



Diverse Magazine  
Annual Report  
2015- 2016



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## Chair's Report

2015-2016 has been an exciting and successful year to launch Diverse Magazine's new services in pilot schemes to help organisations create new job opportunities, give the best support for long-term jobs and market their events involving all groups in local communities.

This year, Diverse Magazine has taken a big step forward by investing £7,500 from donations to provide new services that were requested by local organisations. The strategy was to use this generous financial opportunity to create and deliver new services for employment and marketing opportunities that are fundamentally needed in our local communities.

An example of these services is the range of support services to give organisations across all sectors the skills and knowledge to provide the best support for vulnerable people at their workplace or accessing their services. Our Recruitment Selection Support Service, engaged with a small charity, Tranmere Community Project (TCP), who provided education to vulnerable young people suspended from school and a private dental practice, Sweet Smiles. The support service was asked to give advice about how to include diversity in advertising and recruit employees from diverse characteristics with the aim to bring jobs to all parts of the local community without discrimination.

This service was successfully delivered across the year and increased diverse related candidates by 23% on average. This an incredible result for a pilot project that was due to the Diverse Magazine team who worked so hard to achieve the best results to a high-quality work.

We are delighted that we excelled beyond all expectations in the successful outcomes of these projects and strengthened our position to take the strategy to the next stage. Next year we are now in a position to apply for funding to deliver these services across Liverpool and the Wirral to bring all parts of the communities together through employment.

Our strategy is supported by our relationships with the Liverpool Commonwealth Committee and regional health group organisations such as Liverpool Social Care Partnership and educational organisations such as Liverpool Central Libraries who have excellent focus and commitment to advertise our services across whole communities so we can engage at a deep level.

I would like to take this opportunity to show my appreciation and gratitude to the Trustees and local volunteers for their tireless work this year and the fruitful cooperation from our community partners to achieve this great success.

Garth Dallas, CEO/Chair

## Company Objectives

As a specialist, non-profit Diversity and Inclusion company, our objectives help us to meet our Company Vision for *“Elevating Diversity and Inclusion to being a 21st century business necessity”*.

The aim is to integrate all local communities in Liverpool through employment-related opportunities by providing a range of equality, diversity and inclusion services, all of which support private, public and voluntary sector organisations create employment and provide good working practices for long term employment.

This means Diverse Magazine will:

- Achieve greater employment opportunities
- Provide good inclusive recruitment practices
- Give fantastic support for every person employed by understanding and helping support their individual requirements and sharing knowledge about best practices in the workplace supporting diversity and inclusion with business leaders and managers
- Engage with a range of varied organisations to help them manage and embrace diversity and inclusion so everybody is valued as an individual.

## Achievements Summary

In 2015-16 we were focused to achieve measurable transformation for diversity and inclusion by:

- Designed and delivered a Diversity Training course to address fundamental ways of managing diversity issues in the workplace for voluntary, public, non-profit and private sectors
- Delivered a range of specialised support services giving advice and recommended actions to provide local organisations with the right engagement with diverse groups in local communities
  - Recruitment Selection Support Service
  - Disability Access Engagement and Specialist Advice Service
  - Diversity Community Engagement Services
- Delivered a project to provide specialist advice and recommendations for diversity focused marketing to make sure all parts of the local community had equal access to know about community engagement events
- Delivered diversity and inclusion talks at a series of international webinars
- Moved office location for greater space for training courses
- Created improved processes for our Company Policies and shared these with organisations for better working practices to support Diversity and Inclusion across their whole business
- Joined the Liverpool Commonwealth Committee as Treasurer

## Transformation Outcomes Strategy

This year our strategy was to create new services to support access to employment opportunities, help organisations provide supportive diversity and inclusion environments for long term employment and help communication to all parts of the local communities to advertise activities and events.

We designed services to bring real change to transform and integrate communities through employment and marketing based on diversity and inclusion. We passionately believe the services needed to be delivered in a way to give feedback so we can measure the transformation and keep improving. We measured changes through:

- Feedback forms from individuals at the organisations we worked with
- Reviews and testimonials given by the people involved and receiving the services
- The number of people who got a job or had an issue resolved to stay in a job
- The number of people who attended each marketed event.

These services were tested in pilot projects with a range of organisations from voluntary, non-profit and private sectors.

With the success of the pilot projects, Diverse Magazine is excited to plan to launch our services in 2016 -2017 through funded projects over the year.

## Our Diversity and Inclusion Support Services

### Diversity in the Workplace Training

In recent times, there has been a significant rise in diversity and inclusion related problems with people accessing work or within their workplace. These problems are mostly based on misunderstanding an individual's background, beliefs, culture, relationships, physical or mental conditions and even financial status. There is a widespread devastating effect leading to long term unemployment and increased health problems.

This Dignity in the Workplace training course is designed to provide a good understanding about what equality, diversity and inclusion is, what it means and how to communicate with respect and dignity with everybody in the workplace and the positive impact this will have on the individual and the organisation in being valued.

### Diversity Engagement Support Services

This is a range of specialised support services giving advice and recommended actions to provide local organisations with the right engagement with diverse groups in local communities:

### Recruitment Selection Support Service

The support service gives advice about how to include diversity in advertising and recruit employees from diverse characteristics. The aim is to bring greater job opportunities and a wider range of good jobs to all parts of the local community without discrimination.

### Disability Access Engagement and Specialist Advice Service

This project was designed to review and give supportive advice to voluntary workers about how to assess, manage and communicate to vulnerable culturally-diverse families with disability issues.

### Diversity Community Engagement Services

For this project, the support service provided advice how to connect with all diverse groups across communities in local communities when launching a new company or service for communities to access. The advice given included:

- Communication methods
- Ways to include languages
- Planning the launch event

### Diversity Marketing Support Service

The aim of this project was to provide specialist advice and recommendations for diversity focused marketing to make sure all parts of the local community were equally able to access community engagement events.

## Project Delivery Achievements

The general annual objective was to sponsor delivery of pilot projects. Our aim was to measure outcomes of the services prior to delivering the services on a wider scale and longer-term project. Diverse Magazine successfully participated and delivered in the following:

### Diversity in the Workplace Training

We developed a comprehensive two-hour training course to address fundamental ways of managing diversity issues in the workplace across organisations in the voluntary and private sectors.

The aim of the pilot was to test the training course outcome which was to positively change detrimental communication related to diversity issues within the workplace.

The scope of the training content was:

- How to identify and create equal opportunities
- What is discrimination behaviour and communication
- Bullying and harassment at work (the triggers, behaviours and effects)
- Positive communication skills and actions for a diversity-inclusion led culture

We engaged with a medium sized private manufacturing company of 150 employees (Colloids) where there was a high probability of potential diversity issues and a newly launched voluntary based organisation (Wirral African Residents) with 10 staff with a high risk of encountering diversity related issues. This is to test the course flexibility to be rolled out across different organisations and also to fully test the effectiveness of the content.

The outcome success rate was 100% regarding improving each organisation's culture to communicate effectively by adopting diversity related tools and processes. The transformational outcome was achieved and measured through feedback forms from the employers and recommended measures put in place in each organisation.

This course is currently being assessed by an independent quality standard body with the aim to receive recognition of the high-quality outcomes.

### Diversity Engagement Support Services

This is a range of specialised support services giving advice and recommended actions to provide local organisations with the right engagement with diverse groups in local communities:

#### **Recruitment Selection Support Service**

We engaged with a small charity, Tranmere Community Project (TCP), who provided education to vulnerable young people suspended from school and a private dental practice, Sweet Smiles. The support service was asked to give advice about how to include diversity in advertising and recruit employees from diverse characteristics with the aim to bring jobs to all parts of the local community without discrimination.

This service was successfully delivered across the year and increased diverse related candidates by 23% on average.

#### **Disability Access Engagement and Specialist Advice Service**

Funded by The LIFT Project, this project was designed to review and give advice to voluntary workers about how to assess, manage and communicate to vulnerable culturally-diverse families with disability issues.

The LIFT Project offered support services to families with complex needs. This pilot service provided training, materials and advice to the volunteers so they could give the best support with respect, and dignity in managing disability issues in the vulnerable families. The pilot offered support over a six-month period giving ongoing advice for 5 volunteer managers and supported to up to 15 families.

One of the volunteers expressed how valuable the service was, saying *“This service has majorly helped us handle challenging and difficult situations in a professional way giving highly needed support and building stronger relationships with our vulnerable families. Thank you for all your help!”*

#### **Diversity Community Engagement Services**

For this project, Wirral African Residents asked for advice how to connect with all diverse groups across communities in the Wirral. This began as an initial advice service as the company was being set-up. The advice given included:

- Communication methods
- Ways to include languages
- Planning the launch event

The success of the initial community launch event further developed the service about how to engage diverse groups on an on-going basis with the aim to support and integrate these groups so people are not isolated and have social and work opportunities through engagement in regular events.

There is currently a minimum of 30 people who regularly attend a Friday evening multi-cultural event and this is organically growing with word of mouth. Wirral African Residents have asked if we can provide advice services to help them set up a wider range of activities the community groups have asked for.

### Diversity Marketing Support Service

The aim of this project was to provide specialist advice and recommendations for diversity focused marketing to make sure all parts of the local community were equally able to know about community engagement events.

La Bomba is a women's drum ensemble that has developed to perform Latin American pieces in public events across the region over the past five years. The success of their performances over the past two years has developed them to start organising their own events. They asked for marketing advice that would enable their performances events to be communicated across all diverse groups in the local and regional communities.

The service was highly successful with 15 different language speaking groups regularly attending their performances and promoting through word of mouth amongst their communities.

### Annual Report Summary 2015 – 2016

This year, Diverse Magazine has taken a big step forward by investing £7,500 from donations to provide a total of five new services in three service categories that were requested by local organisations. The strategy was to use this generous financial opportunity to create and deliver new services for employment and marketing opportunities that are fundamentally needed in our local communities.

### Financial Objective 2016 – 2017

In 2016 – 2017 Diverse Magazine is committed to deliver their range of job employment services across voluntary, non-profit, public and private sector in Liverpool and the Wirral.

The financial objective for 2016 – 2017 is to achieve funding of up to £50,000 to deliver the successfully piloted services across Liverpool for a minimum of 6 months.

We have already secured £10,000 in funding from the Big Lottery for its "Diversity Works for Self-Employment" project.