for participants

**The Stonewall Workplace Equality Index is an annual benchmarking exercise that ranks the Top 100 Employers in Britain for lesbian, gay and bisexual people.**

**This guidance is designed to help participants understand the Index criteria and answer common queries. If your organisation is a member of the Stonewall Diversity Champions programme, you can consult your dedicated point of contact in the Workplace team with additional questions or queries.**

The Index must be completed online. Submissions will open online in **June 2012** at [www.stonewall.org.uk/wei2013](http://www.stonewall.org.uk/wei2013) and close on **14 September 2012**. Please ensure you have submitted your online questionnaire and all accompanying evidence by 5pm on the above date - this deadline is final and Stonewall is unable to accept any submissions after this date.

When completing the Index you will be prompted to submit supporting evidence. Credit can only be awarded when requested evidence is supplied. Please label each piece of evidence with the question number so that it's clear which question it relates to, and try to submit as much electronic evidence as possible. If you are submitting hard copy evidence, keep it to a minimum.

In preparing your submission you may need to consult with colleagues from other departments - including human resources, learning and development and procurement. We recommend you consult your LGB employee network group if you have one, and in workplaces where a trade union with an LGB structure is recognised, we recommend you consult them too.

If you are a UK wide organisation that operates in England plus Scotland and/or Wales, and you wish to be considered for the list of top employers in Scotland and/or Wales, you must show that your activities and policies on LGB equality extend across all the nations. Please ensure that you include examples of activity in England/Scotland/Wales where relevant.

Please see [www.stonewall.org.uk/wei2013](http://www.stonewall.org.uk/wei2013) for full and up-to-date participation details.

**All questions in this survey refer to the period 1 September 2011 through 14 September 2012 unless specified otherwise.**

### Part 1: Employee Policy

#### Question 1

In this question we are looking at the extent to which your work on lesbian, gay and bisexual (LGB) equality and diversity is of strategic importance in your organisation.

This can be evidenced by having an organisation-wide equality and diversity strategy, which includes identifiable objectives and milestones to be achieved, and measurable outcomes.

*Option B)* – The best organisations have a strategy which clearly demonstrates why the organisation is focusing on LGB-inclusive equality and diversity and how this ties in with the aims of the organisation as a whole. For example, if one of your organisation’s main aims relates to ‘valuing people’, how does LGB equality and diversity feed into this? In effect, what are your organisation’s main drivers, and how does equality and diversity fit into them?

*Option C)* – This strategy should ideally be reviewed at board level, and accountability for its implementation should sit at top levels. By ‘board’ we are referring to your most senior management/decision making team within the organisation. If however, the strategy is reviewed by a board or group which has delegated responsibility of the board and features at least one representative from your organisation’s most senior management team this would also count here e.g. an equality and diversity board which is chaired by the Chief Executive.

## **Question 2**

Having a diversity team or person in place within the organisation responsible for LGB equality is crucial to achieving a workplace where LGB staff are fully included. This team or person does not need to be exclusively dedicated to working on LGB issues; however LGB equality issues must be explicitly included within their remit.

As well as having this team or person in place, it is also important that they are supported by the organisation. We would like to know whether this team/person has access to resources, including a budget and direct access to decision makers at the most senior levels of the organisation.

*Option B)* – This direct reporting link or access to the most senior level in the organisation can include the most senior member of the diversity team whose remit includes sexual orientation equality and diversity. This question examines whether the equality and diversity team/officer has direct access to the most senior level in the organisation.

*Option C)* – The budget does not need to be sexual orientation specific and can be part of a wider equality and diversity budget. Please note that this is the budget that is used for the entire organisation’s diversity and inclusion work. We are not referring to budgets for employee network groups.

## **Question 3**

We want to know whether all of your policies and procedures are up-to-date with the legislative protections for LGB employees and customers/service users, and accurately reflect and include their needs. Please tell us how you audit your policies and procedures to ensure they are inclusive of LGB staff, customers and service users and whether you have a process in place to ensure audits are completed on a regular basis.

An audit in this instance is defined as any procedure whereby policies and procedures are tested for inclusivity and legislative compliance. Equality Impact Assessments would be an example of this.

#### Question 4

This question tests whether your benefits use language and terminology that explicitly include your LGB staff. We are also looking for evidence that you have taken steps to remove barriers that may hinder or prevent LGB staff from accessing these benefits, and actively promote that staff benefits apply equally to both opposite- and same-sex couples.

*Option A)* – This tests whether you have included *specifically inclusive* language in your benefits, for example, stating that the term ‘partner’ also refers to same-sex partners and using ‘civil partnership’ as well as ‘marriage’. Please submit two of the following benefit policies as evidence: your paternity/maternity support leave, adoption leave, bereavement leave or carer’s leave.

*Option B)* – This option tests whether line managers, those with supervisory or people management responsibility or those responsible for applying staff benefit policies have been fully briefed on how these staff benefits apply to LGB staff.

*Option C)* – This examines the ways in which your organisation communicates LGB-inclusive benefits to LGB staff to ensure appropriate take up.

#### Question 5

This question alerts us to any tribunal cases you may be involved in. The scoring is therefore neutral unless you have a case upheld against you in which case the score is negative. The period this covers is September 2011 through September 2012.

#### Question 6

Research tells us that homophobic bullying and harassment remains prevalent in many workplaces across the UK and often goes unreported. Please tell us what specific procedures you have in place to tackle and prevent homophobic bullying and harassment in your workplace and to facilitate reporting. For more information please see Stonewall’s guide: *Preventing the bullying and harassment of gay employees (2007)*

*Option A)* – Please submit your bullying and harassment policy or equivalent which includes sexual orientation. This could include a ‘Dignity at Work’, ‘Respect at Work’ or similar policy.

*Option B)* – To clarify what constitutes anti-gay bullying, some organisations include specific examples of anti-gay bullying. For examples refer to the Stonewall guide mentioned above.

*Option C)* – This question looks at how you ensure that your staff are aware of and understand your bullying and harassment policies. We are looking for evidence of active promotion e.g. a poster campaign, staff being required to sign a document to say they have read and understand the policies, staff talked through the policies at induction or training.

*Option D)* – This examines how you facilitate the reporting of anti-gay bullying and harassment by providing extra reporting routes. This could be through your employee network group, LGB trade union representative or a confidential hotline.

*Option E)* – This examines how staff who deal with bullying and harassment are able to recognise and respond to LGB-related bullying and harassment. For example, some

people perform better when they can be themselves

[www.stonewall.org.uk/at\\_work](http://www.stonewall.org.uk/at_work)

organisations train staff who deal with bullying and harassment on the nature of anti-gay bullying and the barriers staff may experience when reporting incidents.

*Option F)* – This question asks whether your organisation records the grounds for complaints made, including if they relate to sexual orientation, and if you regularly report on the data collected. This question is about how you track all types of complaints of anti-gay behaviour, whether they come through formal process or not – your response here could include how you track your additional reporting routes mentioned in option D above.

## Part 2: Staff Engagement

### Question 7a

We would like to know if you have a senior lead champion for LGB equality. The role should be a clear part of the person's remit and should be well communicated to all staff in the organisation. This person is not restricted to someone who is in an HR or Diversity role.

We ask about divisional/regional level champions in Q14, so if you have more than one champion there will be an opportunity to talk about what they do elsewhere in the submission. For this question, please tell us about the champion who is the most senior and/or the most active in their role, as question 7a and 7b must refer to the same person.

Question 7a looks at how senior your champion is. Question 7b looks at how active they are.

### Question 7b

This question tests the impact of your senior champion, and what they have done to promote LGB equality in the past year.

*Option A)* – This person should be engaging with all staff to promote LGB equality in the workplace, whether this is through positive messages on the importance of LGB equality or through defending LGB initiatives if criticised.

*Option B)* – How does this person engage with board and senior management both to raise awareness of LGB initiatives and to ensure that positive messages are cascaded throughout the organisation?

*Option C)* – How is your senior champion identified as the lead on LGB issues in internal communications?

*Option D)* – If your organisation has an LGB network group, does your senior champion act as an official sponsor of the group, including championing their concerns internally? If your organisation doesn't have an LGB network group, does your senior champion engage with LGB staff by other means?

*Option E)* – Has your senior champion attended or spoken at LGB related events to show their support and increase their visibility as LGB champion?

*Option F)* – The 'other' category could include anything particularly innovative or impactful that your senior champion has done to promote LGB equality.

### Question 8

Questions 8 and 9 are linked and test the role of and support you offer your LGB employee network group (ENG) or what alternatives you provide to support and engage LGB staff if you are unable to set up an internal network.

*Option A)* – This refers to an LGB (or LGB&T) staff group active within your organisation. Where you use an external LGB group (e.g. national network, an LGB union group, etc.) please provide evidence of an active branch in your organisation.

*Option B)* – This question aims to determine your network group's access to resources and funding. Please describe your network group's allocated budget or how it gains access to funding from the organisation to carry out its activities, and other resources it has access to e.g. the support of HR/diversity staff, providing meeting rooms, providing staff time to attend meetings etc.

*Option C)* – Does your network have an agreed terms of reference which show its aims and objectives, as well as showing how the group formally links into the wider organisation? You can also include here a business plan for the group showing its planned activities and aims for the next year.

*Option D)* – If you do not have your own network group, but have a formal agreement for your LGB staff to participate in an external forum, please provide evidence here. This could be a regional community forum, or a sectoral LGB/T group. You must be able to show that you communicate to LGB staff that they are able to participate in the external group, and that you have a formal agreement for capturing any concerns/ideas that are raised through the external group.

*Option E)* – If you do not have an LGB staff group, you may provide evidence of the alternative resources that you offer to LGB staff for networking and feeding back to the organisation e.g. equality and diversity forum with formal LGB representation, access to an LGB trade union representative etc.

## **Question 9**

We want to know the remit of your staff group and the extent to which it plays a constructive part and acts as a resource in your organisation. If you are part of a regional, sectoral or joint network group (Option 8D above) please explain how the network's activities impact on your organisation.

*Option A)* – When undertaking audits of internal policies and procedures, does your organisation consult with your LGB staff to advise where these policies and benefits might impact upon them and how to make the policies inclusive? Please give an example of any action(s) taken as a result of consultation.

*Option C)* – This is about whether your ENG supports the professional development of members e.g. through mentoring, coaching or buddying, or through highlighting opportunities to members.

*Options D)* – The experience of lesbian, gay and bisexual employees may differ, and network groups can become dominated by one particular group. This question explores what you are doing to make sure that your network is inclusive of all of the above groups e.g. having a bisexual representative on the committee, holding particular events targeted at women, putting information about L, G and B issues on your intranet e.g. the Stonewall publications *The Double Glazed Glass Ceiling (2008)*, or *Bisexual People in the Workplace (2009)*.

*Option J)* – This examines your network group's involvement with the aims of your organisation as a business or service provider. For example, some organisations consult their LGB employee network group when marketing to the LGB community or when developing equality objectives that impact on LGB service users.

*Option K)* – Please tell us about anything particularly innovative or impactful that your network group has done in addition to the examples already given in 9A-J.

**Question 10**

Question 10 asks the ways in which your organisation engages all staff, both LGB and non-LGB, on sexual orientation equality issues. This is apart from or in addition to an employee network group. We want to know what programmes of communication and engagement you use to ensure that your initiatives on LGB equality reach all members of staff, helping to create a workplace where everyone feels able to discuss sexual orientation issues with confidence and staff feel able to be themselves.

*Option A)* – Please describe the information regarding LGB equality given to staff at induction.

*Option B)* – This question is about ensuring that regular direct communications are used as an opportunity to promote LGB issues. Please tell us how you ensure that LGB messages are regularly included in your communications with all staff. This could include mention of LGB issues in emails, newsletters, pop-ups, screensavers, blogs or any other means of communication that your organisation uses.

*Option C)* – This question is about resources and information on LGB issues available to staff at all times, so in addition to any one off messages included in your answer above. This could be LGB information on your intranet, publishing Stonewall research/guides online or having a physical library of these materials/information.

*Option D)* – ‘LGB awareness raising events’ refers to conferences, seminars, diversity days, or other such events which have an LGB-specific content or include LGB issues as part of a wider programme. These events would usually be targeted at both LGB and non-LGB staff.

*Option F)* – This tests how you ensure that your communications on LGB issues reach all staff – particularly difficult-to-reach groups such as staff who are based in regional offices, staff who don’t have access to email/internet, and those who are not interested in diversity issues. We are looking for an explanation of what strategy you have in place to reach out to all staff, and examples of this.

*Option G)* – This tests how you ensure that non-LGB staff are involved in promoting LGB equality at work. This could be a formal programme where individuals are nominated as ‘allies’ or have ‘friends and family’ or associate members of your LGB/T network group.

*Option H)* – If you conduct an organisation wide staff survey which includes questions on LGB issues please explain here and provide a copy of the survey. Questions could include asking if staff have witnessed or experienced anti-gay bullying, or if LGB staff feel able to be out at work. Please see the Stonewall guide: *How to monitor sexual orientation in the workplace (2006)* for more information.

*Option I)* – How do you assess the impact of awareness raising events or campaigns? What changes have you made as a result of this evaluation? This could include formal evaluation of events or anecdotal feedback e.g. emails, feedback collated through employee network group.

*Option J)* – Please tell us about anything particularly innovative or impactful that your organisation has done to engage with staff on LGB issues, in addition to the areas covered above. This could include running specific surveys or focus groups on LGB issues (covered in a separate question in the WEI 2012).

**Part 3: Learning, Development and Support****Question 11**

We want to know which of your staff are targeted to attend LGB-inclusive diversity training. This training does not need to solely cover LGB issues, but they must be explicitly included. The staff you identify in this question should be specifically targeted and strongly encouraged to attend the training, and you should have a policy or strategy which supports this. The targeting and training you describe in questions 11 and 12 must have taken place in the last three years.

**Question 12**

Please indicate which areas are covered in your diversity training. All of the options must include specific mention of LGB issues, and the training must have taken place in the last three years.

*Option B)* – Does your training challenge assumptions and stereotypes that people might have about LGB people, including for example assumptions of femininity in gay men? This could also include explaining the difference between sexual orientation and gender identity, and challenging assumptions that they are one and the same.

*Option E)* – Does your training explore the different experiences faced by gay men, lesbians, bisexual people and/or multiple identities such as older LGB people, minority ethnic LGB people or LGB people who have a disability.

*Option G)* – If you use unconscious bias training please explain how the ideas explored are linked to sexual orientation, and how this is also applied to other elements of training – for example your training on unconscious bias may also be used to challenge inappropriate behaviour or to discuss fair recruitment and selection.

**Question 13**

Please provide the closest possible approximation of the proportion of staff that have completed LGB-inclusive diversity training. For this question, we include all training to date, not just training which has taken place in the past three years.

**Question 14**

In this question we use the term ‘line manager’ to describe those responsible for managing others. If you do not use this term within your organisation, please use your own language within your response.

Line managers play a crucial role in the experience of staff. This question tests how you ensure line managers are equipped to manage diverse groups of staff, understand their role in supporting LGB staff and contribute to an LGB-inclusive work environment. It is also about how you use your middle management to ensure that organisational values in relation to equality and diversity are promoted at all levels of staff.

*Option A)* – Many organisations consider equality and diversity knowledge and achievements in their appointment criteria for managers – sexual orientation issues must be included.

*Option B)* – How does your organisation ensure that line managers are held accountable for equality and diversity, for example in performance reviews? Please demonstrate how sexual orientation equality issues are included in this process.

*Option C)* – If you have nominated LGB champions at regional/divisional level in addition to your overall champion mentioned in Q7 please explain this here. We would like to know how these champions are used to cascade information on LGB issues and how they help the organisation in promoting equality at all levels and staff groups.

*Option D)* – This training could include issues such as challenging homophobic behaviour or language, how to support LGB staff or how to get the best out of diverse teams.

*Option E)* – How does your organisation engage with managers to raise awareness of LGB issues, relevant to their role as a people manager? Examples could include communicating the relevance of employee network groups, and why it is important that they allow staff to be involved in them; or addressing LGB inclusive diversity issues at a managerial conference. You could also mention here how your LGB network engages with managers to highlight relevant issues e.g. how to react if a team members comes out as gay.

*Option F)* – Do you have any resources to help managers understand how they can best support LGB staff? This could include drop in sessions with the E&D team or LGB employee network group or written information for managers.

*Option G)* – Please tell us about any other ways in which you support managers in promoting LGB equality throughout the organisation. This could include reverse mentoring programmes to help senior staff understand the issues faced by LGB staff or other innovative ideas. It could also include ensuring that managers have equality updates as standard in team meetings (covered in a separate question in the WEI 2012).

## **Question 15**

LGB people can face particular barriers in progressing their careers. We want to know what career development support you offer to LGB staff to tackle these barriers and how you ensure that all staff have equal access to career development opportunities, regardless of their sexual orientation. Please see the Stonewall guide: *Career Development, How to support your lesbian and gay employees (2007)* for more information.

*Option A)* - If you monitor or review the take up of development opportunities by LGB staff as a means of identifying under-representation or potential barriers, please provide evidence of what you have discovered, and how you attempt to deal with the outcomes. Good examples we have seen in this area include monitoring sexual orientation against take-up of opportunities or against appraisal scores.

*Option B)* – This question tests how existing generic leadership or professional development opportunities are promoted to LGB employees to ensure awareness of the opportunities available. This could include promoting such opportunities through your employee network group.

*Option C*) – LGB-specific leadership or professional development can either be internal or external. If it is provided by an external organisation (including the Stonewall Leadership Programme) please provide evidence of how you promote the opportunity to LGB staff.

*Option D*) – This can include a formal mentoring scheme with a specific LGB element, a mentoring scheme which is run by an employee network group or an LGB-inclusive mentoring scheme co-ordinated by a trade union or professional association.

*Option F*) – If you provide LGB-sensitive staff counselling, please provide evidence of how you promote this service to staff.

*Option G*) – Please tell us about any other innovative ways you promote career development for your LGB staff. This could also include a reverse mentoring programme if it is used to enable LGB staff to interact with senior managers.

**Part 4: Monitoring****Question 16**

Many organisations undertake monitoring exercises that allow them to assess the demographic make-up of their workforce. Monitoring at particular stages in the employment cycle allows organisations to track the recruitment, progression and retention of staff. Similar to other diversity strands, do you monitor sexual orientation at these stages to capture whether there are any issues with the recruitment and selection, progression and retention of LGB staff? This question also asks if you collect monitoring data via an anonymous all staff survey.

For more information or advice, please see the Stonewall guide: *How to monitor sexual orientation in the workplace (2006)*.

**Question 17**

What aspects of employee experience are you able to analyse with the sexual orientation monitoring data you have collected? Please explain how you analyse these indicators for any difference by sexual orientation or supply copies of your most recent reports. We would also like to know how frequently you scrutinise this data.

*Option A*) – Analysing fairness in recruitment and selection would usually mean comparing the number or percentage of applications from LGB people versus the number of appointments to assess whether there is a discrepancy between the two figures. Please note this question relates specifically to the analysis of monitoring data – it is not about training recruitment panels.

**Question 18**

This question tests declaration rates for sexual orientation monitoring.

For those members of staff who took part in your most recent monitoring exercise, whether in a staff survey or data collection exercise; please tell us what proportion of them declared their sexual orientation - whether lesbian, gay, bisexual or heterosexual. Please exclude from this figure any deliberate spoils, non-responses (people who left the question blank) or those who ticked 'prefer not to say'.

**Question 19**

This question tests how you increase the impact of monitoring exercises, both through reporting and actioning the results and through encouraging declaration.

*Options A, B, C*) – These questions are about who in the organisation sees the results of monitoring exercises and who is responsible for actioning any issues that come up. Option B is asking whether results are reported to regional and/or divisional or department levels of the organisation e.g. highlighting any particular issues within a department with the head of that department.

Please note that it is important that monitoring data remain confidential and anonymous – where we say ‘results are reported to and actioned by’ we mean a confidential and anonymous analysis of trends or issues.

*Option D)* – How does your organisation communicate with staff to encourage them to complete monitoring data? This could include organisation wide briefings, including use of the Stonewall ‘*What’s it got to do with you?*’ leaflet. Also, briefing managers to respond to concerns or questions that staff might have about monitoring (in particular sexual orientation monitoring) can go a long way to reassuring staff and increasing declaration rates.

## Part 5: Supplier Policy

### Question 20 and 21

These questions look at the extent to which you require suppliers, contractors and partner organisations to comply with your policies and procedures on LGB equality and inclusion. Please describe how you do this through the tendering, awarding of contracts and contract management processes.

It is strongly advised that you involve colleague(s) from your procurement team in answering these questions.

**Question 20** focuses on the tender process, but also applies to on-going work you do with suppliers to ensure they are meeting the terms of the contract.

*Option A)* – This tests how LGB-inclusive equality and diversity is incorporated into procurement. Best practice organisations require contractors and partner organisations to comply with equality legislation and, where appropriate, abide by their equality policy and procedures. If your approach to equality and diversity in procurement is set out in a procurement policy or Pre-Qualification Questionnaire, please submit this document as evidence.

*Option D)* – Please describe how LGB-inclusive equality and diversity criteria impact on the tender process e.g. if the E&D section of the tender questionnaire is weighted as part of the contract.

*Option E)* – Does your organisation have a contractual clause which states that the contract can be terminated if there is a breach of the equality and diversity policy or if there is gross misconduct in this area?

**Question 21** focuses on the management of existing suppliers.

*Option A)* – Do you undertake initiatives to encourage good practice in LGB diversity with your existing suppliers and partners? This could include inviting small suppliers to take part in your own diversity training, holding information sessions for your suppliers to explain why equality and diversity is an important part of your tender process, or encouraging them to work with external partners such as Stonewall on diversity issues. It could also include inviting suppliers to take part in your internal diversity initiatives such as LGBT History Month events.

**Part 6: External and Community Engagement****Question 22**

To the benefit of your employees, customers/service users and in the context of wider social responsibilities, in what ways do you target, support and engage with the LGB community? Please see read the following Stonewall guides for further guidance and examples of best practice in this area: *How to engage with LGB people (2011)*; *Marketing to gay consumers (2010)*

*Option A)* – This question refers to your visibility as an employer, business or service provider in the wider LGB community. This could include, for example, advertising a job or service in LGB media, or if your organisation has been profiled as an employer, business or service provider in LGB media. This also includes any job adverts placed on Stonewall’s Proud Employers job page or additional advertising in the Stonewall *Starting Out* Careers Guide.

*Option B)* – This includes placing a job advert displaying the Stonewall logo in a mainstream publication or website, or an article about your work on LGB issues published in mainstream media.

*Option C)* – This tests if a public commitment to LGB equality is made on your website e.g. by showing the ‘Stonewall Diversity Champion’, ‘Stonewall Top 100 Employer’ or ‘Star Performer Network’ logo or demonstrating commitment to sexual orientation equality through the use of inclusive images. This could also include use of the logo on the recruitment page of your website.

*Option D)* – Participation or supported staff participation to officially represent your organisation at an LGB community event e.g. marching in Pride. This also includes official staff volunteering programmes, if you ensure that LGB/T community groups are included.

*Option F)* – Supported LGB community group or event with funding, publicity or facilities e.g. LGB youth groups, LGB sports teams, hosting an event, telephone advice/report line, etc.

*Option G)* – Please describe any community engagement you do which is not covered elsewhere in Q22. Examples could include targeted recruitment at an LGB/T job fair or work with LGB young people.

**Questions 22a and b** are specific questions on external and community engagement for private and public/third sector organisations. You only need to answer the set of questions relating to your own sector.

**Service delivery (public and third sector)**

*Option 22aA)* – Do you consult with LGB service users or stakeholders to ensure your services are inclusive? This could include holding stakeholder forums or monitoring or getting feedback from service users.

*Option 22aB)* – How do you ensure that strategic services are targeted to LGB service users or stakeholders e.g. making clear that foster and adoption services are open to same-sex couples through inclusive wording or images, or cascading relevant information through community or stakeholder groups. And how do you tailor services to the needs of LGB people, e.g. a local authority setting up an LGB youth group, or work to encourage the reporting of homophobic hate crime.

*Option 22aC)* – How do you collaborate with partners to ensure a consistent approach to LGB equality e.g. housing organisations and local authorities collaborating with the local police and fire services on community safety issues in relation to sexual orientation and homophobia.

*Option 22aD)* – How do you evaluate the impact of the above initiatives, and what work have you done in response to concerns raised through your engagement with the LGB community?

### **Product or service marketing (private sector)**

*Option 22bA)* – This question is about whether you use your work on LGB equality to engage with existing or potential customers and clients e.g. inviting clients to social events of your LGB/T network or using your equality credentials when pitching for business.

*Option 22bB)* – Do you tailor the marketing of your products or services to LGB people, or undertake research to understand their needs as a client/customer group? The marketing material would need to include tailored messages or images for the LGB community. This question also covers products tailored to LGB customers, such as a law firm offering specialist legal services.

*Option 22bC)* – Do you include LGB equality initiatives in your wider work on Corporate Social Responsibility, and do you explain how it fits in with your organisations values in this regard?

*Option 22bD)* – How do you evaluate the impact of the above initiatives, and what have you done in response to feedback from customers or clients?

## **Part 7: Pink Plateau**

### **Question 23**

We know that barriers still exist in terms of LGB people getting to the top of organisations and/or being able to be 'out' in these roles. Visibility at the senior levels of an organisation is a powerful indicator of equality and provides inspiration for other staff.

Please tell us if you have open LGB members of staff at top levels of your organisation. 'Openly lesbian, gay or bisexual people' refers to LGB staff who are open about their sexual orientation with colleagues within the workplace – we are not asking for monitoring data in this question as monitoring data does not indicate whether or not LGB staff are out at work. Please provide us with an approximate figure of openly LGB members of staff within the tiers of your organisation indicated in Q23. This information will remain strictly confidential.

Please note that in this question board/senior management level does not include elected councillors, trustees etc. and should be restricted to individuals with an executive role.

### **Question 24**

This question is about people who are LGB role models, regardless of where they sit in the organisation. So your answers to this question may refer to people mentioned in Q23 or may be a more junior member of staff who is visible as the chair of the LGB/T network group for example. Answers to this question can also refer to elected councillors, trustee etc.

Active and visible LGB role-models send out a powerful message of support to LGB staff. A role model may act as a mentor, speak at events, be visible in staff wide communications in relation to LGB equality issues, etc.

Please use this question to describe how your openly gay staff act as visible role models to other staff.

*Option D)* – This question tests if there is diversity amongst the visible LGB role models in your organisation, and how you profile this. E.g. do you profile gay men and women as role models; do you have openly gay BME role models?

## Part 8: Additional Information

### Optional sections for particular awards

#### Star Performer Network Groups

Stonewall recognises exceptional work done by network groups through the awarding of the Star Performer logo to certain organisations. Each year we have recognised around 45 networks in this way, as well as awarding a 'Network of the Year' award to the overall winner in this category.

If your organisation has an LGB/T network group and you would like it to be considered for the Star Performer award please complete this section to describe the impact of the group on organisational culture or individual experience, any particular innovations etc. The awarding of Star Performer status is judged on a number of criteria, including the information given in Q8 and 9 and this supporting statement.

#### Stonewall Workplace Champion

Stonewall recognises the important role that senior champions play in changing organisational culture and visibly promoting and defending LGB equality. This section allows you to give a testimonial on why you think your senior champion should be considered for our 'Stonewall Workplace Champion of the Year' award. Please highlight any particular initiatives that the champion has undertaken and the impact that they have had on the organisation.

#### Global Employer

If your organisation operates globally you are eligible to complete the Global Workplace Equality Index. This is an additional Index with separate questions and guidance – please see [www.stonewall.org.uk/wei2013](http://www.stonewall.org.uk/wei2013) for more information.

This section is optional, and a list of the top global employers will be published based on the information you give in this question, balanced against your overall score in the main Index. The questions ask how you promote LGB equality globally and how you support and protect your LGB staff abroad.

Please see the Stonewall guide: *'Global working: supporting lesbian, gay and bisexual staff on overseas assignments'* (2012) for information on best practice in this area.

## **Question 25**

Please use this section to tell us about anything that you have not had the chance to discuss in the questions above.

*Option A)* – We would like to know how the work done by your organisation has impacted on others. Examples would include speaking about your work on LGB issues at external events, sharing good practice with other organisations, encouraging other organisations to engage with Stonewall.

*Option B)* – This question is about how your work on sexual orientation intersects with other strands; so any positive impact that work on another strand has had on your LGB staff, and any work you have done on multiple identities e.g. the needs of LGB older people.

This is an opportunity to showcase what you consider to be good practice in your organisation. Please do not send us information on initiatives or achievements that refer only in passing to LGB people/sexual orientation issues and please do not use it to summarise your submission.

## Part 9: Staff Feedback

We would also like to hear directly from your LGB staff on their experiences working within your organisation. Each organisation will receive a unique code and a link that respondents will use to login to the survey.

Below is a template to advertise the survey to staff; please adapt to suit your organisation's in-house communications style and advertise to all staff as appropriate. This questionnaire is aimed at lesbian, gay and bisexual staff and we would encourage organisations to advertise the survey to ALL staff to give those LGB staff who are not members of the employee network group or not out within the organisation an opportunity to take part.

The questionnaire data will be kept strictly anonymous and only aggregate data will be shared during benchmarking meetings. There is no minimum number of responses required, but in order to avoid identifying individual respondents, Stonewall will only analyse and report back organisations with 10 or more responses. For an organisation with 1000 staff we would expect around 20 responses.

The staff feedback questionnaire will open on 1 June 2012. Please visit [www.stonewall.org.uk/wei2013](http://www.stonewall.org.uk/wei2013) for further information regarding this questionnaire.

**IF YOU REQUIRE ADDITIONAL GUIDANCE OR ADVICE PLEASE TALK TO YOUR POINT OF CONTACT ON THE WORKPLACE TEAM or CONTACT STONEWALL'S WORKPLACE TEAM ON 020 7593 1868**

Suggested template:

### Stonewall Staff Feedback Questionnaire

*[Insert name of organisation]* is taking part in the Stonewall Workplace Equality Index, a tool we use to evaluate our workplace practices on sexual orientation equality.

As part of this, Stonewall would like to hear from lesbian, gay and bisexual staff at *[insert name of organisation]* on their experiences in the workplace. Please follow the instructions below to take part in this short questionnaire.

The information you provide will be anonymous and will go to Stonewall's Workplace Team, not to *[insert organisation name]*. Once the data is collected and analysed, only your organisation's average scores will be shared with us.

Please click on the link below and type in the following three digit code which is unique to each organisation. The deadline for responses is **14 September 2012**.

Link to questionnaire: <http://www.stonewall.org.uk/wei2013/survey>

Three digit code: *[Insert organisation's code]*

For more information about Stonewall's work and the Diversity Champions programme, please visit [http://www.stonewall.org.uk/at\\_work](http://www.stonewall.org.uk/at_work)

people perform better when they can be themselves

[www.stonewall.org.uk/at\\_work](http://www.stonewall.org.uk/at_work)

**N.B. Facts will be checked by the Stonewall Workplace Team. Credit can only be awarded where requested evidence is supplied with the questionnaire. Staff interviews will be carried out with a small number of organisations selected at random later in the year.**

Please visit [www.stonewall.org.uk/wei2013](http://www.stonewall.org.uk/wei2013) for details on how to participate.