

Stonewall

ABOUT THIS RESOURCE

This resource is produced by Stonewall, a UK-based charity that stands for the freedom, equity and potential of all lesbian, gay, bi, trans, queer, questioning and ace (LGBTQ+) people.

At Stonewall, we imagine a world where LGBTQ+ people everywhere can live our lives to the full.

Founded in London in 1989, we now work in each nation of the UK and have established partnerships across the globe. Over the last three decades, we have created transformative change in the lives of LGBTQ+ people in the UK, helping win equal rights around marriage, having children and inclusive education.

Our campaigns drive positive change for our communities, and our sustained change and empowerment programmes ensure that LGBTQ+ people can thrive throughout our lives. We make sure that the world hears and learns from our communities, and our work is grounded in evidence and expertise.

To find out more about our work, visit us at www.stonewall.org.uk

Registered Charity No 1101255 (England and Wales) and SC039681 (Scotland)

Stonewall is proud to provide information, support and guidance on LGBTQ+ inclusion; working towards a world where we're all free to be. This does not constitute legal advice, and is not intended to be a substitute for legal counsel on any subject matter.

Stonewall

A PRACTICAL GUIDE TO INCLUSION ON A BUDGET

JAKE | SCOTLAND PROGRAMMES MANAGER | HE/HIM

TANYA | STONEWALL CYMRU - POLICY AND ADVOCACY MANAGER | SHE/THEY

Housekeeping

- Take a break when you need
- This session is interactive
- Share your knowledge and expertise
- Use 'kind eyes'
- Facilitators are here to share good practice and keep to time

Session Timings

1 hr 25 mins

- Introduction – 10 mins
- Good Practice – 16 mins
 - Speakers – 30 mins
 - Activity – 25 mins
 - Closing – 5 mins

THIS SESSION

Explore tried and tested ways to build an inclusive workplace with limited resources

Discuss how to apply these methods in your workplaces

Create a plan to help your workplace reach its inclusion goals

MAKING THE CASE FOR INCLUSION

Stonewall

slido



What are your budget challenges when working towards your inclusion goals?

5 min

i Start presenting to display the poll results on this slide.

When LGBTQ+ individuals feel empowered to embrace their authentic selves at work, they experience heightened energy levels, enhanced performance, and deeper connections with colleagues.

Wellbeing case for LGBTQ+ Inclusion

- LGBTQ+ people often feel unable to be themselves in the workplace and some may face harassment and discrimination.
- **20%** of LGBTQ+ people employees reported feeling exhausted from spending time and energy hiding their identities and **30%** felt distracted from the job at hand due to negative workplace environments.
- When LGBTQ+ employees feel able to be themselves at work, they have more energy, perform better and build better relationships in the workplace.

Business case for LGBTQ+ Inclusion

Attracting and Retaining Talent

- LGBTQ+ inclusive companies excel in talent attraction and retention
- **40%** of job seekers avoid non-inclusive companies (McKinsey, 2020)
- **1/3** of LGBTQ+ employees seek more inclusive workplaces (Deloitte, 2023)

Accessing LGBTQ+ Consumer Spending

LGBTQ+ global spending power: **\$4.7 trillion**, more than the GDPs of several major economies. (LGBT Capital, 2023)

Business Case for LGBTQ+ Inclusion

Reputation and Brand Preference

- Fortune's World's Most Admired Companies: 14 of the top 25 for LGBTQ+ transparency
- 59% of consumers prefer brands supporting diversity (Bospar and Propeller Insights, 2023)

Financial Performance

- High LGBTQ+ transparency doubles profit margins
- LGBTQ+ friendly policies lead to higher stock valuations and profits
- Inclusive companies enjoy lower capital costs and better credit ratings

Moral Case for LGBTQ+ Inclusion

‘Businesses can foster diversity and promote a culture of respect and equality both in the workplace and in the communities where they and their business partners operate.’

Free and Equal, United Nations.

Discussion

With the person next to you:

- What motivates you to work on LGBTQ+ inclusion?
- How would you make the case to budget holders?

You have 3 minutes

Stonewall

SPEAKER

PHIL CLEMENTS | OMICON MEDIA GROUP |

CO-CHAIR OMG UK LGBTQ+ ADVISORY GROUP | HE/HIM



**A PRACTICAL GUIDE TO
INCLUSION ON A BUDGET**

OMG OMNICOM
MEDIA GROUP

- **10 CONSIDERATIONS**

- 1. Utilise free resources**
- 2. Variety of content**
- 3. Reuse and reshare**
- 4. Keep content accessible**
- 5. Be creative**
- 6. Shout about it!**
- 7. Work together**
- 8. Take an intersectional approach**
- 9. Accountability is key**
- 10. Be present all year round**



• **1. UTILISE FREE RESOURCES**

Free content/Toolkits/Guides:

STONEWALL

MINDOUT

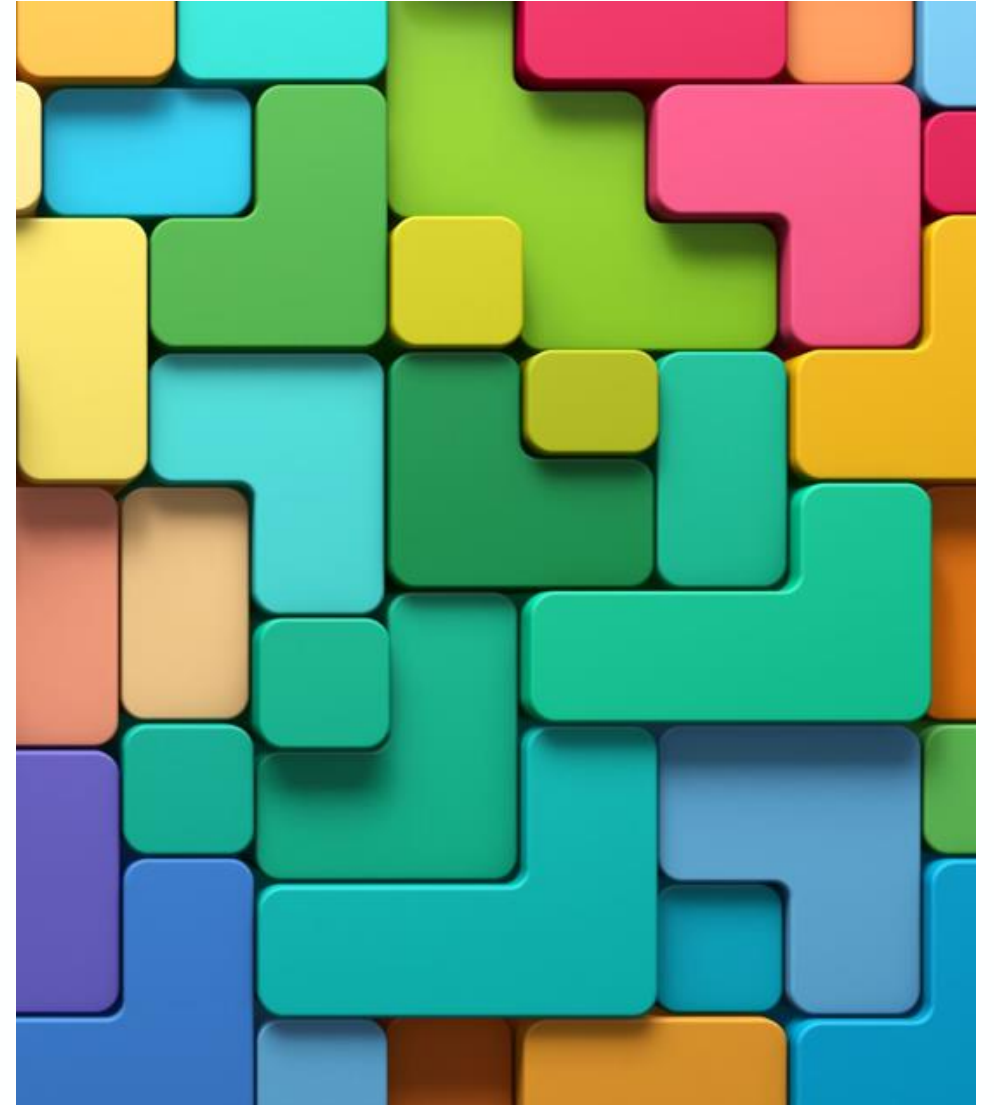
UK BLACK PRIDE

LGBT FOUNDATION

AND MORE...

**Curate content into easily digestible
formats**

Free events on Eventbrite



• **2. VARIETY OF CONTENT**

You don't need to put on events every week

Consider:

DIFFERENT FORMATS


HYBRID WORKING

ACCESSIBILITY

PRIVACY



OMG RESOURCES 01



The Guide to Trans and Non-Binary Awareness
[CLICK HERE TO LEARN MORE](#)

The Quick Guide for LGBT+ Allies
[CLICK HERE TO LEARN MORE](#)

Open Your Mind Podcasts - Page 202
[CLICK HERE TO LEARN MORE](#)

HR Policies
These are an information on the following:
• Discrimination
• Bullying and Harassment
• Equal Opportunity
• Diversity & Inclusion
• Flexible Working
• Pension Schemes
• Maternity Leave
• Sickness Absence
• Termination of Employment
• Grievance
• Whistleblowing
• Health and Safety
• Confidentiality and Data Protection
[CLICK HERE TO LEARN MORE](#)

EXTERNAL RESOURCES 02

KEY PEOPLE, ACTIVISTS AND GROUPS TO FOLLOW ON TWITTER

ORGANISATIONS

Global Outlines
A global network of trans activists and allies working to support trans rights and visibility across the world.

Gendered Intelligence
The national trans rights charity, providing a range of support and resources for trans people and allies.

Trans Media Watch
A charity that works to improve the representation of trans people in the media, and to challenge transphobic and homophobic stereotypes.

mySwitch - LGBT+ Business Community
The business community for LGBT+ professionals, providing a platform for networking and support.

Pride in London
The largest and most visible trans pride event in the UK, held in London every year.

ONE Archives
A digital archive of trans history and culture, providing a platform for trans voices and experiences.

SLAAD
A charity that provides support and resources for trans people, including a helpline and a community group.

LGBT+ Issues
A charity that provides support and resources for trans people, including a helpline and a community group.

Black, Gay, Proud!
A charity that provides support and resources for trans people, including a helpline and a community group.

Bank of London Openness Network
A network of trans professionals in the banking industry, providing a platform for networking and support.

The Pink Power List
A list of trans professionals in various industries, providing a platform for networking and support.

LONDON Health
A charity that provides support and resources for trans people, including a helpline and a community group.



SUPPORT 03

SUPPORT ORGANISATIONS

LGBT Foundation
A charity that provides support and resources for trans people, including a helpline and a community group.

Trans Media Watch
A charity that works to improve the representation of trans people in the media, and to challenge transphobic and homophobic stereotypes.

mySwitch - LGBT+ Business Community
The business community for LGBT+ professionals, providing a platform for networking and support.

Pride in London
The largest and most visible trans pride event in the UK, held in London every year.

ONE Archives
A digital archive of trans history and culture, providing a platform for trans voices and experiences.

SLAAD
A charity that provides support and resources for trans people, including a helpline and a community group.

LGBT+ Issues
A charity that provides support and resources for trans people, including a helpline and a community group.

Black, Gay, Proud!
A charity that provides support and resources for trans people, including a helpline and a community group.

Bank of London Openness Network
A network of trans professionals in the banking industry, providing a platform for networking and support.

The Pink Power List
A list of trans professionals in various industries, providing a platform for networking and support.

LONDON Health
A charity that provides support and resources for trans people, including a helpline and a community group.



• EDUCATIONAL RESOURCES

Links to LGBTQ+ specific HR policies

Books to read

Films and TV to watch

Key people and groups to follow online

Support organisations to contact

- **CREATE GUIDES ON DIFFERENT TOPICS**

**Do your research –
use reliable sources**

**As you educate others, you will
grow too**

**THE QUICK GUIDE
FOR LGBTQ+
ALLIES**

**THE GUIDE TO
TRANS &
NON-BINARY
AWARENESS**



- **PANELS & TALKS**

- **LIVE AND IN-PERSON:**

- **Sense of community**

- **VIRTUAL:**

- **Less costly**

- **Can be recorded**

- **Accessed
whenever
wherever**

- **Degree of privacy**



RECORD PODCASTS

Doesn't require specialist equipment

Guest speakers and colleagues

Create a safe and welcoming space

A Spotlight on Anxiety - LGBTQ+ 6 months ago
OMG UK's OPEN Your Mind podcast series

30:34

OPEN YOUR MIND
With Helen Fidgeon, Leonie Hill, Ali Reed & Phil Clements

OMG Omnicom MediaGroup

This podcast player features a blue background with a white audio waveform. The title and series information are in a dark blue box at the top left. The episode title and guest names are in a white box at the top right. The Omnicom logo is in the top right corner. The audio waveform is at the bottom, with a progress indicator showing 30:34.

A Spotlight on Worldwide LGBTQIA+ Perspectives 2 months ago
OMG UK's OPEN Your Mind podcast series

31:58

OPEN YOUR MIND
With Kushal Bajpai and Jacob Knox-Hooke

OMG Omnicom MediaGroup

This podcast player features a dark grey background with a white audio waveform. The title and series information are in a dark grey box at the top left. The episode title and guest names are in a white box at the top right. The Omnicom logo is in the top right corner. The audio waveform is at the bottom, with a progress indicator showing 31:58.

Breaking LGBTQ+ Stigmas: Bisexuality, Pansexuality & Polyamorous Relationships 2 years ago
OMG UK's OPEN Your Mind podcast series

21:48

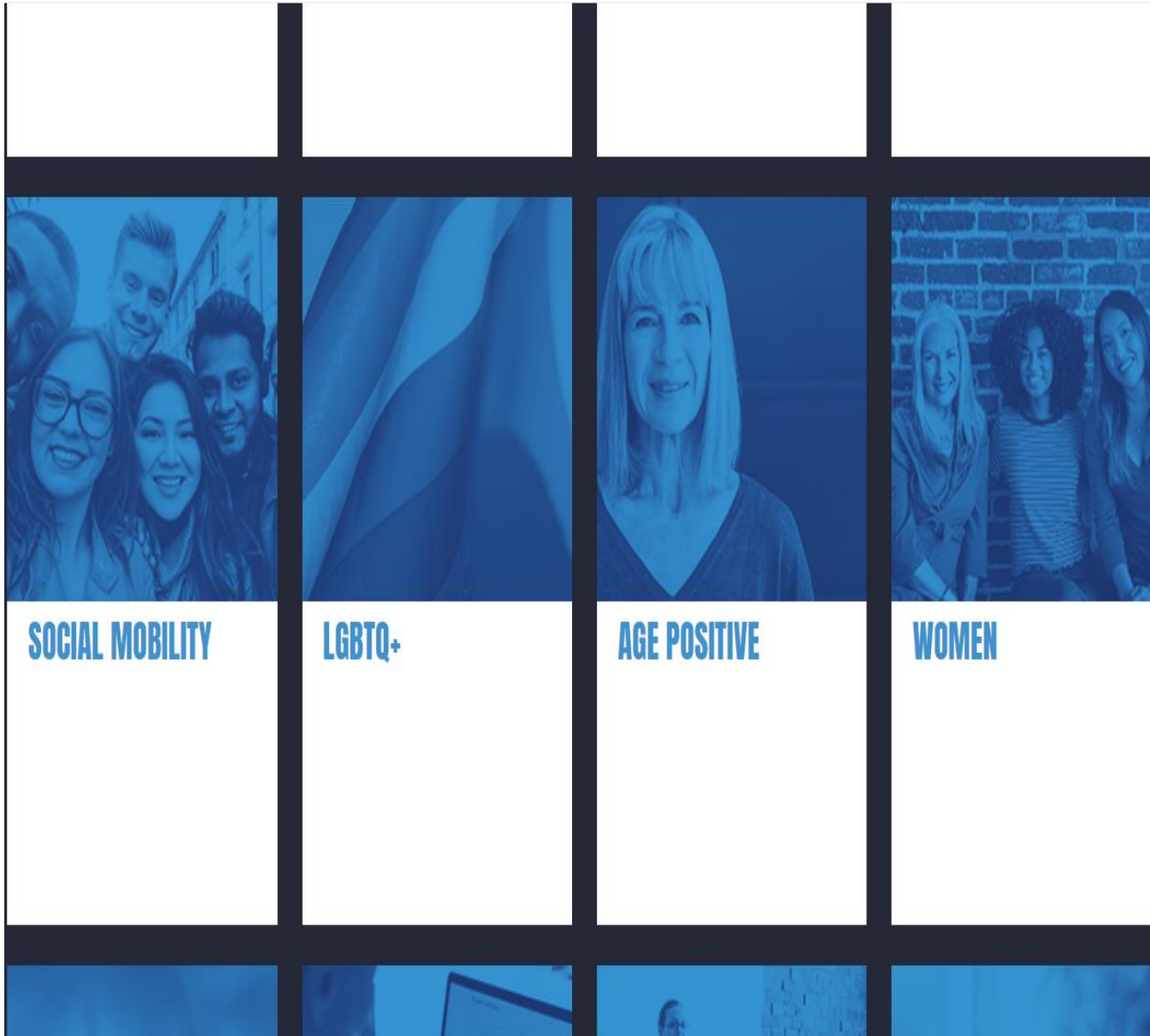
OPEN YOUR MIND
With Phil Clements & Weronika Marcinek

OMG Omnicom MediaGroup

This podcast player features a brown background with a white audio waveform. The title and series information are in a dark brown box at the top left. The episode title and guest names are in a white box at the top right. The Omnicom logo is in the top right corner. The audio waveform is at the bottom, with a progress indicator showing 21:48.



REUSE AND RESHARE
Not all content has to be
re-created
Build a library



KEEP **CONTENT** **ACCESSIBLE**

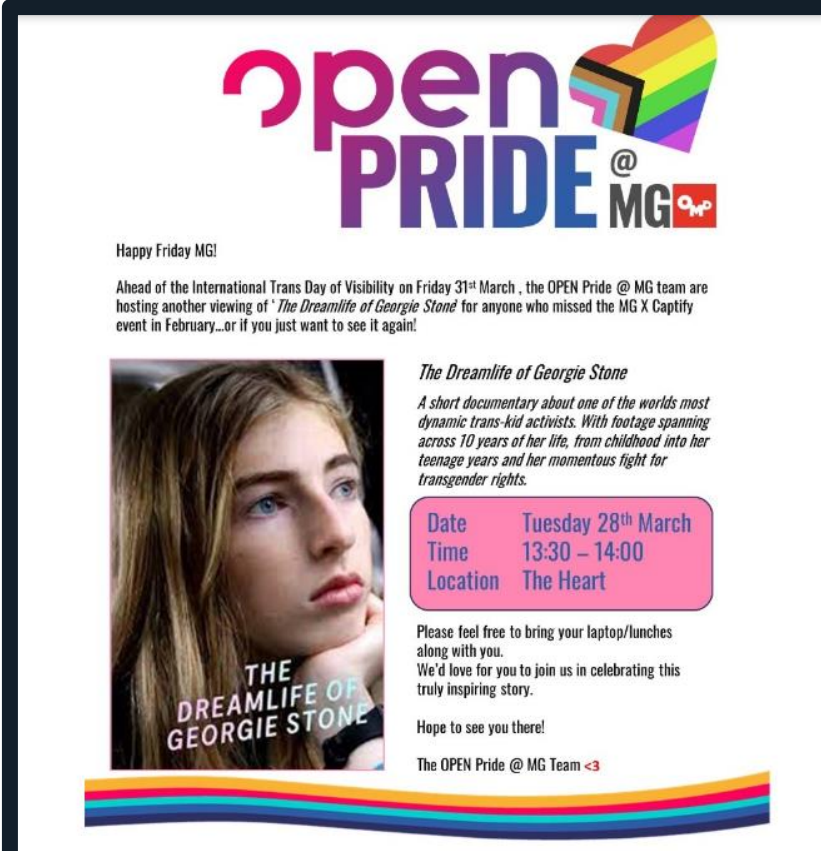
- **You don't always have to be talking at people**

You don't necessarily need to spend money

You do need to make sure that people know where it is and how to access it

• BE CREATIVE

All visibility is good visibility



Happy Friday MG!

Ahead of the International Trans Day of Visibility on Friday 31st March, the OPEN Pride @ MG team are hosting another viewing of 'The Dreamlife of Georgie Stone' for anyone who missed the MG X Captify event in February...or if you just want to see it again!

The Dreamlife of Georgie Stone
A short documentary about one of the worlds most dynamic trans-kid activists. With footage spanning across 10 years of her life, from childhood into her teenage years and her momentous fight for transgender rights.

Date	Tuesday 28 th March
Time	13:30 – 14:00
Location	The Heart

Please feel free to bring your laptop/lunches along with you.
We'd love for you to join us in celebrating this truly inspiring story.

Hope to see you there!

The OPEN Pride @ MG Team <3





OMG

Celebrating LGBTQ+ HISTORY MONTH

February is LGBTQ+ History Month, an annual month-long observance of lesbian, gay, bisexual and transgender history, and the history of gay rights and related civil rights movements. Founded by high-school history teacher Rodney Wilson, LGBTQ+ History Month celebrates its 30th anniversary – 30 fabulous years of building community, and representing a civil society with the contributions of the LGBTQ+ community.

The theme for 2024 is #UnderTheScope, celebrating the contribution to the fields of Medicine and Health Sciences and today.

To mark the beginning of this month-long celebration we're delighted to put the spotlight on six remarkable LGBTQ+ legends from the world of medicine, individuals who worked or continue to work selflessly to a higher purpose: saving and enhancing lives.

**Phill Wilson
(1956-)**

Wilson is an American activist who founded the Black AIDS Institute in 1999, and served as its CEO, and is a prominent African-American HIV/AIDS activist. Wilson's career in activism started after he and his partner, Chris Brownie, were both diagnosed with HIV in the early 1980s. This was at a time when the AIDS epidemic was just starting in the United States, and Wilson has said he did not feel like anyone was bringing together the Black community to solve the problem. The country believed that AIDS was a gay disease, and outreach was primarily focused in white, gay communities, when Wilson channelled his grief into activism. In June 2020, in honour of the 50th anniversary of the first LGBTQ+ Pride parade, Queerty named him among the fifty heroes "leading the nation toward equality, acceptance, and dignity for all people".

**Sophie Jex-Blake
(1840-1912)**

An English physician, teacher, and feminist, Jex-Blake led the campaign to secure women access to a university education. When she and six other women, collectively known as the Edinburgh Seven, began studying medicine at the University of Edinburgh in 1869. She was the first practising female doctor in Scotland, and one of the first practising female doctors in the United Kingdom. She was also a leading campaigner for medical education for women, and involved in founding two medical schools for women, in London and Edinburgh, at a time when no other medical schools were training women. Jex-Blake is assumed to have been in a romantic relationship with her second heroine, Dr Margaret Todd, with whom she retired to Rotherfield.

**Sarah Muirhead-Allwood
(1947-)**

Trans woman Allwood is a British orthopaedic surgeon known for performing complex hip resurfacings and unusual hip replacements. In 2002 she founded the London Hip Unit, to provide adults with hip problems a range of supportive services. When first disclosing her gender reassignment plans in 1996, the King Edward VII Hospital for Officers initially disallowed Muirhead-Allwood admitting privileges but her eminence in the field led to a reversal of that decision. Those she has operated on include The Queen Mother and Andy Murray.

• SHOUT ABOUT IT!

Mailers & Posters

Reach all employees



- **SHOUT ABOUT IT!**
Social Media
Share knowledge,
connect & empower

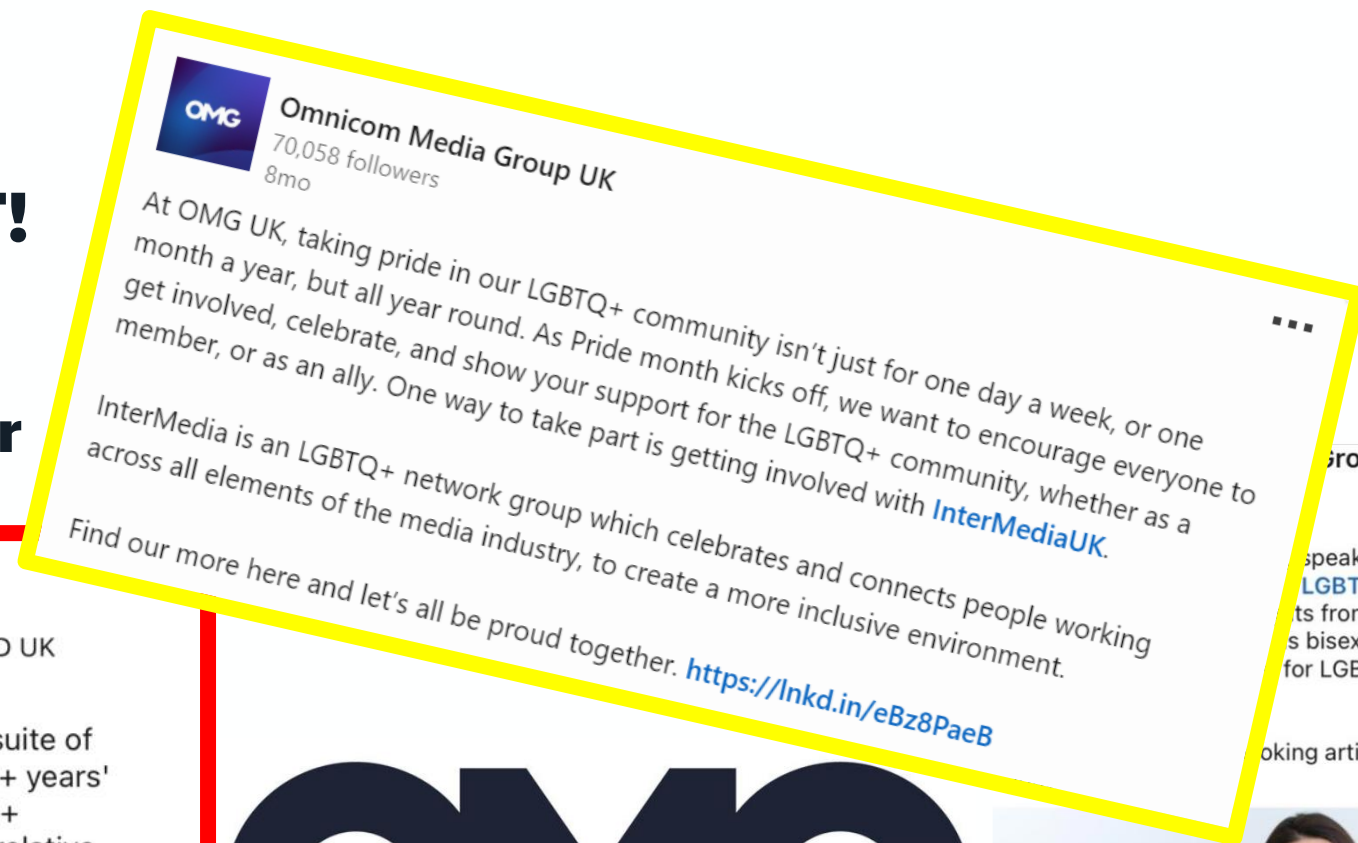


Paul Phillips MIPA (He/Him) • 1st
Strategy Director | Board Member at OMD UK
1d • 🌐

Did this podcast as part of our Pride Month suite of initiatives, comparing and contrasting my 30+ years' experience of being a member of the LGBTQ+ community in the workplace with those of a relative newcomer to the industry.

Thanks to [Adam Guyett](#) for an illuminating chat and to [Phil Clements](#) for drawing the richest anecdotes from us both.

Give it a listen.



Ali Reed on coming out as bisexual and advocating for LGBTQIA inclusion at PHD UK

diva-magazine.com • 6 min read



WORK TOGETHER!

- **Maximise existing relationships with partners and suppliers**

Industry bodies

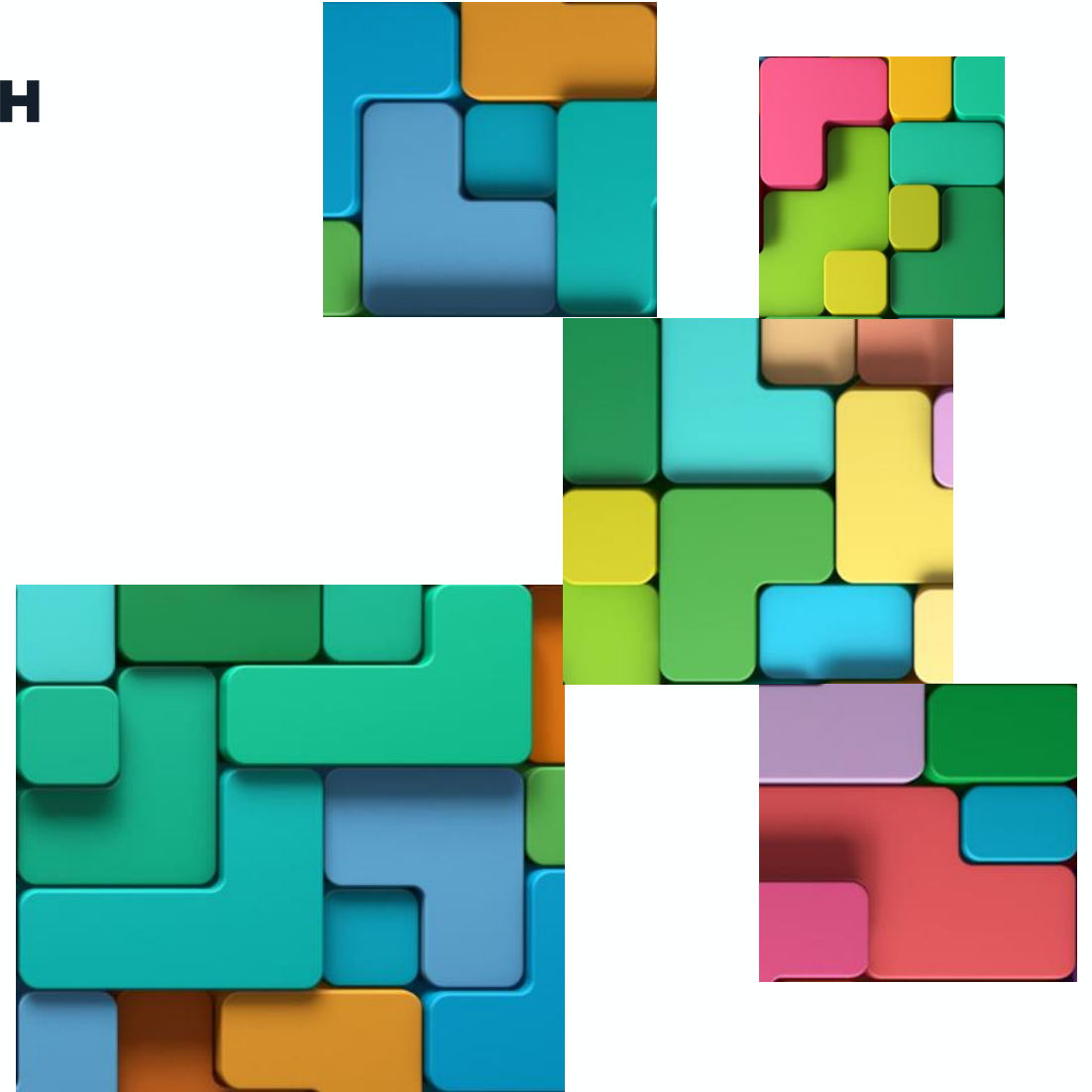
HR, Recruitment, Comms

**SAVE YOURSELF TIME, ENERGY
AND MONEY**

- **TAKE AN INTERSECTIONAL APPROACH**

**Work with your other ERGS –
harness their collective input**

- - **Helps share costs**
- - **Can create more impact**
- - **Provides greater exposure**
- - **We all have overlapping identities**





ACCOUNTABILITY IS KEY

Senior buy-in

**Everyone within your
organisation has a role
to play**

**Pronouns in email
signatures**

Show your ERG role

BE PRESENT ALL YEAR ROUND

Not just Pride and LGBTQ+ History Month

Remember: All visibility is good visibility

THANK YOU!

OMG PRIDE all year round.

SPEAKERS

CARDIFF COUNCIL

Stonewall

Introductions:



**STRONGER
FAIRER
GREENER**



Rachael Fergusson
HR Strategy Manager
She/ Her



Richard Churcher
LGBT+ Employee Network Co- Chair
He/ They



Katie Richards
Organisational Development Specialist
She/ Her



#GweithioDrosGaerdydd
#GweithioDrosochChi

#WorkingForCardiff
#WorkingForYou



STRONGER
FAIRER
GREENER



#GweithioDrosGaerdydd
#GweithioDrosochChi

#WorkingForCardiff
#WorkingForYou

Cardiff Council – Context:



**STRONGER
FAIRER
GREENER**



- Cardiff is the fastest growing major UK City outside of London
- The Council's 13,000 strong workforce help make Cardiff the best place to live, learn, work and visit. We have over 100 different professional, technical, specialist, business, customer management and support roles
- We are the largest Local Authority in Wales delivering over 700 services, helping to develop the local economy, schools, housing, transport, environment, health and much more



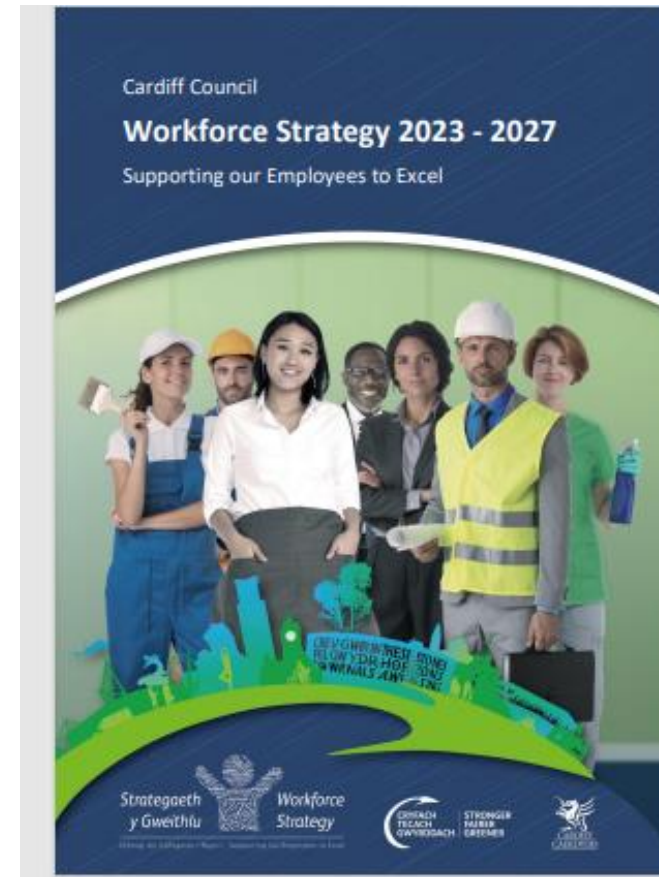
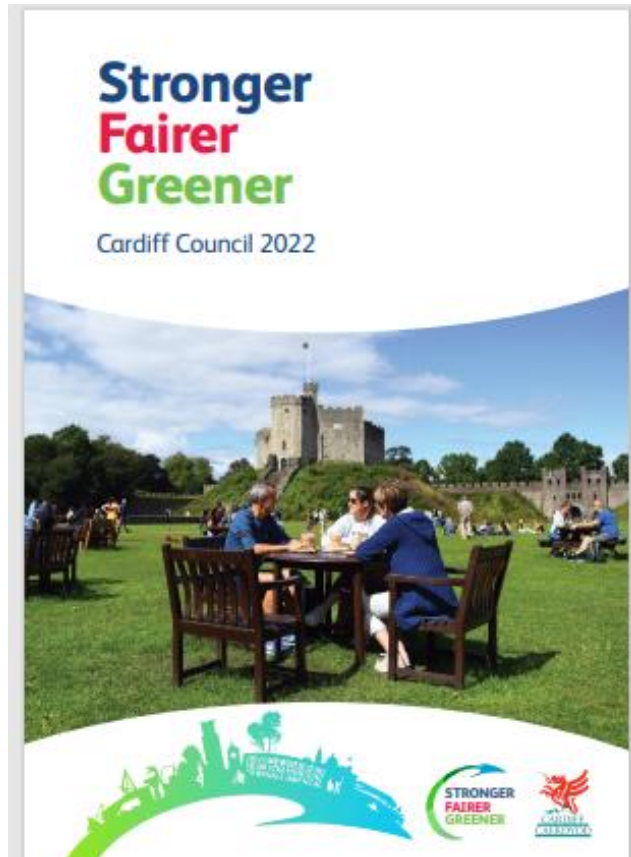
**#GweithioDrosGaerdydd
#GweithioDrosochChi**

**#WorkingForCardiff
#WorkingForYou**

A commitment from Cardiff Council:



**STRONGER
FAIRER
GREENER**



**#GweithioDrosGaerdydd
#GweithioDrosochChi**

**#WorkingForCardiff
#WorkingForYou**

Stonewall Diversity Champions:

Cardiff Council are proud to be a Stonewall Diversity Champion



**STRONGER
FAIRER
GREENER**



- 2023 Workplace Equality Index:



- The highest ranked Local Authority in Wales and the UK
- 2nd in Government and Regulatory Sector
- 10th in Public Sector overall



#GweithioDrosGaerdydd
#GweithioDrosochChi

#WorkingForCardiff
#WorkingForYou

Inclusion on a Budget:



**STRONGER
FAIRER
GREENER**



- **SMT Champions**
- **Leadership Development Programme including Mentoring and Reverse Mentoring**
- **Learning and Development**
- **Policies and Processes:** Personal Reviews, Policy Review, Public Sector Boards
- **A Commitment to citizens of Cardiff**
- **Diverse Recruitment Panels**



**#GweithioDrosGaerdydd
#GweithioDrosochChi**

**#WorkingForCardiff
#WorkingForYou**

Senior Management Champions:



Sarah McGill
Corporate Director of People
and Communities



Gareth Newell
Head of Performance and
Partnerships



Cllr Sangani
Cabinet Member for Tackling
Poverty, Equality and Public
Health



Leadership Development Programme:



STRONGER
FAIRER
GREENER



The programme is just one of the ways the Council is delivering on its commitment to developing our leaders of tomorrow and increasing the diversity of our future managers and senior managers.



#GweithioDrosGaerdydd
#GweithioDrosochChi

#WorkingForCardiff
#WorkingForYou

Learning and Development:



**STRONGER
FAIRER
GREENER**



- Equalities training for all staff as part of Corporate Induction
- Courses available to all staff:
 - Sexual Identity and Gender Identity Workshop:
 - Trans Awareness e-module:
- Stonewall session for Senior Management Team
- Equalities Team Training
- Equalities modules for all staff



**#GweithioDrosGaerdydd
#GweithioDrosochChi**

**#WorkingForCardiff
#WorkingForYou**

LGBT+ Network



**STRONGER
FAIRER
GREENER**



**#GweithioDrosGaerdydd
#GweithioDrosochChi**

**#WorkingForCardiff
#WorkingForYou**

LBGT+ Network:

- Joint Network Activity and Intersectionality
- Working with other Diversity Champions
- Utilising external networks
- Communications/ raising the profile



STRONGER
FAIRER
GREENER



#GweithioDrosGaerdydd
#GweithioDrosochChi

#WorkingForCardiff
#WorkingForYou



Joint Network Activity and Intersectionality:



STRONGER
FAIRER
GREENER



- Monthly meetings with all network Chairs and Organisational development Team within HR
- Quarterly meetings with Chief HR Officer and Operational Manager – Strategy
- Joint Events
 - LGBT + Network and Women's Network – What the T
 - LGBT+ Network and Carers Network – Introduction of LGBT+ Carers Guide in conjunction with Carers Wales
 - LGBT+ Network and Black, Asian, Minority Ethnic Network – Refugee Week
 - LGBT+ Network and Women's Network – Discrimination as a person of faith
- Awareness Days – Can be an event, a communication, an article loaded on our intranet
- Employee Network Celebration Week



#GweithioDrosGaerdydd
#GweithioDrosochChi

#WorkingForCardiff
#WorkingForYou

Working with other Diversity Champions:



STRONGER
FAIRER
GREENER



- Ask your Stonewall Account Manager for introductions
- Joint events and awareness raising



Civil Service



#GweithioDrosGaerdydd
#GweithioDrosochChi

#WorkingForCardiff
#WorkingForYou

Utilising External Networks:



**STRONGER
FAIRER
GREENER**



- Proud Councils
- Principality Building Society
- Glitter Cymru
- Pride Cymru
- Fast Track Cymru Cardiff and Vale
- Trans Vision Cymru



**#GweithioDrosGaerdydd
#GweithioDrosochChi**

**#WorkingForCardiff
#WorkingForYou**

Communications/ Raising the profile :

- Not one size fits all
- Intranet – events are recorded and branded with LGBT+ Network and contributing partners
- All staff E mails
- Staff App
- Weekly round up
- Members lived experiences
- Piggyback on other events: i.e. Headteachers Conference/ Health and Wellbeing events – also a good way to increase your network



STRONGER
FAIRER
GREENER



#GweithioDrosGaerdydd
#GweithioDrosochChi

#WorkingForCardiff
#WorkingForYou

Future Focus:



**STRONGER
FAIRER
GREENER**



- Friends of the Network
- Diverse recruitment panels
- More support for Network Chairs – Guiding Principles
- Leadership Development Programme
- Roll out of Equalities Learning and Development
- Recruitment Project – Making recruitment accessible to all



[#GweithioDrosGaerdydd](#)
[#GweithioDrosochChi](#)

[#WorkingForCardiff](#)
[#WorkingForYou](#)

Top Tips for inclusivity on a budget:

- Time can be just as important as money - allowing people time to attend network activity
- Senior Management Champions to advocate for you
- Buy in from the top – allows people to know that it is ok to get involved and take part
- Utilise your communication channels to reach all staff
- Link in with other Diversity Champions (Use your account Manager to make introductions)



STRONGER
FAIRER
GREENER



#GweithioDrosGaerdydd
#GweithioDrosochChi

#WorkingForCardiff
#WorkingForYou

Top Tips for inclusivity on a budget:



STRONGER
FAIRER
GREENER



- Link in with other businesses and organisations in your networks or local areas
- From a network perspective - If you don't ask you don't get!
- Pick a theme and link in with your other employee networks to develop intersectionality further
- Befriend a colleague from IT – reach across Organisation



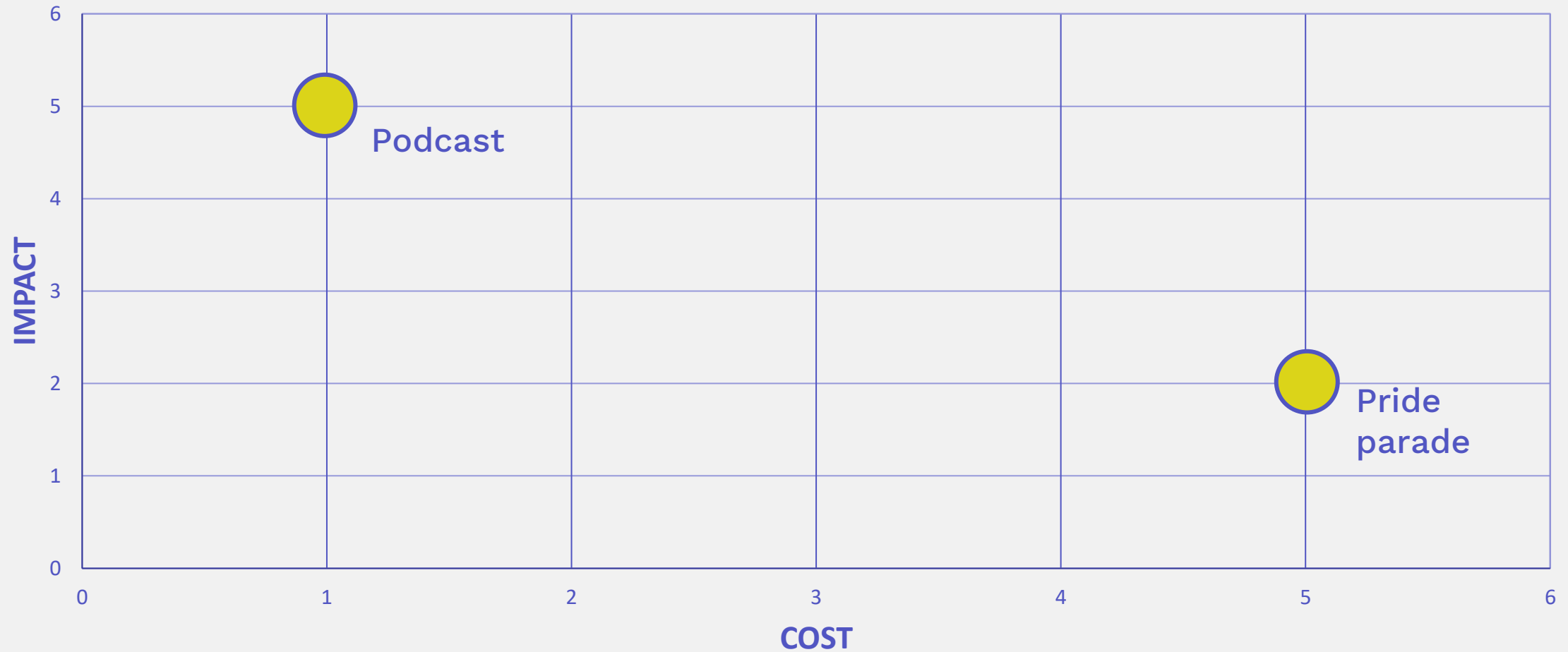
#GweithioDrosGaerdydd
#GweithioDrosochChi

#WorkingForCardiff
#WorkingForYou

ACTION PLANNING

Stonewall

COST X IMPACT ASSESSMENT



Discussion

First, draw a circle around the three things you want to do next year.

Then, take turns to discuss in groups:

- How will you implement this?
- What might be the challenges?

Other group members – is there any advice you can give?

Free Activities

THANK YOU

Stonewall