



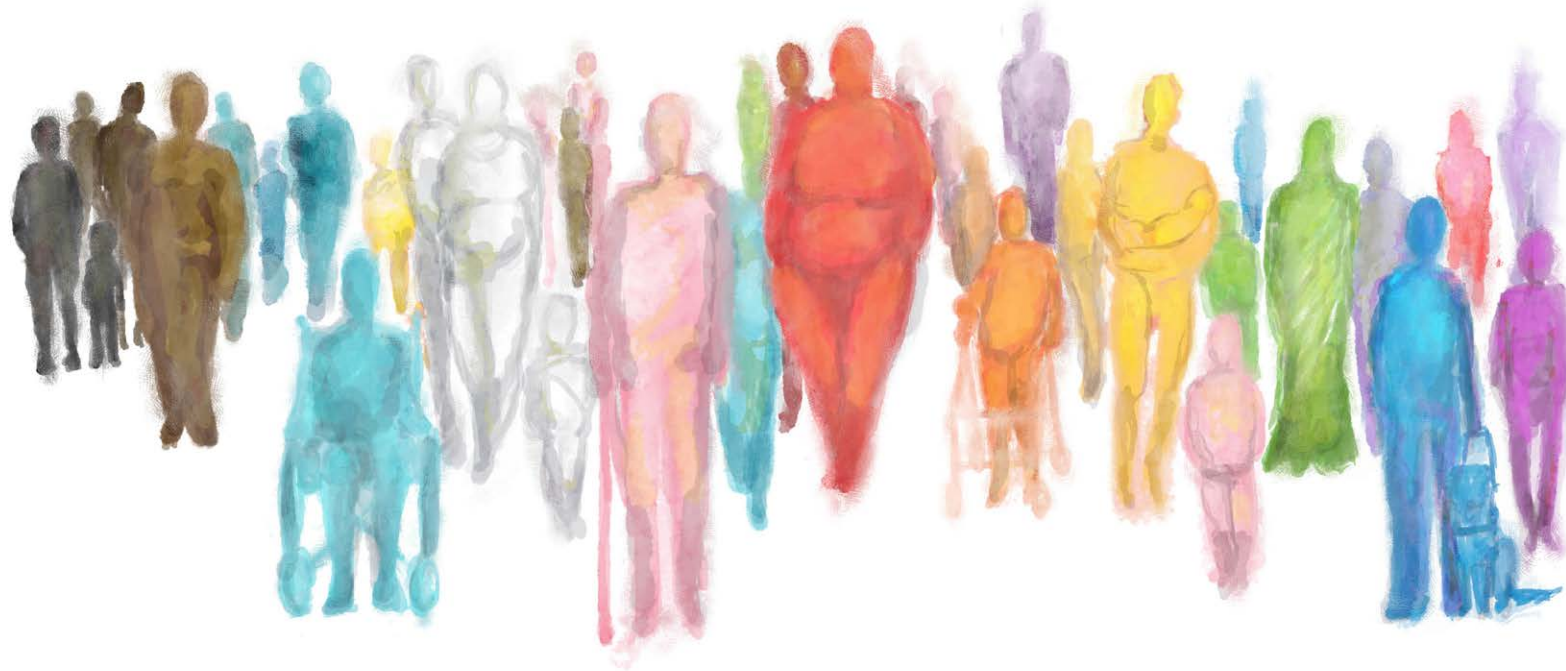
Impact Report

1 April 2020-31 March 2021



Influencing social change to achieve a safer and fairer society

- Values and research driven
- Collaborative approaches
- Resources for all
- A voice for the marginalised
- Diverse team, with lived experience
- Driving culture change in society, institutions, organisations and communities



Training and Consultancy

Research and Development

Specialist Services

Note from Chair

It gives me great pleasure to present the Impact Report for the Diversity Trust CIC for 2020-21. This is our 10th year of operating as a Community Interest Company and what a year it has been!

As the report sets out, we have transformed both the size and scale of our operation, and also the ways in which we deliver our services. In line with most organisations, we have moved much of our offering online, with our Consultants offering both training and consultancy services remotely. Allied to this the profile rightly given to “Black Lives Matter”, “Me too” and the profile of ‘Trans’ issues in the law and the media, has led to an exponential growth in demand for the programmes we provide. As the report shows, we have reached well over 5000 individuals and massively expanded the geographical base of services delivered.

Alongside the growth of the business, we have also developed our structure, with a number of employees, and more resilient contractual arrangements. This has been made possible by the increasing stability of our finances, and a pipeline of activities giving us the confidence to grow. In the second half of the year, we have embarked on a strategy review, which we presented to the AGM, with some decisions to be taken as to how we continue to focus our activities and our resources. As we grow the traded services, which of themselves deliver our community purpose, we also grow the unrestricted income which will allow us to deliver more outreach and services in due course.

None of this would be possible without the inspirational leadership of our Executive Director, Berkeley Wilde, and the Teams

led by Cheryl Morgan and Russell J Thomas. Berkeley’s excellence has been independently recognised with him being awarded for his ‘Outstanding Contribution’ in the Bristol Diversity Awards 2020. We continue to be supported by a fantastic and diverse Board of Directors and a dedicated and able admin support team. My heartfelt thanks to all of you and the wider team of Associates and Consultants which make up the Diversity Trust.

We remain immensely grateful to our sponsors, customers, and supporters. It is only with your support and loyalty that we have built the Trust to where we are today; and with your continued commitment, will see it flourish in our second decade.

Mark Greenburgh (he/his/him)
September 2021

Meet the team



Aaron Barnes



Delenn Drennan



Katie Donovan-Adekanmbi



Mark Greenburgh



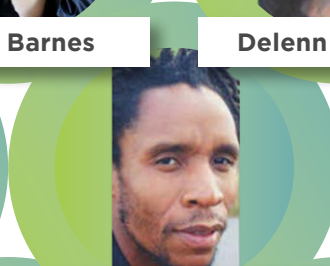
Roger Griffith MBE



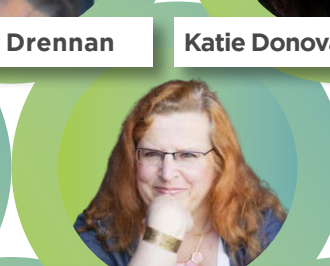
Lou Hart



Howard P Haughton



Manu Maunganidze



Cheryl Morgan*



Stephen Morley



Lateesha Osbourne



Errol Pitter



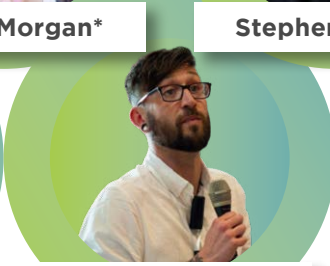
Samantha Renke



Pat Rose



Russell J Thomas



Matthew Trerise



Sammy Walker



Berkeley Wilde



Harry

Race and Bias Team

We have had an amazingly positive and eventful year! We have delivered anti-racist training to 4000+ people and engaged with thousands more via social media globally.

As the Lead for several programmes, there are numerous successes and developments that I can confidently and positively speak to, including our 'Managing and Mitigating Bias' programmes and our 'Stand Up and Speak Out' sessions. I would also like to talk about the monumental progress and growth in the race agenda.

In 2012, my good friend and colleague, Berkeley Wilde, and I delivered our first training session together. It has often felt that our message has not been completely embraced or heard, but we have taken every opportunity to make sure that everyone

knows where we stand! Over nine years on and we have grown, to my now leading a team of 10 consultants.

We are all extremely busy and grateful for the opportunity to 'Stand up and Speak out!' against racism. Providing tools, advice, guidance and sharing our lived-experience, we enable organisations and individuals to understand what good practice looks like, and foster an inclusive culture and environment, embedding actions and approaches for sustainable, positive change. It's not just about 'talking the talk' it is about 'walking the walk'!

We have partnered with organisations across all sectors, some of these include:

→ ADA Worldwide Music (Warner Music Group)



Russell J Thomas

- Ninja Tune (International music company)
- Amazon
- Self Help Africa (Africa, UK and Ireland)
- Great Ormond Street Hospital Children's Charity
- Brave Bison (Global media company)
- Oxford University
- Cambridge University
- NatWest Bank
- Government Departments including – Department of Culture Media and Sport, Ministry of Justice and the Foreign and Commonwealth Development Office

Race and Bias Team continued



image credit: @fizkes

Our impressions and engagement via social media, up 400+% with enquiries increasing by 700%, are testament to how successful we have been and how important race equality is, with individuals and companies really wanting to learn and make a difference. We are a rapidly expanding organisation, looking to further expand our team of specialist race equality and bias consultants. I am incredibly proud of all we have achieved, and the best is yet to come!

Team successes include:

- Through our Race and Bias Groups, continual enhancing of our session content and offer
- The development of a series of 'It's About Race' sessions with 4 progressive versions
- Consultation work with individual companies
- Conflict resolution and listening forums
- Speaking at a UN Global Compact Network Event: BLM and Business, Where to Start

Equalities Team

The number of interventions we have delivered over the last year has gone off the scale. Immediately following the murder of George Floyd, and the global awakening following the Black Lives Matter movement, we experienced a dramatic increase in the number of organisations contacting us.

Our Race and Bias team, led by my friend and colleague Russell J Thomas, has seen meteoric growth in terms of enquiries and in the size of the team (growing from one, to two, to four, to eight, to ten and growing) as well as the scale and range of organisations with which we are now working. Areas worth highlighting are:

- Growth in clients from the private sector, as well as an increasing number in government departments
- The exciting increase in demand from

international clients. At a few points over the last year, I found myself delivering webinars simultaneously to audiences in the US, UK, Europe and Asia. An early start for the US and late night for those in Asia – but it works!

The move to online training delivery has also been a significant area of change for us. We ran a pilot webinar in 2018, thanks to some invaluable coaching from Neil McKen at CVS, and this had us ready to shift from in-person to online from early on in the pandemic. My thanks to the teams I work with every day who have supported and encouraged me throughout this year of rapid change and expansion. As well as to the Board and especially to the Chair, Mark Greenburgh, whose wisdom has brought the Board to a really good place. Finally, I thank our former Chair, Derek Froud, for his solid support for



Berkeley Wilde

me over the years, helping me to realise the vision I had for the Diversity Trust dating back now over almost two decades.

Trans Awareness Team

Well, 2020 was quite a year for everyone. For us it primarily meant moving our training from an in-person offering to an online one. That presented a number of challenges.

We firmly believe that one of the major benefits of our training is to give the class an opportunity to meet actual trans people. Online training isn't quite the same. However, online does give us the ability to bring in more people, and not have to worry about distance or travel costs.

Consequently, our online training involves 5 trans people rather than the usual 2 in person. Also, we have moved a lot of the information content to pre-recorded material, giving us the ability to spend more time answering questions, and allowing the class to get to know us.

The online environment and larger team also allows us to spend more time in small groups with the class, so whole experience is more personal and interactive.



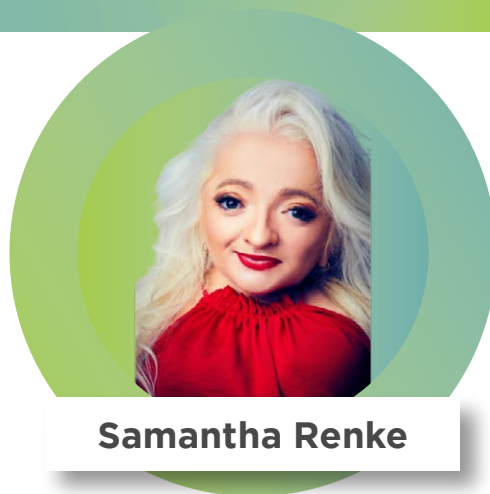
Cheryl Morgan*

Disability Awareness Team

A broadcaster, actor, campaigner and educator, I wear many hats and have many labels including inspirational and burden. I am the Disability Lead for the Diversity Trust.

In the sessions we take an honest, no bars spared look into how disability is viewed today. We unpack the harmful stereotypes disabled people face, and how our own unconscious bias impacts the disability community and adds to marginalisation of the largest minority group.

We touch on the medical model and social model of disability from lived experience, whilst addressing ableism and how you can become an ally of the community, understanding why disability isn't a dirty word.



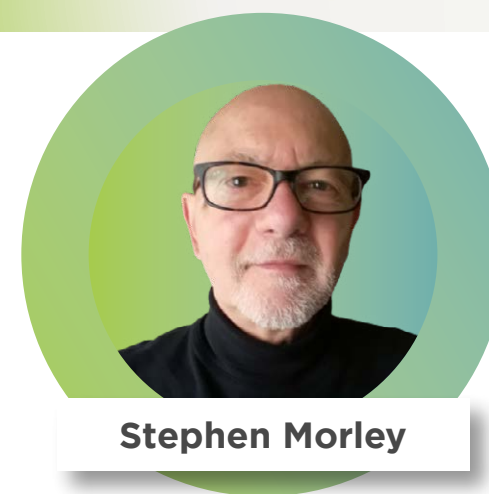
Samantha Renke

Mental Health Team

In developing training, I use my deep experience in working with communities, the homeless, people with disabilities and people with mental health conditions.

With a multi-sector background, covering sports development, local government and business management, I understand mental health, the impacts of the workplace and that mental health and race equality are cross cutting issues.

Poor mental health is now the number one reason for staff absence. Our training aims to raise awareness of mental health, understanding and recognition of the causes, symptoms and support options for a range of common, and less-common, conditions.



Stephen Morley

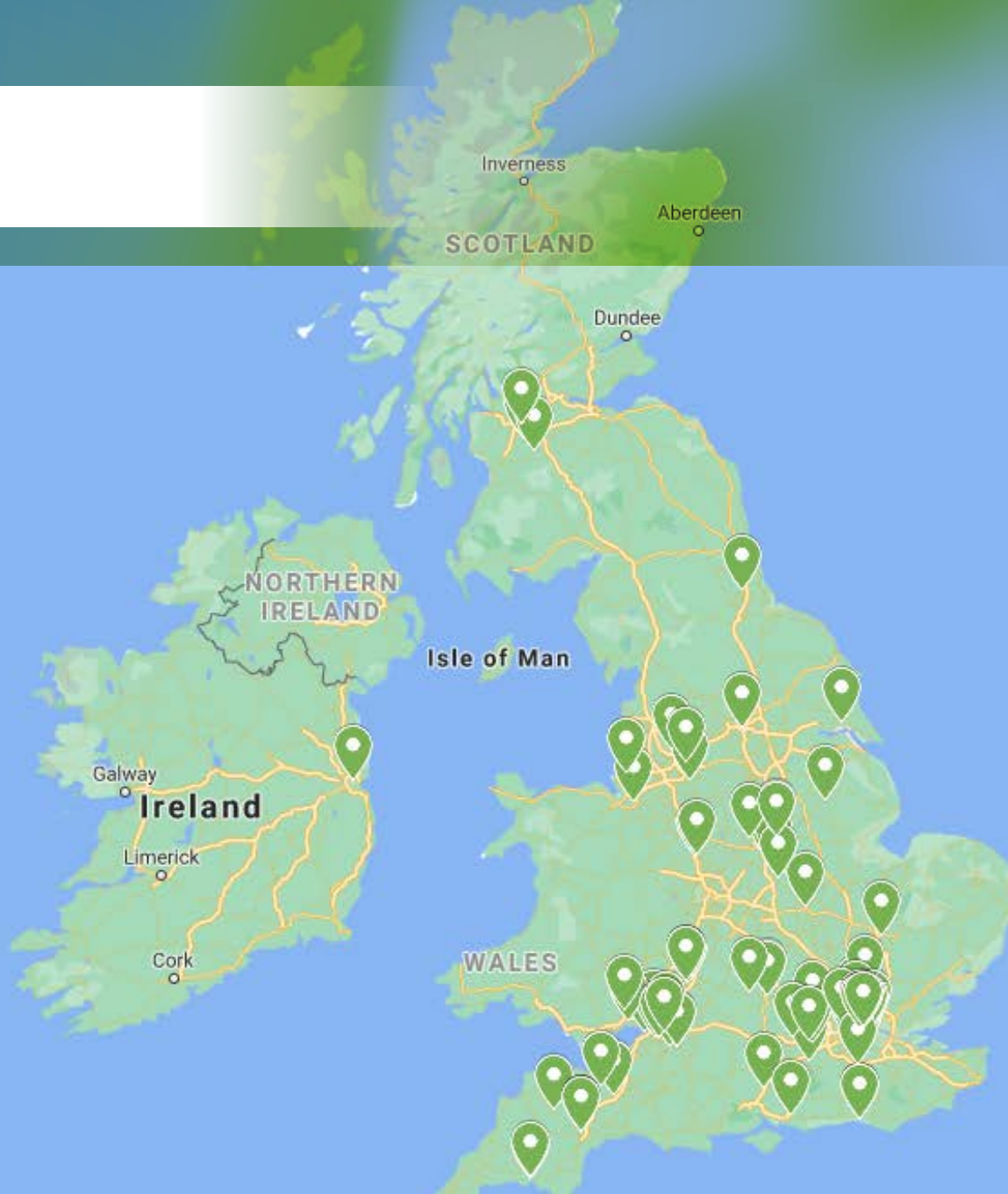
Training & Consultancy

Workshop (Apr 20 - Mar 21)	Approx. No. Participants
Equality, Diversity & Inclusion	2,011
It's About Race	2,107
Unconscious Bias	443
Managing and Mitigating Bias	174
Stand Up Speak Out	13
LGBTQ+ Diversity in Practice, event speakers	329
Transgender Awareness	90
Health and Mental Health	28
Hate Crime Awareness	24
Disability	11
Other	79
Total:	5,309



We also carried out Accessibility Audits and Policy Reviews.

Training & Consultancy: UK Client Heatmap



Training & Consultancy

A black and white award banner for Berkeley Wilde. The top section is black with white text: "THE BRISTOL DIVERSITY AWARDS 2020", "POWERED BY", "e com media", "LANDROSE GROUP", and "e com media". Below this is the text "Outstanding Contribution Award". The bottom section features a black and white portrait of Berkeley Wilde smiling. To the left of the portrait is the text "2020 Recipient Berkeley Wilde". To the right is a testimonial in italics: "Berkeley has been working as an equality diversity and inclusion consultant, researcher and trainer for decades. He is the founder and a current director of the Diversity Trust, a community interest company influencing social change to achieve a fairer and safer society and is also a role model for Stonewall UK, it's for all of the amazing work he has done for our communities that we are presenting him with the Outstanding Contribution to the community award".

THE BRISTOL DIVERSITY AWARDS 2020
POWERED BY
e com media LANDROSE GROUP e com media
Outstanding Contribution Award

**2020 Recipient
Berkeley Wilde**

Berkeley has been working as an equality diversity and inclusion consultant, researcher and trainer for decades. He is the founder and a current director of the Diversity Trust, a community interest company influencing social change to achieve a fairer and safer society and is also a role model for Stonewall UK, it's for all of the amazing work he has done for our communities that we are presenting him with the Outstanding Contribution to the community award

“Last week our team partnered with Berkeley Wilde of the Diversity Trust and began the first in a series of Diversity Training workshops.”

“Fairness, diversity, and inclusion are not just important ideals to us, but we believe they are critical to our success.”

“We also believe that regular education around these topics is necessary to challenge ourselves and open our minds. We found a great partner in The Diversity Trust and look forward to continuing to work and learn together.”

“On a personal note, I really appreciate how Berkeley himself makes sure everyone is involved, and we got feedback from our colleagues that the training was amazing and it was very meaningful and worth it.” Julia Markiewicz, CEO, SilentEight

“Keep doing what you’re doing, your work is incredibly helpful to so many people!”

Research & Development



Autism Awareness & Neurodiversity Project

We worked with North Bristol NHS Trust and Bristol Autism Support to develop a toolkit, panel events and training for NHS staff on autism and neurodiversity. This work has led to us creating our own programmes on autism and neurodiversity. The project aimed to:

- Raise awareness of neurodiversity
- Increase learning and knowledge
- Improve wellbeing of neurodiverse staff and managers, through:
 - a toolkit / directory
 - bitesize sessions, consultations and workshops
 - improved recruitment process
 - a buddy system for neurodiverse staff and
 - developing other partnerships.

- Improve service delivery to neurodiverse patients and their families and carers
- Closer partnership with health partners, community organisations, knowledge sharing
- Toolkit generates savings as it will be shared across Bristol, North Somerset and South Glos health organisations and the South West Leadership Group
- Work to improve perception of Disabled staff and increase positive responses in the Staff Survey in the Workforce Disability Equality Standard. [More info, here.](#)

“Having a panel of people with a neurodiverse condition was a really good way to learn and understand people’s experiences in the workplace. I am very appreciative that they took the time and were comfortable in talking about their experiences.”

“I’ve been very impressed... The training appeared to have good representation across the organisation in terms of breadth and seniority which says that it resonated and also has a chance of getting buy in. Also, the toolkit is very detailed, well laid out and professionally branded so kudos for pulling that together.”

“NBT would not have achieved this without the expertise and skills of the Diversity Trust and Berkeley Wilde. They took a key role by engaging with neurodiverse staff and devising panels to answer set questions... This included external volunteers, one was the son of a member of staff and another struggles to find work as a result of his neurodiversity and despite his intelligence.”

Research & Development

NBT Autism Awareness & Neurodiversity Project continued

DT panel delivery	Neurodiverse support group	Organisation-wide attendees	Buddies trained	Buddies matched with neurodiverse staff	Increased awareness & confidence
2 panels, to 29 participants	Grown from 1 member to 16	33	25	7	100% of participants



photo: Broadly

Young People Services – South Glos

Highlights:

- switched Alphabets LGBTQ sessions online until face-to-face could resume,
- set up @alphabetslgbtq Instagram account,
- having input on public health messages on Covid-19 from South Gloucestershire Council Public Health Team,
- introduced two new staff,
- welcomed new young people attending the group for the first time.

Events:

- Delivered Equality, Diversity & Inclusion Module for the South Gloucestershire Youth Partnership: Introduction to Youth Work course
- Attended:
 - South Gloucestershire Youth Partnership meetings

- Trans Rights Protest, Parliament Square, London
- Introduction to Youthwork (South Glos Youth Partnership) reflective session.



Photo: Alphabets LGBTQ Youth Project, Armadillo Youth Café

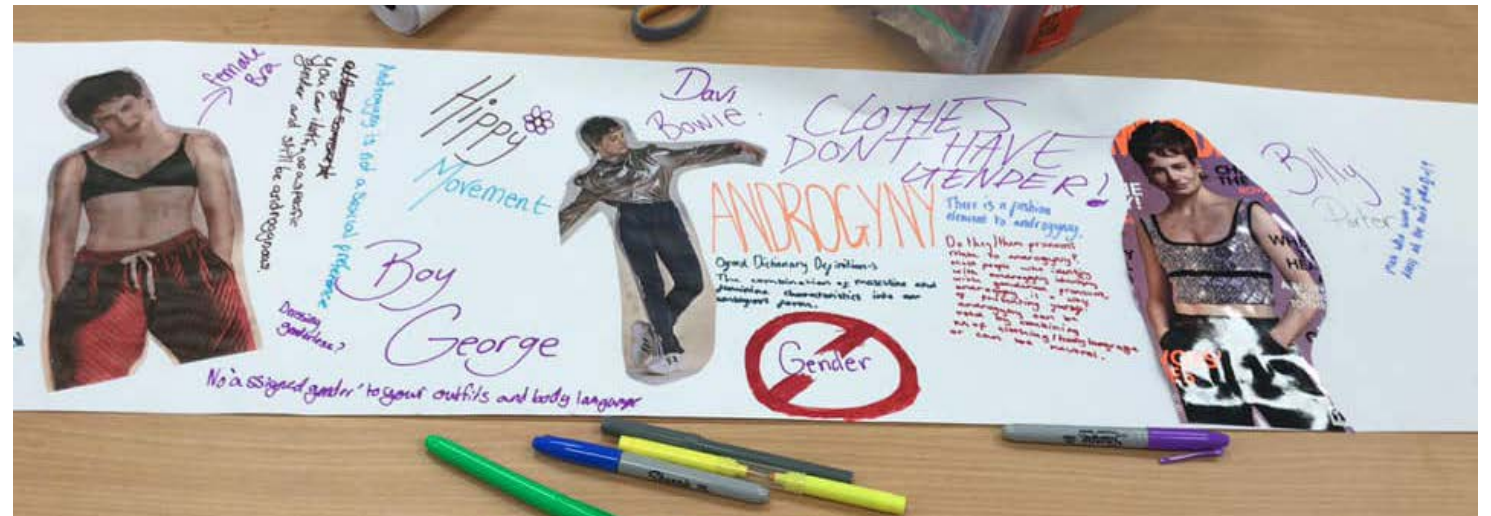
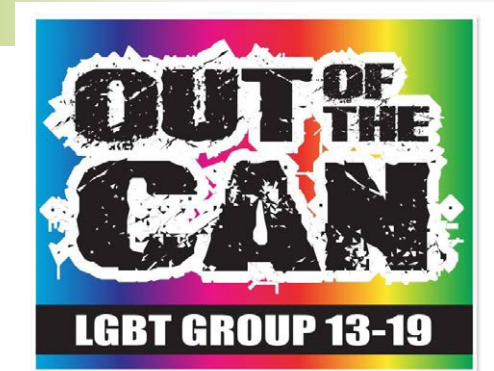
Young People Services – Swindon & Wiltshire

Out of the Can group sessions were moved online, they are still guided by the young people, ensuring they have a voice and are part of a community. This has been vitally important during lockdown and has helped reduce feelings of isolation.

Leaders supported young people moving from school into college. For some, the Youth Group is a weekly lifeline. We have engaged with 200+ young people this year, which means 200+ know other young people, in a strengthened support network, while riding out this storm.

It has been amazing and humbling to hear that our young people attending the online sessions are still in regular contact with others who didn't or couldn't attend.

In this difficult year, we have ensured that OOTC+ has remained constant. We look forward to bringing on new members, growing and rebuilding once the storm is over.



Young People Services – Case Studies & Feedback

“For me as a volunteer, Alphabets is brilliant. I get to see LGBTQ+ youth come and be themselves without fear or worry of being rejected. It gives everyone a safe space to fully be them and just have time to be a teen rather than trying to fight every day to be recognised as who they are.”
Volunteer

“The youth group is important to me, because it provides a safe space where I feel completely accepted no matter how I may present myself. I know I am cared for and surrounded by people who not only understand how I feel, but also care about my feelings and support me in whatever I do. It means a lot to me.” Member

“This group provides a safe space for teens like us to meet people like ourselves.”
Member

“OOTC has helped me be more involved with the LGBTQ+ community and be more confident socially”. Member

“Alphabets is really important and special. It gives me the opportunity to be there, in a small way, for young people going through what I went through at their age. It gives them a space to feel accepted and safe whilst making friends and having fun. It is an absolute privilege to watch them grow in confidence and in their identity.” Young Leader

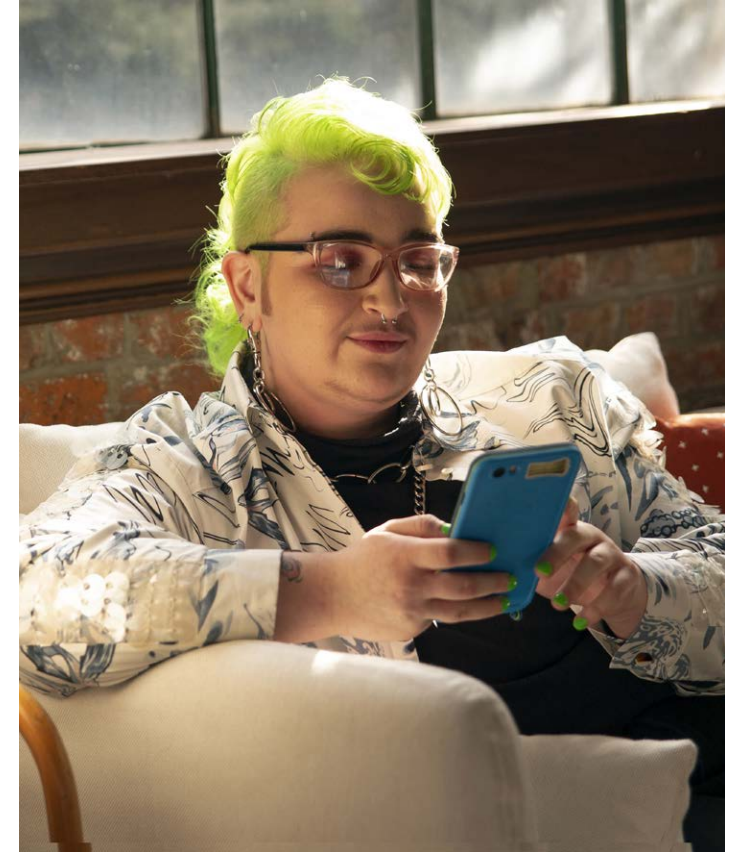


photo: Broadly

Voice and Influence

“I was so pleased to work with the Diversity Trust to deliver a workshop on bisexual, pansexual, and plurisexual identities for Bi Visibility Awareness. It was great to share mine and others’ research on these contemporary identities...The event saw lots of people participating and asking really interesting questions. It was a pleasure working with The Diversity Trust to deliver a really accessible workshop to an audience made up of a variety of people.”
Dr Nikki Hayfield, Senior Lecturer in Social Psychology, UWE.

We worked with Healthwatch South Glos to run an LGBTQ+ Covid vaccination event, providing up to date information about the process (locations, priority order, rapid testing options etc). There were 22 participants. Guest speakers offered their own experiences and discussed views and



feelings around having the vaccination. You can watch a recording of the event [here](#).

“Brigstowe highly value the strong, collaborative partnership with the Diversity Trust. Over the years, this has gone from strength to strength. Our Annual World AIDS Day event is an important part of the Brigstowe Calendar. Without the support and dedication from The Diversity Trust we would not be reaching our aim of zero new HIV transmissions by 2030, zero HIV-related deaths and zero HIV-related stigma.” Aled

Osborne, Community Engagement Manager

As part of the ‘Out in B&NES’ project: we delivered a programme of LGBT+ community-engagement public events, attended B&NES Strategic Partnership meetings to represent the voice of LGBT+ people across B&NES and produced a beautiful, eye-catching [booklet](#), Out in B&NES.



Awareness Raising

April 2020 - March 2021

Podcasts & Snippets	Twitter	LinkedIn	Facebook	Instagram
Listens: 393 +98% New episodes: → Roianne Nedd - Race → Samantha Renke - Disability → Jonny Benjamin - Mental Health	+1,068 followers +43% (from 2,464 to 3,532)	+577 followers +216% (from 267 to 844)	+765 followers +87% (from 878 to 1,643)	+688 followers +116% (from 591 to 1,279)
	164, 874 impressions		Reach of 50,354	Reach of 4,105

Unique views DT website: 75,459, (from 29,692, +154%)

Blog posts: 8

Wellbeing



The Covid-19 pandemic led to a national lockdown on the 23rd of March 2020 and subsequent Government restrictions were put in place to try to minimise the transmission of the virus. Consequently, we were unable to continue the delivery of face-to-face sessions.

This required us to adopt a creative and innovative approach to working with our customers and meeting the wellbeing partnership contract requirements.

In consultation with Southern Brooks Community Partnerships and South Gloucestershire Council commissioners, to reflect the different challenges and demands of working during the pandemic, temporary adjustments were made to the Wellbeing services contract.

In total we delivered five online community sessions and five online training workshops. Our five workshops and five training sessions were attended by 63 people.

We continue to enhance and develop the wellbeing website page and produced information-based resources to support communities during Covid-19. We produced digital assets, which have been shared widely by CVS South Gloucestershire, the Care Forum, Healthwatch South Gloucestershire and South Gloucestershire Council, including for LGBT+ adults and young people.



photo Disability Equality Network

Corporate Partnerships



[Skin Deep](#) - Promote inclusivity through their skin tone products. The initial focus is on funding our work to commission joint research, training, publicity, and outreach, through donating 10% of profits to us.

distillery

[distillery](#) - The studio created 'Diversity Type Project' to start the conversation about the lack of diversity and inclusion in the creative industry. In partnership with the Diversity Standards Collective, the project created a brand-new typeface to celebrate diversity while raising money for DEC, the Diversity Trust and UN Women, their chosen diversity champions around the world.



PURPLEFISH

[Purplefish](#) - Bristol communications agency supported three South West-based organisations this year, including the Diversity Trust. Purplefish has donated and will be working on social media campaigns and research to help promote equality, diversity, and inclusion in Bristol.



[City Sprint](#) - Celebrating Pride, diversity and inclusion isn't just for June at CitySprint. As part of its ongoing support of diversity, it made a generous donation on behalf of its employees to the Diversity Trust.

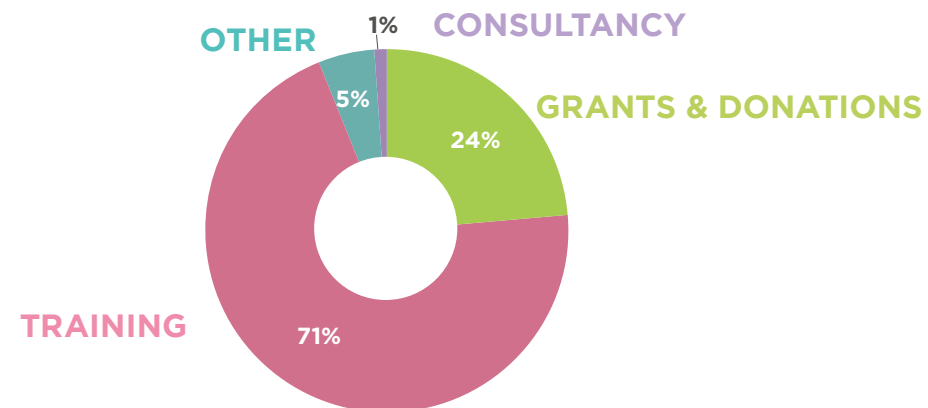


[Stepstone](#) - Our heartfelt thanks to Stepstone for their generous donation and support for our work.

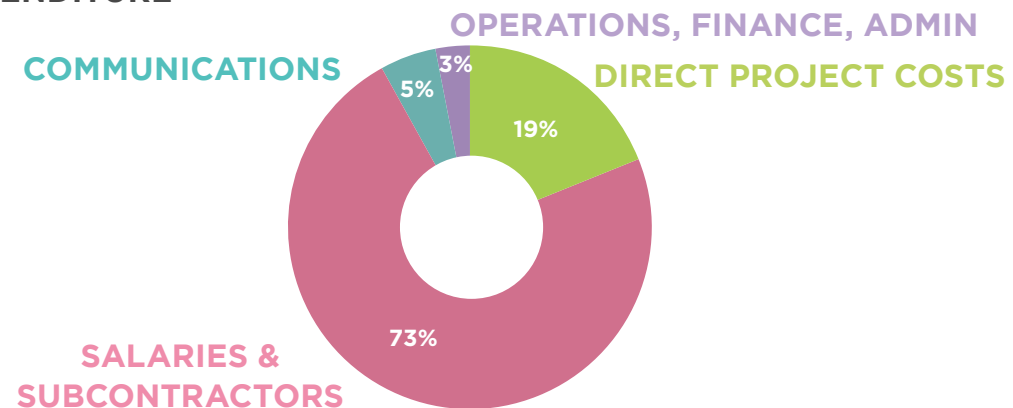
Financials

The Diversity Trust CIC		Year ended 31 March 2021	
Income		£	
	Grants & Donations	55,359	24%
	Training	165,309	71%
	Consultancy	11,482	5%
	Other	1,176	1%
	Total	233,326	
Expenditure		£	
	Direct project costs	37,713	19%
	Salaries & sub contractors	146,833	73%
	Communications	9,925	5%
	Operations, finance, admin	5,636	3%
	Total	200,107	

INCOME



EXPENDITURE



Contacts & Links Page



Diversity Trust website:

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



Alphabets South Gloucestershire:

<https://www.diversitytrust.org.uk/young-peoples-services/>



Out Of The Can Swindon & Wiltshire:

<http://outofthecan.org>



One You South Gloucestershire:

https://southernbrooks.org.uk/wellbeing/?gclid=CjwKCAjw19z6BRAYEiwAmo64Lflferm3PxLi_YsebsSpNd1tNXtXxVW2SUZ23rvCe2vbRMacX8MfTBoCWxEQAvD_BwE

Sincere thanks to our funders:



and supporters:

