

Setting Equality and Diversity Targets for the Pankhurst Trust's Queen Bee Coaching Service

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Overview of the Data Fellowship

My eight-week Q-Step Data Fellowship took place at the Pankhurst Trust's Queen Bee Coaching service. The research task was to set equality and diversity targets for Queen Bee, based upon the demography of Greater Manchester. The task can be split into three parts: highlighting the diversity targets set by Greater Manchester local authorities, researching the most effective way to measure class, and maximising the completion of Queen Bee's equal opportunities form. There was a particular focus on reaching more women from ethnic minority backgrounds, LGBTQ women, and disabled women. A mixture of quantitative data analysis and semi-structured interviews was used to formulate short-term, medium-term and long-term suggestions. The combination of these two methods allowed for conclusions based upon the relevant data, but with the important addition of the thoughts and feelings of women from the communities we were trying to reach.

Data Analysis

I analysed data collected from QBC's equal opportunity forms and compared the demography of clients and coaches with the official statistics of each of the 10 Greater Manchester local authorities, much of which was sourced from the 2011 census data. I was then able to produce charts showing the sexuality statistics of Bury, for example, compared to the sexuality statistics of QBC clients. This allowed us to set

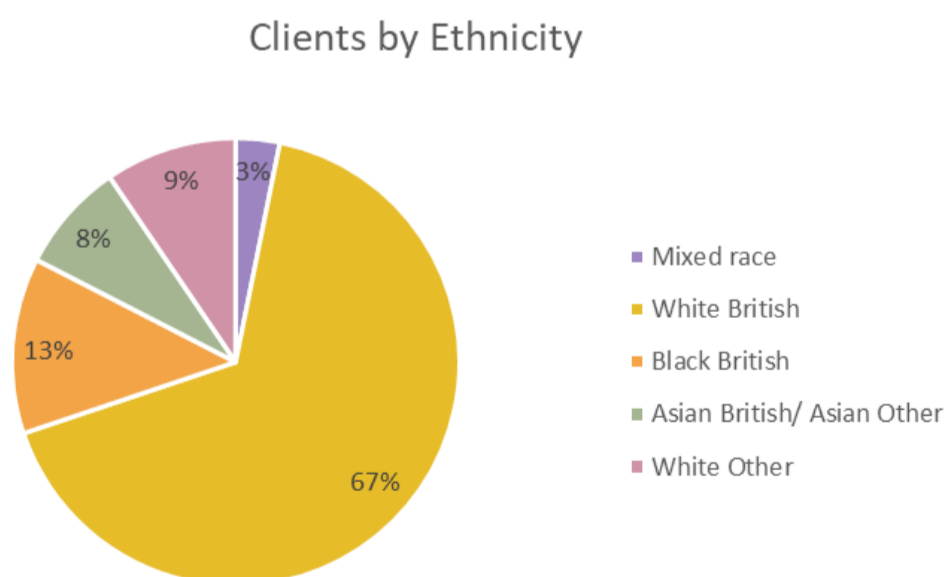


Figure 1: Pie chart outlining the ethnicity of Queen Bee's clients

numerical targets for increasing diversity. Most of the analysis was carried out using Microsoft Excel, as Queen Bee Coaching uses Google Sheets.

LGBTQ Coaches by Local Authority

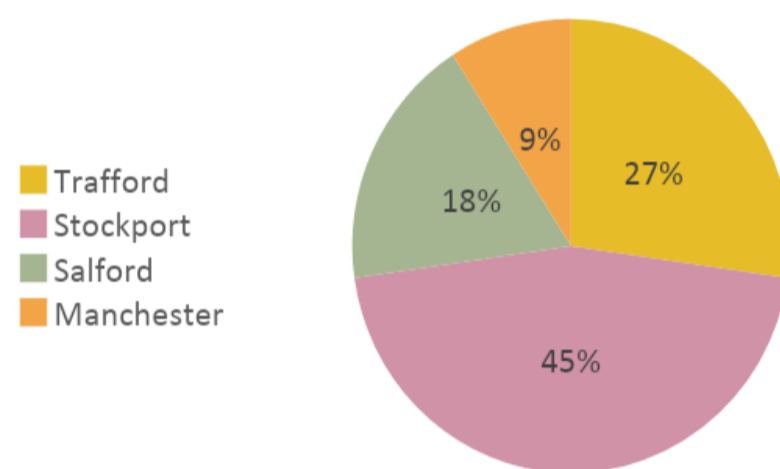


Figure 2: Pie chart outlining the location of Queen Bee's LGBTQ coaches across Greater Manchester

Findings

Two examples of my findings:

- According to the 2011 census, 20.8% of Greater Manchester women are considered disabled. This means that Queen Bee clients are representative of the general Greater Manchester population, with 21% of clients being disabled women. However, there are currently no disabled clients from Rochdale, Tameside or Wigan, which are the local authorities with the highest proportion of disabled women in Greater Manchester.
- Queen Bee is fairly representative of all religions, although the proportion of non-religious people is much higher than across Greater Manchester as a whole. However, there are no Muslim coaches, despite Islam being the religion of 9% of Greater Manchester, and 7% of Queen Bee clients.

Key Skills Learnt

Communication: Each week I further developed my ability to communicate my research through regular meetings, as I had to explain why my work was useful to the organisation, as well as actively listening and participating in the discussion led by other members of the team.

Adaptability: During interviews, I often had to alter my questions and ask follow-up questions in order to direct the trajectory of the interview. This quick adaptation to the interviewee's way of thinking often involved formulating examples of situations or entirely new questions.

Creativity: I managed to solve a problem Queen Bee Coaching had been struggling with for some time- how to track which Greater Manchester local authority their coaches and clients belonged to- by using Google Maps to identify postcodes, which had not been thought of previously.