



BLACK
LIVES
MATTER

Deeds Not Words

A pledge to end racial inequality in housing

tai pawb



Deeds Not
Words

Unprecedented times

- COVID-19 exposed systemic inequalities in our society
- It is inequality that exposed so many people of colour & other groups
- Killing of George Floyd
- Leadership from a new generation of Black, Asian and Ethnic Minority people
- Widespread frustration with empty commitments and lack of sustained change

WE NEED A SYSTEMIC CHANGE AT SCALE



I am no longer accepting the things I cannot change.

I am changing the things I cannot accept.

Angela Y. Davies

Where are we in housing

- BAME people much more likely to live in PRS
- BAME people much more likely to be homeless: key issue with refugee housing
- BAME people much more likely to live in overcrowded and inadequate housing
- Access to services and outcomes – need for proactive use of data, engagement & co-production
- Hate crime and harassment at all time high
- Higher rates of poverty and mental health problems
- Underrepresentation at all staff levels and on boards: leadership commitment; inclusive culture (latest WG board diversity [report here](#))

The pledge

The Pledge

Mitigate the impact of Covid-19 on Black, Asian and other minority ethnic staff and communities

Improve the ethnic diversity of board and staff at all levels

Communicate and engage

Develop an inclusive culture

<https://www.taipawb.org/resources/deeds-not-words-pledge-to-action/>



How is it different?

- Why equality and diversity programmes fail:

- leadership commitment and engagement
- exposure to people from different groups
- social accountability for change

<https://hbr.org/2016/07/why-diversity-programs-fail>

- Deeds not Words will be measured & supported within a community of practice
- Steered by Deeds not Words Panel of people with lived experience

29 organisations signed up so far



How has it been?

- Commitment to culture shift and delivering lasting and sustainable change
- Crucial role of open leadership, preparedness for challenge
- Engagement & data

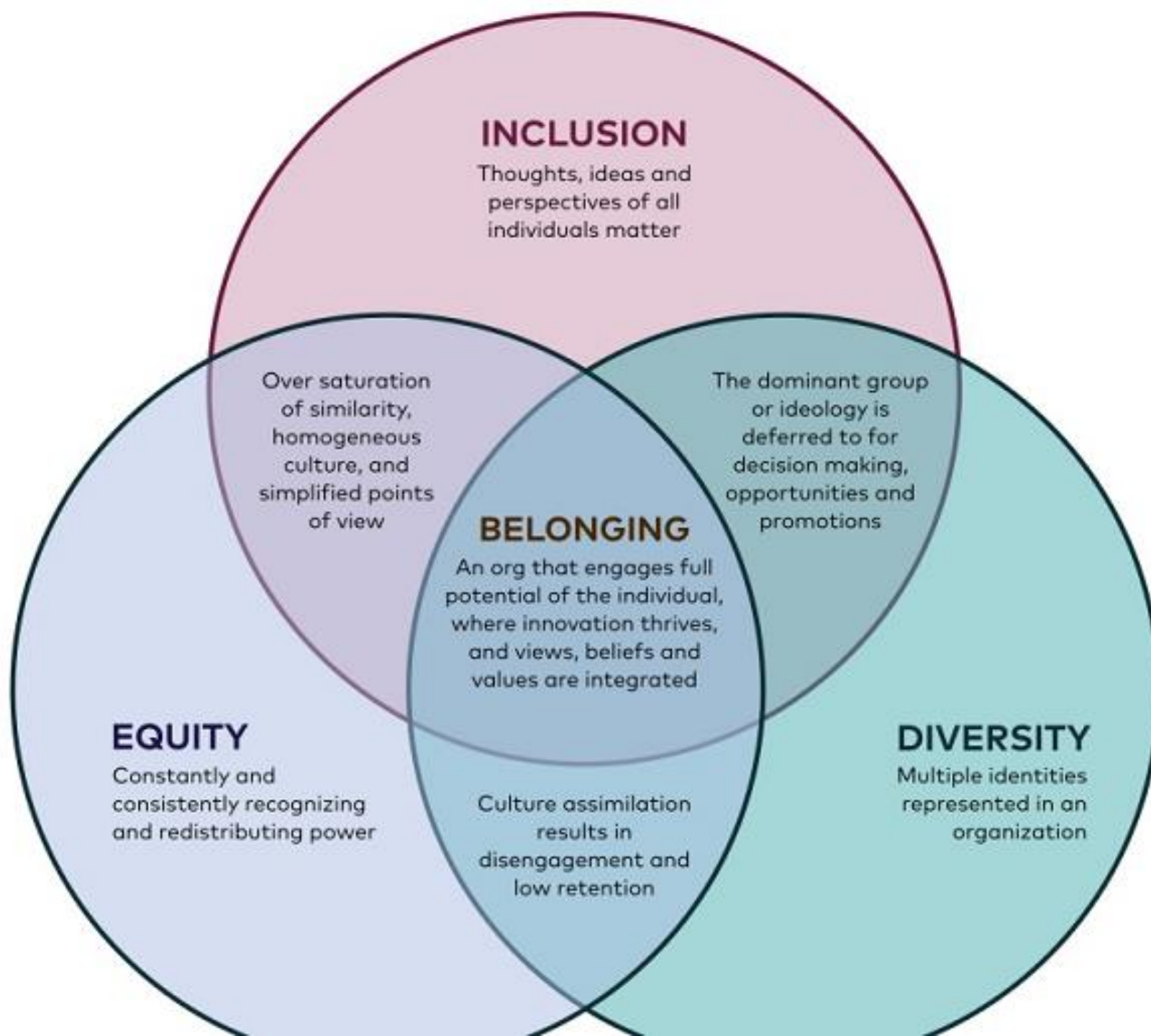
Themes

- Diversity
- Importance of inclusion
- Taking time to get it right
- Acknowledging diversity of experience of ethnic minority groups
- Collaboration & mutual learning
- SMART commitments & transparency

Success

- People being able to be themselves, bring their whole self to work/services and feeling integrated. It's about how people feel.
- We are no longer seen as a 'white organisation'
- We want to undo some of the things that meant we haven't succeeded so far
- We want to reach a point where there is no need for call out culture
- We will have much more knowledge about our communities and colleagues and therefore provide a much better service and culture
- In 5 years' time this should just be the way we are; we need to embed the conversations we are having now into everyday work and other engagement in the future. We need to continue this.





Soup or Salad?



Barriers

- Resources
- Fear of exposure
- We need to be careful not to 'use' BAME staff and communities as 'trophy', tokenistic approaches.
- Some of us don't foresee recruitment onto board in the near future but this is an opportunity to do succession planning, know exactly what skills we may need in the future and pave the way for more diverse recruitment through relationship development, targeted initiatives, development programmes etc.
- Key challenge to keep this going. We cannot let this conversation drop as other priorities take hold. We need to be persistent and continuously monitor progress.

Enablers

- Trust
- Focus and drive and appetite for change
- Support each other
- Let's create conditions for people to talk about these issues
- Sharing what's worked/what hasn't
- Safe space for orgs
- Support with networking
- Collaborative initiatives & support from sector orgs

What's happening

- Baseline surveys
- Deeds not Words Panel – will begin recruitment Jan 2021
- Welsh Government Race Equality Action Plan
- Manifesto's and other initiatives: Race Alliance Wales, EYST, Black Lives Matter Cymru, Zero Racism Wales

Support

- [Members helpline](#) & advice
- [Training](#)
- [Deeds not Words Resources](#)
- Staff mentoring scheme
- Board trainee scheme (CCHA, Taff, Cadwyn & Linc)
- Support package (training, facilitation, engagement & consultancy)