

**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**



Producing 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

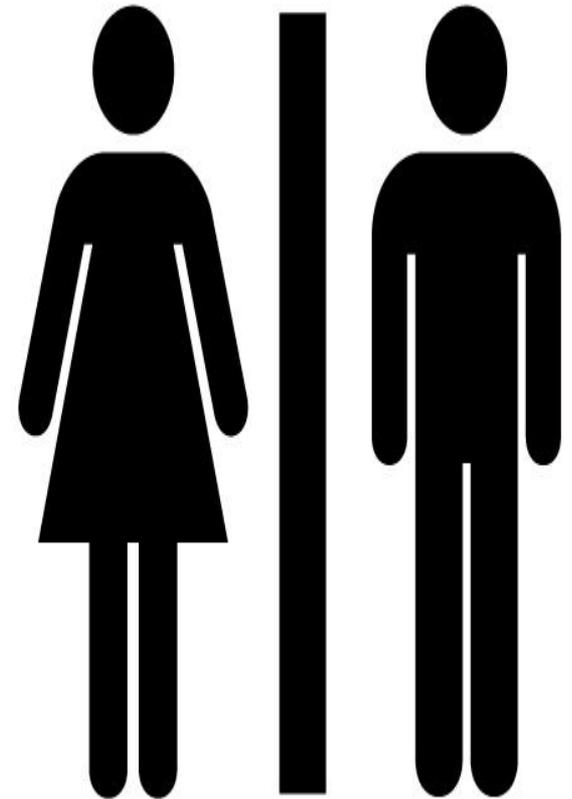
Because LGBT is still an issue for housing

- **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

5 ways to begin delivering better LGBT services: 1

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

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The advertisement features a map of the Wembley area with various roads and landmarks labeled, including Wembley Park, Jubilee & Metropolitan Lines, Wembley Park Dr, Wembley Arena, Wembley Stadium, and Wembley Stadium Rail. A pink box on the map highlights the location of the London Affordable New Homes Show.

5 ways to begin delivering better LGBT services: 2

2. Build trust with the LGBT community

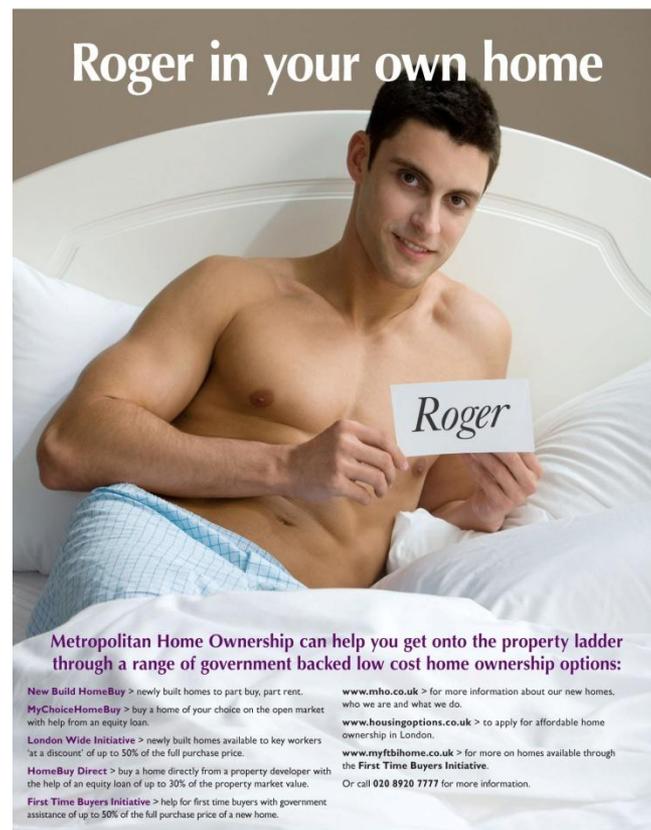
- Make use of community advocates **Guinness and Stonewall Housing**
- Engage with service users **Brighton and Hove: *Count me In***
- Trans service users **Brighton and the Clare Project**
- Engage with LGBT community events **KHT and Berneslai at Pride**



5 ways to begin delivering better LGBT services: 3

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



Roger in your own home

Metropolitan Home Ownership can help you get onto the property ladder through a range of government backed low cost home ownership options:

New Build HomeBuy > newly built homes to part buy, part rent.
MyChoiceHomeBuy > buy a home of your choice on the open market with help from an equity loan.
London Wide Initiative > newly built homes available to key workers 'at a discount' of up to 50% of the full purchase price.
HomeBuy Direct > buy a home directly from a property developer with the help of an equity loan of up to 30% of the property market value.
First Time Buyers Initiative > help for first time buyers with government assistance of up to 50% of the full purchase price of a new home.

www.mho.co.uk > for more information about our new homes, who we are and what we do.
www.housingoptions.co.uk > to apply for affordable home ownership in London.
www.myftbhome.co.uk > for more on homes available through the **First Time Buyers Initiative**.
Or call **020 8920 7777** for more information.

5 ways to begin delivering better LGBT services: 4

4. Monitoring

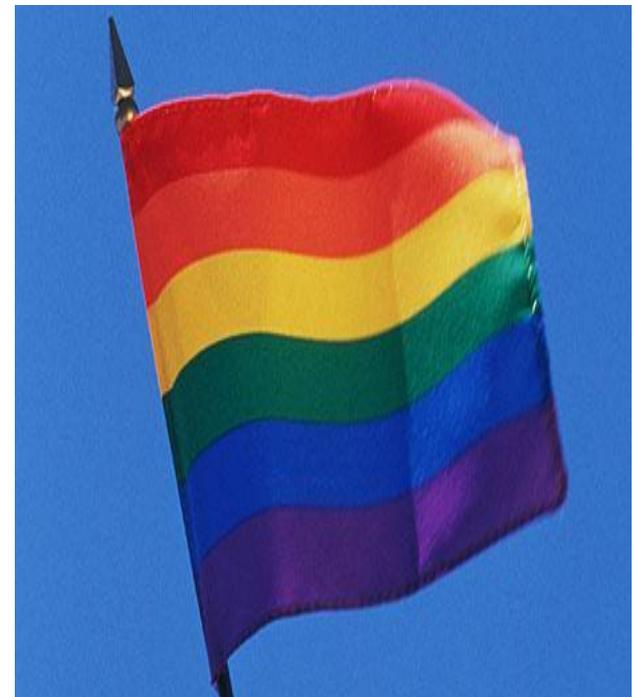
- Lots of confusion over how and why
- **Customer Insight:** if you don't know, you can't provide
- **Reasons:** eradicate discrimination, tackle hate crime, identify invisible needs, meet different aspirations, local offers
- **Groundwork:** train staff, make tenants aware **KHT**
- See **Stonewall guide:** *what's it got to do with you*
- Confidentiality



5 ways to begin delivering better LGBT services: 5

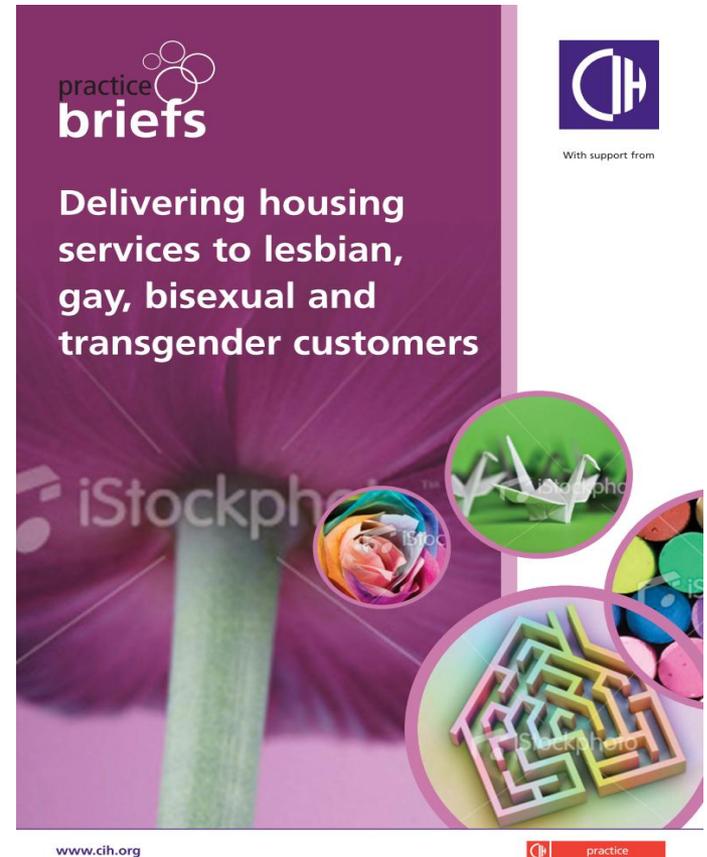
5. Diversity is *diverse!*

- 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?