

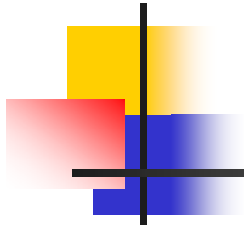


Working with Small Organisations

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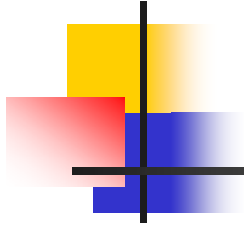


Not about treating everyone the same but
addressing disadvantage and meeting diverse
needs

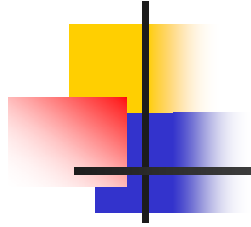


Things Covered

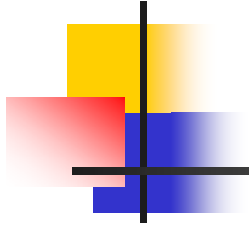
- Small organisations
- Are communities changing?
- How do we reach out to BME communities?
- How do we complete an Action Plan?
- Tasks



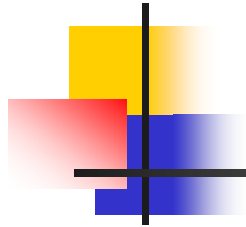
Each organisation
whatever its size
plays 3 roles



Employer



Service Provider



Procurer of services



Why tackle these issues?

- You have to - legislation
- It makes good business sense
- Widens your pool of recruits
- Improves services
- Make your areas a better place to live and work



Special factors for smaller housing associations

- Keep it in proportion
- External advice
- Work closely with your Councils
- Rural areas
- Manage the project



Proportionality

- Look at where you are now
- Demographics
- You have a duty
- Where do your ambitions lie?
- E and D Policy is a minimum



External Advice

- You may not have the expertise in house
- Work with residents, staff and governing body
- Mainstream E and D



Councils

- Have a range of BME data
- May have a BME Housing Strategy already in place
- Tap into their consultative fora



Rural Areas

- Not good enough to say that there is a low BME population
- Demographics are changing
- Research evidence is out there



Are Communities Changing?

Traditional View BME community is:

- proportionally more likely to live in the most deprived areas, live in unpopular, overcrowded housing
- more likely to be poor and unemployed regardless of age, sex, qualifications and place of residence
- suffer the consequences of overt and inadvertent racial discrimination, individual and institutional.



However

Differences exist between:

- Indian
- Pakistani
- Bangladeshi
- African and Caribbean



New Communities

- Organisations also need to consider 'new' BME communities drawn from Eastern Europe, Africa and Asia.
- In some cases these communities are seen as less inclined to become involved because of language and cultural barriers. were seen as being more discerning customers making more effective demands on local housing management
- Minorities within Minorities



Task 1 - How do we go about assessing need?

- Traditional Surveys tend to do this as an add-on
- Use of community researchers
- Interviews and face-to-face contact is best
- Focus Groups get more qualitative information



Task 2 - Engaging BME Communities

- Access to information
- Removing barriers
- Staff training
- Identifying local champions
- Theme days



BME Housing Strategy

- A mission statement demonstrating what aims the organisation wants to be in its work with BME Communities
- A thorough assessment of the needs and aspirations of BME communities in the areas in which the organisation works. This will involve some direct research and face-to-face meetings with community members, through for example focus groups are a possibility.
- An analysis of a series of discussions with partners such as local authorities and BME Housing Associations
- An Action Plan and Review section, which will build on the work done by the organisation already.



Task 3 -Some BME Housing Strategy Issues

- How do we deal with changing aspirations?
- Is there a need for more specialised provision?
- Need for support and adaptations
- BME options needed in non-traditional areas
- Good quality affordable housing required



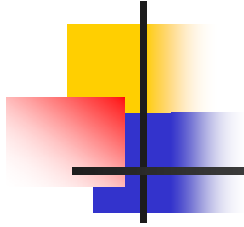
Task 4 - Service Provision Issues

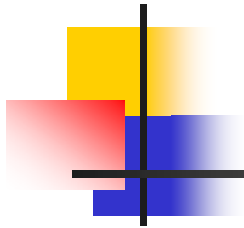
- How do we provide culturally sensitive services?
- BME engagement
- Community cohesion
- Racial harassment monitoring and policies
- Management by and transfers to BME RSLs

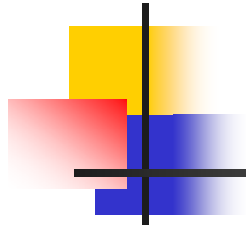


Links to other Strategies

- Affordability – lower than average incomes
- Northern Way – BME critical to success esp. young & expanding population
- Homelessness – disproportionately high
- Supporting People – significant needs
- Asylum Seekers – more BME diversity
- Gypsies and Travellers – distinct group



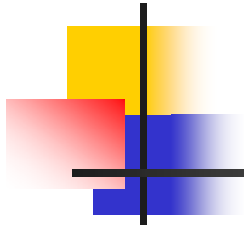


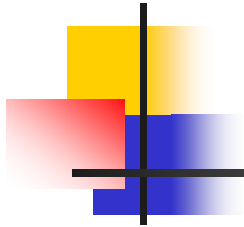


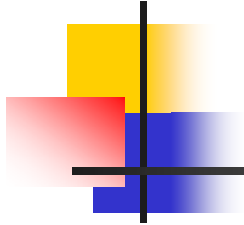


Everon's View

- Did not understand the application process and felt that it had not been explained well.
- Did not understand the way in which applications were prioritised.
- More should be done to keep him updated as to the progress of his application. Felt that the Association was 'a bit slow' in dealing with him through the process.
- More should be done to help people who are not articulate or do not have English as a first language.









Yelena's View

- Very knowledgeable about the letting process, and the information that was required to be rehoused.
- Well informed about Choice Based Lettings, and how bidding for properties through this scheme worked.
- Advised others on how to maximise their chances of being housed during the meeting.



Other Focus Group Findings

- Worried about isolation
- Anti-social behaviour (more likely to be victims)
- Lack of choice, and want to live in particular areas



What will Inspectors look for?

- Staff/ managers/ board members and councillors have clear understanding term diversity in its broadest sense and not just restricted to BME aspects
- Comprehensive diversity training delivered
- Promotion of commitment to diversity and equality throughout organisation and to customers and stakeholders;
- Clear understanding of the diverse needs/customer base of own communities;
- Aware of diversity of service users and taking steps to ensure diversity
- How are hard to reach groups effectively communicated with?
- Communication by organisation with service users is in a manner that meets their recognised needs/ all service users can access relevant services (this includes access to buildings)



Final Thoughts (1)

- Age profile, household composition and migration means BME population growth
- BME communities are part of the solution not a marginal, special need problem group
- Housing choice a must for BME communities
- Inner cities need to retain vibrancy of BMEs
- Rural BME issues are of increasing importance



Final Thoughts (2)

- Smaller organisations which are flexible and responsive are key
- BME agencies to play a greater strategic role
- Doing nothing is not an option