



# FACTSHEET

## Capturing Ethnicity Data – Five steps to a successful monitoring programme (factsheet 3 of 3)

The Race at Work Charter has five calls to action. This factsheet supports action two - **Capture ethnicity data and publicise progress.**

The focus of this factsheet is the practical things that you need to consider when you start to capture the ethnicity data of your workforce or improve the response rate and quality of the data about your workforce that you may already hold.

Employees need to trust that the data is going to be used to help the organisation be more inclusive and ensure fair access to opportunity and progression for everyone in the workplace. You may wish to think about other protected characteristics which are part of the Equality Act 2010 as you embark on capturing ethnicity data.

1. Confirm in advance that your storage and retrieval systems are capable of producing the information and analysis that you will require both for current and future needs.
2. **Communicate, communicate, communicate.** Consult with all levels of management, trade unions and other key employee resources and network 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:
  - a. Personal emails
  - b. Paper-based personalised notes
  - c. Intranet pages
  - d. Pop up messages on desktops
  - e. Internal newsletters





- f. Team briefings
  - g. Posters
  - h. Launch events
  - i. Top management messages of communication of the importance of monitoring for the organisation. Use some of the messages from the '**10 reasons to monitor ethnicity**' factsheet, to explain why you need to capture ethnicity and diversity data.
3. **Publish the results** of the consultation to build ownership and credibility and address any frequently asked questions by creating a document webpage of questions and answers for transparency. Be clear on the security of the data and who (usually restricted to HR) will have access to the data.
  4. Ensure that your monitoring proposals are aligned to your **Equality, Diversity and Inclusion policy** (on which consultation should already have taken place).
  5. **Run a pilot** of the proposed monitoring exercise in one section or department of your business, and/or for one or two recruitment exercises. Create a focus group of diverse stakeholders. 'engaged and consulted' to test the tone of messages and language to ensure context is not misunderstood.

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

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

