
GETTING EQUALITIES MONITORING RIGHT



Scottish
Trans



Stonewall
Scotland



Introduction

More and more organisations want to support their LGBT service users and staff, but don't know where to start.

Equalities monitoring is vital for understanding the needs and experiences of LGBT service users and staff. It gives organisations a deeper insight into the impact of their work practices, and can reveal the barriers that LGBT people face when using your service. The benefits that LGBT data capture exercises can reap for both the employee and the employer are far-reaching.

This resource provides guidance for organisations based in Scotland. UK wide or international organisations may wish to consult Stonewall UK guidance. Please see the Resources section at the back for more details.

This guide isn't just about helping you to ask the right questions in the right way – it's about showing you how you can make the best use of that information to create a workplace that is inclusive for everyone.



Why collect equalities information?

Collecting equalities information on your staff is one of the single biggest steps you can take to understand the experiences of LGBT employees and service users.

SUPPORTING YOUR STAFF

For many organisations, monitoring their staff's personal characteristics is a legal duty. Listed authorities in Scotland (including health boards, colleges and councils) have a duty under the Equality Act 2010 to gather and use equalities information about their employees, to help them understand the diversity of their workforce and reduce the inequalities they face in the workplace. But collecting this data is best practice for private sector organisations too - good data will help you understand the experiences and satisfaction of your LGBT staff, so you can support them better.

SUPPORTING YOUR SERVICE USERS

Collecting equalities information on your service users will help you provide more inclusive services. It will help you understand who is and isn't accessing your service, and find out if LGBT people are satisfied with the services you provide.

USING YOUR DATA

Monitoring data is also valuable for developing Equality Outcomes. It can be used to build an evidence base, and to measure progress in how you are meeting them. See our guide on Meeting The Public Sector Equality Duty for more details. Equalities data and the insights you get from them are also useful when carrying out Equality Impact Assessments.

This guide isn't just about helping you to ask the right questions in the right way – it's about showing you how you can make the best use of that information to create a workplace that is inclusive for everyone.

How to get started: approaches to collecting data

There are lots of different ways to collect equalities data from colleagues or service users.

Different ways of collecting data will tell you different things, so it's important to consider what you want to learn, and which will be most appropriate for your organisation. You can also collect equalities data from the same group at different points in time to compare how their experiences have changed; for example, comparing the satisfaction of service users year on year will mean you can see if people become more satisfied.

Here's some of the most common ways of collecting data and how you can use them.

Collecting data from staff

	RECRUITMENT INFORMATION	ANONYMOUS SURVEYS	CONFIDENTIAL HR RECORDS
WHAT DOES IT TELL YOU?	<p>Do LGBT people want to work for the organisation?</p> <p>Are they more likely to leave the organisation, be dismissed or made redundant? Are LGBT people represented at senior levels of the organisation?</p>	<p>Do LGBT people experience higher or lower levels of job satisfaction than their colleagues?</p> <p>Do they believe the organisation is committed to promoting equality in the workplace?</p> <p>Do they perceive that there are barriers to promotion, or think the recruitment process is unfair?</p>	<p>How many LGBT people work for the organisation?</p> <p>Are LGBT people being promoted within the organisation?</p> <p>Do they receive an equivalent rate of pay to other employees?</p>
HOW DOES IT WORK?	<p>Employees, leaving staff, staff being promoted or job applicants fill out a one-off form that includes questions about sexual orientation, trans status and gender identity. These snapshot exercises capture the diversity of the workforce or applicants at a particular moment in time, for instance at recruitment, leaving or promotion.</p> <p>The data is not attributable to any individual.</p>	<p>Demographic questions are simply added to anonymous satisfaction and engagement surveys for service users and staff.</p>	<p>Staff can state their sexual orientation, trans status and gender identity on confidential HR records.</p> <p>This is often called self-identification and it's entirely voluntary.</p>
ALLOWS YOU TO	<p>Look at characteristics of individuals applying for jobs within the organisation, giving you an indication of how welcoming and inclusive the organisation is perceived to be.</p> <p>Look at the characteristics of individuals applying for promotion.</p> <p>Look at the exit rates of LGBT staff.</p>	<p>Get an overview of how everyone in your organisation feels.</p> <p>Get a snapshot of how your colleagues feel at a particular point.</p>	<p>Target individual employees directly with career development opportunities.</p> <p>Identify discriminatory practices or barriers to progression.</p>
HOW DO YOU ANALYSE THE DATA?	<p>Compare the percentage of staff who disclose they are LGBT to the percentage of staff applying for promotion, or leaving the organisation, who disclose being LGBT.</p>	<p>Compare the experiences of individuals who have self-identified as LGBT to those who have not – how does their satisfaction of their job compare? How satisfied are they with their managers?</p>	<p>Compare the experiences of individuals who have self-identified as LGB to those who have identified as straight, and the experiences of employees who have self-identified as trans employees to cis (non-trans) employees. Look at uptake of training, disciplinary action, or absenteeism.</p>
DON'T FORGET!	<p>Many individuals can be reluctant to hand over equalities data at the recruitment process due to a concern that their information could be used to discriminate against them. It's important to reassure applicants (including for promotion) by being clear that their data will not be used in this way. Be clear about what the information is used for, and who will see it. Remember, equalities data should never be handled by shortlisting panels or interviewers.</p>		<p>These records are highly confidential, and only a very limited number of staff should have access to this data, for the purpose of analysis. It is very important to be clear with individuals about who will have access to their data, and the steps that will be taken to ensure their anonymity. It should also be clearly communicated to the employee how the data will be used.</p> <p>Remember that if you only have data from a small group, such as ten people or fewer, it will be difficult to compare their results to other groups. Unless you have a large organisation, it would be more sensible, effective and more ethical to use a different method to collect data. Staff should be able to remove this data from their record at any time if they change their mind.</p>



Collecting data from service users

DATA SYSTEM	COMPLAINTS AND FEEDBACK	SATISFACTION SURVEYS	USER RECORDS
WHAT DOES IT TELL YOU?	Are LGBT people facing problems with the service?	What do LGBT people think of the service? Are they experiencing any inequalities? Do they have unmet needs that the service is overlooking?	Are LGBT people accessing the service?
HOW DOES IT WORK?	Include monitoring questions on gender identity, trans status and sexual orientation in your service's complaints and feedback process.	Include monitoring questions at the end of satisfaction surveys - these should be entirely anonymous. This will result in more accurate data because service users are more likely to give their true opinion of the service.	Ask service users about their gender identity, trans status and sexual orientation. Ideally this should be done when a service user first signs up to the service, but it can also be a yearly exercise to ensure all current service users are included.
WHAT DOES THE DATA ALLOW YOU TO DO?	This allows you to find out if LGBT people are experiencing different issues or more problems compared other service users. This data will only give a limited picture of LGBT experiences, so it should be used alongside other monitoring exercises.	This allows you to measure how satisfied your LGBT service users are compared to other service users. You can also then identify particular areas of your service where LGBT service users are less or more satisfied.	This format allows you to calculate how many LGBT service users access your service. By linking data to service user records, you can analyse which parts of your service are most and least accessed by LGBT service users, and how often these individuals use your service.
HOW DO YOU ANALYSE THE DATA?	Identify the proportion of complaints being made by LGBT service users. Compare this with the proportion of your service users who are LGBT (if you collect this data). Look for any trends that suggest LGBT people are receiving a poorer service in a particular area.	Compare the responses of LGBT service users with the responses of other service users. Where possible, compare satisfaction with different areas and touch points of the service.	Investigate numbers of LGBT people accessing different parts of your services. You can also break down this data by region and area, looking at where LGBT people are accessing your services.
DON'T FORGET!	LGBT service users may be hesitant to declare their gender identity, trans status and sexual orientation when submitting a complaint. For example, they may fear the complaint handler will be prejudiced against them. Service users should be assured that the complaint handler will not have access to the monitoring data and it should be analysed separately from the individual's complaint.		<p>Make sure service users have the opportunity to fill in equalities forms anonymously, i.e not with other people watching.</p> <p>Only a very limited number of staff should have access to this data, for the purpose of analysis. It should be clearly communicated to the service user how the data will be used and who will have access to it. It is very important to be clear with individuals about the steps that will be taken to ensure their anonymity.</p> <p>If you only have data from a small group, such as ten people or fewer, it will be difficult to compare their results to other groups. Unless you are a large organisation, it will be more ethical and more effective to use another means of collecting data.</p> <p>Remember, this information can only be included with an individual's knowledge and explicit consent. Systems should be in place to ensure that service users can have this information removed at any time. Sharing information about someone's trans status without their consent is illegal.</p>

What Do I Say? Asking the Question

It's important to ask monitoring questions that are clear and easy to understand, so that the data you collect is accurate.

Although we often use the acronym LGBT, we're actually talking about three different things - gender identity, sexual orientation and trans status. So to get clear and accurate information about your lesbian, gay and bisexual staff and service users, you need to ask about sexual orientation. To gather clear information on trans employees, you need to ask about gender and about trans status.

REMEMBER: EXPLAIN WHY YOU'RE ASKING.

People can be hesitant when asked about their sexual orientation, trans status or gender identity and other characteristics. Sometimes they worry that their answers won't be confidential and other times they simply don't understand why they're being asked. To encourage high declaration rates, you should proactively address these common worries. At the start of the monitoring process, reassure people that their information will always be treated confidentially - ensure they know why they're being asked, and who will see their information.

See 'Communication - Getting People On Board' for more information.

1. Gender

Which one of the following best describes your gender?

- Male
- Female
- In another way
- Prefer not to say

If you describe your gender with another term, please provide this here

Public authorities are obliged to monitor the gender of their staff to report back on the pay gap. It's absolutely vital to ensure that this isn't restricted to male and female, but is inclusive of non-binary identities. There are lots of different non-binary identities - including a space for individuals to describe their own gender identity is important, and will allow you to capture much more information. Remember that most trans people will identify as men or women - this third option is usually used by trans people who identify as non-binary (or in other non-binary terms, such as gender-fluid or genderqueer).

Prefer not to say – whatever you're asking, some people just won't want to share some information with you. And that's ok. They're more likely to feel positive about this and to complete the rest of your survey if they're given the opportunity to opt out of specific questions.

Sex or Gender? UK law treats sex and gender as the same thing and in general conversation people often use these terms interchangeably. However, when it comes to monitoring questions, it is better to use the term gender rather than the term sex. This will help make it clear to people that you are asking them to tell you about their self-perception of their gender rather than about their biological sex.

Asking questions specifically about biological sex at birth will be ineffective - most trans people find this question offensive and will provide their gender identity, making the data collected inaccurate. However, gender data can still be used to help plan services relating to biological sex, as most people will have a biological sex that corresponds with their gender.

The technical term for someone's self perception of their gender is their gender identity - it's the term we use most often in this guide. But it's absolutely fine to use the term gender instead on forms, particularly for staff or service users, as this is more widely understood.

2. Trans Status

Do you consider yourself to be a trans person?

- Yes
- No
- Prefer not to say

Trans is an umbrella term to describe people whose gender is not the same as the sex they were assigned at birth.

Over the years, lots of different ways of phrasing this question have been tried. However, this one tends to be the most widely understood. It's important to remember that some non-binary people do not identify as trans. To look at the experiences of non-binary staff and service users, look at the responses of those who selected 'in another way' to describe their gender.

3. Sexual Orientation

Which of the following best describes your sexual orientation?

- Heterosexual/straight
- Bi/bisexual
- Gay/lesbian
- Prefer not to say

If you prefer to use another term, please provide this here

- Some people are more familiar with either 'heterosexual' or 'straight' - it's absolutely fine to use both.
- Some women identify as lesbians, while others use the term gay. It's a matter of personal choice, so including both options is important. If you want to look at the differences in experiences between gay men and lesbians and gay women, you can use gender identity data to break this information down.
- LGBT communities are broad and diverse, and not everyone defines their sexual orientation as lesbian, gay or bi. Many different terms are used to express sexual orientation, including queer and pansexual. Giving people the space to define their own identity is important – including a self-description box will allow you to collect the most information.

TITLES AND GENDER OPTIONS

When signing up for services, service users are regularly asked for their title and gender. Often, the options given exclude non-binary identities. When designing forms, you should carefully consider whether you need this information. If you do, service users should always be given open text boxes to use their own terms to describe their gender and title. You can also include Mx, which is a common gender neutral title.

Other questions you can ask:

If these questions form part of a staff survey or questionnaire, there are other questions that you can ask that will help better understand the experiences of your LGBT staff.

If you identify as lesbian, gay, bi, or as another self-defined sexual orientation other than straight, are you comfortable being open about your sexual orientation? (tick as many answers as apply)

- At home?
- With colleagues?
- With your manager?
- With clients/customers/service users?
- At work generally?

If you identify as trans, are you comfortable being open about your trans status? (tick as many answers as apply)

- At home?
- With colleagues?
- With your manager?
- With clients?
- At work generally?

These questions will help build your understanding of the experiences of LGBT staff.

Monitoring questions on trans status are rapidly developing and changing. This phrasing is currently considered best practice by Stonewall Scotland and the Scottish Trans Alliance, but please check for updated versions of this guidance.

Please get in touch if you have any comments or feedback from your organisation or stakeholders about the wording of these questions, and we will keep this under considerations for future guidance.

Communication: Getting people on board

One of the biggest issues that organisations can face is getting colleagues and service users to submit their personal details.

Many people don't understand why an organisation would want their personal information, regardless of whether they're LGBT or not. Helping people to understand why this information is being gathered and how it is used is therefore key to collecting useful data. Be transparent about who will see their data and how it will be used - people have a right to know, and it will make them more confident in sharing this information.

You can work with your communications team to convey to your colleagues and service users how they can get involved. For example, you could engage service users by creating a leaflet. Modify the template below for your service and make it specific with your own examples. If you're a Stonewall Diversity Champion, you can request the template from your account manager.

Make sure that you collect LGBT monitoring data alongside wider work to support and include LGBT staff and service users - this will mean LGBT individuals are more likely to share this information with you.

Make sure they know....

1. It's optional

If they don't want to share their sexual orientation, gender identity or trans status with their employer, they don't have to.

2. It's anonymous

People's data should never be used in a way that can identify them. Reassure them by telling them how their data will be kept anonymous.

3. How their data is used

Will it be used by the HR team? Will it be processed outside the organisation? Will it be separated from any other identifying paperwork, and will it be used individually or as part of the dataset for the whole organisation?

Remember, equalities data gathered through applications should never be handled by shortlisting panels or interviewers - best practice is for this to be separated from the application at the start of the process.

3 TOP TIPS

1. People often understand the purpose of monitoring better once they see how monitoring data has been used to make an organisation more inclusive. See 'How To Use Your Data'.
2. People often feel that their personal life is none of their employers business – it's private information. That's why it's important to reassure people that their data will be treated in confidence. Talk about how your organisation ensures confidentiality – is their personal data linked to a staff number, rather than a name? Is it handled outside the organisation?
3. Make sure that people know how and where they can submit their information. This is particularly true when you need people to self-identify themselves through personal records. Filling in this information should be quick and straightforward.

Example template for engaging with service users

Why we're asking

When you sign up to our services we might ask some extra questions about you. This includes a couple of questions about your sexual orientation and your trans status¹. This information will be treated confidentially. It will only be seen by our support team, and it will never be used against you. On the contrary, it's to help us make sure we're as inclusive as possible. If you ever change your mind, and want something taken off your record, you can ask us at any time. Here's why you should let us know:

WE WANT TO UNDERSTAND THE COMMUNITIES WE SERVE

We ask questions to collect overall statistical information – not to pinpoint individuals. It helps us understand who is and isn't accessing our services, and how satisfied different groups of people are.

YOUR INFORMATION IS SAFE

There are strict laws to make sure your information is stored safely and responsibly. Your answers are confidential and we'll always tell you how they're going to be used before we ask.

HELP US IMPROVE OUR SERVICES

By learning more about the people we serve, we can tailor our services to meet your needs. In the past, we've used this information to [insert example from your service].



¹ Trans is an umbrella term to describe people whose gender is not the same as the sex they were assigned at birth.

Example template for engaging with colleagues

Why we're asking

When you apply for a job with us we might ask some extra questions about you. This includes a couple of questions about your sexual orientation and your trans status¹. This information will only be seen by our HR team, and only in an anonymised format - it will be seen separately from your application and will not be used to identify you. It will not be seen by anyone involved in interviewing or shortlisting, and it certainly won't be used against you. On the contrary, it's to help us make sure we're as inclusive as possible. Here's why you should let us know:

WE WANT TO UNDERSTAND OUR STAFF BETTER

We ask questions to collect overall statistical information – not to pinpoint individuals. It helps us understand more the different groups of people who work here, and what their experiences of the organisation are like. We want to make sure that everyone feels out workplace is a safe and inclusive place that treats them fairly and meets their needs.

YOUR INFORMATION IS SAFE

There are strict laws to make sure your information is stored safely and responsibly. Your answers are confidential and will never be used in a way that will identify you. We'll always show you how we use the information you give us to improve our organisation.

HELP US BECOME A MORE INCLUSIVE EMPLOYER

We want to make our organisation as inclusive as possible for everyone who works here, regardless of their sexual orientation, their ethnicity, their trans status, gender or any disability. By learning more about the people who work here, we can take steps to make sure everyone is being treated fairly. In the past, we've used this information to [insert example from your service].



¹ Trans is an umbrella term to describe people whose gender is not the same as the sex they were assigned at birth.

Best Practice Case Study: City of Glasgow

City of Glasgow College has been collecting and monitoring information across all 9 protected characteristics in relation to the recruitment, composition, development and retention of staff since late 2011.

However, the College found a high proportion of current staff were not providing personal information in relation to gender reassignment and sexual orientation. There was also lack of understanding about the benefits of declaration.

In contrast, declaration rates were high for applicants and new appointments, suggesting that existing staff in particular felt less confident to share this information.

A new staff ED&I (Equality, Diversity and Inclusion) Digital Badge initiative was created to improve declaration rates.

To achieve the badge, staff and students needed to:

- Complete a new ED&I online Module, focusing on our College context
- Provide their equality information (after watching a bespoke "monitoring matters" video to encouraging declaration).
- Pledge to be an active champion of Equality, Diversity and Inclusion.

The Board of Management and Senior Management Team acted as positive role models by achieving their ED&I Digital badge at the outset, helping to demonstrate organisational commitment.

Since introducing the ED&I Badge initiative, the college has seen a noticeable increase in declaration rates. The proportion of staff not responding to the gender reassignment question decreased by 9.6 per cent over 6 months, while sexual orientation "Prefer not to say" responses decreased by 4.7 per cent.

Declaration rates also improved for other protected characteristics. As of April 2017, 33 per cent of staff have achieved their ED&I Badge and the most recent staff survey indicated positive changes in culture, attitudes and behaviours around ED&I.

Analysing Your Data

Now you've got your data, make sure you use it! What does your monitoring data tell you about inequalities experienced by LGBT staff and service users? Key things to consider:

RESPONSE RATES

A higher response rate will give a more representative picture of LGBT service user experiences. It should not be assumed that someone selecting 'prefer not to say' is LGBT. Low rates of disclosure may indicate that service users don't understand why they are being asked, or don't trust that their answers will be treated confidentially.

COMPARING EXPERIENCES WITHIN THE LGBT COMMUNITY

Experiences vary significantly within the LGBT community. Where numbers of respondents allow it, you should break down and compare the responses of different groups within the LGBT community. For example, compare the satisfaction of bi service users to gay service users.

MULTIPLE IDENTITIES AND INTERSECTIONALITY

LGBT people, like everyone else, have many parts to their identity which uniquely affect their experiences. You should cross-reference data on gender identity and sexual orientation against each other and against other monitoring data. For example, how many bi men are accessing your services compared to bi women? Or how do satisfaction levels of black, Asian and minority ethnic (BAME) LGBT service users compare to white LGBT service users? Don't forget you can break down your data by gender identity to look at the different experiences of gay men and gay or lesbian women.

SMALL DATA SETS

When analysing and reporting on small sets of data – both internally and externally – it's important to be cautious:

- You may risk outing individuals as LGBT or making them identifiable in reports – if there is any risk of this, data cannot be used outside HR
- You may not be able to reach statistically significant conclusions because of low respondent numbers

When data sets are too small, they should be omitted or aggregated with other data. For example, if your data set is too small to report on trans people as a stand-alone group, you should analyse LGBT data as a whole. Or, if your data set is too small to report on LGBT data within a specific part of your service, you should analyse LGBT data across the service as a whole. Remember, if anyone can be identified from your data, it cannot be used or shared.

TOP TIP

Many employers outsource the collection and examination of the LGBT data and employers can only access aggregated reports. Outsourcing this process reassures individuals that employers cannot identify them through tracking down their answers.

Taking Action And Feeding Back

It's important to carry out monitoring exercises regularly to measure the progress of your work, not just as a one-off exercise.

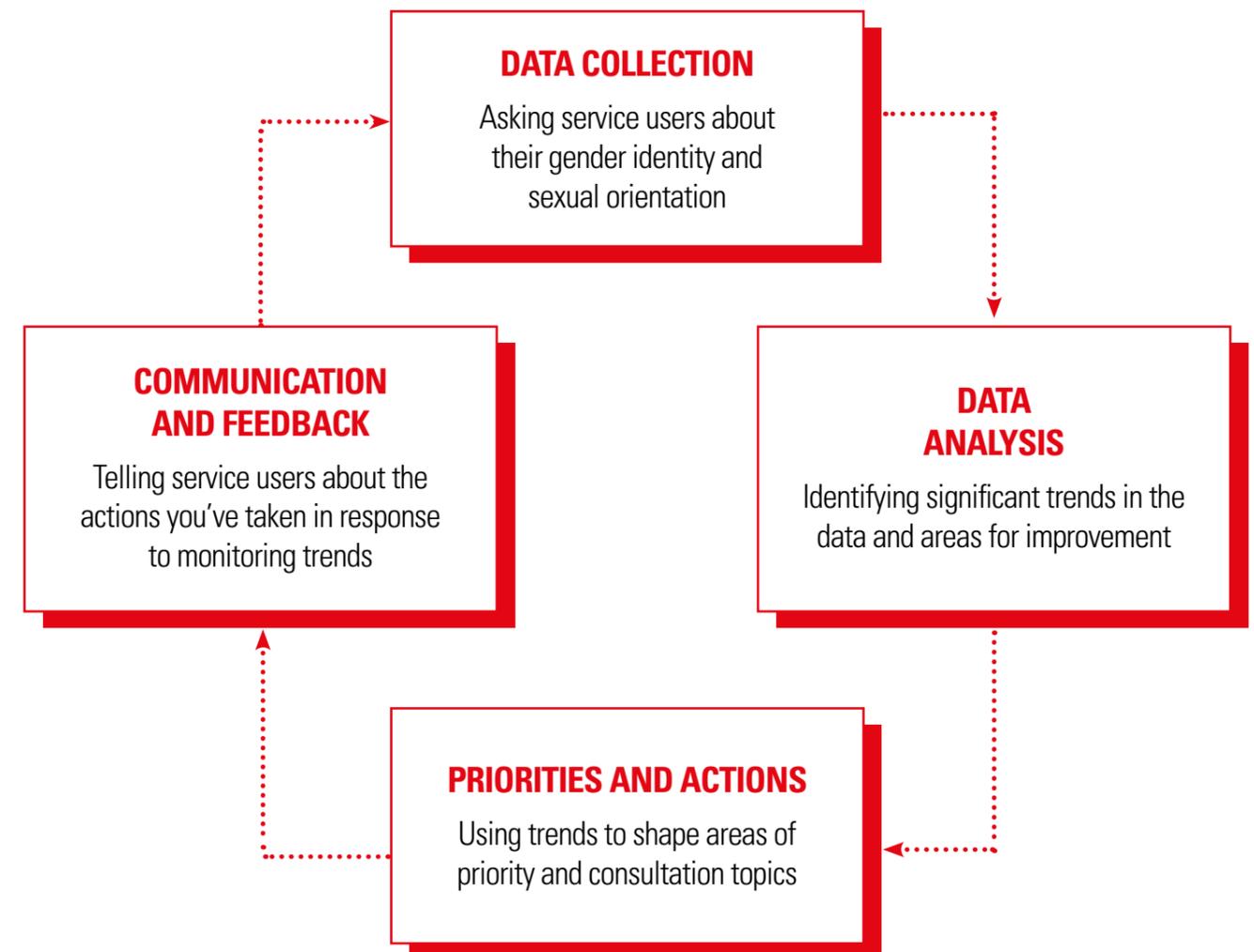
People change, and they may also choose to share different information with you over time. You can also use regular monitoring data as a measure of how well you've succeeded in your LGBT equality work. Your results should feed back into the work that you do, and inform the steps you take to support LGBT service users and employees.

Here are some examples of what next steps might look like:

TYPE OF DATA	ANALYSIS	ACTION
Service User Sign Up Forms	Example; Very few people submit equalities data, and even fewer give information about their LGBT identities.	<p>Example; Raise awareness about how equalities data is used by developing a leaflet for service users that can be included in their sign up pack.</p> <p>Demonstrate an organisational commitment to LGBT inclusion (i.e. by consulting with LGBT service users and local community groups) so that LGBT people feel more confident in providing their personal information.</p>
Staff Satisfaction Survey	Example; Your staff satisfaction survey indicates that LGBT employees are less likely to feel they can be themselves at work than straight, cisgender /non-trans colleagues, with bi and trans colleagues feeling particularly uncomfortable	<p>Example; Manager training on supporting trans colleagues and tackling transphobic language so that trans colleagues can feel more confident at work.</p> <p>Evaluate existing policies to ensure they support trans employees.</p> <p>Organisational activity for Bi and Trans Days of Visibility to show a visible commitment to trans equality.</p>

The monitoring cycle:

Any actions taken as a result of monitoring should be communicated to all service users. If service users see how their data is being used to improve services, they are more likely to disclose their gender identity and sexual orientation in the future.



Further resources and support

DIVERSITY CHAMPIONS PROGRAMME

Diversity Champions is Britain's leading programme for ensuring all LGBT people are accepted without exception in the workplace. Join today and receive expert guidance on how to create an equal environment for LGBT staff and service users. We'll review your policies, give you access to networking with over 700 organisations, and support you every step of the way. For more information, visit: www.stonewall.org.uk/scotland-diversity-champions

STONEWALL WORKPLACE CONFERENCES

Held annually in Cardiff, Edinburgh, Manchester and London, Stonewall workplace conferences are Britain's leading events on LGBT workplace inclusion.

Experts bring our guides to life and help you adapt them for your organisation. Sessions cover a range of topics including service delivery, working with limited resources and supporting trans staff and service users. For more information, visit: www.stonewallscotland.org.uk/scotland-wpc

RESOURCES

Stonewall produces a range of best-practice guides and research to help you create inclusive and accepting environments for your staff and service users. For the full range of resources, visit: www.stonewall.org.uk/workplace-resources



Trans Inclusion In The Workplace: Getting it right with your trans service users and customers – [DOWNLOAD](#)



A guide for public authorities on meeting the Public Sector Equality Duty - [DOWNLOAD](#)



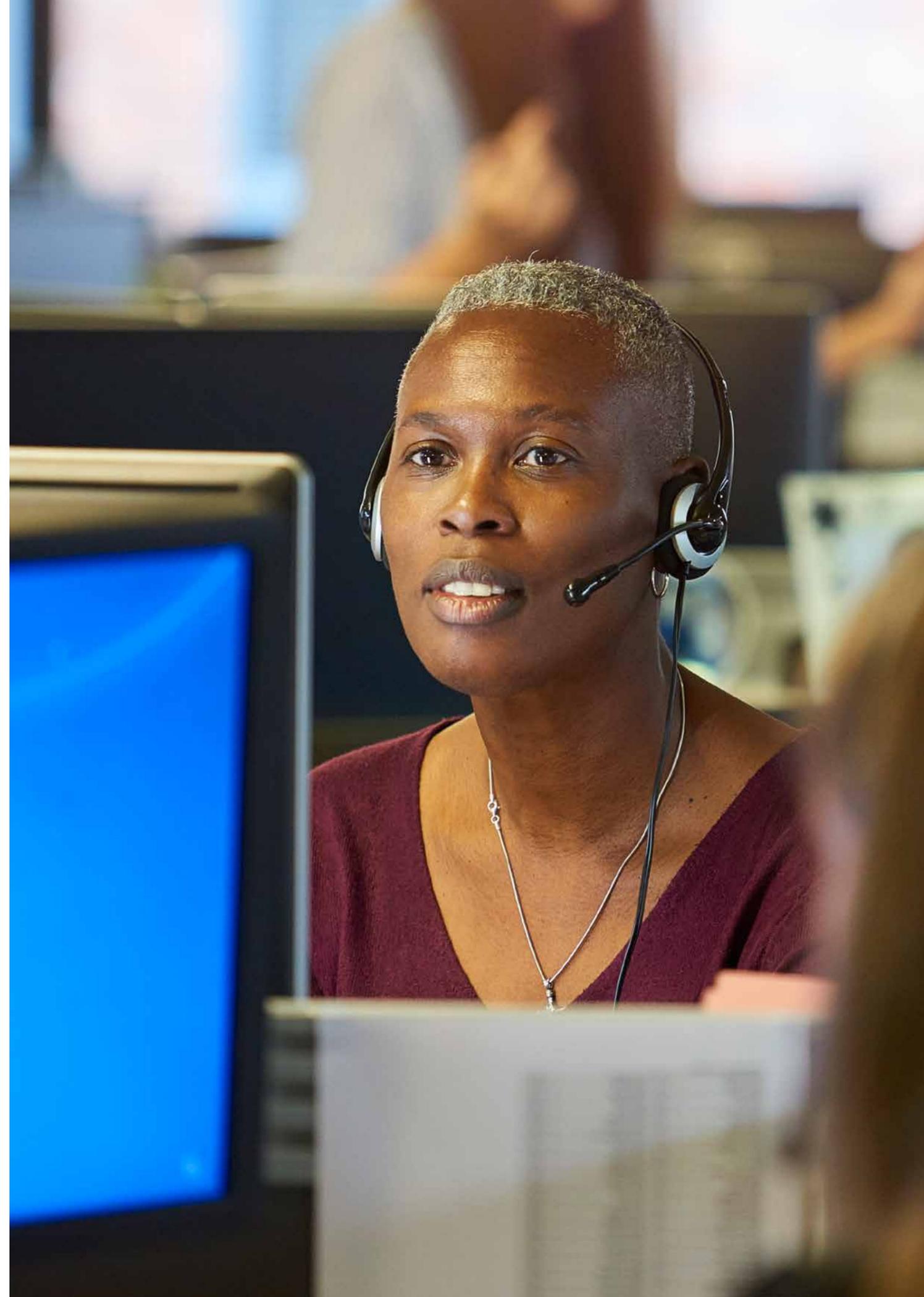
Do Ask Do Tell - Capturing data on sexual orientation and gender identity globally - [DOWNLOAD](#)



Scottish Trans Alliance: Including Non-Binary People - guidance for service users and employers - [DOWNLOAD](#)



What's It Got To Do With You? A short guide for LGBT people on why filling in monitoring forms matters - [DOWNLOAD](#)



Scottish Trans Alliance is the Equality Network project to improve gender identity and gender reassignment equality, rights and inclusion in Scotland.

Stonewall Scotland was established in 2000. Since then we have been campaigning for equality and justice for gay, lesbian, bisexual and trans (LGBT) people living in Scotland.

We work with businesses, the public sector, local authorities, the Scottish Government and Parliament and a range of partners to improve the lived experience of LGBT people in Scotland.

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