

# See the potential within



## What is Diversity?

Within an employment context, you will hear the word 'diversity' time and time again in relation to your employment policies.

Diversity is about creating a workplace that recognises, respects and values the differences between individuals. It aims to maximise the full potential of everyone.

- **Gender / Transgender**

**Fact:** Women now make up nearly half of the UK workforce

- **Religion / Belief**

**Fact:** 8 out of 10 people say that they hold religious beliefs of one kind or another

- **Age**

**Fact:** By 2025, half the adult population in the UK will be aged 50 or over

- **Disability**

**Fact:** In Scotland, 1 in 5 people have a disability

- **Ethnicity & Race**

**Fact:** The ethnic minority consumer market in the UK is estimated to be worth approximately £32 billion per annum

- **Sexual Orientation**

**Fact:** There are 1.7 million gay people in the UK workforce

See opposite for helpful websites

Diversity is not just about recruiting people from some minority groups. True diversity goes beyond the Equality legislation.

It respects and values many other aspects that influence the individuals who make up your workforce.

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As companies comply with government legislation, many are re-shaping and widening their employment practices and finding that their organisation is changing as a result - for the better!

## What Support is Available?

Companies can experience difficulties in recruiting people from diverse backgrounds.

There are organisations all over the country with the prime objective of providing support. They will also liaise with employers to provide advice and guidance and will play a supportive role.

### Further Information

You will find further advice and guidance from the following web addresses:

[www.susescotland.co.uk](http://www.susescotland.co.uk)

[www.equalityhumanrights.com](http://www.equalityhumanrights.com)

[www.acas.org.uk](http://www.acas.org.uk)

[www.jobcentreplus.gov.uk](http://www.jobcentreplus.gov.uk)

[www.cipd.co.uk](http://www.cipd.co.uk)

[www.dti.gov.uk](http://www.dti.gov.uk)

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## Diversity in action - what's in it for your business?

- Motivated Workforce
- Less Employee Turnover
- Reduced Absenteeism
- Productivity Improvement
- Increased Customer Service
- Potential Profits
- Business Opportunities
- Enhanced Reputation
- Competitive Advantage

## How Diversity could work for you

- When you focus on the potential of your employees, you may find that there is a reduction in staff turnover and sickness leave and an increase in performance for the company
- Your market share could be increased as your employees are able to attract and engage with like-minded customers who expect diversity
- It makes good business sense to be known as a company who embraces new challenges and opportunities
- You will have a larger pool of talent to recruit from if you source employees from all sectors of the community
- When you capture the energy of diversity, you may find that new and innovative ideas from a dynamic mix of individuals can give your company a competitive edge

- As more and more organisations are inserting diversity conditions in their tender documents, you may increase your company's ability to tender for new business
- You may find that tendering for new business is improved. Many large organisations are striving to be responsible businesses and are engaging more with small, local and minority-led suppliers. In general, this means that there is more scope for SME's (Small to Medium Enterprises) to win contracts with large public and private sector organisations. You may find that they will expect your company to implement diversity too

**Real business benefits. This is diversity in action!**

### Legislation you should be aware of includes:

Equal Pay Act 1970

Sex Discrimination Act 1975

Race Relations Act 1976

Disability Discrimination Act 1995

Employment Rights Act 1996

Race Relations (Amendment) Act 2000

Employment Act 2002

Race Relations Act 1976 (Amendment) Regulations 2003

Religion or Belief Regulations 2003

Sexual Orientation Regulations 2003

Age Discrimination Regulations 2006

Work and Families Act 2006

Further guidance and legislation can be obtained from [www.acas.org.uk](http://www.acas.org.uk)