



Together [The Diversity Trust](#) and [Be The Difference](#) offer an Equalities, Diversity, Equity & Inclusion consultancy package for mission-driven organisations, including social enterprises, charities and the public sector.

Within this sphere, we can focus on any of the following topics:

- Workforce management (recruitment, retention)
- Volunteer management (recruitment, retention)
- Board development and governance
- Key partnerships
- Communications and Consultation (external, internal)
- Strategies, Policies and Procedures
- Organisational culture
- Service development
- Impact

Once you have selected the topic area(s), please choose which services you require:

- Research, including uncovering risks and opportunities
- Feasibility Study
- Audit/Baseline Assessment
- Planning - Strategy with recommendations and action plans for the next steps
- Benchmarking and case studies for best practice

Methodology

While applying an equalities lens, we then follow a 3-stage model of:

Assess - to help you to assess the current performance of your organisation and key stakeholders on key practices that you wish to focus on.

Action - to help you finalise a framework and a selection of possible KPIs and doable actions to turn commitment into action.

Achieve - to help your organisation and key stakeholders to start to achieve measurable improvements in key practices and outcomes, to troubleshoot and work through any challenges and barriers in practice and to facilitate discussions to maintain an open-minded approach/learning mindset, and to put in place appropriate support.

We leverage a combination of desk research, questionnaires, structured 1:1 interviews, focus groups and workshops to undertake our consultancy engagements.

Deliverables

The client receives a report, including key insights and recommendations and a doable action plan with concrete next steps. The team presents this to the client to give them the opportunity to digest the content and discuss any questions arising. The team offers 2 x 45-min follow-up support calls at the 3-month and 6-month stage after the report has been published.

More About: The Diversity Trust CIC & Be The Difference

The Diversity Trust - is driven by its social mission, to influence social change to create a fairer and safer society. The Diversity Trust is an equalities expert, with particular reference to the protected characteristics.

Be The Difference - is a social impact agency, with deep UK voluntary sector expertise. It is an expert in the impact space, particularly social enterprises and volunteer recruitment and retention.

The Diversity Trust and Be The Difference are long-term collaborators on projects, such as [The Diversity Trust's Equalities Podcast](#). There is much overlap, with Annie Moon ([Founder and Impact Lead at Be The Difference](#)) leading on [specific Diversity Trust projects](#), such as creating a bespoke set of in-depth pre-course materials covering ten equalities themes and Susie Steyn ([Responsible](#)

[Business Lead - Be The Difference](#)) leading on [the Diversity Trust's communications and brand partnerships](#).

The Team

We bring a wide variety of expertise, lived experience, understanding and qualifications and, as a team, we have a mix of gender, sexuality, age and race. This is more detail about the individual team members:

Berkeley Wilde

Berkeley is the Founder and Executive Director of the Diversity Trust. A gay man, he has been working as an Equality, Diversity, Equity and Inclusion consultant, researcher and trainer for nearly three decades. Berkeley's a specialist in consultation and engagement, as well as qualitative research, working across all the protected characteristics and groups in the Equality Act (2010), the Public Sector Equality Duty (2011) and with the NHS on the Equality Delivery System (EDS2). He has worked with national charities including Mind, Relate and the Terrence Higgins Trust and has a background in youth work and men's health and well-being.

Annie Moon - Project lead and key contact

The Diversity Trust – Involved with The Diversity Trust since 2015, Annie coordinates various projects elevating the Diversity Trust's work. She co-leads on the [Equalities podcast](#). As a proud member of the LGBT+ community, she advocates on their behalf whenever the opportunity arises.

Be The Difference – Through Be The Difference and before, Annie has worked on multiple impact space projects for charities and social enterprises, from research, acting as a critical friend to building remote volunteering teams. She has advised a charity, [Mums in Need](#), on their strategic development and worked on voluntary sector infrastructure projects, including supporting a unitary wide rural development agency to pivot its work programme in line with a refreshed local authority service level agreement, and reporting on the best voluntary sector infrastructure set up for another local authority (Annie's recommendations were accepted).

Annie is a qualified youth and community worker, with three decades' outstanding experience in the impact space. As an expert in participatory engagement approaches, she originally learnt these skills through undertaking participatory community appraisals in the UK. Key to this was involving local people and all key stakeholders at every stage of the process to promote their ownership in both the community assessment process and developing the action plan that flowed from this. A qualified volunteer manager, she's led a team of 350 volunteers at a heritage visitor attraction and understands how to unlock the potential and work with this diverse group.

Annie also has experience evaluating high level programmes. She was engaged to evaluate a national UK charity, [KIDS](#). By adding impact assessments additional value was created following the delivery of a central government funded-programme to co-create with local authorities a series of workshops to deliver to professionals from the Special Education Needs and Disabilities (SEND) teams who work with children and young people. Like Groundwork, there is a national HQ with local branches and workers.

Susie Steyn – *EDI and communications specialist*

The Diversity Trust - Susie has headed up Communications for the Diversity Trust since 2019. She is an experienced consultant, advising charities, social enterprises and B Corps on the social and environmental impacts across their operations, including governance and HR and recruitment practices, using various assessment methods including the comprehensive B Corp B Impact Assessment tool.

Be The Difference – Since 2019, Susie has co-delivered multiple projects.

Lisa Rose - *Impact consultant*

Be The Difference - Lisa has over 20 years of experience in strategic design and implementation of global programmes: she has utilised expert planning, analytical, innovative problem-solving and communication skills to deliver objectives on time and on budget. Lisa is now a key member of the Be The Difference team, leveraging her experience of working on the ground and strategically with international NGOs and understanding of the UK's strategic philanthropy landscape.

Helen Horler - *Learning consultant*

Helen Horler, is an Institute of Leadership & Management accredited Development Coach and qualified teacher, she is inclusive and supportive in her practice and is skilled at conflict resolution. Experienced working with multiple stakeholders in the voluntary sector, Helen has led teams through evaluation and strategic reviews for national charities including Royal Mencap Society and the Woodland Trust. As a former trustee of two organisations, Helen now advises Directors and boards and helps them develop their vision for the future with empathy and experience.

She has expertise in the voluntary sector (particularly heritage) and has built and managed volunteer teams, served as a parish councillor for a year.

Sartaj Khan - *Project coordinator*

An invaluable member of the Diversity Trust and Be The Difference teams, Sartaj's background is in the voluntary sector, including working at a community development agency.

Additional equalities expertise

For any particular equalities themes identified, we will access the Diversity Trust’s wider team of consultants. Themes include: gender, disability, mental health, trans awareness, LGBT+, race and bias and neurodiversity.



What other people have said about us

“The Diversity Trust gave expert and interesting equality training to our staff, including staff from our Contraceptive and Sexual Health services. It was thought-provoking and challenging and has made us think about service provision in new ways.” Lucy Nicholls, Patient Experience Manager, Somerset NHS Partnership Trust

"Berkeley Wilde supported us to recruit and train a diverse group of volunteers who are now working with us in an informed way to assess our performance and make improvements in our approaches to equality and diversity. Berkeley’s style is lively, engaging and challenging; and his creative approach enabled us to accommodate different access and language needs. The volunteers reported that they enjoyed a positive experience of training, building or extending their understanding of the Equality Act 2010, the Public Sector Equality Duty and the NHS Equality Delivery System. Individuals also felt more empowered to support or advocate on behalf of their own communities and disadvantaged groups in general." David Harris, Senior Equality Advisor, NHS South of England

“Next Link Domestic Abuse Services and the Diversity Trust have been funded by the Avon and Somerset Police and Crime Commission to work together on a pilot project to improve access to Domestic Abuse Services for LGB&T victims. This year long project started in June 2014 and as part of the project the

Diversity Trust undertook to train Domestic Abuse specialist staff across Avon and Somerset in LGB&T awareness and what could be put in place to improve access to services.”

“The Diversity Trust has worked with us in the past to roll out awareness-raising and training and we hope to build on this relationship to capture the voices of LGBT patients. To this end, we have asked the Diversity Trust to brief our engagement advisory group and the chairs of the 75 patient participation groups in Somerset on the findings of its work and the implications when engaging and including LGBT patients. By learning from the trust’s specialist knowledge and experience of working with LGBT and other vulnerable communities, we as a CCG can ensure that the services we commission are inclusive and that LGBT patients’ voices inform our future service planning, re-design and delivery.” Jill Downey, Patient, Public and Carer Involvement Manager, Somerset Clinical Commissioning Group

“Work was commissioned from the Diversity Trust on behalf of North Bristol NHS Trust in 2010. This involved research, training and engaging specific equality communities. The quality of this work was noted in a case study which was sent to the NHS on the recommendation of the national Equality lead to be used as a model of good practice nationally. This was in respect of the outcomes of research and engagement that was published as the “Seldom Heard Groups” report. Following on from this the Diamond Cluster group (this comprises equality managers from NHS Trusts, CCGs and the South West Commissioning Support Unit for Bristol, North Somerset and South Gloucestershire) further commissioned work with stakeholders with diverse backgrounds to engage with all these bodies. We look towards continuing and developing our positive working relationship with the Diversity Trust in the future.” Lesley Mansell, Equality and Diversity Manager, North Bristol NHS Trust

“Annie and the team hit the ground running, quickly building relationships with key people at WINGS and demonstrating an intuitive understanding when working with our global membership. Their approach ensured a seamless delivery of a dynamic project with many moving parts. We're delighted with their work.” Full testimonial [here](#).

Read further client feedback and testimonials [here](#) and [here](#). For the Diversity Trust client list please [click here](#) and for some Be The Difference case studies [click here](#).

Contact

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