

Community Engagement: Part 1

Section 8: Community Engagement

This section comprises of 4 questions and examines the outreach activity of the organisation. The questions scrutinise how the organisation demonstrates its commitment to the wider community and the positive impact it has. This section is worth 10% of your total score.

Below each question you can see guidance on content and evidence. At any point, you may save and exit the form using the buttons at the bottom of the page.

8.1 In the past year, has the organisation utilised its social media accounts and online presence to demonstrate its commitment to LGBT equality?

GUIDANCE: The social media accounts here should be the ones with the widest reach. This question examines how you demonstrate to the largest possible audience that your organisation is committed to LGBT equality.

Please upload evidence of two separate social media posts. The two social media posts uploaded (for example tweets), should be across a year and not concentrated on one event. The evidence can be an LGBT employee network group being re posted by an account with bigger reach.

Yes

Describe the activity:

Acas has a wide social media presence. Its website which had over 11 million visits during 2018/19. In addition to our website we are seeing an increase in followers on Twitter who are engaging in conversations by re tweeting our messages, and mentioning Acas' services in their own tweets. Its Twitter account has 73.3K followers. In addition each local office and key Acas staff have twitter accounts ensuring the reach to customers is wider. The Acas LinkedIn group has become a valuable resource for HR managers looking for employment relations information and advice and its pages have 31,114 followers.

Acas use all social media account to publicise its work, especially new products and services, including those for the LGBT+ community.

Over the year, our twitter feeds ensure they cover a wide range of diversity related themes including LGBT+. Whilst we may increase LGBT+ related tweets around LGBT History Month, Bi visibility Day, Transgender Day of Visibility, Transgender Day of remembrance etc, we also ensure we tweeting throughout the year, especially since we have number of LGBT related products.

LGBT history month. This tweet embedded a video which signposted customers to our guidance and sexual orientation discrimination.

During pride season, Acas highlighted the intersectionality between mental health and the LGBT community. As disproportionately LGBT+ employees are more likely to have experienced a mental health condition at work. In addition, local offices are focusing their resources on providing a presence at local pride events where we have designed new stickers for our Pride stalls.

We also produce two videos for social media featuring our Head of Diversity to explain why we are attending pride and also that we would be at Nottingham and Norwich Prides to promote our services and share information about job opportunities at Acas.

Upload a screenshot of social media activity:



Upload a screenshot of social media activity:



Provide the date of the activity: 20/02/2019

Provide the date of the activity: 08/07/2019

8.2 Which of the following outreach activities has the organisation taken part in the last year? Tick all that apply.

Tick all that apply

GUIDANCE: Sponsored or supported can include in kind gifts and donations, for example providing a meeting room for a group, and doesn't have to be directly financial (i.e. giving money). The support of a campaign to tackle homophobia, biphobia and transphobia needs to be externally facing and not an internal awareness raising event.

A. Sponsored or supported LGB community group/s

Describe each option selected. Please include specific dates or time periods.

A. Sponsored or supported LGB community group/s	<p>Acas encourages staff to take part in volunteering opportunities in their local community. Types of volunteering and maximum paid special leave, in a 12 month period:</p> <p>Ad hoc voluntary work (e.g giving a talk in schools, painting a nursing home) 3 days</p> <p>Long term commitment of community work 5 days, which may include: Governance roles becoming a Trustee or Chair of a charity, Active roles such as fundraising for voluntary and community organisations, not for profit organisations and social enterprises.</p> <p>Service delivery roles;</p> <p>██████████, former Chair of the LGBT+ & Allies Network group is a trustee of the YMCA where she is involved in supporting the Swansea LGBT community. Acas' support her to participate via its volunteering policy. ██████████ ensures that the needs of LGBT+ young people are fulfilled, for example supported housing, social care etc. 30% of the service users are young trans people aged between 11 25. She will participate in residential activity which aims to build trust & confidence. ██████████ will also work to ensure young LGBT+ people are politically aware and this includes taking them to participate at the Welsh Assembly and meeting politicians to understand their needs / wants.</p> <p>The LGBT+ & Allies Network group have been instrumental in ensuring Acas' work with Stonewall Cymru. This has included participating on the Stonewall apprentice programme & hosting a role model event in Wales.</p>
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Community Engagement: Part 2

8.3 In the past year, have you collaborated with other organisations in your region or sector on an initiative to promote LGBT equality in the wider community?

GUIDANCE: The initiative can be a one off or on going project.

Yes

Complete the following. Please include specific dates or time periods.

Name the organisation/s you collaborated with:	a:Gender Civil Service Employee Policy Government Equalities Office Eversheds
Describe the collaboration or initiative:	<p>a:Gender [REDACTED] Acas Head of Diversity & Inclusion has been working closely over the last 12 months with a:Gender who are the inclusive support network for staff in Government Departments and Agencies for gender reassignment, gender identity, gender expression and intersex.</p> <p>In October 2018 [REDACTED] gave a pro bono presentation at the a:Gender national conference on how to create an inclusive culture in relation to gender identity.</p> <p>In April 2019 [REDACTED] assisted a:Gender with their national elections and took on the role of elections officer. Again this work was pro bono. [REDACTED] was responsible for ensuring the election process was fair, sending out ballot papers and chairing the ballot count.</p> <p>[REDACTED] has also coached the acting Chair prior to the April election and continues to provide support to the Executive Team</p> <p>Civil Service Employee Policy (CSEP) [REDACTED] Acas Head of Diversity & Inclusion has worked with CSEP to assist with the development of the new Trans Inclusive product for CS Departments. This has included drafting policy guidance and FAQ's, sharing best practice etc. In addition, she has ensured that revised CSEP guidance on Sexual Harassment includes reference to sexual harassment of same sex and trans individuals.</p> <p>Government Equalities Office (GEO) [REDACTED] Acas Head of Diversity & Inclusion has been working closely with GEO in the delivery of the governments</p>

LGBT Action Plan. This work has included ensuring new Acas external guidance on Sexual Harassment includes reference to sexual harassment of same sex and trans individuals. More recently she has been assisting with the planning of GEO Roundtables to speak to a variety of employers about the development of a new LGBT e learning product. This has included giving GEO access to our employer data base.

In addition to the above activity our LGBT+ & Allies Network Chair and one of our Workplace Policy team delivered a session at GEO National LGBT Conference: turning interaction in to action in March 2019.

Eversheds

██████████ has also been delivering a series to Gender identity and intersex training sessions to private and public sector employers. ██████████ would with Eversheds training lead to develop this new product and as part of this work, ██████████ insisted that a:Gender were part of the presentations due to their expertise and also to highlight the fantastic work the network has done.

The workshops aims have been to:

- changing perceptions of gender identity and intersex and the implications for employers, staff and customers
- the crucial importance of language and an 'understood policy'
- making a transition at work: a personal story
- legal update and case law illustrations
- shared experiences: situations delegates have encountered

Describe the impact of the collaboration or initiative:

The work with a:Gender has helped to develop the skills of the Executive Team. In addition by enabling a:Gender to participate on the Eversheds training has ensured there message has cascaded wider than the Civil Service and I am aware the new Chair has been approached to speak at a number of events at with private sector organisations.

Work with CSEP has ensured that all CS departments now have access to new products to improve Trans Inclusion across the Civil Service. This will ensure all Civil Servants regardless of their gender identity feel valued and supported within the workplace.

To date we have delivered 10 seminars with Eversheds reaching over 150 separate employers to help create inclusive cultures across the UK. What is clear is many employers want to do the right thing, but are worried that will get it wrong or cause offence. Our workshops have

8.4 Has your organisation done any further work in the past year to promote LGBT equality in the wider community? Yes

GUIDANCE: Activity here should be additional to anything already mentioned in the submission. Please include specific dates or time periods.

Describe the activity and impact:

To ensure Acas increased its reach into the LGBT+ community the D&I team went to the Board with a business case for attendance at Pride events. The Board agreed to centrally finance two pilot Pride events with the view of expanding attendance across the Acas estate.

Nottingham and Norwich Prides were selected as recruitment was due to commence in these regions. Each office had staff at the events and our Nottingham staff also walked in the Pride march.

Prior to attendance the Head of D&I made two publicity videos for Twitter and Linked In to raise awareness and the reasons why our attendance at Pride events was important. The videos had over 3,000 views. We also tweeted throughout the day to maintain our social media presence.

Both stalls had a series of merchandise ranging from stickers, leaflets outlining our LGBT+ & Allies employee network and guidance on sexual orientation discrimination, and discrimination on the grounds of gender reassignment. These also had details of our helpline and website. We also had leaflets about careers in Acas and current vacancies. Our marketing team produced posters and a banner for both stalls, and all volunteers who attended had customised Acas t-shirts.

All the merchandise was well received from all visitors to the stall and the footfall at both events was positive. Feedback we received for the LGBT+ community was fantastic and our stickers and information leaflets were a big hit.

We also had a good response in regards to our careers and current vacancies and over 200 people took these leaflets so hopefully this will result in increased applications from the LGBT+ community, thus further increasing the diversity of our workforce.

We also had interest from Unions, local authorities and Mind so we are able to improve our stakeholder

engagement. In terms of young people, the footfall was great way of increasing our reach to a younger audience which is one of Acas priorities. In addition HR Professionals who were off duty were interested in our training lists and over 60 handouts were handed out. This will hopefully ensure we can continue our role in education employers about good employment relations and more specifically how to create inclusive workplaces for LGBT+ employees.

Finally at the Norwich Pride colleagues networked with a University Researcher who is collaborating with our own internal research team.

As the stickers were so well received we are working with external communications team to include the Acas website details on future sticker designs.

After the event, our LGBT+ & Allies Network Chair [REDACTED] wrote a blog that featured on our intranet pages. In her blog she personally thanked everyone and said “this is the first time in my time at Acas (10 years) where we have put some LGBTI+ specific merchandise together on this scale and I know personally it means a huge amount to me. To have my workplace put that effort and time into something so important to me and those close to me is so amazing.”

The following question is not scored.

8.5 In the past year, has the organisation utilised its social media accounts to demonstrate its commitment to bi and trans equality?

GUIDANCE: The social media accounts here should be the ones with the widest reach. This question examines how you demonstrate to the largest possible audience that your organisation is committed to LGBT equality. The evidence can be an LGBT employee network group being re posted by an account with bigger reach.

Trans equality

A. Upload a screenshot of social media activity:



B. Upload a screenshot of social media activity:

(No response)

Provide the date of the activity: (No response)

Provide the date of the activity: (No response)