



Cordis Bright | Anti-Racism Strategy

Statement of intent

1. This strategy sets out Cordis Bright's commitment to being an anti-racist organisation. This means that we want to contribute to the active dismantling of racism to create a more equal and just society. As part of this, we recognise that our work is steeped in inequitable practices that centre whiteness and uphold white privilege. As a result, our efforts do not have an end-point. Rather, we are committed to “a continuous process of change to eradicate racism”.¹
2. This strategy applies to Cordis Bright staff and others who work on our behalf (e.g. associates). It also guides how we engage and interact with our partners, contractors, clients and the people whom our work aims to support.
3. This strategy should be read alongside our Equality, Diversity and Inclusion Strategy.

Definitions

4. We use the following definitions in this strategy and in our work:

Anti-racism²: the proactive dismantling of systemic racism and racist policies underpinning the white privileged society in which we exist. It addresses the specific harm and impact of racism on all racially minoritised communities and proposes equality of outcome, not just opportunity.

Structural racism³: a system in which public policies, institutional practices and cultural representations reinforce ways to perpetuate racial inequity. It includes dimensions of history and culture that have allowed privileges associated with 'Whiteness' and disadvantages associated with 'people of colour' to endure and adapt over time. Structural racism is not something that a few people or institutions choose to practice. Instead, it has been and still is a feature of the social, economic and political systems in which we all exist.

Systemic racism⁴: policies and practices that exist throughout a whole society or organisation, and that result in, and support, a continued unfair advantage to some people and unfair or harmful treatment of others based on the concept of race.

White privilege⁵: the systemic privileges that are exclusively afforded to white people as a result of their skin colour.

¹ Aldana et al, (2019) *Youth Anti-Racist Engagement: Conceptualization, Development, and Validation of an Anti-Racism Action Scale*

² Based on a definition from Shelter: https://england.shelter.org.uk/were_committed_to_becoming_an_anti-racist_organisation

³ Based on a definition from ENAR: <https://www.enar-eu.org/about/structural-racism/>

⁴ Based on a definition from the Cambridge Dictionary: <https://dictionary.cambridge.org/dictionary/english/systemic-racism>. Institutional racism, which is largely synonymous with systemic racism, was first coined by Stokely Carmichael and Hamilton in their book, *Black Power* from 1967.

⁵ Based on a definition from Goldsmiths: <https://www.gold.ac.uk/race-justice/glossary/>. Most sources point to the idea of white privilege coming from W.E.B. Du Bois when he wrote about how white workers in America benefited from their skin colour. However, the term became more commonly used after a 1988 paper by Peggy McIntosh,



5. An important aspect of anti-racism practice is the language that we use. We recognise that this space is continually evolving and will revisit terminology on a regular basis.
6. The guidance below is designed to help ensure that we are discussing issues related to structural racism and the experiences of different groups appropriately and sensitively. We recognise that many of our clients are also committed to anti-racist practice or equal opportunities more generally and may have their own guidance in place. Where appropriate, we will discuss with our clients the most appropriate language to use on a project-by-project basis.
7. In all of our work and taking into account paragraph 6, we will seek to avoid using collective terms that incorrectly amalgamate a very diverse range of people or that imply racial homogeneity, which can be misleading as there are many cultural, ethnic and experiential differences. This includes terms such as 'Black and minority ethnic' (BME) group, 'Black, Asian and minority ethnic' (BAME) group or 'People of Colour'.
8. That said, we also recognise that there are times when it is appropriate to use collective terms. For Cordis Bright purposes (if we do not get direction from clients or individuals as per paragraph 6), the terms that we will seek to use on a regular basis are:

Racially minoritised group⁶: groups that have been treated differently and subjugated (minoritised) because of their racial identities, within a context of a racial hierarchy. We recognise that this term can be problematic as it risks racialising ethnicity. That said, it is currently in regular use across the sector and helps to emphasise individuals' and groups' experiences within a structurally racist society.

Global majority⁷: this is a collective term for ethnic groups which constitute approximately 85 percent of the global population. It is a helpful term to use in order to challenge a white majority or Eurocentric perspective, to ensure that the skills, ways of thinking and lived experience of those from African, Asian, indigenous or dual-heritage backgrounds are not marginalised, and/or to avoid racializing ethnicity. That said, we recognise that the term can be problematic because it does not include white ethnic groups or cultural/religious groups that can also be minoritised such as Irish people, Jews, and travellers.

Our commitments

9. Our Equality, Diversity and Inclusion Strategy highlights three key priorities. We have aligned our anti-racism ambitions against these priorities:

who wrote a piece called, "White Privilege and Male Privilege: A Personal Account of Coming to See Correspondences Through Work in Women's Studies."

⁶ Based on a definition from QMUL: <https://www.qmul.ac.uk/media/black-history-month/SGLT.pdf>

⁷ Based on a definition from Wikipedia: https://en.wikipedia.org/wiki/Global_majority

EDI priorities	Anti-racism ambitions
Recruit and retain the best staff	We want to ensure that our recruitment and selection processes are anti-racist. We want to develop an inclusive organisational culture that prioritises anti-racist actions and behaviours. We want to develop visible accountability and allyship on race equality. We want to continuously improve our learning and understanding about racism and its impacts. This includes developing improved ways of listening to and acting on colleagues' feedback and concerns, as well as effective practice. We aspire to a staff team that better reflects the diverse communities in which we live and work, and the communities we serve. We also want to ensure that our team have the knowledge and skills to make a difference.
Build and maintain an explicit focus on EDI in our project work	We want to ensure that anti-racism is a central consideration in our projects, including the opportunities we select to pursue. We want it to inform method selection, fieldwork delivery, analysis, reporting and the recommendations we make to clients. This includes incorporating the perspectives, knowledge and lived experiences of people from racially minoritized groups in our work, reducing barriers to participation and ensuring participation is a positive experience for people with different backgrounds and experiences, and making our research findings more accessible, including how and where we present our findings.
Contribute to a better society	We think that the ambitions detailed above will make a positive difference and contribute to a better society. We are also keen to use other tools available to us to challenge racism. This includes taking account of anti-racist approaches in all business decisions, such as the work we bid for, maintaining focus on how our research can drive change for individuals and communities, and any other areas not covered by the above priorities.

Delivering our strategy

10. This strategy will be complemented by a Specific, Measurable, Achievable, Resourced, and Timed (SMART) action plan that details how we will go about bringing about our commitments. Our progress against our commitments and the action plan more generally will be reviewed annually.
11. In line with our EDI Strategy, we will ensure that any actions are delivered in line with the following six key principles: creating impact; collaboration with external partners; co-production within Cordis Bright; encouraging individual action; senior leadership; and using data and evidence.
12. We believe that the starting point for being an anti-racist organisation is taking individual and collective responsibility to reflect on – and if necessary alter – our organisational culture and practice to ensure that it promotes and enacts anti-racism. Our initial action plan therefore focuses on equipping us with the understanding, knowledge, skills, confidence, reflective spaces and experience to enable this collective reflection and action.



13. We recognise that we may need to draw on expertise, experience and skills from people outside of Cordis Bright at different points in time in order to deliver on our commitment to be an anti-racist organisation. For example, we are likely to need external support to upskill our team. We may also need support to appraise our current culture and practices, or to identify and implement ways to improve them.
14. We will review our strategy and priorities on a three-yearly basis, or more frequently should the need arise.

Approved by the Board: July 2023