Embracing Diversity
Black and Minority Ethnic and Faith Housing Strategy
2009 -2013

Embracing Diversity is Salford City Council’s first strategy pulling together our priorities to meet the housing needs and demands of our local Black and Minority Ethnic and Faith (BMEF) communities in Salford.

What does this strategy aim to do?

The purpose of Embracing Diversity is to set out the Council’s priorities and plans for housing and housing related services for BMEF communities. It sets out how these priorities will be achieved in conjunction with its partners, to ensure that all people in Salford have access to the Council’s housing services.

Salford’s Black and Minority Ethnic and Faith communities are growing and all our communities are becoming more diverse. As people settle in Salford, the cultural richness of our city is enhanced, making it a more interesting and cosmopolitan place to live.

Our BMEF housing strategy explains and sets out how we and our partners hope to achieve access to homes and housing services for people from all our communities.

How has the strategy been developed and who will it aim to help?

Salford City Council felt that it was vital that the involvement of local people from our BMEF communities shaped this strategy. This is reflected in the range of people that contributed to the consultation which took place at the beginning of the process. The information collected from local people sits alongside consultation with housing teams and providers and the research that has been undertaken to identify BMEF housing need and demand.

The consultation and research that has taken place in support of this strategy highlighted the following main issues:-

- The lack of affordable housing available in Salford
- A wish by some BMEF communities to be consulted in the design process of new build properties to ensure they better meet their specific needs
- The need to improve information to people wishing to tackle the issue of overcrowding by using loft conversion or extensions.
- The need to support the delivery of culturally appropriate and adaptable large family homes
- The lack of awareness about housing providers and services and the types of services they provide
- The need to improve cross local authority working on BMEF projects.
- Problems accessing services due to Diversity in language, culture or religious belief
- Difficulties in accessing some key services one of which is employment and training opportunities
- Fuel poverty amongst some BMEF communities
- Need for additional provisions for Gypsies and Travellers by 2015
- Incomplete or out of date information about BMEF communities living in the city

We also gathered and analysed key data about BME and Faith communities people living in Salford, comparing how these have changed over time and looking into housing need and demand for the future. The analysis showed that:

**BMEF Strategy - Key Information**

- Salford has a relatively small BME population (3.9%) compared with Greater Manchester (9%) and England and Wales (9%) [2001 census].
- Mid year population estimates from 2006 show an increase in the BMEF population in Salford to 7.29%, and it can be assumed that this has further increased in the three years since 2006.
- Salford has a significant Jewish population (2.5%) that is almost six times larger than is found in the region or the rest of the country. This population includes the Orthodox Jewish community that describes itself as a natural geographical and faith community. The community is also growing rapidly, research shows that the population would increase by 50% after 12/13 years, and after 25 years it would increase by 250% if it continues to grow at the same rate.
- The BME population is overall much younger than the White population.
- And there has been a slight increase in the proportion of BME groups over 65 years of age.
- Two of the five areas where Black and Minority Ethnic households are concentrated in Salford were amongst the 30% to 100% most deprived neighbourhoods in 2007, with two areas falling within 3% to 7% most deprived nationally.
- In regards to Gypsies and Travellers, the concentration of caravans, excluding temporary unauthorised encampments, in Salford is more than twice the average in Greater Manchester, and significantly higher than that found in the overall North West region. In July 2009, 60 authorised and tolerated caravans were identified in Salford.
- BME households are more likely to be living in unsuitable housing. In 2007, 21.3% of total households in unsuitable housing were BME households.
- BME households are most likely to live in unfit properties. In 2007, 8.4% of BME households lived in unfit housing as opposed to white households (4.4%).
- All BME groups display high levels of home ownership, particularly Chinese and Asian households. These tenure patterns are reflective of national and regional trends.

There have also been some significant developments in our understanding of and engagement with local BME and Faith communities in recent years. These show Salford City Council and our partner’s commitment to working with communities to help improve housing outcomes in future. These developments are the start of ongoing work to improve our knowledge base about our diverse population.

We have carried out key pieces of research with BMEF communities including:

**Orthodox Jewish Study 2008** – This study highlighted issues of:
- **Overcrowding**, -The average number of bedrooms per household in the OJ community is 4.2, and the average household size is significantly larger at 5.9 members per household. Therefore there is a mismatch between household size and numbers of bedrooms. This indicates the extent of the challenge in providing suitable housing for the Orthodox Jewish community.

- **Affordability**, - Affordability for the OJ community is more challenging than the wider community. Only 17% of new households expected to be able to buy a home with a mortgage, with the most common preferences being Shared Ownership (27%) or having to rent in the private sector (33%). Consequently Salford City Council is working with the OJ community to design special affordable housing products, and facilitate access to finance through agencies such as the Housing Communities Agency.

- **The need for extensions to properties**, - Over a third of the households in the OJ community indicated they needed an extension, and nearly half have already had an extension. This emphasises the importance of developing policies to improve information on the planning application process for conversions and extensions.

**Gypsy and Traveller Studies** – We have carried out and have been involved in three studies between 2005 and 2008 which showed:

- **Evidence of overcrowding**, The overall finding of these studies is that overcrowding on current sites and the strong potential for family growth means there is a shortage of accommodation on sites for Gypsies, Travellers and Travelling Showpeople in Salford.

- **The need for additional pitches**; The studies have identified the need for additional pitches, as new families form and want to live on existing site in Salford. The Council will respond and facilitate the achievement of the additional pitches once identified by the partial review of the RSS expected to be published in 2010.

- **The need for refurbishment of pitches designed for short-term accommodation.** The existing Gypsies and Travellers site is in need of refurbishment. The Council is overseeing the management of the exiting site to ensure access is maintained for families in need.

In addition we have set up key pieces of engagement initiatives with BMEF communities including:

**Salford West Ethnic Minority Amalgamated Group** – the newly established City West Housing Trust has developed a group with local BMEF tenants to provide a forum for them to raise their issues and questions with the trust.

**Salix Homes** – have been working with local people and partners to develop a range of services and support for BMEF tenants. These include:

- Supporting a migrant community support project, a ‘Women Working Together’ group; and
• Working closely with the Asylum Seeker / Refugee Team and Refugee Action to offer volunteering opportunities to local people.

What are we going to do about this and how will we deliver our priorities?

The strategic Aims and Objectives of this strategy fall under the overarching aims as outlined in Salford’s Housing Strategy, ‘Shaping Our Place’ 2008-2011. The 5 priorities within ‘Shaping Our Place’ are listed here along with key actions we will take to tackle the issue on behalf of BMEF communities.

1) To improve the quality of homes for all residents – ensuring fit for purpose housing stock.
   - Tackle fuel poverty by focussing on hard to reach demographic and BMEF communities.
   - Identify suitable locations for the additional pitches that are required to meet the identified need for Gypsies and Travellers.

2) To ensure a greater choice of homes in mixed communities – reshaping housing for future needs and aspirations.
   - Provide improved information on the planning application process for conversions and extensions.
   - Support and facilitate the delivery of culturally appropriate and adaptable large family homes

3) To provide excellent housing services to underpin sustainable neighbourhoods – transforming access and delivery of housing support services.
   - Identify the housing related support needs of both existing and newly arrived peoples in Salford by undertaking targeted research projects and ensuring that any research into housing needs and demands specifically considers BMEF communities.

4) To support the opportunity to live independently in all communities and support inclusive communities.
   - Promote Home Improvement Agency (HIA) and other housing support projects to BMEF communities to improve uptake of these services.

5) To use joint working to secure long term resources to support sustainable, vibrant and cohesive neighbourhoods.
   - Identify opportunities for working across local authority areas and sharing resources to provide improved services to BMEF communities.
   - Support access to employment opportunities for BMEF communities
   - Support the maintenance and development of neighbourhood community cohesion.
How will we make sure the strategy does what it sets out to do?

The Delivery Plan shown in appendix 1 has been developed through consultation and engagement with a variety of stakeholders and addresses the issues raised within the research and ongoing partner work. In developing the Delivery Plan appraisals of the resources, options, monitoring and implementation processes have all been considered and agreed.

Updates on the implementation will be sought and reports will be provided to senior managers and the Salford Strategic Housing Partnership (SSHP) on an annual basis, or as required.

This robust approach will not only ensure the delivery of this strategy, but lay the foundations for future actions and approaches.

Who will be involved in making the strategy successful?

To ensure we have a truly sustainable and integrated BME and Faith strategy that is successful, it is essential that we align it to Salford’s Local Area Agreement (LAA) and make the connections to its cross-cutting themes. The BME and faith Strategy will do this through our proposals to build the capacity of BME and faith community groups, whilst focusing on wider housing, social, cultural, health and community safety needs and aspirations of BME and faith communities. To do this the Strategy will be embedded within the Local Area Agreement (LAA) in order to have full sign up citywide by key public, statutory and voluntary sector organisations. In addition as indicated above, the Strategy will be monitored through the work of the Housing Strategic Partnership, in conjunction with the BME Forum in relation to the LAA performance objectives and indicators.

Acknowledgements

A wide range of Salford’s BME and faith communities, organisations and individuals have contributed and assisted us in numerous ways throughout the development of this strategy. Without this advice and support from the following organisations and communities the development of this strategy would not have been possible.

- Agudas Israel
- Asylum seeker and refugee representatives
- Congolese community
- Eccles and Salford Islamic Centre
- Eccles Community Cohesion Task Group
- EMS Consultancy
- Gypsy and Traveller sites
- Jewish community representatives
- Jewish Forum
- Salford College
- Salford Community and Voluntary Service (CVS)
- Salford Ethnic Minority and Traveller Achievement Service (EMTAS)
- University of Salford’s Housing and Urban Studies Unit
- Salford Yemeni community
- Salford’s Interfaith forum
- The Salford Link Project

Contact details

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Annex 2-

Embracing Diversity – Black and Minority Ethnic and Faith Housing Strategy Delivery Plan 2009/13

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<thead>
<tr>
<th>Objective</th>
<th>Action required</th>
<th>Outputs / Outcomes</th>
<th>Resources</th>
<th>Date</th>
<th>Partners (lead in bold)</th>
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<tbody>
<tr>
<td>1. Improve the quality of homes for all residents – ensuring fit for purpose housing stock.</td>
<td>1.a Increase the uptake of affordable warmth measures in BMEF communities.</td>
<td>Tackle fuel poverty by focussing on hard to reach demographic and BMEF communities</td>
<td>Take up of affordable warmth products in BMEF communities increased by 9.5% per annum</td>
<td>Affordable Warmth Capital Budget Affordable Warmth Awareness Budget Carbon Emissions Reduction Target (CERT) &amp; Future Central Government grants</td>
<td>Annually</td>
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<td>1.b Provide suitable accommodation for Gypsies and Travellers by 2015</td>
<td>Identify suitable locations for the additional sites that are required to meet the identified need for Gypsies and Travellers</td>
<td>The Council will respond and facilitate the achievement of the additional pitches once identified by the partial review of the RSS expected to be published in 2010.</td>
<td>Housing Capital Programme Or Gypsy and Traveller community resources</td>
<td>2010</td>
<td>Salford City Council Urban Vision 4NW</td>
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<td>2. Ensure a greater choice of homes in mixed communities – reshape housing for future needs and aspirations.</td>
<td>2a Improve the perceptions of some BMEF communities about planning application procedure</td>
<td>Provide improved information on the planning application process for conversions and extensions to all communities.</td>
<td>Improved awareness of planning application process by the BMEF communities. Undertake satisfaction surveys with community regarding planning process.</td>
<td>Monitoring officer time. Survey resources.</td>
<td>2010/11 Planning Department and Urban Vision Orthodox Jewish Community Leaders</td>
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<td>2b Promote affordable culturally appropriate housing for BMEF households</td>
<td>Support and facilitate the delivery of culturally appropriate and adaptable large family homes</td>
<td>30 affordable large family homes by 2011 Reduction in overcrowding Access to affordable housing</td>
<td>Officer time Homes and Communities Agency (HCA) Housing Market Renewal (HMR)</td>
<td>Annually</td>
<td>SCC Lead and Support RSLs Salix and other partners</td>
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<td>3. Provide excellent housing services to underpin sustainable neighbourhoods – transforming access and delivery of housing support services.</td>
<td>3a Improve knowledge base on BMEF communities in Salford</td>
<td>Increase our knowledge of whether / what type of housing and housing related support service is needed or how existing services can be developed in order to meet the needs of these groups of people.</td>
<td>Conduct research into the housing related support needs of BMEF.</td>
<td>2008/09 ( ongoing )</td>
<td>Sustainable Regeneration Directorate, SCC MSP ( Manchester &amp; Salford Pathfinder )</td>
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<td>Ensure all housing related research has BMEF element written into scope.</td>
<td>Commissioning and Community Housing Services Community, Health and Social Care Services Strategy team MSP ( Manchester &amp; Salford Pathfinder )</td>
<td>2010-11 MSP Private Sector Survey</td>
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<td>4. Support the opportunity to live independently in all communities – supporting inclusive communities.</td>
<td>4a Improve the uptake of housing related support projects amongst BMEF communities.</td>
<td>Promote Home Improvement Agency, Supporting People Projects, and Housing Advice Support Services (HASS) and other housing support projects to BMEF communities to improve uptake of these services</td>
<td>Numbers of people from BMEF communities using HIA and related services increases by 3% to April 2010</td>
<td>Annually</td>
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<td>Production of suitable information including translated materials. Officer time to provide liaison services via community outlets (e.g. Salford Link Project, Eccles Mosque etc.)</td>
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<td>5. Use joint working to secure long term resources to support sustainable, vibrant and cohesive neighbourhoods</td>
<td>Identify opportunities for working across local authority areas and sharing resources to provide improved services to BMEF communities particularly on services such as Home Improvement Agency, Affordable Warmth etc.</td>
<td>Identify key contacts in cross border LAs and potential events and opportunities. Hold 1 event in 2009/10 for Cross Border LAs to identify future opportunities.</td>
<td>Officer time</td>
<td>December 2009</td>
<td>Commissioning and Projects</td>
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<td>5a. Improve cross Local Authority working on BMEF projects</td>
<td>Review the existing housing led approaches to training and employment with construction and development partners in regeneration areas.</td>
<td>Develop research programme into BMEF worklessness issues. To increase access to training opportunities by achieving the following targets: To reduce number of BMEF 16 to 18 year olds who are not in education, employment or training (NEET) to 5% by 2010/11 * Number of Entry Level qualifications in numeracy achieved for BMEF to 12 **</td>
<td>SCC Lead and Support RSL Salix Development Partners</td>
<td>2009 2010/13 2010/13</td>
<td>SCC Lead and Support RSL Salix Development Partners</td>
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*Number of BMEF 16 to 18 year olds who are not in education, employment or training (NEET) to 5% by 2010/11

**Number of Entry Level qualifications in numeracy achieved for BMEF to 12
| 5.C  | Support the maintenance and development of neighbourhood community cohesion | Proportion of working age population qualified to at least Level 2 to 81% for BMEF ***  
Achievement of a Level 2 qualification by the age of 19 by 73.4 % for BMEF ****  
Number of Level 1 qualifications in literacy (including ESOL) Achieved by 4% for BMEF ***** | 2010/13  
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2010/13 |
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<td>Ensure Housing Officer Group partners contribute toward City Wide Cohesion projects.</td>
<td>I event per year in support of community cohesion agenda.</td>
<td>SCC Lead and Support RSL Salix City West Housing Trust</td>
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* Linked to NI 117 ** Linked to NI 162 *** Linked to NI 163 **** linked to NI 79 *****linked to NI 161