



Insight Self-ID Surveys

Confidential workforce data, analysed independently, turned into direction.



Most organisations are not starting from zero

You have policies, initiatives and Employee Resource Groups, and you talk openly about culture, mental health and wellbeing.

What is often missing is reliable data on who makes up your workforce, and whether people's experience differs by seniority, department or function. Without it, inclusion work is hard to prioritise and harder to report to a board.

Data shapes the action plan, the priorities, the decisions and how progress is reported.

What the survey gives you

- A confidential, voluntary Self-ID survey based on UK protected characteristics
- Representation by seniority, department and function
- Participation and disclosure rates
- Where underrepresentation, gaps and barriers sit
- Evidence to inform your inclusion actions and board reporting

Analysis and reporting are part of options two and three.

How we protect the data

We are independent of your organisation, so anonymity holds. Raw responses are held and analysed outside your organisation, and you receive anonymised results.

- No name, no email address and no IP address collected
- Explicit consent, and every identity question can be skipped
- Small groups protected through thresholds, banded reporting and themed free text
- Raw survey data held for a maximum of two years

Ready to run

The survey is ready to customise and the communications to your team are already drafted.

For B Corps

The survey supports the Justice, Equity, Diversity and Inclusion (JEDI) data requirements in B Corp Standards V2, and wider requirements such as measuring workplace culture against the Fair Work criteria. It is also a section of the JEDI Toolkit.

Three options

1 Data Collection

£1,000 + VAT

Survey design and deployment, with an anonymised data export for your team to use.

Up to 20 people

2 Collection and Insight

£2,500 + VAT

Everything in option one, plus structured analysis and a headline summary report.

Up to 250 people

3 Full Strategic Reporting

from **£4,000** + VAT

A deep-dive data cut, leadership-level analysis and recommendations linked to the B Corp JEDI requirements where relevant.

Up to 5,000 people. Quoted by organisation size

Alongside the Cultural Roadmap

Insight runs on its own or alongside a Committed Employer partnership. We usually suggest the Cultural Roadmap first, because it sharpens the questions the survey needs to answer.