

Housing Diversity Network Accreditation



Presentation for London Diversity Group 5 December 2016

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@EandD_Swan

HDN Accreditation – Who has it?



- Golden Gates Housing Trust
- Orbit
- Northampton Borough Council
- B3 Living
- Forum Housing Association
- Housing 4 Women
- London Borough of Southwark Council
- Wythenshawe Community Housing Group
- Broadacres Housing Association
- Coast & Country Housing
- Pendleton Together
- Severnside Housing
- Liverpool Mutual Homes
- Stockport Homes
- Tower Hamlets Homes
- Swan Housing Association

HDN Accreditation – What is it?



- In 2012, on their 10th anniversary, HDN decided to develop an accreditation model to recognise the good work of housing organisations on diversity issues.
- The DNA focuses on the outcomes achieved by an organisation under 3 strands:
 - The Business Impact
 - The Customer Impact
 - The Community Impact
- Under each strand, a set of themes are explored to assess the organisation's performance, understand where there may be scope for improvement and identify good practice.
- The assessment comprises:
 - A desktop review
 - On site interviews with the organisation's leaders, staff and customers

HDN Day on site at Swan



- 30 participants:
 - Focus group of senior managers
 - 2 focus groups of staff
 - Focus group of tenants

- Interviews:
 - Chief Executive
 - Executive Director – Operations
 - Board Member / Chair of the Operations Committee
 - Head of Resident Involvement and Community Development
 - Housing Diversity Manager



Swan Housing Association were awarded Diversity Network Accreditation – DNA – in June 2016.

Distinctions were awarded for:

- Diverse leadership with high awareness of and demonstrable commitment to E&D from the Board, Executive and Senior managers with a proactive approach to emerging issues e.g. preparing for mandatory gender pay gap reporting.
- Swan has been proactive and successful at diversifying Board membership.
- Inclusive and positive organisational culture where staff are engaged and feel supported and valued.
- Diversity Days – for bringing together staff and tenants, range of topics covered, relevance and usefulness for staff in their day-to-day roles.
- Community development approach and range of creative activities and projects to deliver good outcomes for vulnerable groups.

A press release can be found here – [Swan Housing DNA Press Release](#)

Diverse Leadership



Board



Valerie Owen
(Chair)



John Synnuck



Jamie Smith



Alan Palmer



Marie Li Mow
Ching



Parmjit Dhanda



Peter Baynham
(Vice Chair)



Sukvinder
Kaur-Stubbs



Sheila Lewis

Executive Directors



John Synnuck
(Chief Executive)



Jamie Smith
(Deputy Chief
Executive/Group
Finance Director)



Sandra Fawcett
(Executive
Director -
Operations)



Geoff Pearce
(Executive
Director -
Development &
Regeneration)



Malcolm O'Brien
(Executive
Director -
People and
Communications)



Suzanne Wicks
(Executive
Director - IT &
Private Sector
Services)

Feedback provided by HDN



- Swan's submission for this assessment was strong, demonstrating clear understanding of Swan's opportunities and responsibilities in relation to equality and diversity as an employer, service provider and community agent and partner.
- The submission was consistently supported by evidence (documentary as well as qualitative) indicating that many areas of equality and diversity are embedded throughout the organisation.

Our evidence documents

- List of key documents
- Business Impact (5 themes)
- Customer Impact (4 themes)
- Community Impact (3 themes)

(Hyperlinks within them to other documents)

List of key documents

- Corporate Strategy 2014-2017
- Group People Strategy 2014-2017 and Action Plan
- Swan Housing Association Equality Scheme 2015-2018 and Action Plan
- Swan Housing Group Equality and Diversity Policy
- Corporate Equality Plan 2015-16
- Swan Housing Association Annual Equality and Diversity Report 2014/15
- Diversity Action Forum poster
- Tenant Handbook
- Resident Involvement and Communications Strategy 2013-2016 (explained that we were in the process of drafting a Social Value and Engagement Strategy 2016-2019 to replace a no. of strategies including this one)
- CSE Certificate March 2016 and CSE Assessment Report March 2016
- Toynbee Hall Financial Inclusion Health Check for Organisations: Report for Swan Housing (November 2014)
- Annual report and Financial Statements: Swan Housing Association (Year ended 31 March 2015)
- HDN Accreditation Swan Foundation evidence document
- Swan Foundation (South East) Annual Trustees Report and Financial Statements – Year ended 31 March 2015

List of key documents (continued)



- Equality Analysis summaries – 12 key areas:
 - Resident Involvement and Communications
 - Corporate Social Responsibility
 - Complaints, Compliments and Customer Feedback
 - Regeneration
 - Supported Housing
 - Allocations and Lettings
 - Neighbourhood Services
 - Repairs
 - Estate Services
 - Income / Rents
 - Care and Repair Service
 - Human Resources

- Information online:
 - <http://www.swan.org.uk/home/swan-in-the-community/diversity-in-the-community.aspx>
 - <http://www.swan.org.uk/home/about-us/governance/board-members.aspx>
 - <http://www.swan.org.uk/home/about-us/key-people.aspx>

Strand 1: The Business Impact



5 themes:

1a. Understanding the local operating context and local priorities

1b. Leadership, Governance and Business Objectives in the local context

1c. Workforce planning, positive action to address under-representation of specific groups, including training and recruitment of staff

1d. Access to any differential performance for diverse groups and how this is being addressed

1e. Partnerships formed to increase your capacity to address equality matters, for example with local groups and organisations and any positive procurement practices

Strand 2: The Customer Impact



4 themes:

2a. Progress on collecting customer insight and the outcomes for customers as a result of this work

- **Resident profiling** – explained when & how this is collected. Provided a summary of our resident profile: Gender, Age, Disability, Ethnic origin, Religion, Sexual Orientation.
- **Satisfaction survey Data**
- **Monthly Learning from Complaints report**
- **Resident Scrutiny Panel and Review of Complaints Process**
- **Repairs Review**
- **Customer Service Excellence**

Strand 2: The Customer Impact



2b. Outcomes for vulnerable and diverse service users

- **Complaints**
- **Supported Housing Satisfaction Survey**
- **Handyperson service**
- **The Foyers**
- **Activities in our supported housing schemes for older & disabled people**
- **General needs satisfaction survey**
- **Adaptations and Concessionary Decorations Satisfaction Surveys**
- **Swan Care and Repair Service / Rapid response service**

Strand 2: The Customer Impact



2c. Training of involved customers in diversity matters and actions being taken to make involvement inclusive

Training of involved customers in diversity matters:

- In-house training / External training / Diversity Day

Action being taken to make involvement inclusive:

- New Social Value and Engagement Strategy in development ...
- Scrutiny Panel
- Exmouth Chain Chat Group (formerly BAME Womens Forum)
- Advertising RA meetings in local newsletters
- Involved Resident Expenses and Support Policy
- For examples of our more recent community events please see The Communicator

Strand 2: The Customer Impact



2d. Review your planning for welfare reform, including safeguarding and support for vulnerable groups

- Strategic leadership and corporate commitment – Welfare Reform Working Group
- Reports on impact of welfare reform submitted to every Housing Service Improvement, Executive and Operations Committee meetings
- Overview of any new welfare reforms included in report presented to each RCC (Resident Consultative Committee)
- Info about welfare reform included in The Communicator and local newsletters, postcards sent out to residents
- Summary of info included in Annual E&D report

Strand 3: The Community Impact



3 themes

3a. Review any partnerships which support financial inclusion and money management

- **Work with the Getting on with Money Project on a Financial Inclusion Health Check for Organisations (FIHCO)**
- **Basildon Co-location Project**
- **Bromley by Bow Centre**
- **SLAs with CABs**

Strand 3: The Community Impact



3b. Review joint or organisational arrangements which address worklessness and training, including volunteering opportunities and supporting people into work

- Resident training and development including ESOL classes
- Basildon Partnership Working / Swan House Foyer
- Our Foyers – Foyer Federation Working Assets Project in partnership with Ford Motor Company
- Digital Inclusion
- Graduates and apprentices
- Vange ‘Back 2 Work’ Job Club
- Signpost Basildon Work Club services
- Swan’s Get Involved Scheme

Strand 3: The Community Impact



3c. Review the outcomes of the impact beyond the housing customer base of specific local initiatives, for example, initiatives in health, crime, homelessness / housing options, supported living, digital inclusion, or for specific equality groups

- **Free MOT health checks for residents aged 40-74**
- **Swan Community Grants programme**
- **Summer Night Lights**
- **Activities run in partnership with local schools**
- **Road safety**
- **Swan Care and Repair**
- **Swan Foundation**

Swan Receive Housing Diversity Network Accreditation



Swan Housing Association is proud to announce that it has received Diversity Network Accreditation for excellence in equality and diversity, from the Housing Diversity Network (HDN).

Debansu Das, Vice Chair of HDN's Board, joined Swan's Chief Executive, John Synnuck, along with Sandra Fawcett, Executive Director - Operations and a group of Swan staff and residents for a celebratory lunch, where he presented Sandra Fawcett with a plaque and certificate.

Swan was awarded five distinctions by HND for:

- > Diverse leadership with high awareness and demonstrable commitment to equality and diversity from the Board, Executive and Senior managers, with a proactive approach to emerging issues.
- > Board diversity.
- > Inclusive and positive organisational culture, where staff are engaged and feel supported and valued.
- > Diversity Days, for bringing together staff and tenants, the range of topics covered, relevance and usefulness for staff in their day-to-day roles.
- > Community development approach and range of creative activities and projects to deliver good outcomes for vulnerable groups.

Alison Burns, Joint Chief Executive, Housing Diversity Network said:

“ We are delighted that Swan Housing Association has joined the ranks of housing providers demonstrating excellence in their approach to equality, diversity and inclusion, by undertaking the Diversity Network Accreditation. There is clearly wide-spread understanding and real enthusiasm, across the whole of Swan Housing, for the importance of this work and the benefit it has to staff and communities; which is enabled by excellent and committed leadership. We have been impressed by the organisation's success in delivering diversity in governance and their willingness to tackle challenging issues. We are very pleased to continue working with Swan and look forward to sharing their experience of successful equality and diversity work for the benefit of the wider sector.

Sandra Fawcett, Executive Director - Operations at Swan, said:

“ At Swan we are proud to have an inclusive and positive organisational culture, where staff are engaged and feel supported and valued. This accreditation underpins this and I would like to thank the Housing Diversity Network for this recognition.



Pride 2016 events



This Summer, Swan supported the LGBT+ community by taking part in the London Pride Parade and along with Vivo Support Ltd, a Swan Group business, partnered with Essex Pride.

Swan is committed to equality and diversity both in the workplace and in the communities we serve - supporting Pride events is key to this commitment. We strive to recognise people's different needs, situations and goals working to remove the barriers that limit what people can do and be.

Pete Watts, Swan's Director of Care and Support says:

"I am proud to be part of the Pride movement as a trustee of Essex Pride and am also proud that Swan and Vivo were partners for Essex Pride 2016. This year was especially important for me as we were able to show our solidarity for people who have lost their lives simply for being part of the LGBT+ community. We asked all attendees to sign Stonewall's #Nobystanders pledge."



i You can read more about Swan's approach to Equality and Diversity online here: swan.org.uk/home/swan-in-the-community/diversity-in-the-community.aspx

i If you would like to sign the #Nobystanders pledge you can do so at: stonewall.org.uk/our-work/campaigns/nobystanders

Stop hate crime

#lovenothate



Have you or someone you know been a victim of hate crime or experienced a hate incident? Swan takes the safety of all its residents seriously and we are aware that there has been an increase nationally in recorded incidents of hate crime since the Brexit vote.

Hate crime comes in many different forms. If you have been called names, suffered verbal abuse, been bullied or harassed on the grounds of your actual or perceived race, religion, sexual orientation, transgender

identity, gender, age, or disability then you have experienced hate crime.

If you experience or witness an incident that you think could be a hate crime it is important that you report it. If the incident occurs within a block or estate managed by Swan or involves a Swan resident you can make a report to your Neighbourhood Officer or Supported Housing Officer by calling 0300 303 2500.

You can also report hate crime in the following ways:

- In an emergency always call 999 or 112. (if you

have a mobile registered at emergencysms.org.uk you can also report by text message)

- In a non-emergency call 101 or contact your local police force
- Report it to the police online via the True Vision website: report-it.org.uk

If you don't want to talk to the police you can also report hate crimes / incidents to other organisations including:

- Crimestoppers 0800 555 1111 crimestoppers-uk.org

- Victim Support victimsupport.org.uk

- Tell MAMA (to report anti-Muslim hate): 0800 456 1226 / tellmama.org.uk

- GALOP (to report anti-LGBT hate): 020 7704 2040 / galop.org.uk

i For more information and details of other organisations please see www.report-it.org.uk and www.stopthehate.org.uk - the one-stop shop for information and advice for all matters concerning hate crime in Essex.

Swan's Commitment to Equality and Diversity recognised by the Housing Diversity Network!

Swan has recently been awarded Housing Diversity Network Accreditation. This is a fantastic achievement and the Housing Diversity Network even highlighted five areas where they felt we should receive a distinction for good practice.

One of these five areas was our Diversity Days which they recognised for bringing together staff and involved residents to discuss a range of relevant Equality and Diversity topics. This year's Diversity Day will take place on Thursday 1 December.

i If you would like to know more about Swan's approach to Equality and

Diversity, or about opportunities to get involved, please call the Resident Involvement and Community Development team on 01277 844242

i or email Involvement@swan.org.uk



DIVERSITY NETWORK ACCREDITATION