

BRIEFING

MONITORING ETHNICITY – SEVEN STEPS TO A SUCCESSFUL MONITORING PROGRAMME (BRIEFING 3 OF 3)

The Race at Work Charter has seven commitments. This briefing supports commitment two.

Communicate, communicate, communicate

1. Confirm in advance that your storage and retrieval systems are capable of producing the information and analysis that you will require for both current and future needs.
2. Consult with all levels of management, trade unions and other key employee groups or associations about what you are proposing to do, and how you will use the resulting information so that they can proactively support the drive to improve declaration. Make sure the groups you consult are diverse. Communication mediums you could use include:
 - Personal emails
 - Paper-based personalised notes
 - Intranet pages
 - Internal newsletters
 - Team briefings
 - Posters
 - Launch events
 - Top management messages of communication

3. Publish the results of the consultation to build ownership and credibility.
4. Address any frequently asked questions by creating a document webpage of questions and answers for transparency.
5. Ensure that your monitoring proposals are aligned to your equal opportunities policy (on which consultation will already have taken place).
6. Run a pilot of the proposed monitoring exercise in one section or department of your business, and/or for one or two recruitment exercises.
7. Create a focus group of diverse stakeholders, 'engaged and consulted' to test the tone of messages and language to ensure that context is not misunderstood.

There are three briefings in this **Capturing Ethnicity Data** series. See also:

- **10 reasons to monitor ethnicity**
- **What should employers monitor in terms ethnicity?**



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BITC's expert Inclusion Advisers provide a range of tailored support to our members, from increasing data declaration rates and analysis, to communicating data externally through our Ethnicity Pay Gap Reporting workshop. In addition to helping our members progress against

individual charter commitments, our Inclusion Advisory team can also work with you to embed the commitments as part of a review of your wider Equality, Diversity and Inclusion (EDI) strategy. Contact advisory@bitc.org.uk to find out more.

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- [learn more about our advisory services](#)
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