

## Proposal on Use of Terminology

For racial and ethnic groups and other minoritised populations in the UK

*The following wording is adapted from Unicorn's comms handbook. I'm suggesting we use it as a starting point to include in our style guide. Please make edits or leave suggestions and we can discuss at the October 21st meeting.*

Different people and organisations prefer different terms. It is good practice to follow the lead of whatever people or organisation you are referencing. For example, if we're posting about a webinar entitled "Addressing Barriers to BPOC Co-ops", we use the term BPOC.

The term '**BAME**' is no longer considered good practice and we don't use it. Unease with the term largely stems from the grouping together of diverse ethnicities, and the implication that it reflects a singular or homogenous ethnic identity. UK broadcasters (for example) have committed to avoid using the acronym wherever possible.

Instead, we use '**minoritised ethnic**' (or similar terms '**racially minoritised**' or just '**minoritised**') which recognise that individuals have been minoritised through social processes of power and domination rather than just existing in distinct statistical minorities. They also better reflect the fact that ethnic groups that are minorities in the UK are majorities in the global population.

We do not say '**hard to reach**' which can reinforce negative stereotypes, although '**underrepresented**' may be useful.

As often as possible, **be as specific (and correct) as possible** - black people, people of colour, neurodivergent people, people with disabilities, LGBTQ+ people, etc. Be aware of the negative consequences of grouping minoritised individuals together, especially when there is significant diversity between and within groups.

Don't use categories as nouns, we should never rhetorically replace people with their minoritising identifiers. Remember that seemingly small differences in terminology - e.g., 'disabled people' or 'people with disabilities' - may signify quite a different set of assumptions. Accept and acknowledge that ethnicity, class, sexuality and other identifiers are just one part of a person's identity and treat it as such. Respect people's preferences and allow options to self-describe when asking survey questions

To keep up to date with what terminology is best practice, we check in regularly with organisations like the Runnymede Trust to see what they're using. And we are always willing to listen, learn and apologise if someone thinks we got it wrong.