

# THE LGBTQ+ IN THE WORKPLACE

Developing an inclusive culture

GREATER MANCHESTER  
**GOOD  
EMPLOYMENT  
CHARTER**

We have 15 new Supporters!

AJ | Antz  
Junction

Rochdale  
Development  
Agency | R

fresh<sup>f</sup> LANGFIELDS

Dr. Fertility

ALPHA  
S O L W A Y

drum  
agility

yes

pro-manchester

MB McKENNA  
BROTHERS

COMMUNITY  
LED  
INITIATIVES

Limitless

salix homes  
releasing  
the potential

FitzRoy  
transforming lives

pwc

Supported by



**GMCA** GREATER  
MANCHESTER  
COMBINED  
AUTHORITY

**ANDY BURNHAM**  
MAYOR OF  
GREATER  
MANCHESTER

**Supporters' Network Webinar**  
GREATER MANCHESTER GOOD EMPLOYMENT CHARTER

# SPEAKERS



- **Alexia Rhodes** (*she/her*), Good Employment Advisor of the Charter Implementation Unit
- **Carl Austin-Behan OBE DL** (*he/him*), LGBTQ+ Advisor to the GM Mayor
- **Lucy Bradbury** (*she/her*), Sustainability Manager at AECOM, Greater Manchester Co-Chair at Building Equality
- **Mark Crossfield** (*he/him*), Technical Lead at Auto Trader, LGBT+ Network Co-Lead

Supported by



**Supporters' Network Webinar**  
GREATER MANCHESTER GOOD EMPLOYMENT CHARTER

# Introduction to Building Equality



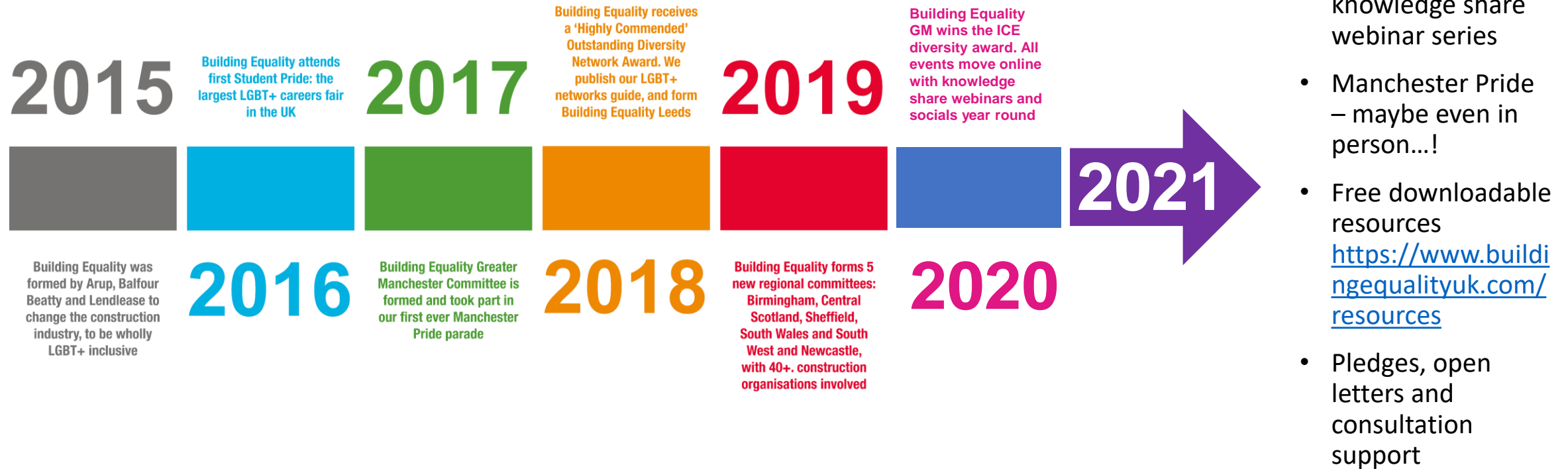


**buildingequality**

Building an inclusive construction industry

*Building Equality is an alliance of construction organisations who are passionate about working together and harnessing their collective power to drive LGBT+ inclusion in the construction industry - creating wholly welcoming and supportive workplaces.*

# Building Equality Timeline



# Allies Toolbox Talk & Supporting Resources

- 1 LGBTQ+ 101
- 2 The importance of allies
- 3 Being an Ally and supporting LGBTQ+ inclusion
- 4 Real ally stories
- 5 What can you and your workplace do to be allies
- 6 Questions, support and resources

## Further support and resources

### Useful Resources

Top 30 LGBTQ+ podcasts for 2020

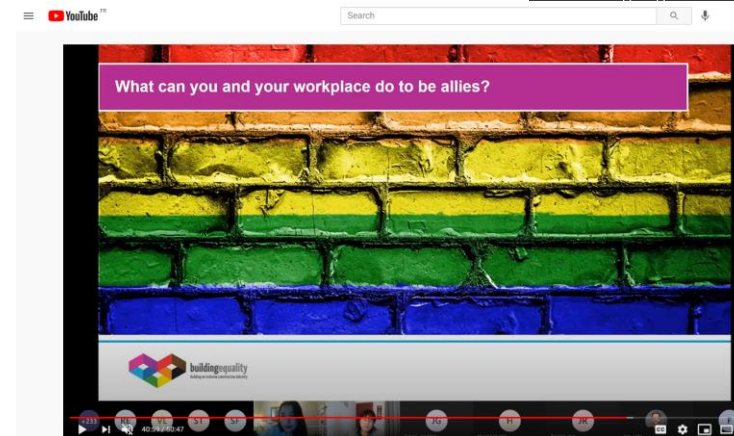
[https://blog.feedspot.com/lgbt\\_podcasts/](https://blog.feedspot.com/lgbt_podcasts/)

Top Queer history and culture social media accounts to follow

<https://www.refinery29.com/en-us/lgbt-gay-pride-instagram-accounts>

# Allies Toolbox Talk

## Support Pack



# How you can get involved

- Birmingham: Richard Adams (Atkins)
- Central Scotland: Amanda McKay (Balfour Beatty)
- East midlands: Chris Devlin (Arup) and Dave Vernon (Edge)
- Greater Manchester: Lucy Bradbury (AECOM) and Jake Stothard (Arup)
- Leeds: Liliana Leiro Sanchez (Arup)
- London: Martin Smith (Buro Four) and Mark Bennett (Wilmott Dixon)
- North East: David Ridley (Mott Mac)
- Sheffield: Michelle Shepherd (Mott Mac) and James Sellers (Arup)
- South West and South Wales: Chris Clarke (WSP), Ross Welch (Turner Townsend), James Hopkins (Kier)
- Resources <https://www.buildingequalityuk.com/resources>
- Twitter <https://twitter.com/BuildingEqLGBT>
- LinkedIn <https://www.linkedin.com/company/building-equality>
- Questions – [lucy.bradbury@aecom.com](mailto:lucy.bradbury@aecom.com)

# LGBT+ at Auto Trader

Good Employment Charter, June 2021





# Mark Crossfield (he/him)

Tech lead / LGBT+ Network co-lead



Manchester



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



[careers.autotrader.co.uk](http://careers.autotrader.co.uk)



[hidden-manchester.org.uk](http://hidden-manchester.org.uk)



[mark.crossfield@autotrader.co.uk](mailto:mark.crossfield@autotrader.co.uk)

“

Give the people who care , the permission, space and support they need to improve the things they care about.

”

# Where we came from



**1996**

**Our first website**

As a result of the first Auto Trader website – two years before even the idea was conceived.

**Website launched**

**1995**

**The magazine goes digital**

Well, sort of. We became the first UK publisher to switch to automatic layout software to produce our magazines.

**1995**

**We cross the Irish Sea**

By 1995, Auto Trader titles covered the whole of the UK. The magazine also became available in Ireland for the first time.

**1988**

**Auto Trader is born**

We became Auto Trader in 1988, after a short spell as Auto Mart & Trader. At this point we had a number of regional magazines, which were all renamed.

**1983**

**Guardian Media Group joins**

Guardian Media Group (GMG) joined Auto Trader, as it had been considering launching a similar venture in the north of England.

**1977**

**Our entrepreneurial roots**

The history of Auto Trader starts back in 1977 when entrepreneur John Lejski launched a small regional classified advertising magazine called Thames Valley Trader. He brought the idea to the UK after a visit to the

**Thames Valley  
Trader**



**2014**  
**Happy 35th birthday**  
What started as a regional magazine had become one of the UK's most recognisable automotive brands. Happy birthday!

# 2013 Trevor joins as CEO

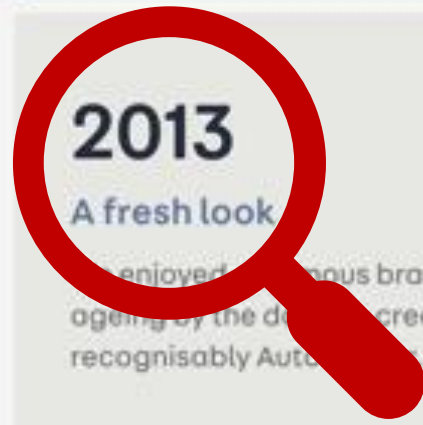
## The presses go quiet

In June 2013, the final print edition of Auto Trader rolled off the presses. The time was right to become a 100% digital business.

# 2013

## A fresh look

enjoyed enormous brand awareness but our logo was ageing by the day. We created a modern logo that's still recognisably Auto...



# 2011

## UK consolidation

We began disposing of the parts of our business that addressed non-UK markets. This was completed in 2013, giving our team renewed focus.

# 2011

## Customers share more

Customer reviews were introduced to Auto Trader, allowing owners to start telling others what they really think of their cars.

## Market Report launch

In February 2016 we launched the first edition of our Market Report, a biannual review of the UK's new and used car market. The report has grown in scale and influence and now offers data, insights and market commentary from Auto Trader and our industry peers.

## Admission to the London Stock Exchange

On 24th March, Auto Trader listed on the London Stock Exchange.

## 2015 Move to Manchester

### Expert valuations

We launched our first valuation tool, giving consumers the most accurate estimate in the market to help them buy or sell their car.

## 2014

### New offices open

We created two new working areas by moving staff to state-of-the-art offices in central Manchester and King's Cross, London.



## 2014

### Happy 35th birthday

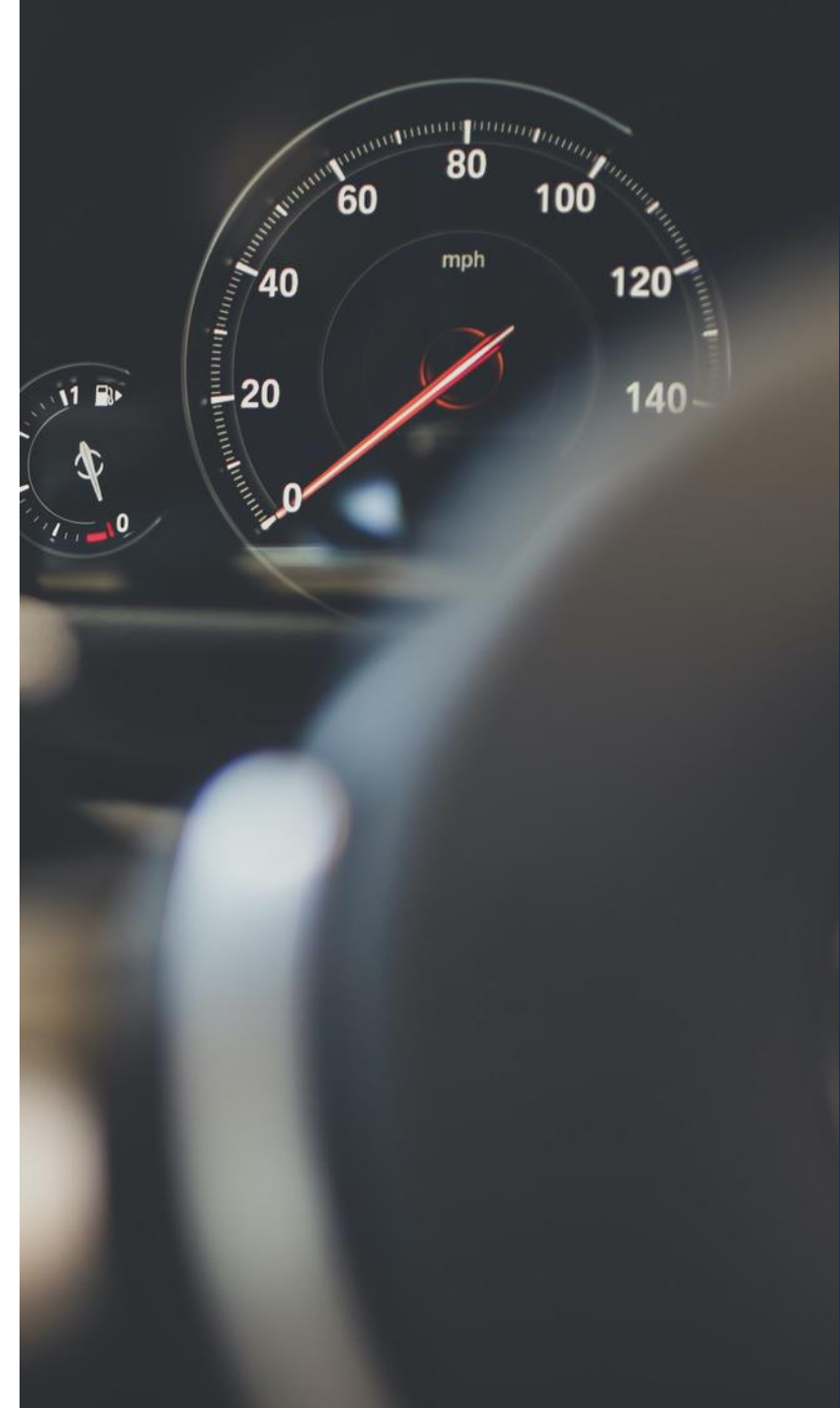
What started as a regional magazine had become one of the UK's most recognisable automotive brands. Happy birthday!



## 2015: D&I Case made to board

# Business case key points

- CEO introduced leaders to the board as experts
- Support given from the top of the business was critical
- Those involved felt free to follow what felt the right path





2015

2015  
Start addressing our gender balance and recruiting more women as well as developing our existing women

AUGUST 2015  
Diversity Group meets and creates our first "Diversity and Inclusion" action plan

2015

MAY 2015  
"Brilliant Recruitment" module launched that encourages D&I and reducing unconscious bias in the recruitment

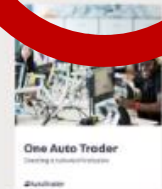
NOVEMBER 2015  
The first PPLP module is delivered for managers titled "Creating a Culture of Inclusion and Understanding Unconscious Bias"

2015

2016

MAY 2016  
The new "D&I Guild" decide on their first set of strategic commitments for D&I

JANUARY 2016



2016

JANUARY 2016  
The first Mental Health Awareness Session in for AT people leaders

FEBRUARY 2016  
The workshop is launched across the entire business. It becomes part of the new starters on-boarding

MAY 2016  
We host our first Mental Health Awareness week

2016

NOVEMBER 2016  
AT Women's network launched



NOVEMBER 2016  
AT Women's network launched

2016

AUGUST 2016  
Auto Trader takes part in Manchester Pride winning the Lord Mayor's Award

SEPTEMBER 2016  
AT Family Network started

2016

2017

NOVEMBER 2017  
AT colleagues meet to discuss "BAME Initiatives" forming our BAME Network



2017

JANUARY 2017  
A manager reaches out to our People Team to ask for support for an autistic employee and a partnership with the National Autistic Society is started



2017



AUGUST 2017

2018

MAY 2018  
The LGBT+ Network starts forming with an open call for members to join

2018

AUGUST 2018



NOVEMBER 2018  
We are named No.12 in the "Inclusive Top 50 Companies in the UK"

2018

2019

NOVEMBER 2019  
We are named No.9 in the "Inclusive Top 50 Companies in the UK"

2019

APRIL 2019

Auto Trader UK becomes the first company to become "Autism Friendly" by NAS

APRIL 2019  
Our Disability & Neurodiversity Network is launched

2019

2020

NOVEMBER 2019  
We are named No.9 in the "Inclusive Top 50 Companies in the UK"

2019

APRIL 2019

Auto Trader UK becomes the first company to become "Autism Friendly" by NAS

APRIL 2019  
Our Disability & Neurodiversity Network is launched

2019



2020

JUNE 2020



2020

2020

JULY 2020  
A number of AT colleagues meet to discuss and form a brand new Age Network

2020

JUNE 2020



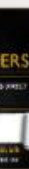
2020



JULY 2020  
A number of AT colleagues meet to discuss and form a brand new Age Network

2020

JUNE 2020



2020

2021

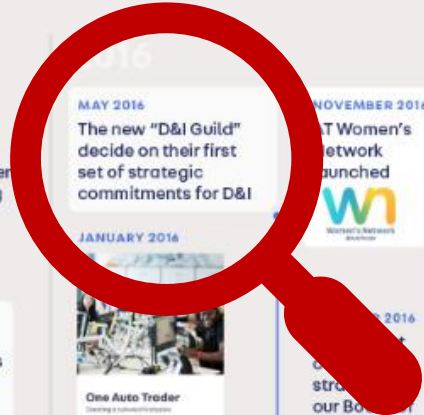
JANUARY 2021  
An 'Inclusive Leadership' programme is launched to provide leaders from across the business, the skills and insights to support the development of diverse individuals

2021

JANUARY 2021

The 'Diverse Talent Accelerator' launched aimed to accelerate the progression of high potential, diverse talent

2021



## 2016: D&I Guild forms strategy

# D&I Guild key points

- Guild members drawn from interested and motivated people across the business
- Not just treated as a People Team (HR) initiative
- Provides opportunity to approach things in an intersectional way



# Diversity and Inclusion at Auto Trader



2015

2015  
Start addressing our gender balance and recruiting more women as well as developing our existing women

AUGUST 2015  
Diversity Group meets and creates our first "Diversity and Inclusion" action plan

2015

MAY 2015  
"Brilliant Recruitment" module launched that encourages D&I and reducing unconscious bias in the recruitment

NOVEMBER 2015  
The first PPLP module is delivered for managers titled "Creating a Culture of Inclusion and Understanding Unconscious Bias"

2015

2016

MAY 2016  
The new "D&I Guild" decide on their first set of strategic commitments for D&I

JANUARY 2016  
One Auto Trader  
Creating a culture of inclusion

2016

JANUARY 2016  
The first Mental Health Awareness Session in for AT people leaders

FEBRUARY 2016  
The workshop is launched across the entire business. It becomes part of the new starters on-boarding

MAY 2016  
We host our first Mental Health Awareness week

2016

2017

NOVEMBER 2016  
AT Women's Network launched

OCTOBER 2016  
We present our first D&I strategy to our Board of Directors

2017

AUGUST 2016  
Auto Trader takes part in Manchester Pride winning the Lord Mayor's Award

SEPTEMBER 2016  
AT Family Network started

JANUARY 2017  
A manager reaches out to our People Team to ask for support for an autistic employee and a partnership with the National Autistic Society is started

2017

2018

SEPTEMBER 2017  
AT colleagues meet to discuss "BAME Initiatives" forming our BAME Network

SEPTEMBER 2017  
AT Mental Health First Aiders start providing support to AT colleagues

2018

AUGUST 2018  
A manager reaches out to our People Team to ask for support for an autistic employee and a partnership with the National Autistic Society is started

NOVEMBER 2018  
We are named No.12 in the "Inclusive Top 50 Companies in the UK"

2018

2019

NOVEMBER 2019  
We are named No.1 in the "Inclusive Top 50 Companies in the UK"

NOVEMBER 2019  
We are named No.1 in the "Inclusive Top 50 Companies in the UK"

2019

APRIL 2019  
Auto Trader UK becomes the first company to become "Autism Friendly" by NAS

APRIL 2019  
Our Disability & Neurodiversity Network is launched

2019

2020

JULY 2020  
A number of colleagues set to discuss diversity in the workplace and form our new Age Network

2020

JUNE 2020  
BLACK LEADERS  
AutoTrader is named as a Black Leader by the odyssey group

2020

2021

JANUARY 2021  
An 'Inclusive Leadership' programme is launched to provide leaders from across the business, the skills and insights to support the development of diverse individuals

2021

JANUARY 2021  
The 'Diverse Talent Accelerator' launched aimed to accelerate the progression of high potential, diverse talent

2021



## 2018: LGBT+ Network formed

# LGBT+ Network key points

- Looked for LGBT+ people who were motivated to get involved
- Discussed what the network should focus on
- Internal first
- Engaged external experience
- Sponsored by senior leader



## We're steered by our people

- Diversity profile **data** gives insight to employee surveys
- Plenty of **mistakes**, but always felt safe
- Ideas and criticism **channelled** to provide the best results
- Suggestions and requests have informed the majority of initiatives



## Some of the things we've done

- Education around sexualities / gender identities (drop ins, training, blog posts, campaigns, LGBT+ history month...)
- Transitioning guidance for employees and managers
- Gender neutral language in policies
- Adoption policy provides parity with maternity leave



## LGBT+ Network Commitment Summary



Engage closely with the **local and automotive communities** to fundraise and make a difference across ALL aspects of the LGBT+ community.



Improve **visibility of and understanding** of our bi, pan, trans and other under represented colleagues (incorporating non-binary people, trans men and trans women).



Making sure our **employees feel part of the LGBT+ network** and are aware of the support available and opportunities to get involved.



Contributing to the **career development** of LGBT+ employees and promoting Auto Trader as a positive LGBT+ employer.



We will work closely with our Health and **Wellbeing** guild, and Disability and Neurodiversity network to support our LGBT+ colleagues.



## We rely on our facilitators

- Get the most out of people when they feel valued and supported
- Important to recognise contributions and not treat as 'side of desk' projects
- Formal description of what's expected of facilitators and network leads
- Unique opportunity for them to lead work





# Summary

Support from the top should allow you to build the strategy with your people

Go wide... engage with people who care enough to complain, and get them to lead initiatives

Use data to look for areas to focus on

Don't be afraid to make mistakes



# Mark Crossfield (he/him)

Tech lead / LGBT+ Network co-lead



Manchester



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



[careers.autotrader.co.uk](http://careers.autotrader.co.uk)



[hidden-manchester.org.uk](http://hidden-manchester.org.uk)



[mark.crossfield@autotrader.co.uk](mailto:mark.crossfield@autotrader.co.uk)

# THE GOOD EMPLOYMENT CHATTER PODCAST

Our podcast discovers important insights into Good Employment. Guests include:

- Andy Burnham
- Professor Kate Pickett
- Sacha Lord
- Professor Sir Cary Cooper CBE
- Diane Modahl
- Sam Booth
- Clive Memmott
- John-Quinton Barber



Supported by

[gmgoodemploymentcharter.co.uk/podcast/](https://gmgoodemploymentcharter.co.uk/podcast/)



GREATER MANCHESTER  
GOOD  
EMPLOYMENT  
CHARTER



GREATER MANCHESTER  
GOOD EMPLOYMENT  
**CHATTER**

**Supporters' Network Webinar**  
GREATER MANCHESTER GOOD EMPLOYMENT CHARTER

THANK YOU!

GREATER MANCHESTER  
**GOOD  
EMPLOYMENT  
CHARTER**

[GMgoodemploymentcharter.co.uk](http://GMgoodemploymentcharter.co.uk)

@GoodEmpCharter 

#GoodEmployment

Supported by



**GMCA** GREATER  
MANCHESTER  
COMBINED  
AUTHORITY

**ANDY BURNHAM**  
MAYOR OF  
GREATER  
MANCHESTER

**Supporters' Network Webinar**  
GREATER MANCHESTER GOOD EMPLOYMENT CHARTER