Delivering services to lesbian, gay bisexual and transgender customers
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New CIH publication

• **Background:** role of CIH as professional body in developing diversity in sector
• **PATH** and **PAD** programmes
• CIH joined **Stonewall** Diversity Champions
• Board led on directing a piece of policy and practice work on LGBT equality
Producng the practice brief

- 2010 we convened an *advisory group*
- Obtained *sponsors* Metropolitan Housing Partnership, Gentoo and Knowsley Housing Trust
- Invaluable *critical feedback* from Stonewall, Stonewall Housing, AKT, Tai Pawb, Brighton, Berneslai Homes, Anchor
- *Complicated process:* challenging conversations, particularly around monitoring, trans and bi issues and intersecting diversity strands
LGB and T profile of the UK

- Who’s LGBT?
- No-one knows how many people are gay
- Treasury Actuaries estimate around 6% of the population – 3,000,000 people in the UK
- 1.5% of the UK population is gay, says the Office for National Statistics – 726,000 (*but disputed*)
- Gaydar has 2,200,000 members in UK!
- Legacy of criminalisation and discrimination means people are secretive
- Now substantive legal equality but discrimination continues
- Broad evidence of low declaration rates
- Transgender is an umbrella term used to describe people whose gender identity or expression differs from their birth sex, transgender is **not** a sexual orientation
Because LGBT is still an issue for housing

- 20% of LGB people expected to be treated less favourably than a straight person when applying for social housing
- 20% of LGB people had experienced homophobic bullying in the workplace in the previous five years
- 20% of LGB people have been the victim of one or more ‘hate crimes’ in the past three years
- 75% of lesbian and gay people experiencing hate crimes or incidents did not report them to the police (Stonewall 2007)
Because LGBT is still an issue for housing

- For 1/6 LGB victims of hate crime the perpetrator lived locally
- 1/10 LGB people think there is a big problem with homophobic hate crime in the area where they live
- 7% of LGB people have had their home or property vandalised
- Only 4% of victims reported the incident to a housing association, and 4% to a local authority
- 25% of trans respondents surveyed in Scotland in 2007 stated that they have previously had to move out of their home due to the transphobia
Because there is a business case for LGBT inclusive services

- 74% of LGB customers and 42% of straight customers are less likely to buy from LGBT negative organisations
- 90% of LGB people would buy a product from an LGB inclusive organisation
- LGB customers spend an estimated £70 billion in the UK economy, *plus trans*
- About 6% of your tenants will be LGBT
- **Customer Insight:** good customer care recognises diversity
1. Get your organisational culture right

- Drive it from the top: Metropolitan and Nacro
- Align with strategic and business objectives Metropolitan shared ownership
- Staff awareness raising Gentoo equality month
- Tenant and resident awareness raising
2. Build trust with the LGBT community

- Make use of community advocates Guinness and Stonewall Housing
- Engage with service users Brighton and Hove: *Count me In*
- Trans service users Brighton and the Clare Project
- Engage with LGBT community events KHT and Berneslai at Pride
3. Create a welcoming organisation

- A welcoming website
- **Reception**: welcome and confidentiality
- **Inclusive language** in publications
- **Inclusive imagery**, pictures
- Policies and procedures
- Targeted **service information**, e.g. Allocations, tenancy and succession
- Clear statement of **zero-tolerance** of harassment and discrimination
4. Monitoring

• Lots of confusion over how and why

• **Customer Insight:** if you don’t know, you can’t provide

• **Reasons:** eradicate discrimination, tackle hate crime, identify invisible needs, meet different aspirations, local offers

• **Groundwork:** train staff, make tenants aware KHT

• See **Stonewall guide:** what’s it got to do with you

• Confidentiality
5. Diversity is *diverse*!

- Differently diverse or super diversity
- Older people LGBT networks **Anchor**
- Younger people **AKT quality mark** and **KHT and Riverside** tackle homophobia in schools
- Religion or belief **Gentoo dialogue events**
What we have tried to achieve

• Compilation of **practice examples** to help develop organisational capacity
• Focused on building **positive drivers** for developing an inclusive service
• **Good news:** referenced by DCLG and SLCNG
• **Good news:** Inside Housing
• **Good news:** cited in House of Commons by Grant Shapps
What next…

- We want to do more work on LGB equality through our Practice Hub
- We definitely want to build capacity around trans issues through our Practice Hub
- CIH looking at developing an Equality and Diversity Charter
- NEW CIH Practice Brief: Housing and the Equality Act coming in the Autumn
Just to re-cap…

- **Know** who your customers are
- Make sure your services are **inclusive** and clearly present to LGBT people
- **Involve** LGBT people in service design and evaluation
- Be sensitive around **lettings** policies to ensure LGBT people feel safe in their homes and neighbourhoods
- **Respond** quickly to incidences of harassment on the grounds of sexuality and provide remedial options e.g. transfer options
- Create a **safe environment** at work and with service providers so they feel comfortable about ‘coming out’ if they want to,
- Make **links** with LGBT and organisations such as Stonewall and local groups offering support to LGBT people
- Strictly maintain **confidentiality** around LGBT issues
- Consider using a **supplier policy**
- Do **staff** understand why LGBT issues are important and how to respond?