

TRAILBLAZER

WAVE 5

Silver Trailblazer Status



What makes a good application?

TRAILBLAZER

SILVER Trailblazer - Application Form

Our Trailblazer series spotlights organisations that are implementing impactful solutions to drive race equality. By doing this, we aim to inspire our broad audience and beyond. Trailblazer is not an award and you cannot pay to achieve it. It is accreditation, determined by those with lived experience, that recognises actions taken by organisations and the resulting impact on race inequality.

A SILVER Trailblazer is an organisation, at the next stage of its journey, that has taken previous learnings and used them to take further positive action on race inequality.

To maximise the opportunity to gain accreditation, throughout the application please do make reference to your organisations continued progress since your Bronze application.

[Sign in to Google](#) to save your progress. [Learn more](#)

* Required

Q1 - What action has been taken?

Action has been taken: Describe the Action your organisation has taken to tackle race inequality?

If this is a continuation from your Bronze status describe how you expanded your actions and the further action you have taken.

Action

- Highlights activity that tackles racial inequality
- Shows where Initiatives/solutions have been built upon
- Where actions have been taken to increase impact such as representation/data collection
- Training/workshops incorporated, embedded and continued to facilitate equality, education and psychological safety
- Changes to strategy and policy to align with objectives
- Events (have they started or grown from where they were)
- Have networks/ collaborations increased/grown
- External Initiatives/community considerations



Q2 - How was this inclusive?

Inclusive: How were these action(s) approved by those with lived experience?

Demonstrate how ethnically diverse colleagues have endorsed that this was the case.

Inclusivity



- Were Race Networks involved
- Were the actions pursued a result of surveys that included ethnically diverse colleagues
- Did open conversations take place to inform decisions
- Show how ethnically diverse colleagues were involved in decision making? Where possible show how they supported the decisions that have been made

Q3 - Scale

Scale: How extensive was staff participation/engagement in your activity/activities (exact or estimated percentage/numbers would benefit your application).

Scale

To what extent are staff/leadership participating in activities/ initiatives (is it over 25%? Are there exact numbers)

- What are the engagement levels and how is this monitored
- Did any action support the improvement of engagement
- What number of staff were involved –where possible reference engagement levels of allies, ethnically diverse colleagues, leadership etc
- Show how and where scale grown



Q4 - What is the impact?

Impact: Please tell us if and how meaningful impact has been made?



Impact

- Increased participation
- Improved sentiment confidence/trust
- Progress in representation supported by data (recruitment, retention, promotion and leadership)
- More opportunities available with improved accessibility
- More endorsement and commitment from colleagues
- Increased participation in data collection
- Data stats present improvements

Q5 - How has this impacted colleagues?

Impact: As determined by ethnically diverse colleagues, please explain how meaningful impact has been made.

Impact on colleagues

- Satisfaction and safety
- Commitment /endorsement
- Higher recruitment, retention/ promotion
- Visibility
- Further participation in open conversations
- Changes in behaviour and approach
- Motivation, buy-in
- Taking opportunities available



Q – Senior leadership buy in:

Senior Leadership buy in: Who was involved and how were they involved?

Senior Leadership Buy in:



- What senior leaders were involved and what did they do
- Visibility: How did leadership set an example. How did they lead change
- Did they use effective communication or engage communications team to build momentum
- Participation/partnership – Chairing network meetings etc
- Did they engage in sponsorships, champion individuals or activities. Did they endorse/attend events etc
- Did they provide funding, allocated time to pursue activities
- Consider how leadership have shown and given their support to create change

Q-Senior Leadership Buy in:

Senior Leadership Buy in: What impact did this have?

Senior Leadership buy in: Impact

- Did senior leadership involvement build confidence/trust/endorsement/knowledge
- Did participation create a knock-on effect that assisted culture change
- Did action add legitimacy to changes being made
- Did participation improve/provide opportunities for innovation and synergy
- Did involvement enhance colleague buy in/motivation
- Increase responsibility and approach transparency or accountability
- Did involvement inspire colleagues/wider staff group/ethnically diverse colleagues



Q – Learning and Understanding

Learning and understanding: How have you achieved a broader understanding in the organisation of the feeling and barriers that ethnically diverse colleagues continually experience? Include how this was endorsed by ethnically diverse colleagues.

Learning and Understanding

Demonstrate how learning happened :

- Reciprocal mentoring
- Open Discussion
- Reading
- Speakers
- Events
- 5-Day Challenge
- Tea Break/Safe space/#Mynameis
- Internal facilitators and Trainers
- Audit/Publishing data such as the ethnicity pay gap
- Surveys/ data



Q – Learning and understanding?

Learning and understanding: Demonstrate how this understanding has changed the behaviours/actions/culture of colleagues within the organisation.

Learning and understanding



- Examples of behaviour changes (anti racist behaviours)
- Diverse event creation and participation
- Colleagues and leadership taking part in Mentorship/Sponsorship
- Increased respect and sensitivity towards difference
- Participation and inclusion
- Open conversations
- Reporting of incidents
- Calling in/calling out
- Cohesion
- Insight/motivation to learn more

Q – Allyship

Allyship: How does your organisation encourage active allyship?

Allyship

Demonstrate support and education for allyship

- Training
- Events
- Support
- Accountability
- Guides/learning resources
- Guidance
- Mentorship
- Open conversation



Q – Data/KPI's

Data/KPI's: What do you measure within your organisation to address tackling race inequality?

Data/KPI's

Does the application include - Yearly/quarterly accounts/ Audit/
Surveys/Benchmarks/KPI's

- Recruitment
- Retention
- Promotion
- Representation
- Attendance at events
- Taking part in Initiatives
- Mentorship
- Sponsorship
- Volunteering
- Ethnicity Pay Gap
- Confidence/satisfaction/motivation



Challenges

Inclusive: What challenges did you face implementing change, and how were they overcome?



Challenges

- Culture
- Accountability/responsibility
- Time
- Finance
- Resource
- Active leadership
- Policy/strategic endorsement
- Trust/Buy-in
- Knowledge/training

Scale of Impact

Scale of Impact: Please provide evidence of the numbers of ethnically diverse colleagues who have benefitted from the actions/activities your organisation have taken.

Scale of Impact

How many ethnically diverse colleagues have benefitted from change % (yearly, quarterly, monthly comparison)

- Improved visibility
- Improved Psychological safety
- Recruitment/promotion/retention
- Training/development
- Inclusion/participation
- Increased safety, authenticity, respect and understanding



Ongoing Activity

Ongoing Activity: What future plans do you have to address race inequality in your organisation?

Ongoing Activity

What plans do you have to build/ continue momentum:

- Organisational strategies
- Collaboration
- Initiatives/events
- Data publishing
- Training opportunities/progression options
- Active Leadership
- Open Discussion
- External Communities

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Top Tips

1. Assume Panellists know nothing about your activities
2. Share supporting Information and evidence
3. Show impact and endorsement from ethnically diverse colleagues
4. Decisions informed by ethnically diverse colleagues
5. Show how you identified and overcame barriers





Evidence

- Evidence of impact/testimonies/data etc
- Evidence of campaigns/marketing/communications
- Show ethnically diverse colleagues involved (demonstrate how their voices are being heard)
- How are senior leadership engaged
- Response from wider staff group
- Results of activity

Thank you



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