

A large, stylized circular graphic with a rainbow gradient border. The center is white and contains the text 'SCOTTISH LGBTI+ RAINBOW MARK' in blue, bold, sans-serif font. The background is split into light blue and white sections.

**SCOTTISH
LGBTI+
RAINBOW
MARK**

GUIDANCE

June 2022



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WHAT IS THE SCOTTISH LGBTI+ RAINBOW MARK?

The Scottish LGBTI+ Rainbow Mark (The Rainbow Mark) is a visible sign or ‘symbol’ displayed in social places across Scotland. **Social places** include anything from cafes and restaurants to gyms and libraries; anywhere where people come together socially.

The Rainbow Mark has been developed in consultation with LGBTI+ communities and demonstrates a commitment to the principles of LGBTI+ inclusion (as set out in this booklet).

The Rainbow Mark aims to:

- Increase positive LGBTI+ visibility
- Provide information and tools to enable better LGBTI+ inclusion
- Reduce isolation and minority stress for LGBTI+ people
- Create more welcoming places in Scotland
- Reflect a genuine desire to recognise and respect LGBTI+ diversity and inclusion across Scotland

HOW HAS THE RAINBOW MARK BEEN DEVELOPED?

Over the last four years, Equality Network has spoken with LGBTI+ people all over Scotland. These conversations contributed to ‘Further Out: The Scottish LGBT Rural Equality Report’, the first report of its kind in Scotland^[1]. The report highlighted the need for greater LGBTI+ visibility and inclusion, particularly in our rural and island communities.

The Rainbow Mark is an exciting new collaborative initiative, created to support LGBTI+ visibility and inclusion across Scotland.

Local and national LGBTI+ groups have worked together to create The Rainbow Mark and this guidance that will support people to use it.

The organisations who have worked in collaboration are collectively called **The Scottish LGBTI+ Rainbow Partnership**, (The Partnership) and they are:

^[1] Crowther, Cuthbertson and Valentine 2020, *Further Out: The Scottish LGBT Rural Equality Report*, Equality Network, accessed 6 October 2021 bit.ly/3NwjOD1

Dumfries & Galloway LGBT Plus: We aim to empower LGBT Plus people, their families, friends and allies across Dumfries and Galloway. We support the LGBT+ community to feel safe and supported and to engage more confidently within their local communities. We do this by providing a range of events and support services.
lgbtplus.org.uk

Equality Network: We are a leading national charity working for LGBTI equality and human rights in Scotland. We provide information, advice, and consultancy on LGBTI equality and rights in legislation, policy, and strategy, alongside community engagement work, including developing the capacity and skills of LGBTI groups and organisations.
equality-network.org

Four Pillars: Our mission is to support the LGBT+ community in matters of mental, emotional, physical & sexual health and offer information and support on a person to person basis to build a community that supports itself through peer education; thereby allowing individuals to make informed choices to improve their overall health and wellbeing.
fourpillarsuk.org

Highland Pride: Our aim is to preserve and protect the mental and physical health and social welfare of LGBT+ people in the Highlands. We try to do this through the creation of a social community, both in-person and online, and we organise an annual pride event. We aim to promote fair and equal treatment for LGBT+ people by challenging the stigma and discrimination experienced by them at both community and personal level. Follow us on Facebook, Instagram, or Twitter, or find out more via our website.
highlandpride.org

Somewhere: We support Scotland's LGBTQ+ community through culture and enterprise projects and partnerships. We publish Somewhere: For Us quarterly LGBTQ+ magazine and manage Scotland's first Rainbow Enterprise Network, connecting up LGBTQ+ and ally businesses.
somerwhereedi.org
somerwhereforus.org



Somewhere:

WHY DOES THE RAINBOW MARK MATTER?

Everyone deserves to be respected, to belong, to be themselves; inclusive social places are a big part of this.

Our research, and close work with LGBTI+ people, shows that a lack of visibility, positive role models, and representation of LGBTI+ people has a significant negative effect^[2]. On the other hand, greater LGBTI+ visibility can have a significant positive effect, both on social attitudes and for LGBTI+ people themselves:

“

Visibility and representation is crucial in keeping LGBTQIA+ away from the shame and discrimination of the shadows.

—survey respondent

”

^[2] Further Out: The Scottish LGBT Rural Equality Report

“

LGBTQIA visibility and even basic acceptance in my area is extremely low... The increased visibility of LGBTQIA inclusive spaces seems like a vital part of tackling this problem and making my local area a safe and inclusive space for LGBTQIA people. —*survey respondent*

”

”

Better LGBTI+ inclusion reduces isolation, preventing people from feeling like the ‘only LGBTI+ person’ in their local area, and helping them to feel more able to express who they are.

“

My local area does not feel like it even acknowledges the existence of LGBTQIA people, never mind welcomes them, and that is reflected in the attitudes of the residents from the eldest to the youngest. Making people aware that we have LGBTQIA people and that businesses welcome them would be an important step in changing attitudes. —*survey respondent*

”

”

When workplaces are truly inclusive, everyone benefits. For LGBTI+ staff, working in an inclusive environment means that they can bring their ‘whole self’ to work. This means that they are happier, more productive, creative, and likely to stay with that employer for longer^[3].

[3] Workplace Pride Foundation 2021, *UN LGBTI Workplace Standards | Workplace Pride Toolkit*, accessed 6 October 2021 bit.ly/3xej9np [PDF]



**How Can You Get
Involved?**



By signing up to The Rainbow Mark, social places in Scotland can make a commitment to being more LGBTI+ inclusive. **Becoming a signatory will send a powerful signal of support for The Rainbow Mark's principles.**



ENGAGEMENT WITH OUR LGBTI+ COMMUNITIES

In early 2021, The Partnership surveyed the public asking for their opinions on the design of The Rainbow Mark, its guiding principles and what signifies LGBTI+ inclusion.

LGBTI+ inclusive spaces were very important to the majority (83%) of respondents. More than eight in ten people (86%) stated that they would be more likely to use a social place if it had an LGBTI+ mark in its window.

How important do you feel it is that there are LGBTI inclusive social spaces in your local area? (n=382)



■ Very important ■ Somewhat important ■ Not important ■ Unsure

If a social space had an LGBTI symbol or mark in its window would you be more likely to enter and/or use it? (n=382)



■ Yes ■ No ■ Unsure

Respondents stated that seeing a mark of inclusion would make them, and their peers, feel safer, as well as more welcome, comfortable, and respected. Seeing a mark would provide reassurance, greater confidence and trust in a social place, and the ability to be themselves.

“

If somewhere has gone to the trouble of signing up for the symbol, then you are more assured that they are serious about LGBTQ+ inclusion.

—survey respondent

”

“

Coming from the Highlands, [the] LGBTQ+ community feels isolated sometimes, I think it'd do wonders for younger people to be able to have an inclusive space where they feel open and comfortable being their full self. Particularly with smaller school sizes and lack of education or even exposure to the LGBTQ+ community, smaller villages in the Highlands sometimes feels unaccepting and [it] makes the process of accepting yourself difficult when you have no one to interact with. —survey respondent

”

Respondents commented that they wanted to actively support businesses making the ‘effort’ to be inclusive and that they would favour these over others that were not showing support of the scheme. This not only included LGBTI+ people, but equally those wanting to be better allies:

“

I attended both pride marches in Inverness, it was nice to see so much support from both businesses and local residents. Knowing there was a visible symbol of support made me feel more confident using the shop or service. I have, for a long time, thought it would be great if those symbols of support were visible all year round. I would definitely choose a business that shows support over one without a visible show of support. —*survey respondent*

”

“

I want to support these businesses who not only make me feel welcome, but those who may be harassed or victimised. How can I enjoy a social space if I am aware that others are unable to enjoy the same privilege? A safe space for LGBTI is a safe space for everyone. —*survey respondent*

”

RAINBOW MARK PRINCIPLES

The foundations of The Rainbow Mark are built on five fundamental Rainbow Mark principles. Our communities were asked what these principles of inclusion should be. This has informed The Rainbow Mark principles, which are:

- 1 We are committed to creating a welcoming and inclusive place for our LGBTI+ customers and users and maintaining best practice**
- 2 We want our LGBTI+ staff to be able to be themselves at work, to feel valued and protected**
- 3 We will be visible in our support, and use respectful and inclusive language, helping everyone to feel comfortable**

4 We have zero tolerance for discriminatory language and behaviour

5 We are committed to understanding the needs of LGBTI+ people

The following sections provide advice and guidance on each principle with practical examples to help support LGBTI+ inclusion, while recognising actions are not mandatory and will be proportionate.

RAINBOW MARK PRINCIPLES

We are committed to creating a welcoming and inclusive place for our LGBTI+ customers and users and maintaining best practice

Principle 1 How To Suggestions:

- Inclusive imagery
- Physical markers of LGBTI+ inclusion
- Connecting with LGBTI+ groups
- Best practice and continual learning
- Evaluation and monitoring

Inclusive imagery

Imagery has a powerful impact on whether people feel they belong.

While often unintentional, many places reinforce heterosexuality as the default or ‘norm’ by assuming that everyone is cisgender and heterosexual (heteronormativity). For example, a restaurant website may include a “couples’ deal” on a Thursday, with a backdrop of images displaying only men and women enjoying dinner together as couples. These images may not be an issue in themselves and may in fact represent some of our LGBTI+ community, but when these are the only images, they send a message to those who are continually under-represented that these places are not for them. This is particularly true for those facing multiple marginalisation, for example, a lesbian Muslim woman may far more rarely see themselves reflected in messaging and imagery, if at all, than some other LGBTI+ people.

Consciously considering the impact of imagery can go a long way towards creating a more welcoming atmosphere for *all* people, and let people know that they are welcome in a place, as this survey respondent notes:

“

Including images of LGBTQI couples or people alongside the usual cis / hetero people would help to normalize our existence as people.

—survey respondent

”

Of course, there is no one way to represent LGBTI+ people. We are so diverse. **Better inclusion means using diverse imagery. This should include a wide range of gender expressions (not just typically ‘masculine’ or ‘feminine’ looking people), as well as images of people of colour (POC), people of different faiths, people of different nationalities, and people from the disabled community with different experiences.** The images used should be a celebration of the variety of people and relationships, avoiding tropes, stereotypes and negative associations connected to marginalised identities.

“

Move away from harmful gender stereotypes in design and atmosphere.

—*survey respondent*

”

“

Look at what images they display. What language they use. What their idea of a “perfect family” or a “romantic couple” etc looks like e.g., on their menus or their promotional flyers etc. —*survey respondent*

”

Physical markers of LGBTI+ inclusion

Visible physical markers of LGBTI+ inclusion, such as symbols, flags, lanyards, badges, and posters can instantly create a more welcoming environment.

“

I always like seeing visible signs of support! —*survey respondent*

”

”

There are many ways in which physical markers of LGBTI+ inclusion could be incorporated into a social place. This can make use of existing resources and infrastructure to reduce costs. You could try:

- Displaying a progress or pride flag either outside or inside your workplace
- Displaying posters for LGBTI+ events/groups/services in the local area in your windows or on a poster board
- Having leaflets for LGBTI+ events/groups/services
- Marking events in the LGBTI+ calendar for awareness raising, alongside other inclusion days
- Having LGBTI+ products in store e.g. the Somewhere: For Us magazine
- Having staff lanyards/pins/badges that signal support for LGBTI+ people. This could include pronoun badges (although these should be voluntary and avoid ‘outing’ LGBTI+ staff accidentally).

Connecting with LGBTI+ groups

One of the most effective ways of creating an LGBTI+ inclusive and welcoming place is to involve local LGBTI+ people and groups. Try reaching out to a local group (if there is one) to see if they have any LGBTI+ resources, leaflets, or posters for you, or if they have any other ideas as to how you could improve LGBTI+ inclusion. If possible, you could offer your space for free to host LGBTI+ community events or nights. If you do not know of any local LGBTI+ groups or networks, you could contact The Partnership for advice and guidance.

Best practice and continual learning

Creating an inclusive and welcoming space is a continually evolving process. Keep up to date with best practice on inclusion and the needs of LGBTI+ people, including upcoming training and new resources. You can do this by speaking to LGBTI+ organisations including those in The Partnership.

Evaluation and monitoring

Robust monitoring processes help you to understand how policies and practices are working, and where there are gaps or risks for LGBTI+ people. This could include feedback from staff, and from those using your social place. If there are opportunities to monitor sexual orientation and gender identity, this can help you to understand the demographics of your staff and customers / service users, but it should be clear what this is being used for and that this information will remain confidential. There is best practice in ways of asking for this information. To find out more, contact The Partnership.

RAINBOW MARK PRINCIPLES

We want our LGBTI+ staff to be able to be themselves at work, to feel valued and protected

Principle 2 How To Suggestions:

- Have visible and explicit LGBTI+ inclusive policies
- Train staff and create greater awareness
- Facilitate the creation of a staff LGBTI+ network

Have visible and explicit LGBTI+ inclusive policies

Our LGBTI+ communities felt that inclusive employment policies, including specific anti-bullying and anti-harassment policies, were the most important indicators of LGBTI+ inclusion. Policies are a useful tool in driving change, providing a framework for inclusion and written reassurance for LGBTI+ staff that discrimination will not be tolerated.

“

The most important thing is for there to be policies in place which mean LGBTI people are treated fairly. —*survey respondent*

”

Below are some of the ways you can ensure your workplace policies are inclusive of LGBTI+ people. You may want to reach out to LGBTI+ equality organisations such as those in The Partnership to make sure these are right for your workplace:

Anti-bullying and anti-harassment policies

Explicitly include sexual orientation and gender identity in policies such as dignity at work, and ones dealing with bullying and harassment.

You could provide everyday examples of homophobic, lesbophobic, biphobic, and transphobic behaviour and language to avoid ambiguity, alongside examples of other types of unacceptable behaviour such as racism and sexism^[4]. However, if you do provide examples, make it clear that these do not represent an exhaustive list.

Disclosure management

Create a clear disclosure management policy, which states that information about someone's sexual orientation and / or gender identity will not be disclosed without permission.

Complaints and grievances

Create complaints and grievances processes relating to LGBTI+ specific discrimination. These should detail how incidents should be reported, and how these will be handled.

^[4] Stonewall, Equal Workplaces, Equal Rights bit.ly/3aEC2Z8 [PDF]

Uniform policies

Do you have a dress code for staff in the workplace? If so, does this embrace gender diversity? Does it encourage gender stereotypes? Does it have flexibility built in? Similarly, any 'grooming' or 'appearance' staff policies should be carefully considered, and it should be very clear why any restrictions are in place.

Supporting trans staff

Make sure you have policies in place to support trans staff, including staff who transition whilst at work. Everyone's transition is different, so it is best to create a policy that focuses on being led by the individual, but which clearly sets out the range of actions you can take as an employer to ensure your trans employee is able to be respected and included at work (see Principle 5 for trans-specific inclusion). This could include discussing with the staff member how they would like colleagues to be informed, what support they will need (such as adequate leave while transitioning) and actions such as changing records and ID cards.

Family and leave policies

LGBTI+ people are often overlooked within family and leave policies because they may not have a heteronormative family structure. Review your policies relating to family and leave to ensure that they do not disadvantage diverse families. Where the law may use heteronormative language or rules, positive framing statements that show that you will try to maximise the benefits available to your LGBTI+ employees and their families are important.

Ensure recruitment policies and processes are LGBTI+ inclusive

Unconscious bias exists in recruitment processes, including in sourcing, screening, and interviewing candidates. Monitoring sexual orientation and gender identity in applications and appointments could help you to understand whether bias exists when recruiting for different roles.

Consider how you could reduce the barriers to LGBTI+ people being recruited. For example, a recent LGBT Health and Wellbeing survey found that non-binary people experience barriers when applying for work due to application forms excluding this identity^[5]. Reviewing your application forms and adding additional options would remove this barrier.

You can actively encourage LGBTI+ people to apply to be part of your workforce, letting them know that they would be welcome. For example, you could state on job adverts: **“We particularly welcome applications from LGBTI+ people”**.

Staff training and awareness-raising

Good policies are important, but only the start. The more transparent you are about your commitment to genuine inclusion, the better. This includes detailing your strategies and policies relating to employment, anti-bullying,

^[5] Kate Fearnley 2021, *Trans People and Work Survey Report*, LGBT Health and Wellbeing. Accessed 6 October 2021 bit.ly/3NBVKNn

and anti-harassment. Let your staff know where to find your policies, ensure that they understand these, and feel confident implementing them should there be an incident (see [Principle 4 for further info](#)).

Let your staff know that you are happy to listen to enquiries relating to different elements of the policies, and develop these in collaboration with your staff. Communicate internal values simply and succinctly to new staff members, and at regular intervals to your existing team.

Creating an LGBTI+ inclusive culture is a continuous and gradual process, requiring equalities-competent staff training at all levels. Staff training should be adjusted to different roles and responsibilities and there should be clear outlines of the behaviours and attitudes expected and encouraged.

Creating an LGBTI+ staff network

It might be possible to develop an LGBTI+ staff network or advisory group. This can be a supportive space for LGBTI+ staff, a feedback mechanism for any grievances or complaints, and a driving force for continual improvement. LGBTI+ staff networks should have clear goals and actions and feed into the goals and actions of the workplace. The network should have links to management and to HR^[6].

[6] Workplace Pride 2020, *What does “good” look like?*, Accessed 6 October 2021 bit.ly/3MssEVT [PDF]

RAINBOW MARK PRINCIPLES

We will be visible in our support, and use respectful and inclusive language, helping everyone to feel comfortable

Principle 3 How To Suggestions:

- Use respectful and inclusive language
- Use opportunities to encourage an LGBTI+ inclusive culture

Use respectful and inclusive language

Gendered and heteronormative language and assumptions are embedded within our everyday interactions, so it is important to make a positive change and 'normalise' more inclusive ways of saying things. Inclusive language can be built into everything, from greeting customers to the framing of HR documents. **Small changes can really make a big difference**, for example, rather than saying:

Hi *ladies / guys*, can I take your order?

try:

Hi *folks*, can I take your order?

Avoid making assumptions about whether people are in a relationship based on appearances. For example, rather than saying:

Will your *friend* be joining you for the film?

try:

Is it just you who needs a ticket, or are you waiting on *someone*?

Families are diverse. Avoid making assumptions about the types of families people may have. For example, rather than saying:

Are you and your *Dad* out on an adventure today?

try:

Are you *both* out on an adventure today?

Try to incorporate gender-neutral and inclusive language into communications, including social media posts, websites, advertising, and staff / customer forms. When people's pronouns are not known, avoid assuming a particular gender, for example, instead of:

And what will *he / she* be having to drink?

try:

And what will *they* be having to drink?

“

No gendered language and assuming genders. e.g., 'Could you help this customer / patron?' not 'Could you help this woman / man?'

—survey respondent

”

Use opportunities to encourage an LGBTI+ inclusive culture amongst staff and customers / service users, for example, if staff have an email signature, you could make it standard practice to include pronouns within this (if people feel comfortable doing so).

“

[On inclusive language] When there are forms to fill in, e.g., for a newsletter or tickets for events, to not require gender or title, and if so to make it inclusive of non-binary identities (beyond 'other' I 'prefer not to say'). Same for job applications. —survey respondent

”

RAINBOW MARK PRINCIPLES

We have zero tolerance for discriminatory language and behaviour

Principle 4 How To Suggestions:

- Visibly displaying signs
- Taking complaints seriously and acting on these
- Training staff and leading by example
- Knowing when to escalate

Policies can be a driver of equality, but these are only meaningful when visible and acted upon. There are many ways of creating a welcoming place for all, with a culture of ‘zero tolerance’ towards discrimination. These include:

- 1 Visibly displaying signs.** Clearly visible posters and signs that indicate a policy of zero tolerance of discrimination send a clear positive message of inclusivity. Displaying The Rainbow Mark and its principles of inclusion will demonstrate this commitment.
- 2 Taking complaints seriously and acting on these.** Many LGBTI+ people have experienced repeated negative experiences and discrimination, coupled with not being believed. If a customer is harassing or abusing another customer or member of staff, they should be instructed to leave. If a customer reports that a staff member has been discriminatory, this should also be taken seriously, and there should be a clear process for dealing with this.

“

[What would make a space more LGBTI inclusive?] Zero tolerance policies and procedures in place and most importantly acted upon quickly for any type of phobic or abusive behaviour (from other members of general public, or from any LGBTQI groups towards one another). —*survey respondent*

”

- 3 Training staff and leading by example.** Staff need to feel confident in recognising homophobia, lesbophobia, biphobia, transphobia and interphobia, and intervening where safe and appropriate when they see or hear phobic language and / or behaviour. Understanding the rights of LGBTI+ people and what discrimination looks like through training will help staff to do this.
- 4 Knowing when to escalate.** While staff action is important, this should never be forced, put staff in an uncomfortable position, or in danger. Where staff do not feel safe or confident in challenging discriminatory language / behaviour, there should be clear escalation processes. These should include support from management, and, where necessary, the police.

“

Actively enforce LGBTI inclusion policies and principles. Coordinated approach with others in the locale, including police, to challenge hate crimes and incidents. —*survey respondent*

”

RAINBOW MARK PRINCIPLES

**We are committed to understanding
the needs of LGBTI+ people**

Principle 5 How To Suggestions:

- Understanding differing and intersecting needs
- Trans-specific inclusion
- Bi-specific inclusion

Understanding differing and intersecting needs

What brings LGBTI+ people together is less a shared experience than “a shared struggle for acceptance and equality”^[7]. Our communities encounter discrimination and stigma differently, and many experience these in intersecting and specific ways, based on multiple characteristics. For example, research suggests that bisexual women experience higher rates of sexual assault than both heterosexual and lesbian women^[8].

LGBTI+ people who are marginalised in multiple ways, such as LGBTI+ people of colour or disabled LGBTI+ people, may also find places less welcoming due to racism and ableism, as well as a lack of LGBTI+ inclusion. Understanding the needs of different LGBTI+ communities is key to creating a truly welcoming place for all.

“

Emphasis on all LGBT+ people being welcome. I feel that at times the focus can be on predominantly one group which excludes others or that “gay” is used as a catch-all term when not all LGBT + people use that. —*survey respondent*

”

[7] Slade, Fidas, Marshall and Anderson 2020, *Striving for authenticity: LGBT+ views on enduring discrimination and expanding inclusion*, IBM accessed 6 October 2021 ibm.co/3xyxKLX

[8] Rankin and Hiwatari 2018, *Roadmap to bisexual inclusion: A guide for Scottish services*, Equality Network, accessed 6 October 2021 bit.ly/3NMJujq [PDF]

Trans-specific inclusion

Trans people face exclusion in ‘LGBTI+ friendly’ places. A 2016 Scottish Trans survey found that half of trans people had a negative experience in an ‘LGBT’ space, rising to three in four trans people for places not seen as ‘LGBT-friendly’. Responses to the 2021 Partnership survey often mentioned wanting to see specific trans inclusion in social places. Following The Rainbow Mark principles will help you to create a trans inclusive place. Some specific additional things to consider include:

1 A trans-inclusive I.D. policy

Updating identity documents can be expensive and difficult for trans people. When checking I.D., sensitivity and discretion is needed, and staff should avoid making remarks about people’s I.D. photos around their gender expression.

2 Trans-inclusive toilet policies

Trans men and trans women can lawfully use male and female toilets in the UK. You could reduce the likelihood that someone will be verbally or physically abused for entering a toilet by displaying a clear trans-inclusive notice on toilet doors.

If you are able to, in larger venues consider making some of your toilets gender neutral, alongside providing toilets for men and women. This allows non-binary people to feel more welcome in a place, but also has benefits for other visitors, such as parents with children of a different gender, or disabled people with carers of a different gender.

If your venue is small, and all toilets are single use with a sink inside, there is no reason to mark these as male or female. Individually locking cubicles provide enough privacy when being used by anyone.

Bi-specific inclusion

Bi people experience specific discrimination, including harmful stereotypes and erasure both within and outside of LGBTI+ communities. This is reflected in the data which shows that bi people are at higher risk of addiction, eating disorders, and other mental health issues than either lesbian or gay people^[9]. Better bi inclusion could include:

1 Celebrating bi diversity

The Partnership uses ‘bi’ as an umbrella term, which includes (but is not limited to) identities such as pansexual, omnisexual, and polysexual^[10]. It is important to avoid imposing labels on people and instead give people the space to say how they identify should they wish to. Bi people can be trans, and they can be asexual^[11].

[9] Rankin, Morton and Bell 2015, *COMPLICATED? Bisexual people's experiences of and ideas for improving services*, Equality Network, accessed 6 October 2021 bit.ly/3Q6R3TQ [PDF]

[10] Rankin and Hiwatari 2018, *Roadmap to bisexual inclusion: A guide for Scottish services*

[11] Molly Maher 2021, *10 ways you can step up as an ally to bi people*, Stonewall, accessed 6 October 2021 bit.ly/3QaetYw

2 Avoiding harmful stereotypes and phrases

Avoid phrases that are offensive or trivialise bisexuality, as well as expressions that suggest being bi is a ‘phase’^[12].

3 Avoiding bi erasure

Often bi people are assumed to be gay, lesbian, or straight, dependent on their current partner or relationship history. Avoid incorrect assumptions by asking open questions about someone’s sexual orientation, rather than ‘are you gay?’ or ‘are you straight now?’^[13]. Try to avoid phrases that make bi identities invisible, such as ‘gay marriage’, instead saying ‘same-sex marriage’ or ‘equal marriage’^[14].

^[12] *Roadmap to bisexual inclusion: A guide for Scottish services*

^[13] *Ibid*

^[14] *Roadmap to bisexual inclusion: A guide for Scottish services*

Q+A

Q: Why should I sign up to the Scottish LGBTI+ Rainbow Mark?

A: Being inclusive is good for everyone and especially good for business, not only for people using your space but also for your staff.

Q: How much does it cost to sign up to the Scottish LGBTI+ Rainbow Mark?

A: It's free. All it needs is your commitment to being an LGBTI+ inclusive space.

Q: Will I be listed anywhere if I sign up?

A: We give all our signatories the option of being listed on our website at www.equality-network.org/rainbowmark

Q: Is there any further support available if I have a specific question about the mark or LGBTI+ inclusion?

A: Yes, you can contact any or all of the Scottish LGBTI+ Rainbow Mark Partnership members for additional advice or support. A number of the Scottish LGBTI+ Rainbow Partnership members can provide training that suits your needs and Somewhere manages the Rainbow Enterprise Network, connecting up LGBTI+ and ally businesses across Scotland.

Q: What do I do if someone complains about us being LGBTI+ inclusive?

A: Increasingly, businesses are waking up to how being inclusive is a positive thing for communities and for business and many are proud to show their support. Sadly there remains a small number of people opposed to LGBTI+ inclusion, so it's important to be consistent and steadfast in your position as an inclusive space, and know that it will take time for everyone to have open hearts and minds.

**DEFINITIONS
USED IN THIS
GUIDANCE
AND USEFUL
TERMINOLOGY**

Sexual Orientation

A person's orientation in relation to the gender(s) to which they are emotionally, romantically and / or sexually attracted.

Gender Identity

Refers to our internal sense of who we are, and how we see ourselves in regards to being a man, a woman, or somewhere in between/beyond these identities.

Gender Expression

External characteristics and behaviours that are socially defined as either masculine or feminine, such as clothing, hairstyle, make-up, mannerisms, speech patterns and social interactions.

Lesbian

A word describing a woman who is emotionally, romantically and / or sexually attracted to other women.

Gay

A word describing a person who is emotionally, romantically and / or sexually attracted to members of the same sex.

Bisexual / Bi

An umbrella term describing a person emotionally, romantically and / or sexually attracted to more than one gender, though not necessarily simultaneously, in the same way or to the same degree.

Transgender / Trans

Equivalent inclusive umbrella terms for anyone whose gender identity or gender expression does not fully correspond with the sex they were assigned at birth. This includes trans men, trans women, non-binary people, gender-queer people and a-gender people.

Intersex / Variations in Sex Characteristics (I/VSC)

A person may be born with a variation of physical sex characteristics, configurations of genetic chromosomal or hormonal makeup and/or secondary sex characteristics that do not fall within the binary of typically male or female.

There are many Variations of Sex Characteristics and all are congenital (from birth). Though all variations are congenital, they are not always discovered at birth and may be discovered at puberty, when exploring fertility, or for some, may not be discovered at all. We use 'intersex' or 'I/VSC' as an umbrella term for people who are born with variations of sex characteristics. Intersex is not the same as gender identity (our sense of self) or sexual orientation (who we are attracted to) but is about the physical body we are born with.

Cisgender/cis

A person who identifies with the sex they were assigned at birth. Cisgender (cis) is the word for anyone who is not transgender.

Homophobic

A discriminatory or prejudiced action related to someone's actual or perceived gay sexual orientation.

Lesbophobic

A discriminatory or prejudiced action related to someone's actual or perceived lesbian sexual orientation.

Biphobic

A discriminatory or prejudiced action related to someone's actual or perceived bisexual orientation.

Transphobic

A discriminatory or prejudiced action related to someone's actual or perceived gender identity or gender expression.

Interphobic

A discriminatory or prejudiced action related to someone's (or perception of someone having) a VSC or being intersex.

Minority stress

The cumulative stress experienced by someone considered to be from a minority community or communities because of stigma, prejudice, the expectation of rejection, experiences of discrimination, pressure felt by some to 'conceal' their identities, or from feeling the need to conform.

POC

People of colour / person of colour (a political term to describe any person who is not white)^[15].

[15] Sabah Choudrey 2016, *INCLUSIVITY Supporting BAME Trans People*, GIRES, accessed 6 October 2021
bit.ly/2001ESF [PDF]

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Published: June 2022

Developed and delivered by the Scottish LGBTI+ Rainbow Partnership



Kindly supported by
The Scottish Government



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Riaghaltas na h-Alba
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