Equality and Diversity at CIH

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www.cih.org/equalityanddiversycharter
2012 CIH Year of Practice

• 12 month campaign with 2 clear objectives to support the sector to:
  ▪ get the basics right on areas of core service delivery
  ▪ implement the major changes that are coming on board following recent policy initiatives

• CIH has always had a key role in setting standards, recognising good performance and sharing good practice across the sector

• NEW CIH charters will be one of the main tools to support the sector get the basics right and respond effectively to a new operating environment

• Basically, a CIH charter is a flexible framework that helps to identify what outcomes a good quality service can deliver
CIH working for equality

- 2011 CIH launched Single Equality Scheme
- 2009 onwards Positive Action for Disability programme: RADAR Award 2010
- 2008 CIH joined Stonewall Diversity Champions
- CIH has had a majority of women members at 56% and rising
- Proportion of BME members has nearly doubled in the last 10 years to 14%
- 2011 publications: Delivering the Equality Act 2010 and Delivering Housing Services to LGBT Customers and E and D charter 2012
What the charter’s do

• By signing up to a charter, organisations are making public their commitment to deliver high quality services which are clearly focused on outcomes for customers

• There are a set of fundamental principles that apply across all of the charters:
  ▪ Sign up is voluntary and based on self assessment
  ▪ They have been developed using sector expertise
  ▪ They are flexible and can be tailored to suit outcomes that matter to organisations and their tenants
  ▪ They are focused on outcomes, not processes
  ▪ They drive sector-led improvement: practice networks
What are the Charters?

• They are **not** intended to be replacement KLOEs or a regulatory tool

• They **don’t compete** with other accredited frameworks, e.g. HDN DNA, SHEF they compliment them

• Charters can be used by board members, tenants and other service users to scrutinise an organisation’s performance

• Charters include:

  – **Responsive Repairs**
  – **Respect: ASB Charter**
  – **Equality and Diversity**
  – **Coming soon Complaints**
Equality and diversity: a charter for housing: why?

- It is what we should be doing as a professional body
- **Equality Act 2010**: brings together anti-discrimination and equality legislation to protect employees and service users across nine protected characteristics
- **Public Sector Equality Duty**: new duties require housing providers to give “due regard” to the need to eliminate discrimination, advance equality of opportunity and foster good relations where they exercise a public function
- **Regulation**: changes to the regulatory and inspection framework in the social housing sector will mean the Homes and Communities Agency (HCA) adopting a more reactive approach to consumer protection with fewer codes of guidance to support the development and sharing of best practice
- **Localism**: more flexible approaches to allocations and lettings means that housing providers will need to make sure their priorities reflect the needs and aspirations of their communities in their diversity to ensure fair and accessible housing for all
- **Welfare reform**: equality impacts
Equality and diversity charter

1. Equality and diversity is driven from the top
2. Equality and diversity informs our business planning
3. Equality and diversity shapes our organisational culture
4. Equality and diversity is supported through staff training, development and engagement
5. We know who our customers are
6. We involve our customers in shaping and scrutinizing services
7. We represent the communities which we serve
8. We support the communities which we serve
## Equality and diversity is driven from the top

- There is strong leadership from our governing body, chief executive and management team endorsing a strategic commitment to equality and diversity across all nine protected characteristics: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation; and to supporting an understanding of the role of human rights in housing.

## Equality and diversity informs our business planning

- Equality and diversity lies at the heart of our business planning process and informs our investment decisions, how we design and deliver value for money services, how we procure services; and how relationships with partners, suppliers, contractors, customers and communities are sustained.
- We undertake equality analyses which show how equality and diversity informs our business objectives and equality analyses are transparent, monitored, reported and acted upon.
- We are committed to on-going improvement in providing fair and accessible services to our existing customers and to future customers.
Leadership and business planning

MHP and former Chief Executive Bill Payne

- Stonewall Diversity Champion (no 5) and key-note speaker
- Wrote foreword to CIH practice brief on LGBT and housing
- Leading organisational and public role in championing equality
- Specific insight led advertising to prospective LGB customers
| Equality and diversity shapes our organisational culture | Equality and diversity informs recruitment and staff development - the staff we employ represent the communities we serve. Diversity is represented at all levels of the organisation and our staff in their diversity are satisfied with us.  
Our commitment to equality and diversity is public, clear and transparent – all language, imagery, policies, procedures and publicity are inclusive and representative of our diverse communities. Information is provided in alternative or accessible formats where this is required.  
Our organisation communicates a zero tolerance approach to discriminatory attitudes or practice from staff, partners, contractors, suppliers, customers and from individuals in the communities in which we work. |
| Equality and diversity is supported through staff training, development and engagement | Staff at all levels are supported to gain appropriate knowledge and skills to deliver equal services to our staff and our customers in their diversity.  
Staff in their diversity have an opportunity to shape and influence the delivery of fair and accessible services. |
Practice

Organisational culture

Gentoo

• Cross diversity strand network groups
• Helps organisation plan for equality and diversity

CIH

• Staff profiled in Stonewall starting out guide

Staff development

Genesis

• 40 per cent of senior managers at Genesis are women
• Women into senior management seminars
• Follow-up schemes including mentoring
• Genesis also profiles women role models to show that Positive Action initiatives are effective
We know who our customers are

- We proactively use customer profiling to develop customer insight information to help us develop fair and accessible services
- Staff and customers clearly understand how customer profiling can improve our organisation and where service improvements have been made – we will share our successes
- We will develop our capacity to understand and respond to the housing needs and aspirations of migrants and new arrivals in the communities which we serve
- We will develop our capacity to understand and respond to the housing needs and aspirations of future customers in their diversity
- Customer insight information is regularly reviewed, monitored and refreshed and measured against our strategic plan and business objectives for equality and diversity
- Customer profiling is informed by best practice, is undertaken confidentially and in line with the Data Protection Act 1998
Customer insight

- **Cestria** launched ‘getting to know you’ customer profiling project: included using new media, e.g. Twitter and accessible formats
- **KHT** trained staff to ask about new diversity strands ‘sexual orientation’
- **Golden Gates** profiled staff which revealed that 0.71 per cent of the trust's tenants are transgender: leads to specific action
We involve our customers in shaping and scrutinising services

- We actively encourage and proactively seek the involvement of customers in their diversity across all nine protected characteristics: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation, in the shaping and delivery of fair and accessible services
- We provide structures, resources, training and capacity building opportunities for customers to enable them to contribute to delivery of fair and accessible services
- We effectively empower our tenants to scrutinise, monitor and review our services for equality and diversity - we provide our customers with regular, robust and appropriate information in accessible formats which have been agreed with them and customers are encouraged to challenge our performance in relation to equality and diversity. We will report to our customers on our progress
Practice

Involve customers in service planning

• Engage with service users **Brighton and Hove: Count me In**

• Disability forum as part of **Salix Homes**
  Tenant Scrutiny arrangements developed protocol for contractors based on their experiences and training which has been rolled out

• Awareness raising for staff: **Golden Gates and Trans Wirral**
| **We represent the communities which we serve** | • We build visible links with local, diverse and representative community groups and community advocates to strengthen our relationships with the communities which we serve and to build trust  
• We work openly with partners and other service providers in the community to ensure that our services are representative and diverse and to ensure that the diverse customers which we serve are safe and secure in their homes and communities |
| **We support the communities which we serve** | • We will work with the communities which we serve and with community partners to advance equality of opportunity and foster good relations between different groups within the communities which we serve  
• We will work with the communities which we serve and with community partners to eliminate discrimination, tackle harassment, hate incidents and hate crime and domestic violence |
Representation and support

• Making use of community advocates Guinness and Stonewall Housing

• Somali Financial Inclusion project at Tower Hamlets Homes use of Somali community groups to support financial inclusion

• Berneslai supporting Barnsley Pride and partnership agreement with Barnelsy LGBT Forum

• KHT’s and Riverside support of work in schools to tackle homophobia
Signing up

• Housing sector is **diverse** and that capacity, resources and priorities will vary from organisation to organisation

• organisations need **space to innovate** and be creative in their approach

• Equality and diversity charter as a framework which can be built on and adapted to respond to individual and local circumstances. Organisations can:

  • **Share practice and learn from others**: CIH will support a free, open-access website and participating organisations will be invited to upload short, practice examples

  • **Join our equality and diversity network**: organisations that sign up to the charter will join our free equality and diversity network where other charter signatories can share expertise/knowledge
Signing up

- All charter signatories will be get a certificate
- Join me on LinkedIn: John Thornhill
- Follow me on Twitter: @JohnAThornhill
- Now starting work on setting up practice sharing networks
- Join online or email me: john.thornhill@cih.org

www.cih.org/equalityanddiversitycharter
Watch out for….

• Look out for: Older LGBT people and housing Guardian blog and evolving work

  • [www.guardian.co.uk/housing-network/2012/may/03/housing-experience-older-lgbt-people](http://www.guardian.co.uk/housing-network/2012/may/03/housing-experience-older-lgbt-people)

• Look out for: Disability hate crime and housing Guardian blog coming in August

  • [www.guardian.co.uk/housing-network](http://www.guardian.co.uk/housing-network)

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