

Investors in Diversity (liD) 10 key features and benefits

1. liD goes beyond Equality, Diversity and Inclusion (EDI) compliance instead there is more of a focus on improving practice, behaviours, conduct and organisational culture change, where needed.
2. liD will improve your organisation whether it is a college, school, voluntary sector organisation, charity, business, social enterprise, public sector organisation, SME or a sole trader.
3. liD will help you improve regardless of which of the seven stages of the EDI journey you are at (please see separate document).
4. liD is often used as a framework to bring together EDI work into one central place, therefore enabling it to be more effectively managed.
5. liD encourages your organisation to continuously learn through self assessment and self analysis by kick starting a series of activities which create and promote communication, dialogue, discussion, discourse and debate within organisations.
6. liD encourages and enables leaders to commit to diversity in the workplace strategically and operationally. It recognises that leadership within organisations can, and often does, come from a range of none designated leaders. .
7. liD helps you to create appropriate socio-environmental conditions e.g. ethos, values and tangible changes e.g. changes catering arrangements.
8. liD enables you to set yourself challenges in terms of recruitment and retention.
9. liD enables you to review how you monitor the impact of your diversity management activities.
10. liD provides you accreditation, recognition and credentials to satisfy current and potential procurers of your services or products.

“Working with ‘Investors in Diversity’ is a great opportunity to work towards achieving Coca-Cola Enterprise’s vision of creating a culture where people with their similarities and differences feel respected and valued, and can contribute to their fullest potential.

Our long term goal is for our work force to reflect the diversity of our customers, consumers and communities. Working with liD reflects our third strategic priority in to recruit, develop and retain the best *and* diverse talent in order to be the best beverage sales and customer service company”.

Catherine Webb, European Diversity Manager, Coca-Cola Enterprises Ltd

liD helps promote inclusive behaviours, values practices and outcomes – below are things liD will help you achieve.

- Renewal of commitment to valuing people of any background.
- Practical demonstration of commitment to equality, diversity and inclusion.
- Leaders are committed and are seen to be committed.
- People at all levels take an appropriate lead.
- Adoption of a strategic approach to diversity.
- Equality, diversity and inclusion work aligned to organisational strategy/business plan.
- Effective co-ordination of activities related to diversity.
- Communication of commitment to diversity to all stakeholders.
- Effective consultation within and out-with.
- Strategies and plans based on actual needs.
- Active and ongoing awareness creation.
- Responsibility to teach and learn about diversity.
- Working to towards diversification of stakeholder involvement.
- People actively seek development opportunities.
- Effective communication, dialogue and discourse.
- Effective response to researched needs.

liD provides you with a user-friendly route map to higher achievement and inclusion of all stakeholders. This will be done via self-determined organisational culture shift. You will be able to measure distance travelled against your route map and you will be able to receive recognition for your successes.

liD provides a different approach based on recognising and valuing difference. As a result it would incorporate any difference based on the nine protected characteristics (previously known as the equality strands) as a minimum but it also goes beyond that.

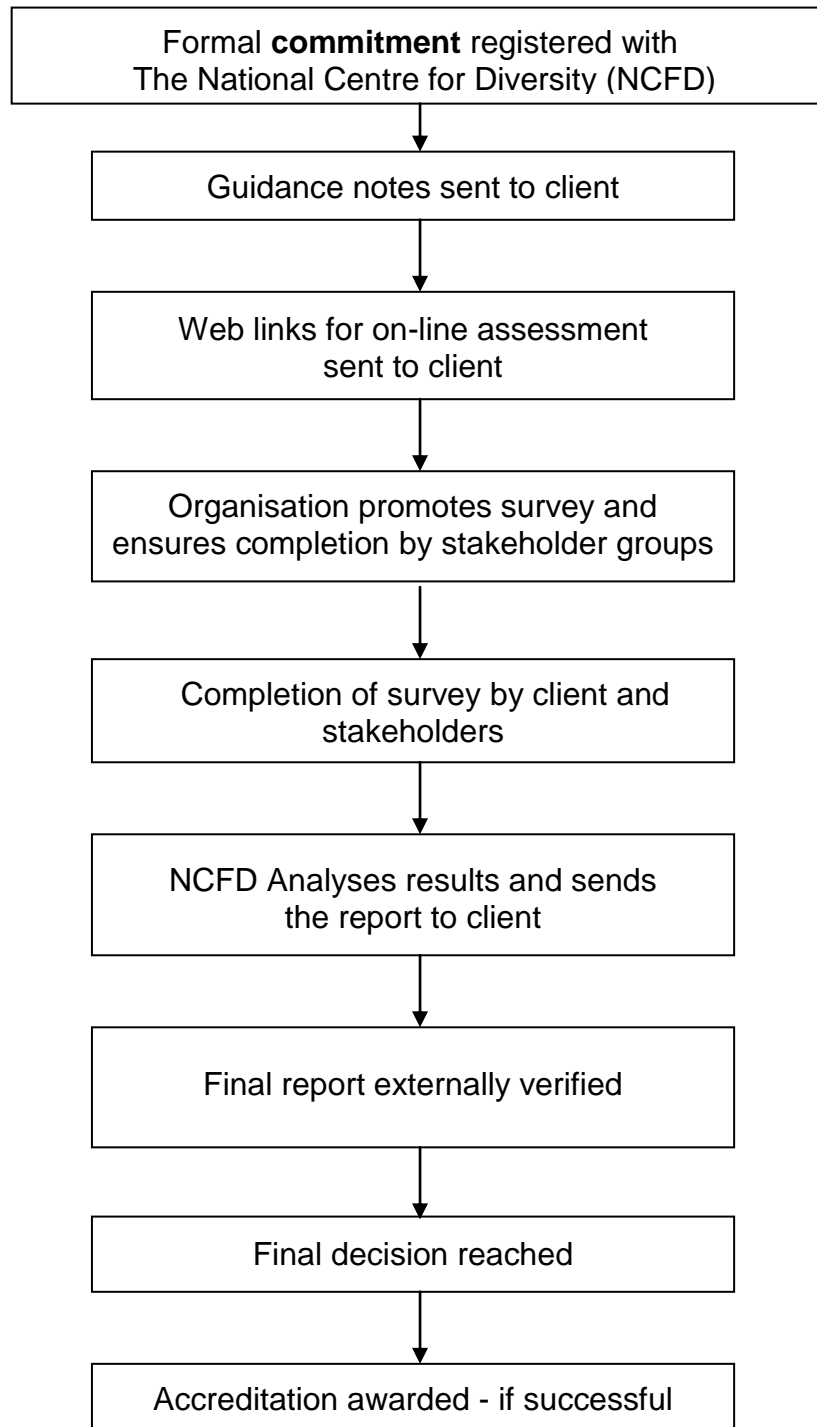
liD Activity Alignment with your mission, aims and objectives

liD helps you to align your strategies, business plans, policies, procedures, systems and process to achieve your organisations aims. It helps you to embed equality, diversity and inclusion in all that you do.

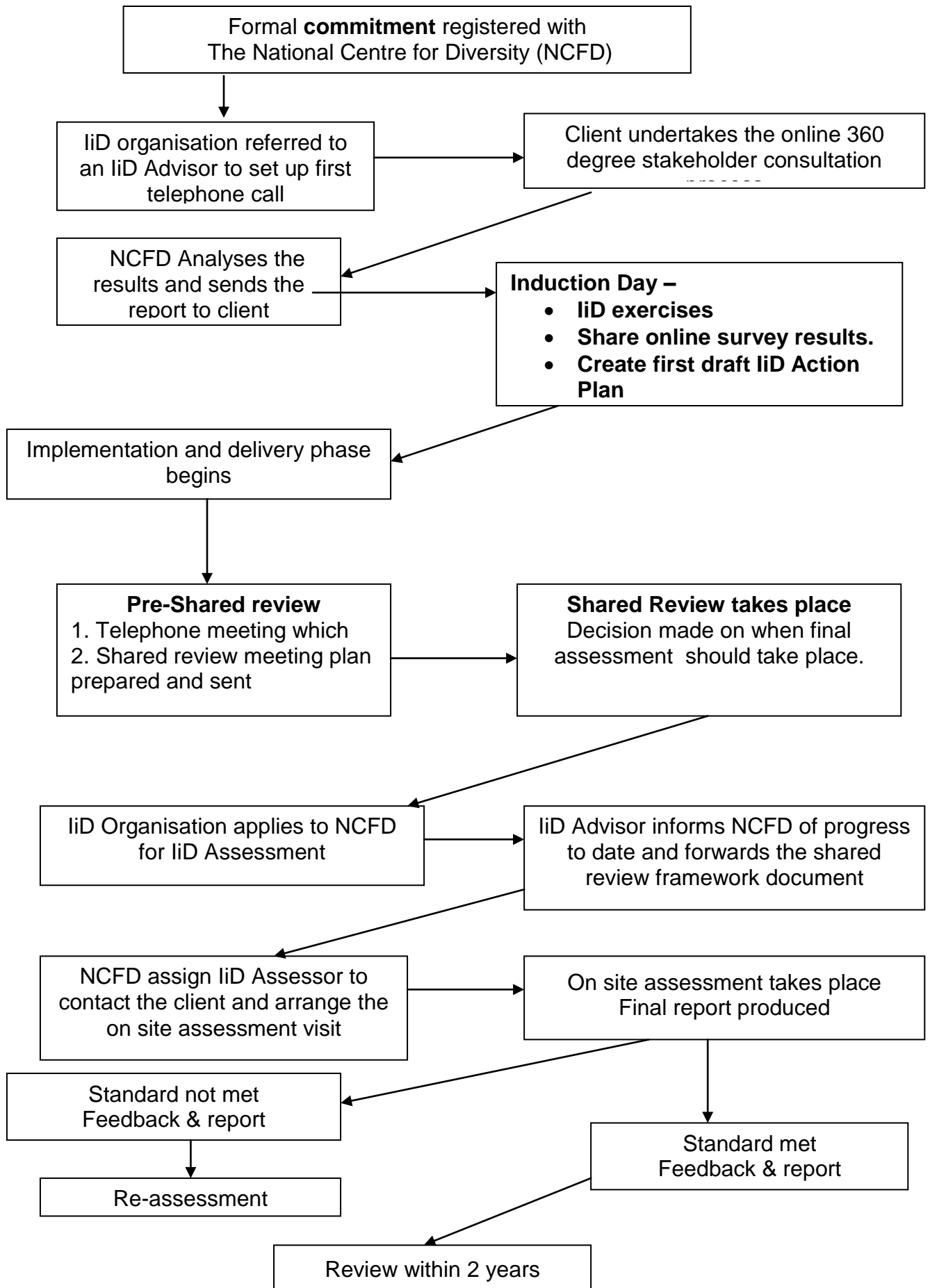
"We found the standard provided a clear framework to enable us to evidence and demonstrate good practice and to prioritise areas for improvement. An added benefit has been a much more effective engagement with and recognition by community leaders in promoting diversity and cohesion across our city."

Joan Martin, Equality & Diversity Manager, Milton Keynes College

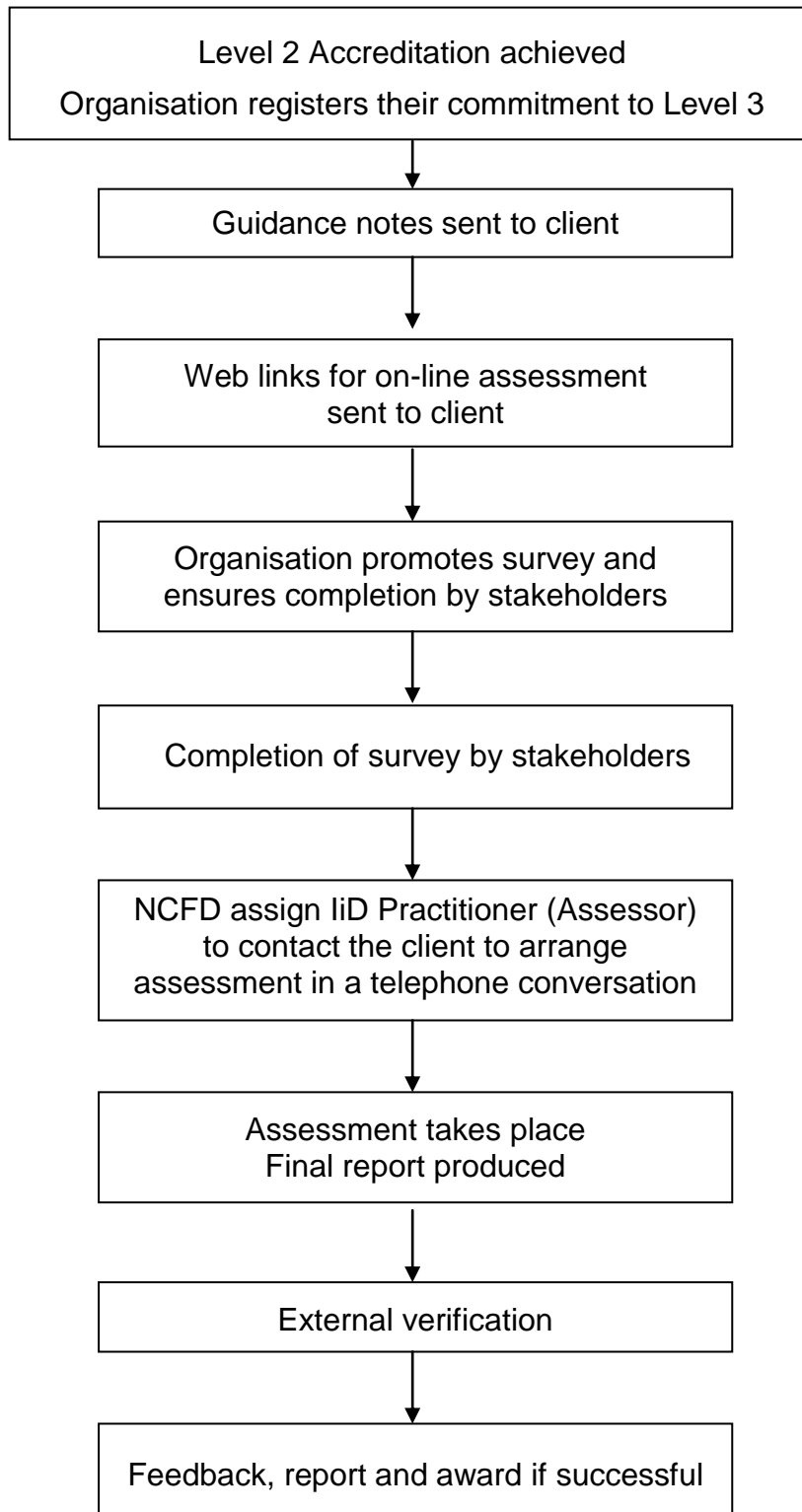
liD Level 1 Journey



liD Level 2 Journey



liD Level 3 Journey



The 3 Levels of Investors in Diversity

Function	Level 1 'Investors in Diversity'	Level 2 'Investors in Diversity'	Level 3 'Leaders in Diversity'
Support from Investors in Diversity Advisors and Investors in Diversity Assessors included		Yes	Yes
Project Management from National Centre for Diversity included	Yes	Yes	Yes
Investors in Diversity templates and materials included		Yes	Yes
Addresses equality impact assessment	Yes	Yes	Yes
Addresses wider Diversity impact assessment	Yes	Yes	Yes
Addresses inclusion impact assessment	Yes	Yes	Yes
Addresses community cohesion issues	Yes	Yes	Yes
Facilitates cultural change		Yes	Yes
Independent External assessment	Yes	Yes	Yes
Combination of independent as well as Investors in Diversity Assessor support available		Yes	Yes
Internal self-assessment	Yes	Yes	Yes
Online assessment only	Yes		Yes
Internal stakeholders consulted	Yes	Yes	Yes
Includes external Stakeholders	Yes	Yes	Yes
Support distributed leadership		Yes	Yes
Supports succession planning		Yes	Yes
Embeds a formal and informal learning process		Yes	Yes
Combination of online assessment and investment by Investors in Diversity assessor		Yes	Yes
Report containing data and results of online feedback	Yes	Yes	Yes
Full written report with narrative feedback under all destinations		Yes	Yes

“Investors in Diversity has provided an opportunity for reflection on what we were doing well in relation to equality and to identify where and how we can do more in the future. The heartbeat of the college is its people and by including them all in looking at diversity we have realised how important ongoing inclusion of everyone in all aspects of college life is to the future health of the organisation”.

John Ryan, HR Manager, Leeds City College

Some of the Investors in Diversity clients

- ❖ A1 Housing
- ❖ Accent Group
- ❖ Acis Group
- ❖ AON Limited
- ❖ Aspire Housing
- ❖ ATL
- ❖ Barnfield College
- ❖ Big Life Company
- ❖ Bliss
- ❖ Broadacres
- ❖ Calderdale College
- ❖ Carlton Bolling College
- ❖ Chester & District Housing Trust
- ❖ CHH Recruitment
- ❖ City of Westminster College
- ❖ Clapgate Primary School
- ❖ Coca Cola
- ❖ Community Action Dacorum
- ❖ Community Gateway
- ❖ Connexions Cheshire
- ❖ Craegmoor Colleges
- ❖ Regent College
- ❖ Cruden Construction Group
- ❖ DISC
- ❖ East Durham Homes
- ❖ Ebor Gardens Primary School
- ❖ Exemplas
- ❖ Exeter CVS
- ❖ Fabrick Housing
- ❖ Family Welfare Association
- ❖ First Dorset & Hampshire Ltd.
- ❖ Foundation Housing
- ❖ G4S
- ❖ Genesis Housing Group
- ❖ Geo Group
- ❖ GM Police - Bury Division
- ❖ Grimsby Institute
- ❖ Groundwork
- ❖ Hamara Healthy Living Centre
- ❖ Harehills Primary School
- ❖ Higher Education Academy
- ❖ Hillcrest Primary School
- ❖ HMP Birmingham
- ❖ HMYOI Thorn Cross - Young
- ❖ HMPS Buckley Hall
- ❖ Home-Start Leeds
- ❖ Horton Housing
- ❖ Housing Diversity Network
- ❖ Hunslet Carr Primary School
- ❖ igen
- ❖ Inward House Projects
- ❖ Ipswich CVS
- ❖ ITV
- ❖ Jackson Lloyd
- ❖ Joseph Priestley College
- ❖ Joseph Rowntree Foundation
- ❖ Kent Union
- ❖ Key Ring
- ❖ Kirklees College
- ❖ Lancashire Probation Trust
- ❖ Leeds College of Building
- ❖ Leeds Jewish Welfare Board
- ❖ Leeds Trinity & All Saints
- ❖ Leeds University Union
- ❖ Leeds City College
- ❖ Life Opportunities Trust (LOT)
- ❖ Life skills Solutions
- ❖ Mayday Trust
- ❖ Mid Kent College
- ❖ Milton Keynes College
- ❖ Mouchel
- ❖ NCVO
- ❖ North Lincolnshire Council
- ❖ North Lincolnshire Homes
- ❖ Northampton College
- ❖ Oldham College
- ❖ Park Lane College Leeds
- ❖ Park Lane College Keighley
- ❖ People in Action
- ❖ Philips Collection Services Ltd
- ❖ PM Training
- ❖ Rathbone
- ❖ RBLI – Employment Solutions
- ❖ Riverside College
- ❖ Scope
- ❖ South Thames College
- ❖ St Bartholomews C of E Primary S
- ❖ Suffolk New College
- ❖ Tameside College
- ❖ Telford College of Arts & Design
- ❖ The Children's Trust
- ❖ The Defence Vetting Agency (DVA)
- ❖ The Pacific Institute
- ❖ Three Valleys Housing
- ❖ TPP Law
- ❖ United Response
- ❖ University of Derby
- ❖ Veredus
- ❖ West Nottinghamshire College
- ❖ Windmill & Low Road Primary School
- ❖ Yorkshire Forward

“Investors in Diversity offers educational settings a framework for the promotion of equal opportunities and the resolute tackling of any forms of discrimination, this will have considerable impact on overcoming barriers to learning for pupils and parents and strengthened school and community partnerships”.

Dina Martin, Head Teacher, Firs Hill Community Primary School

“At North Lincolnshire Council we saw the decision to subscribe to IID as a best practice one - we were the first council to do so. We have mainstreamed action working towards IID within our wider diversity action planning. We recognise the standard as one vehicle to the continuing development, evidencing and embedding of equality and diversity in the organisation”.

Liesel Dickinson, Diversity Standards Officer, North Lincolnshire Council.

“Working towards IID demonstrates our commitment to providing a service where Equality & Diversity are “business as usual”. This is the first step in a journey which shapes the path of the future”.

Jill Bullock, Performance Manager, Acis Group

“As an international transport operator, First Group employs a highly diverse workforce and our company has always been committed to respecting and valuing that diversity. Given this, The Investors in Diversity Standard is of great interest to us and I am pleased to confirm our commitment to achieving the standard across the Group in the UK. I am personally supportive of this initiative which I hope will both recognise existing good practice and help us to develop new approaches to diversity. This will help to ensure that we continue to be an employer where staff feel truly valued and to derive maximum value from the diverse talents of our staff”.

Dave Kaye, Managing Director, First Bus London and Berkshire

“By working towards the Investors in Diversity standard we made further improvements to our business. These improvements were noted by Ofsted who awarded an ‘outstanding’ grade for our Equality and Diversity. The inspectors commented that working towards IID was a very positive step for all Learning Providers to take”.

Spencer Fearn, Managing Director, LifeSkills UK

Next steps

1. If you have received a proposal including the costs then please complete the Acceptance Form and return to us to get started on your liD journey.
2. If you have not yet received the proposal with costs, you will need to contact us so that we can gather some information and assess your needs in order to provide you with the most appropriate support package for your organisation.
3. Once you have received the proposal, and then we have received the Acceptance form you will be asked to identify a person/s to lead liD in your organisation.
4. You will need to identify members for a steering group or if a similar group exists then to see how this group can take this project forward by identifying inviting other key people, thought leaders and key influencers.

If you would like us to deliver a business case for diversity seminar for the benefit of your other colleagues that may not be aware of the benefits of proactive diversity management, then please contact us. This seminar would also explain the Investors in Diversity process in detail and how liD has helped other organisations like yours to achieve inclusive practices and behaviours.

To pursue your own diversity journey contact the National Centre for Diversity on:

0113 242 55 22 or admin@iidk.org