

Tower Hamlets Homes

Integrating equality and diversity into public services

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 Stonewall
DIVERSITY CHAMPION

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Introduction

This presentation will cover **five** areas:

1. Why equality and diversity is relevant
2. Types of equality and diversity insight
3. Deciding what insight to use
4. Making a positive impact
5. Examples of good practice:

How Tower Hamlets Homes is turning evidence into action.

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Why equality and diversity is relevant

Is Britain still an unequal society?



The differences in average earnings and life expectancy between areas of the UK are now wider than they were in 1937 (when this photograph was taken).

The health inequality gap in Britain is now greater than it was during Great Depression (BBC).

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Why equality and diversity is relevant

Do our services meet diverse customer needs?

E.g. "Disability" covers a wide range of needs.

Not just:



But:



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Why equality and diversity is relevant

Do our services meet customer expectations?

Question

When did BT (British Telecom) first start to provide automatic Large Print statements to customers?

- A 2009**
- B 2005**
- C 1997**
- D 1984**

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Why equality and diversity is relevant

Do our services meet customer expectations?

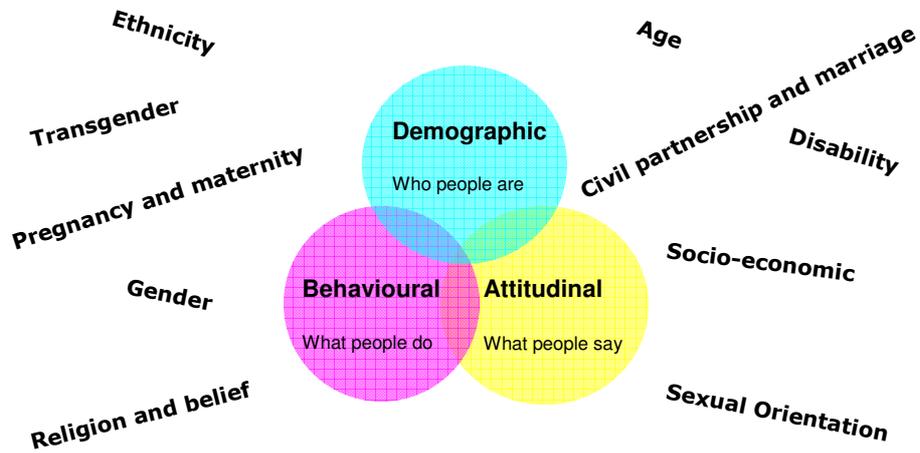
Question

When did BT (British Telecom) first start to provide automatic Large Print statements to customers?

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Types of equality and diversity insight



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Deciding what insight to use

	Cheap	Quick	Representative
Customer profile info	x	x	✓✓
Satisfaction surveys	x	✓	✓
Sharing data and analysis	✓	x	✓
Complaints	✓	xx	xx
Customer engagement	x	✓	?
Mystery shopping (and DDA checks)	x	✓	✓
Externally commissioned	xx	x	✓

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Making a positive impact

**“Information is not power.
Clarity and impact is.”**

Jon Moon, *How to Make an Impact*, 2008
ISBN: 978-0-273-71332-6

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Making a positive impact



- Include **equality and diversity insight and targets** in business plans, strategies, team plans and appraisals.
- Use **Equality Impact Assessments** to showcase customer insight.
- Develop **customer engagement groups**
- Develop **staff networks**
- Gain **accreditations**

etc.

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Turning evidence into action

Tower Hamlets Homes:

An introduction



Manage 21,716 homes – over 20% of all homes in Tower Hamlets.

23,000 applicants are currently listed on the housing register in the Borough.

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Turning evidence into action

Our customers at a glance



- Over 75% of tenants are Black or Minority Ethnic, compared to 43.8% in the borough).
- Vulnerability is prevalent; 18% tenants are aged over 70.
- 56% of all tenants are women.
- 60% of tenants under 29 are in arrears.

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Turning evidence into action

Key challenges for new migrants and BME communities in Tower Hamlets

- **Overcrowding** – 3 times as likely as White British households.
- BME tenants are 21% **less satisfied with the overall condition of their property**.
- Over 7% of all THH tenants are **unable to speak English**; around 9% **unable to read English**.

The vast majority of overcrowded households are Asian

Ethnicity - overview	Number of overcrowded households	% of total overcrowded households
Asian	1,242	78.00%
White	146	9.20%
Black	129	8.10%
Other	64	4.00%
Dual	11	0.70%
Total	1,592	100.00%

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Turning evidence into action

Make insight digestible

Tower Hamlets Homes

Demographic data		Difference from THH average
Tenants as % of stock	49.2%	-9.8% lower
% leaseholders non-resident	18.0%	-8.0% lower
Average Rent	£86.41	-£0.04 lower
Average Service Charge	£8.14	£1.65 higher
Housing Benefit	85.3%	13.1% higher
% tenants resident 5 years +	70.7%	-1.3% lower
% of tenants older than 70	16.8%	1.5% higher
Ethnicity: Asian	68.5%	23.5% higher
Ethnicity: White	12.8%	-14.2% lower
Ethnicity: Unknown	10.5%	-7.5% lower
Ethnicity: Black	7.5%	-0.5% lower
Ethnicity: Dual heritage	0.4%	-0.6% lower
Disability	5.4%	-0.3% lower

Neighbourhood index		Difference from THH average
Residents who don't like living in the neighbourhood	20.7%	5.6% higher
Overcrowded tenanted properties	15.2%	3.1% higher
Residents dissatisfied with opportunities for engagement	16.8%	5.0% higher
Tenanted homes not decent	42.8%	-17.5% lower
Tenancies in arrears	73.1%	29.2% higher

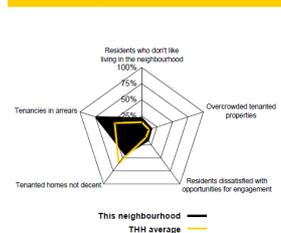
Chicksand Neighbourhood Profile

Neighbourhood 1

Stock data		Difference from THH average
Number of properties	841	-69 lower
Bungalow	0%	-0.3% lower
Flats	65.4%	1.0% higher
Houses	7.0%	2.1% higher
Maisonette	27.6%	-2.8% lower
High-rise as % of stock	13.7%	-5.3% lower
Average re-let Times	25 days	-2 days lower



Neighbourhood index radar



Neighbourhood summary:

Chicksand is situated in the west of the Borough. The neighbourhood has a higher than average Asian population and nearly 17% of residents are over 70. Over two thirds of residents have lived there for over 5 years.

The majority of stock on the estate are flats, though only 14% is high rise. Half of all stock is tenanted. The vast majority of leaseholders are resident on the estate.

Overcrowding, engagement and overall satisfaction with living in the neighbourhood are greater concerns than the THH average. However, the overwhelming issue compared to other THH neighbourhoods is the number of tenants in arrears. Over 73% of tenants in Chicksand are in arrears, despite 85% of its tenants being in receipt of housing benefit.

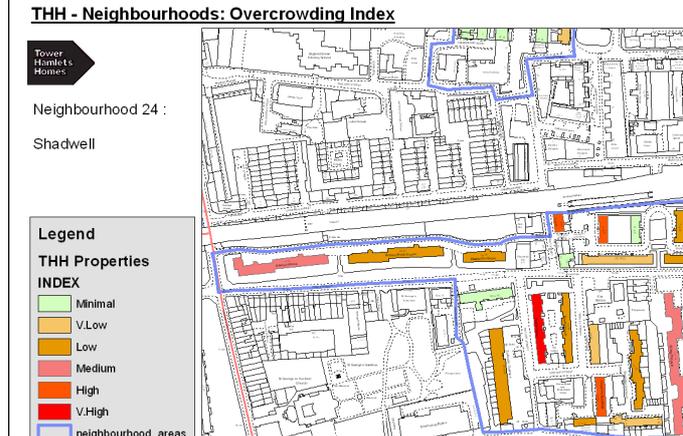


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Turning evidence into action

Make insight digestible



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Turning evidence into action

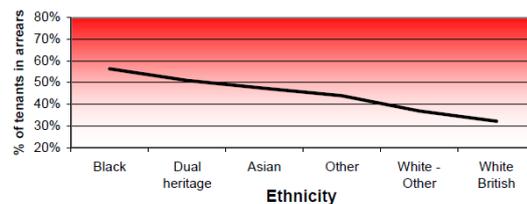
Case Study

Financial inclusion: What we learned

Demographic and behavioural insight found that there is significant inequality of **arrears** on the basis of ethnicity.

For example Somali tenants are twice as likely to be in arrears compared to white British tenants renting THH properties.

Customer engagement revealed that illiteracy (in both Somali and English) was a significant barrier to communication with Somali tenants.



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Turning evidence into action

Case Study

Financial inclusion: What we did

Working in partnership with the Ocean Somali Community Association since November 2010.

A **Somali support worker** works within the Rents Service once a week and the majority of the contact is via the phone.

Joint home visits are conducted if needed.

Support work under taken to Jan 2011	71 cases
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Total Arrears at Referral	£48,442.95
Total Arrears at 06 02 11	£36,126.52
Reduction in arrears	£12,316.43

Average Arrears per case at referral	£682.30
Average arrears per case at 31 12 10	£508.82
Average reduction in arrears per case	£173.48

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Turning evidence into action

Improving customer access:

Talking leaflets



To help make our services as accessible as possible to those who can't read English - or are blind or have low vision - we are recording our information leaflets as audio (MP3) files.

We have started recording these in Bengali and plan to do the same in Somali.

["Getting to know you" leaflet:](#)

http://www.towerhamletshomes.org.uk/publications_for_residents/for_all_residents/talking_leaflets.aspx

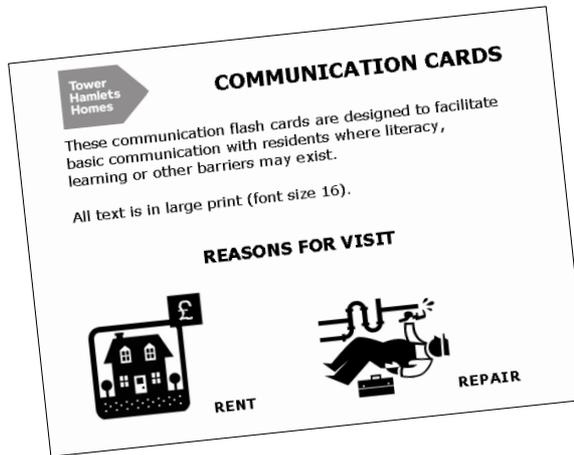
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Turning evidence into action

Improving customer access:

Communication cards

Designed to facilitate basic communication with residents where literacy, learning or other barriers may exist.



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Turning evidence into action

Improving customer access:

Language pointer cards

These portable pointer cards have been developed for all front line staff to carry, allowing telephone translation to be ordered if necessary when carrying out home or estate visits.



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Integrate equality and diversity into your service

Four tests for every public organisation

- Do you know the equalities profile of your customers across all strands?
- Have you carried out analysis and tested if services are accessible, inclusive and fair for all groups of customers?
- What are you doing to address any barriers?
- What are the outcomes?

For more information or advice, feel free to contact me:

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