Becoming (More) Inclusive framework

1. Introduction

Our Becoming (More) Inclusive framework is designed to be used as a strategic tool to help guide us on our path to becoming a more inclusive and diverse organisation. It offers long-term direction (see 2.), clear priorities for getting closer to our vision (see 3.), actions to achieve tangible change (see 5.) and ways to track our progress and impact over the years (see 6.)

This work sits at the heart of BTO's Strategy, whose impact is to achieve the greatest impact for birds through the greatest inclusivity of people. It aligns with the strategic objective of Embracing Everyone and BTO's values of being evidence-led, inclusive, collaborative and empowering.

The Becoming (More) Inclusive framework was co-developed by a group of staff and volunteers, led by Inclusion and Impact consultant Helen Bown, starting in the summer of 2023 and shared with the BTO board in March 2024.

2. Our vision for 2030

Our vision is a bold and aspirational statement that members of the Becoming (More) Inclusive group developed to answer the question: "What would BTO look like if/when we are brilliantly successful at addressing the big issues that we face in order to become more inclusive?"

BTO is a diverse and inclusive organisation where everyone is welcome, valued and supported to contribute to our mission - achieving the greatest impact for birds.

3. Our priorities for change

Five priorities for change were identified through this work. These are short-medium term outcomes that will help us move closer towards our vision for 2030 in the next 1-3 years. We expect these will be refined as we progress with this work over the coming years.

www.bto.org/about/how/becoming-more-inclusive

1. **BTO Profile**: BTO's community of staff, volunteers, members, supporters and trustees reflects the diversity of the populations and communities across the UK.
2. **BTO Reach**: BTO's audiences have grown and broadened through a variety of opportunities.
3. **BTO Culture**: BTO is an organisation which values and is enriched by the different contributions, talents and cultures that people bring.
4. **BTO People**: BTO people are nurtured, supported and recognised for their contributions, ensuring that diversity grows and inclusivity is sustained
5. **BTO Partnership and Alliances**: a broader base of partnerships and alliances is helping BTO achieve our vision, leading us into new places, networks and opportunities.

4. Barriers to BTO and the sector

Many studies have shown the barriers that are still preventing people from engaging with nature and engaging with conservation organisations, both professionally and on a voluntary basis.

A non-exhaustive list of these barriers include: financial barriers, time constraints, fear and issues around safety, lack of accessibility, barriers with transport, lack of role models, educational and cultural barriers and experiences with discrimination.

At BTO, we have identified 4 priority barriers that we are seeking to address through our Becoming (More) Inclusive work:
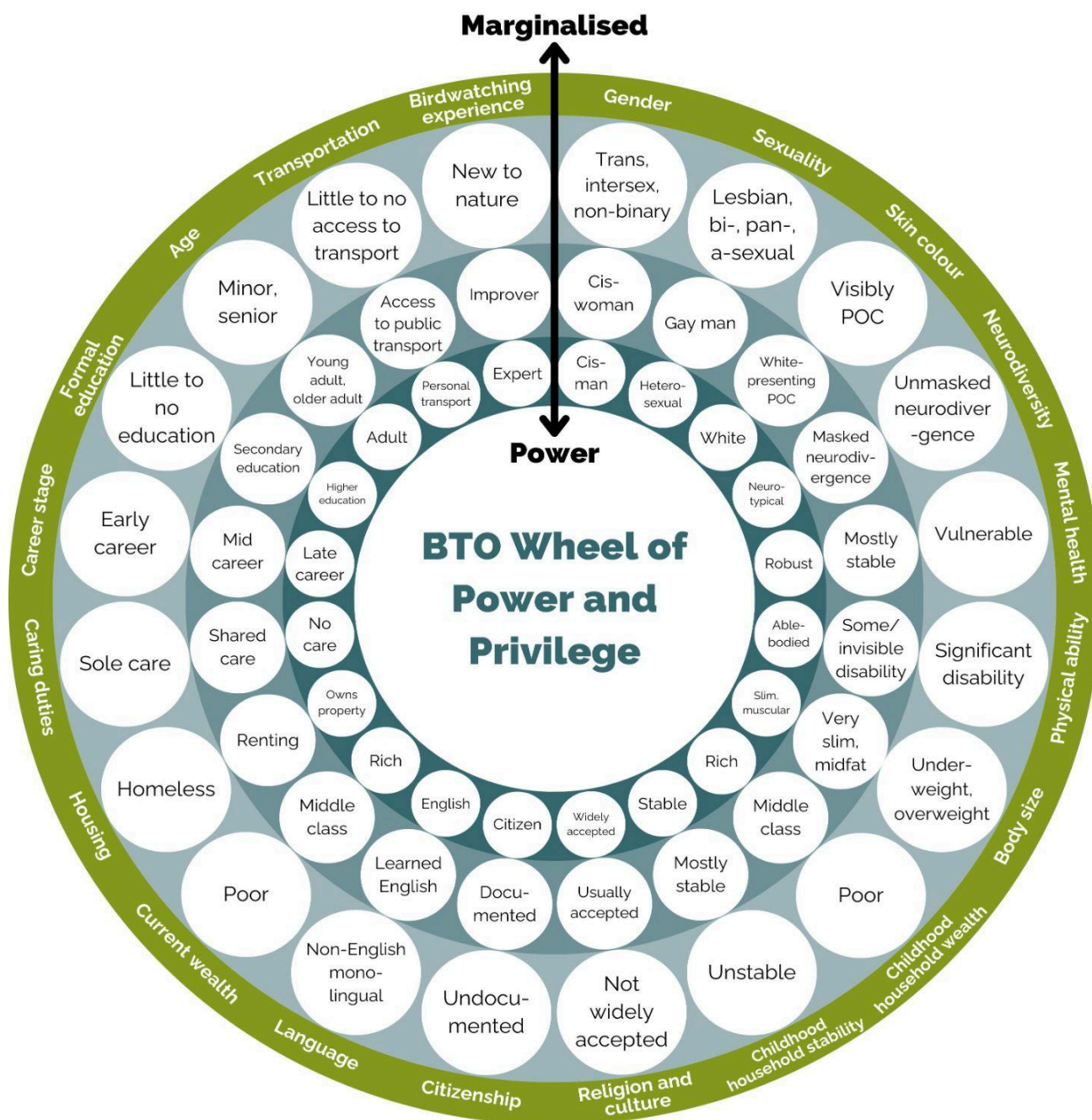
- Birding skills, Knowledge and Confidence
- Access and accessibility
- Identity and Belonging
- Cost and Affordability

We developed a BTO wheel of power and privilege, for staff to better understand what characteristics in our identity can result in making us feel marginalised, excluded and isolated, as well as give you power and privilege over others in society. The Wheel of Power and Privilege is a visual summary for people to reflect on their own experiences. You can give it a go!

Resources:

- [Included outside: Engaging people from ethnic minority backgrounds in nature by Natural England](#)
- [Access to nature in the English Countryside by CPRE](#)
- [Anti-racist Wales evidence report: ethnicity and access to greenspace](#)
- [Benchmarking our ethnic diversity journey](#)
- [BTO's transparency card for the Race Report](#)
- [Addressing the lack of diversity in the environment sector by Esmee Fairbairn](#)
- [Understanding Barriers to Nature Connection by Health and Nature Dorset](#)
- [Creating Pride in the countryside](#)
- [Best practice for LGBTQ+ Inclusion during ecological fieldwork](#)

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BTO Wheel of Power and Privilege

Marginalised / Power

Birdwatching experience · Gender · Sexuality · Skin colour · Neurodiversity · Mental health · Physical ability · Body size · Childhood household wealth · Childhood household stability · Religion and culture · Citizenship · Language · Current wealth · Housing · Caring duties · Career stage · Formal education · Age · Transportation

Birdwatching experience: New to nature, Improver, Expert
Gender: Trans, intersex, non-binary, Cis-woman, Cis-man
Sexuality: Lesbian, bi-, pan-, a-sexual, Gay man, Hetero-sexual
Skin colour: Visibly POC, White-presenting POC, White
Neurodiversity: Unmasked neurodiver-gence, Masked neurodiv-ergence, Neuro-typical
Mental health: Vulnerable, Mostly stable, Robust
Physical ability: Significant disability, Some/invisible disability, Able-bodied
Body size: Under-weight, overweight, Very slim, midfat, Slim, muscular
Childhood household wealth: Poor, Middle class, Rich
Childhood household stability: Unstable, Mostly stable, Stable
Religion and culture: Not widely accepted, Usually accepted, Widely accepted
Citizenship: Undocumented, Documented, Citizen
Language: Non-English mono-lingual, Learned English, English
Current wealth: Poor, Middle class, Rich
Housing: Homeless, Renting, Owns property
Caring duties: Sole care, Shared care, No care
Career stage: Early career, Mid career, Late career
Formal education: Little to no education, Secondary education, Higher education
Age: Minor, senior, Young adult, older adult, Adult
Transportation: Little to no access to transport, Access to public transport, Personal transport

5. Our 3 year action plan

We unpacked each of the 5 priorities for change (see 3.) into a 3 year action plan, to ensure our Becoming (More) Inclusive work is in line with BTO's wider strategic objectives. The action plan outlines:

- signs of change (how do we start to know if/when things are changing)
- actions and enablers (to help us achieve specific changes)
- sources of evidence (which shows us what change is happening and what impact it is having).

It is through the combination of all these things that we can achieve long-term genuine change.

6. Understanding our Impact

In order to understand whether the actions we are putting in place are actually successfully achieving change, we need to measure their impact (on people and BTO). The action plan outlines a series of different methods to look at impact, based on people's views, experiences and examples. One of them is called "4 + 1", it is a reflection and learning tool which enabled us to reflect on progress over the last year, by inviting all BTO staff to share the actions, lessons, successes and challenges encountered in becoming more inclusive to date.

Special thanks to the Becoming (More) Inclusive group and Helen for helping us create this framework!

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