



**UK COLLABORATIVE
CENTRE FOR
HOUSING EVIDENCE**

Housing with Pride

A knowledge exchange project to increase LGBTQ+ resident inclusivity in the social housing sector

Professor Andrew King and Frances Sanders (University of Surrey) and
John Stevens (Clarion Housing Group and Co-Chair, HouseProud)

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housingevidence.ac.uk

About the authors

Andrew King is a Professor of Sociology at the University of Surrey, UK. He has been researching LGBTQ+ lives for over 17 years and in the past five years much of his research has focused on housing.

Frances Sanders has assisted Professor King with different housing research projects over the past three years and is currently working on her PhD thesis, which focusses on the drinking practices of older LGBT people.

John Stevens is Partnerships and Projects Manager for Clarion Futures. John is Co-Chair of HouseProud, the national for network LGBT+working in social housing and also leads the European Federation for Living Social Topic Group.

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Contents

Executive summary.....	4
Background and objectives of the Housing with Pride project	6
Project objectives.....	7
Project action plan and activities	7
Project Steering Groups and Action Research Meetings (ARMs).....	8
Senior social housing staff/executive consultations	9
Knowledge Exchange Workshops (KEWs)	9
Housing with Pride short animation video	14
Awareness raising and feedback sessions	15
Using media to raise awareness and gain feedback.....	16
Conclusion.....	19
Key learning points.....	19
Next steps	20



Executive summary

Housing with Pride was a knowledge exchange project funded by UK Collaborative Centre for Housing Evidence (CaCHE) which brought together academic researchers, social housing providers and residents, together with third sector organisations in order to address the housing concerns, experiences and preferences of people who identify as Lesbian, Gay, Bisexual, Trans, Queer or have another marginalised gender identity and/or sexuality e.g. non-binary, genderqueer, pansexual (LGBTQ+).

The main aim of the Housing with Pride project was to effect organisational change, using a range of knowledge exchange methods detailed in this report to enable social housing providers to create policies and practices that will ultimately improve the lives of their LGBTQ+ residents.

This report details the background to the project and explains how its main aim was achieved. It explains the methods of knowledge exchange and impact measurement that were used and what was learned from undertaking this project.

Overall, by conducting the Housing with Pride project we were able to:

- Put LGBTQ+ residents at the forefront of a co-design process to knowledge exchange and impact, an example of the approach promoted in the Social Housing Green Paper.
- Undertake a wide range of knowledge exchange activities which shared research findings and impact activities with social housing providers, LGBT+ organisations and LGBTQ+ social housing residents.
- Directly engage with representatives from over 30 social housing providers.
- Launch and track the adoption of two LGBTQ+ equality in social housing schemes, the HouseProud Pledge Scheme and the Stonewall Housing Inclusion Standard, which have now reached over 1.5 million social housing residents.
- Secure the endorsement of the HouseProud Pledge Scheme by the Deputy Mayor for Housing and Residential Development, London.
- Enable LGBTQ+ awareness and equality training by Stonewall Housing which was delivered to over 50 professionals working in the social housing sector.
- Produce an animation video for use in awareness raising and training activities.
- Foster collaborative working across the social housing sector, bring together local authorities, housing associations, LGBT+ support organisations and LGBTQ+ social housing residents.

Background and objectives of the Housing with Pride project

Following pioneering research undertaken by Professor Andrew King, University of Surrey and Dr Paul Stoneman, Goldsmiths, University of London on the housing concerns and preferences of older LGBTQ+ people (the [SAFE Housing study](#)¹), HouseProud², the nationwide network for LGBTQ+ professionals working in the housing sector, commissioned the University of Surrey to undertake research around the needs and experiences of LGBTQ+ social housing residents. The study was funded by six housing associations (Clarion, Hanover, L&Q, Notting Hill Genesis, Optivo and Riverside) and supported by the Greater London Authority and the wider social housing sector. The research report, No Place Like Home³ represented the largest study ever undertaken in the UK into the lives of LGBTQ+ social housing residents. It showed that, despite recent changes in equality laws, together with some examples of good practice, that many of the LGBTQ+ residents in the study continued to experience discrimination in their everyday lives, especially in relation to their housing, leading to a range of compensatory behaviours and feelings of dissatisfaction and insecurity.

Following these ground-breaking findings, between May 2018 and April 2019, HouseProud and the University of Surrey (Professor Andrew King and Frances Sanders, Dept. of Sociology) developed a LGBTQ+ social housing residents' [Pledge Scheme](#). This was designed to address the concerns raised by residents in the No Place Like Home study and ensure that housing providers who signed the pledge would take action to improve their housing services for LGBTQ+ residents. The project was funded by the University of Surrey and four housing associations (Clarion, Hanover, L&Q and Notting Hill Genesis). Other organisations, including Stonewall Housing and the Greater London Authority (GLA) were represented on the project steering group, along with representatives from LGBTQ+ resident groups.

The HouseProud Pledge is a scheme that all social housing providers (housing associations, local authorities and ALMOs) can sign up to, to demonstrate their commitment to LGBTQ+ resident equality and support. It was designed to work flexibly for all social housing providers, regardless of size and geographical location. The Scheme provides a framework for landlords to work with involved residents to take action and demonstrate their commitment to LGBTQ+ equality and support. The Scheme complements other equality, diversity and inclusion initiatives undertaken by housing providers. It is free to sign up to and has been designed to enhance existing resident involvement activity and ensure that residents can input directly into landlord policy and practice. Many housing providers already work with LGBTQ+ involved residents. In signing up to the HouseProud Pledge Scheme, housing providers will gain accreditation for work that currently goes unrecognised.

The HouseProud Pledge Scheme is based on two levels of accreditation:

- Pledge Pioneer - All housing providers have a year to deliver three core commitments, including making sure that involved LGBTQ+ residents can input at a strategic level. These are designed to help providers get the basics right before working with involved residents to explore other commitments.
- Pledge Plus - Following the delivery of these commitments, landlords can choose to commit to additional pledges. These see them work with involved residents to set achievable and time-bound goals on an ongoing basis.

¹<https://www.surrey.ac.uk/centre-research-ageing-gender/completed-research>

²<https://www.houseproud-lgbt.com/>

³<https://www.houseproud-lgbt.com/contact>

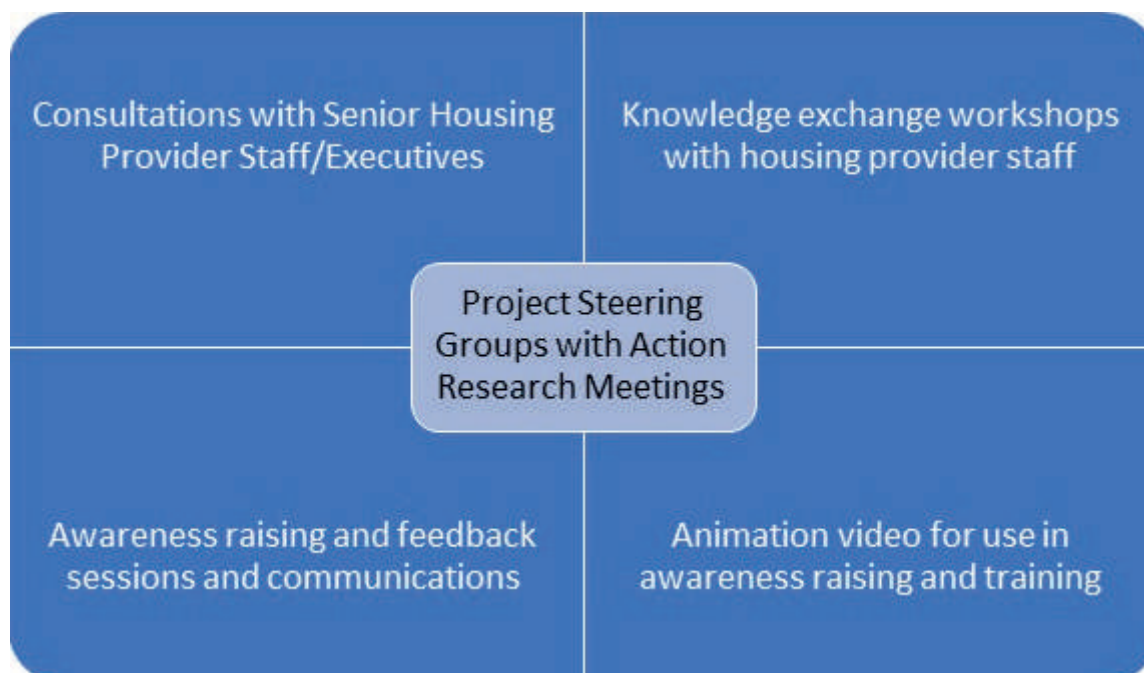
Stonewall Housing⁴, the UK's largest charity supporting LGBTQ+ people around housing issues, had simultaneously conducted strategic reviews on how best to address LGBTQ+ people's housing concerns and developed an Inclusion Standard as a result. The Inclusion Standard consists of a pre- training questionnaire, a training programme and a post training assessment that takes place 6 weeks after the training. It includes an assessment of resident engagement. Organisations are awarded the standard if they achieve all their award targets and adherence to the Inclusion Standard is reviewed by a Stonewall Housing annual evaluation.

Project objectives

Using the methodology of Knowledge Exchange Action Research (KEAR) developed by Professor King (2014)⁵ in previous impact projects, the Housing with Pride project actively engaged professionals working in the social housing sector, together with LGBTQ+ residents. Its objectives were to: (a) raise awareness of the issues faced by LGBTQ+ social housing residents; (b) raise awareness in the housing sector of the Pledge Scheme and Inclusion Standard and what putting them into practice would mean; and (c) track the progress of organisations who adopted the schemes (early adopters), to promote their uptake and to assess responses to them. Full details regarding how these objectives were achieved are given in this report. The project was devised shortly after the UK Government had published its Social Housing Green Paper⁶, which emphasised the need for effective resolution of complaints; empowering residents and strengthening the regulator; and tackling stigma and celebrating thriving communities.

Project action plan and activities

There were five major strands to the Housing with Pride Action Plan with a range of associated activities contained within them, which are represented in the diagram below. This section of the report will provide detail these five strands, including the knowledge exchange activities and impacts that were achieved within them.



⁴<https://stonewallhousing.org/>

⁵King, A (2014) Knowledge Exchange Action Research: *Creating Impact with Social Science Research In: SAGE Research Methods Cases*, Sage.

⁶<https://www.gov.uk/government/news/social-housing-green-paper-a-new-deal-for-social-housing>

The Housing with Pride project commenced in April 2019 with the formation of two groups: a Project Steering Group; and a Resident Consultation Group. Group meetings became Action Research Meetings (ARMs) since they oversaw how the project developed and were integral to the knowledge exchange process.

Project Steering Groups and Action Research Meetings (ARMs)

Project Steering Group members included individuals from HouseProud (including its Co-Chair), Stonewall Housing (including its CEO), Stonewall, the Greater London Authority and several Housing Associations: Clarion, Notting Hill Genesis, Anchor Hanover, Peter Bedford, L&Q, plus Professor Andrew King and Frances Sanders, University of Surrey. The Group was Chaired by Anna Kear, CEO of Tonic Living and former Executive Director of UK Cohousing. The Project Resident Consultation Group comprised five individuals drawn from several housing associations and a local authority, it was chaired by Andrew King the project researcher and the Chair of the Project Steering Group also attended. The agenda was generally open allowing resident members to steer the discussions.

Project Steering Group Action Research Meetings (ARMs) took place three times over the course of the project:

- Meeting One – terms of reference, key foci of the project and planned activities, launch of Pledge Scheme on 17th May (IDAHoBiT Day⁷), setting up schedule of calls amongst executives/senior managers in the social housing sector to garner their assessment of the Pledge Scheme and, where appropriate, secure early adoption.
- Meeting Two – reporting back on calls, the number of early adopters, planning early adopter workshop 1, update on Stonewall Housing activities with training and Inclusion Standard.
- Meeting Three – reporting back on feedback gained from the first early adopter workshop, reporting back on early adopter catch-up calls undertaken by HouseProud, planning the second early adopter workshop, discussion of plans for the animated video and advocating for change knowledge exchange event.

The Resident Consultation Group ARMs also took place three times over the course of the project:

- Meeting One – introducing the project and discussing how best to involve residents. Feedback on the Pledge Scheme (positives, things to amend), best ways that resident groups could be involved.
- Meeting Two – resident engagement with HouseProud, ideas for the animated video, ways of establishing a National LGBTQ+ residents' forum, discussion of feedback from the first early adopter knowledge exchange workshop feedback.
- Meeting Three – planning the second early adopter knowledge exchange workshop, discussing and planning the final knowledge exchange event, exchanging ideas for a new project building on and extending the work in Housing with Pride, thinking about how existing LGBTQ+ resident groups could support the formation of new ones in social housing organisations that currently do not have them.

ARMs provided space for members of the two groups to update on how the Pledge Scheme and the Inclusion Standard were progressing and outline opportunities they'd had for raising awareness of them and the Housing with Pride project at meetings, events, conferences etc.

⁷International Day Against Homophobia, Biphobia and Transphobia takes place annually on 17th May to draw attention to the violence and discrimination experienced by LGBTQ+ people on a global scale and is marked in over 130 countries. 17th May was chosen because it marks the anniversary of when the World Health Organization removed homosexuality from its list of mental disorders in 1990.

Senior social housing staff/executive consultations

During Summer 2019 Project Steering Group and HouseProud committee members telephoned relevant executives and other senior managers to discuss the Housing with Pride project and the Pledge Scheme with them. General notes from each discussion were collated on a spreadsheet to ensure documentation. Those contacted included senior leaders from: Clarion Housing Group, Riverside, National Housing Federation, Quo Vadis Trust, Anchor Hanover, London and Quadrant, Notting Hill Genesis, Optivo, Network, CIH.

Feedback about the Pledge Scheme included: enquiries about whether training packages were available (respondents were put in contact with Stonewall Housing, who specialise in training programmes); how it provides a good balance between prescription and flexibility; how Pledge Plus goals might need to be more directive; how housing providers would go about engaging LGBTQ+ residents when there is no current LGBTQ+ forum/resident group and the need for guidance on this.

Seven (out of eight) housing provider executives consulted during this period agreed to sign and commit their organisation to Pledge Pioneer status: the entry level of the Pledge Scheme. These housing providers were⁸: Clarion Housing Group (125,000 homes and 350,000 tenants nationwide), Riverside (56,000 homes, 100,000 tenants across England and Scotland), Quo Vadis Trust (20 properties, 150 tenants, London), Anchor Hanover (54,000 homes in England, includes 100 residential care homes), L&Q (250,000 tenants, 95,000 homes, primarily across London and the South East), Notting Hill Genesis (65,000 homes, 170,000 tenants, London and South-East) and Network Homes (20,000 homes across London, Hertfordshire and the South East).

Subsequently, the following providers signed up to the Pledge Scheme: Sir Josiah Mason Trust (169 homes, West Midlands), London Borough of Lambeth (24,000 homes), Brighton Housing Trust (430 homes, in Sussex), Royal Borough of Greenwich (21,000 homes), Guinness Partnership (66,456 homes across England), Swan Housing (11,000 homes in East London and Essex), Home Group (55,000 homes, 110,000 tenants, nationwide) PA Housing (23,000 homes, Midlands, London and South-East England). New providers continue to join the scheme and they are listed, with relevant information, on the HouseProud website: www.houseproud-lgbt.com.

Knowledge Exchange Workshops (KEWs)

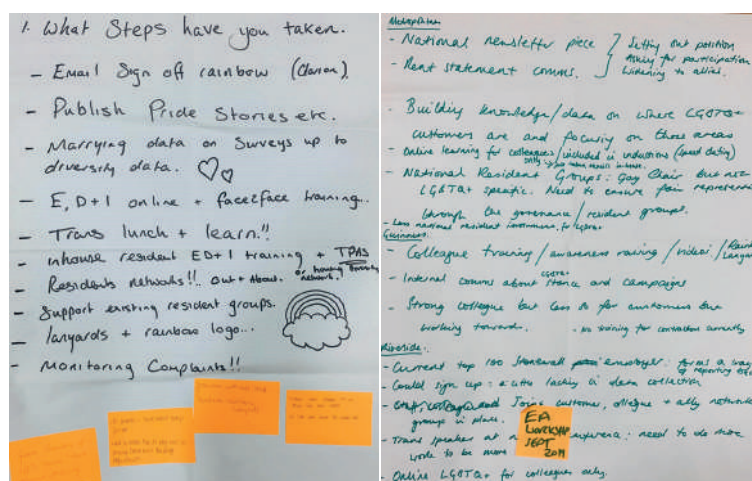
KEWs were designed to maximise interaction between participants, facilitate peer conversations and share knowledge. In total we conducted four workshops across the course of the project. Two KEWs were for early adopters of the Pledge Scheme or Inclusion Standard. One KEW was a wider end-of-project knowledge sharing event and one KEW involved a presentation and feedback session at a LGBTQ+ social housing residents' conference. In total over 200 people engaged directly in these activities, comprising social housing professionals, members of LGBTQ+ support organisations, LGBTQ+ social housing residents and legislators/policy makers.

- **First Early Adopter Workshop (Sept 2019)** – staff members of early adopters of the Pledge Scheme, plus those who in the consultation calls had expressed an interest in participating at an afternoon workshop. The 16 attendees undertook group work exercises to exchange ideas with each other about ways of putting the pledge scheme into practice. Key issues that emerged:
 - Providers would find it useful to have an online platform to share resources (information to include should include examples of good practice regarding LGBTQ+ residents, useful contacts regarding LGBTQ+ equality, a list of training providers)
 - Some providers have existing LGBTQ+ resident forums but others do not and were unsure how best to set one up

⁸Figures taken from housing provider websites

- o Some providers felt they were better at LGBTQ+ staff inclusivity than focusing on LGBTQ+ residents
- o Providers would like a video that could be used for training purposes/awareness raising
- o E&D/LGBTQ+ equality expectations should be built into contracts
- o Set up a champions network and use rainbow lanyards to signify LGBTQ+ acceptance and who residents could approach for information and advice
- o It can be challenging to embed the Pledge into every part of the organisation
- o Undertake Equality Impact Assessment exercises
- o Could learning come from other sectors/equality streams?

Examples of posters created at the first Early Adopter workshop



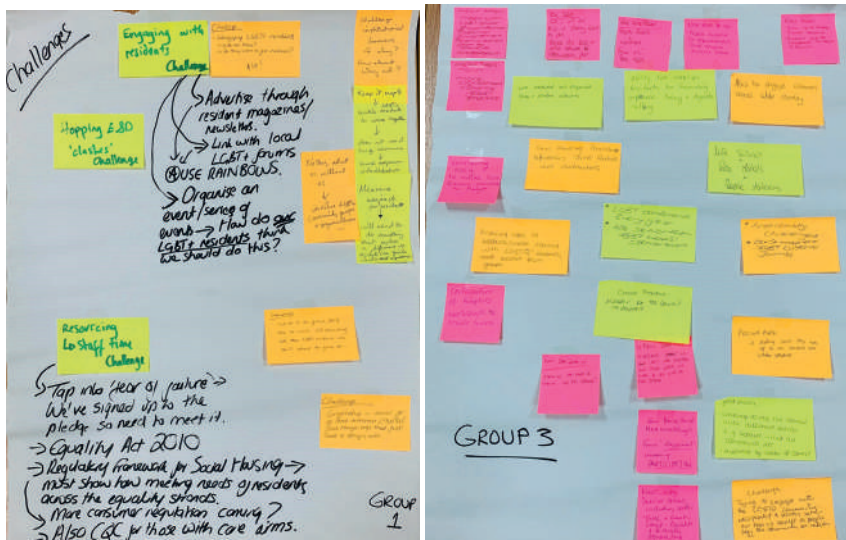
Following the principles of the KEAR methodology, the second ARM meetings discussed and reflected on all the information produced during the first early adopter workshop and the following decisions were made:

- o Look at ways of putting resources on an online platform that would be accessible to all early adopters. Yammer was suggested.
 - o Invite LGBTQ+ resident consultation group members to the next workshop to share their experiences of resident engagement in order to support those organisations that are looking at ways to facilitate LGBT+ resident forums or other forms of engagement.
 - o Find ways to encourage knowledge sharing between providers with LGBTQ+ resident groups and those without. Exemplars are L&Q and Clarion.
- **Second Early Adopter Workshop (Jan 2020)** – staff members from Pledge Scheme early adopter providers attended, along with those who had expressed an interest in learning more about it. They were joined by several members of our resident consultation group and steering group. This workshop provided a forum for Pledge early adopters to update on progress and discuss challenges. The 20 attendees also heard more about

the Stonewall Housing Inclusion Standard and how it could be used as an auditable training resource. These presentations were followed by groupwork focused on discussions about good practice, challenges and sharing knowledge. Evaluation forms were used to assess how useful the workshop had been for the attendees.

- o Attendees from housing providers found the presence of members of the resident consultation group to be very useful: "Having LGBT+ residents involved & getting their thoughts on what our current thinking is/how we might be able to overcome some of the challenges"; "meeting residents and hearing their experiences."
- o Attendees also commented on the usefulness of focusing on good practices and challenges and discussing them with others: "sharing best practice amongst housing association and local authority"; "group discussion – sharing ideas and gaining knowledge and advice from others. This has given us a lot to feedback"; "'workshopping' and learning what others are doing to achieve the requirements".

Examples of posters created at the second Early Adopter workshop



- **HouseProud GM LGBT+ Social Housing Residents Conference (Feb 2020)** – Miles Lanham, National Co-ordinator, HouseProud and a Housing with Pride Steering Group member gave a presentation about the Pledge Scheme and previewed the Housing with Pride animation video to an audience of 120 people, comprising LGBTQ+ residents and staff from twelve housing providers: Equity Housing Group, One Manchester, Great Places Housing Group, Irwell Valley Homes, Stockport Homes, Calico Group, Onwards, MSV, Salix Homes, Home Group, Riverside and Bolton at Home. Miles responded to questions about the Pledge Scheme and conference attendees rated the video, on a scale of 1 – poor, to 5 – amazing (the average rating was 4) and provided feedback to help improve it.
- **Final knowledge exchange event with workshop, City Hall, London Feb 2020** – this event was designed to share what had been learned during the Housing with Pride project and garner an assessment of its impact, applicability to other equality and diversity work in social housing and indication of possible next steps. 50 attendees included professionals from the social housing sector, LGBTQ+ social housing residents and those from organisations involved in equality and diversity promotion and education work. The workshop commenced with an endorsement from Tom Copley, incoming Deputy Mayor for Housing and Residential Development, GLA. Presentations given included: an overview of the objectives and activities of the Housing with Pride project, outline of the HouseProud Pledge Scheme and Stonewall Housing Inclusion Standard; LGBTQ+ social resident perspectives about why the project was important; a summary of actions undertaken by early adopters and what still needs to happen in any future work; a screening of the animation video (details about the video are contained in the next section of the report) followed by attendee rating and feedback of it. The agenda is outlined in the table below.

Table 1 – Agenda of the Housing with Pride Knowledge Exchange Event 27th Feb 2020

18:15	Registration and refreshments	
18:25-18:35	<p>Welcome</p> <p>Professor Andrew King, Project Lead, University of Surrey</p> <p>and Tom Copley AM, London- wide Assembly Member incoming Deputy Mayor for Housing and Residential Development</p>	
18:35-19:20	<p>Introduction and Overview of the Housing with Pride project</p> <p>Facilitated by Anna Kear, CEO Tonic Living and Chair of Housing with Pride Steering Group</p>	<p>You will hear from:</p> <p>Professor Andrew King, University of Surrey.</p> <p>John Stevens, Co-Chair, HouseProud.</p> <p>Tina Wathern, Director of Education and Engagement/Interim CEO, Stonewall Housing.</p> <p>Michael Verrier, Chair L&Q LGBT Resident Forum.</p> <p>Daniel Duggan, Resident Involvement Officer North, Clarion Housing Group.</p>
19:25-20:00	World Café	<p>Table discussions for 10 minutes per question:</p> <p>a) In what ways do you think this project is making an impact?</p> <p>b) Could this model of working (research framework development framework dissemination and implementation) be applied to other equality and diversity strands in social housing? What might work? What might need to be changed or added?</p> <p>(c) How could you take LGBTQ+ inclusivity in social housing forward? How should we take this forward in another project?</p>
20:00-20:20	Feedback and discussion	Rapporteurs feedback points from each table/points from the audience.
20:20-20:30	Evaluation forms	Please complete a form and leave behind for us to collect. If you have to leave early, we have prepaid envelopes you can use to return your form to us.

Housing with Pride short animation video

Following discussion at the project steering/consultation group meetings and in collaboration with LGBTQ+ social housing residents, a key activity and output of the project was the creation of an animated video.

Development of the video followed co-design principles and members of the Steering Group and LGBTQ+ social housing residents met at two workshops to storyboard the video. The video provides information about the No Place Like Home study findings and what the Pledge Scheme is designed to do. A draft of the video can be viewed on YouTube⁹.

A draft version of the video was shown at the HouseProud Annual Residents' Conference and the final Housing with Pride knowledge exchange workshop both of which took place on 27th Feb 2020 to gain initial feedback/gauge impact and to finess its content.

A row of animation video feedback post-its at City Hall workshop



The feedback was collated, including the ratings. The video had an overall average rating of 4/5 and very insightful comments were provided about increasing accessibility through by providing a version with a voice-over, slowing the pace of the video so information was easier to process,

A final version of the video will be displayed on the HouseProud YouTube channel from November 2020.

⁹ <https://www.youtube.com/watch?v=UYoUnfs3-SQ>

Awareness raising and feedback sessions

During the project, Professor King made five invited presentations (with question and answer sessions) in which he disseminated details about the project's aims and objectives and outlined details of the HouseProud Pledge Scheme.

These were:

- Thanet LGBT 50+ Group, 27th June 2019 – a community group of LGBTQ+ people over the age of fifty. Twenty people attended, and Professor King spoke about the issues faced by older LGBTQ+ people, in particular, and how the Pledge Scheme could be used to address housing concerns. Members of local older people's support services and the local district council engaged in discussions with Professor King about the Pledge Scheme as a result.
- East Midlands Housing LIN Regional Meeting, 6th November 2019¹⁰ – The Housing Learning and Improvement Network (LIN) is a sophisticated network bringing together housing, health and social care professionals in England, Wales, and Scotland. Forty people attended, and Professor King spoke about the research underlying the Pledge Scheme and the Housing with Pride project. Attendees were invited to future Housing with Pride workshops.
- 'Focus on LGBTQ+ ageing, equality and the inclusion of older people from sexual and gender minority groups', Bristol University, 4th July 2019¹¹. This event was attended by approximately 35 people, including academics, third-sector organisations and community groups and members. Professor King spoke about the underpinning research and outlined the Pledge Scheme.
- Presentation and workshop discussions at Birmingham Ageing with Pride conference, "LGBT Housing: is there a future?", 22nd March, 2019¹². Professor King presented findings of the No Place Like Home research and outlined the Pledge Scheme. The event was attended by approximately 25 individuals including LGBTQ+ community members, housing provider staff, third-sector organisations and Birmingham Healthwatch.
- Presentation and workshop titled "LGBT-friendly Housing Pledge Schemes as Learning-oriented Interventions" at NWO Synergy 2020, Hilversum, Netherlands on 4th February 2020. Professor King presented about the Pledge Scheme and its underpinning research and co-facilitated a workshop with Dr Roos Pijpers (Radboud University Nijmegen) and Manon Linschoten (Project manager Pink 50+, COC Netherlands). The conference was attended by 285 European researchers and stakeholders from the social sciences and humanities.

Other members of the Steering and Resident Consultation groups gave presentations about the project at a range of meetings, these included:

- Mark Lambert, Client Account Manager, Stonewall and a Steering Group member gave a presentation to Stonewall account managers who lead on relationships with housing associations across the UK and encouraged them to have conversations with those providers on the benefits of joining the Pledge Scheme.
- Inez Hough, Senior Area Manager, Housing and Land, GLA discussed the project and Pledge Scheme at GLA Housing and Land Team meetings and Tom Gill, Policy Officer led of promoting the project to GLA housing partners.
- John Stevens gave regular updates to the Clarion Housing Out and About Group (Clarion's LGBTQ+ resident group)

¹⁰ <https://www.housinglin.org.uk/Events/Midlands-Region-Housing-LIN-Meeting/>

¹¹ <https://www.voscur.org/sites/voscur.org/files/July%202019%20RF%20flyer.pdf>

¹² <https://healthwatchbirmingham.co.uk/event/lgbt-housing-is-there-a-future/>

- Members of L&Q LGBT+ Resident Forum received a presentation about the Pledge Scheme and the Housing with Pride project and discussed actions their housing provider could undertake. This resulted in a change in the way the provider records the gender of co-tenants.
- Members of HouseProud, John Stevens and Miles Lanham Miles, presented to senior executives at Guinness Housing Trust as part of a lunch & learn. This was filmed by their Comms team and posted on their intranet. Guinness signed-up to the HouseProud Pledge Scheme soon after.
- Bob Green OBE spoke at a Fringe event called 'Inclusive Futures' at the Chartered Institute of Housing (CIH) Housing 2019 conference in June 2019 about how to involve LGBT+ residents within housing organisations, referencing the pledge scheme and Inclusion Standard. 30 delegates attended.
- Bob Green OBE spoke at the National Housing Federation (NHF) Housing Summit in September 2019 about Diverse Leadership and a key aspect was involving LGBT+ residents and again highlighted pledge scheme and Inclusion Standard. 100 delegates attended.
- Anna Kear, CEO Tonic Housing and Tina Wathern, Stonewall Housing contributed to a panel discussion about the housing issues faced by older LGBT+ people at the Pink News Ageing Summit 14th May 2019. John Stevens, HouseProud and Professor Andrew King joined them and other key stakeholders for a working lunch dedicated to sharing good practice and ideas regarding housing and LGBT+ older people.

Using media to raise awareness and gain feedback

During the Housing with Pride project we made use of a number of media forums and outlets to generate interest in the project and raise awareness of its aims and specific details about the Pledge Scheme and Inclusion Standard.

HouseProud announcements

Headline: 'There's No Place Like Home' outcomes to become sector pledge card

<https://www.houseproud-lgbt.com/contact>

Article published following Pledge Scheme development CEO meeting July 2018:

Senior leaders from ten housing associations and the GLA met in July to push forward work to develop an LGBT pledge card for providers. "This is an opportunity for us to be bold and rally the sector behind a pledge that demonstrates we are good landlords," said L&Q Chief Executive David Montague, who hosted the meeting. "It is also a chance to show our LGBT residents that we care."

Announcement of launch of Pledge Scheme "We're proud to be launching the HouseProud Pledge!"

<https://www.houseproud-lgbt.com>

We're so proud to be launching the HouseProud Pledge scheme for housing providers.

It follows our publication last year of 'No Place Like Home', the largest UK study of its kind to understand the experiences, concerns and preferences of LGBTQ+ social housing residents.

Lambeth Council

News item on website [under 'Housing & Planning' and 'News & Announcements'] dated 15th July 2019, announcing sign-up and specifically mentioning HouseProud and the University of Surrey.

<https://love.lambeth.gov.uk/lambeth-signs-house-proud-pledge-lgbtq-community/>

Cllr Paul Gadsby, Cabinet Member for Housing, said: "We had no hesitation in signing this pledge, as our commitment to diversity is at the heart of everything we do in our borough. In housing, we're doing all we can to address the housing crisis for all residents. We're carrying out a major programme of refurbishment to our council homes with £450 million being spent on new bathrooms, kitchens, windows and other improvements. We're building thousands of new council and affordable homes, and bringing in more regulation for the private rented sector. We want all communities, including LGBT+ residents, to be part of helping us tackle the housing crisis in our borough. That is why we'll be implementing these pledges so that their voice is even more central to our work going forward."

Clarion Housing Group

Under 'About Us' tab – "Supporting our LGBTQ residents" (dated 8th July 2019 and article published 20th June on main Clarion website) <https://www.myclarionhousing.com/about-us/supporting-our-lgbtq-residents/>

Item highlighting various ways in which they are supporting LGBT residents, including Pledge scheme;

As a founding member of HouseProud, Clarion Housing is already putting the scheme into practice. "We want to lead by example in ensuring that every LGBTQ+ resident feels at home in a Clarion home. We look forward to working with residents, allies and partners across the sector," said Clare Miller, Group Chief Executive.

Under 'News & Research' tab (dated 17th May 2019)

<https://www.clarionhg.com/news-research/2019/may/houseproud-pledge-scheme-champions-lgbtqplus-residents/>

Announcing pledge scheme;

The study No Place Like Home found that despite more than 10 years of equality in legislation, LGBTQ+ residents continue to experience discrimination in their everyday lives, including in relation to housing in some cases. In response, Professor Andrew King from the University of Surrey Department of Sociology and HouseProud have developed the HouseProud Pledge scheme in association with residents, staff members and sector leaders from across the country to empower social housing providers to improve services for LGBTQ+ residents and ensure consistent promotion of inclusivity.

Riverside

Published 22-Feb-2018 in Research, Riverside News

<https://www.riverside.org.uk/nearly-50-per-cent-lgbtq-people-living-social-housing-accommodation-not-feel-sense-belonging-local-community-quarter-report-feeling-lonely-area-live/>

These were the results of the HouseProud Research Project, 'There's No Place Like Home'...? Which was launched by Dr Andrew King of the University of Surrey on Thursday 15th February at City Hall in London, kindly hosted by London Assembly member Tom Copley.

Blog - John Glenton, Executive Director of Care and Support, Riverside, 19-Feb-2019

<https://www.housing.org.uk/blog/were-proud-to-be-a-stonewall-top-100-lgbt-inclusive-workplace/>

Network Homes

Announcement of signing up to Pledge Scheme <https://www.networkhomes.org.uk/news/latest-news/2019-news/network-homes-concludes-pride-month-by-signing-up-to-houseproud-pledge/>

We are very pleased to support the HouseProud Pledge this Pride month. We want to take our LGBTQ+ residents' views on board and for their voices to be heard at the highest levels. We encourage other housing associations to join us and sign up to the Pledge so they too can ensure every LGBTQ+ resident feels supported at home. (Helen Evans, Chief Executive of Network Homes)

L&Q

Announcement on 12th May 2019 of signing up to Pledge Scheme <https://www.lqgroup.org.uk/about/media-centre/news/details/186>

CEO of L&Q housing association David Montague said: "Real change can only be achieved together. On behalf of L&Q's LGBTQ+ staff and residents, I invite all our housing sector colleagues to join this important cause. We are committed to ensuring all our people can enjoy a diverse and inclusive environment to live and work in. To feel at home is to be yourself and no-one understands that better than HouseProud."

Notting Hill Genesis

Item announcing plans to develop Pledge following work by HouseProud and University of Surrey.

<https://www.nhng.org.uk/news/news/resident-news/your-chance-to-discuss-lgbtplus-issues/>

Conclusion

The Housing with Pride project finished at the end of March 2020. Much impact had been achieved during the project itself and has continued to be undertaken since it concluded. Both the HouseProud Pledge Scheme and Stonewall Housing Inclusion Standard continue to be put into practice. This conclusion will reflect on the key learning points from the project and some ideas about next steps we hope to undertake.

Key learning points

During the final event we asked attendees what they thought the key learning points of the project were and these, plus reflections that emerged during action research meetings, make up the points in this section.

Central to the impact of the Housing with Pride project was having LGBTQ+ social housing residents at its centre, with regular action research meetings providing a place to discuss ideas, progress, concerns and challenges. Indeed, the knowledge exchange action research (KEAR) methodology we used to facilitate this is also reflected the way we encouraged social housing organisations to engage with their LGBTQ+ residents. We would suggest that engagement with LGBTQ+ residents should be:

- Supportive - initiated by their concerns and issues (not organisational targets).
- Regular – not a one off, but a series of planned meetings and actions.
- Purposeful – providing the space and resources for residents concerns to be addressed is essential.
- Enabling – LGBTQ+ residents have an enormous range of skills and providing ways to enable these skills to be brought to any diversity and inclusion initiative is important and empowering.

We have also found that staff education and training about LGBTQ+ residents' concerns and issues needs to take place in similar ways. Staff often want to 'do their best' for LGBTQ+ residents but are unsure how to do this. Providing safe and supportive spaces for them to learn is essential. Additionally, it is good practice to have LGBTQ+ residents and/or LGBTQ+ champions involved as co-facilitators in any workshops/training that are organised. Social housing providers without LGBTQ+ resident groups should consult with those who do have them about ways to proceed. This could involve engaged LGBTQ+ residents acting as peer-mentors for such providers.

Senior Management/executive commitment was essential from the start of the project and having the endorsement of the Deputy Mayor for Housing and Residential Development, Greater London Authority was extremely valuable and welcomed. Throughout the Housing with Pride project these influential housing professionals were consulted and updated about progress. We would strongly recommend that housing organisations who want to address LGBTQ+ social housing residents' concerns and provide more inclusive services, collaborate with others and form strategic partnerships, which includes LGBTQ+ residents.

Finding different ways to engage a range of audiences in knowledge exchange and impact work is important too. Our animation video, which communicated the research findings and why acting to improve services for LGBTQ+ social housing residents is necessary, was well-received. Incorporating it into the project itself – and letting residents steer its creation helped to create agency, inclusion and a better final product. It is also an output that can be used in a range of settings in the future e.g. awareness raising, staff training. It therefore ensures legacy for the project.

Next steps

It was clear during the project that a further project – Housing with Pride 2 – would be needed. Preliminary discussions for a further project were discussed towards the end of the Housing with Pride project but were interrupted by the COVID-19 pandemic and subsequent lockdown.

Feedback received during the latter part of the project, particularly at the final event, indicated that a further project to continue to track impact coming from the activities outlined in this document was warranted. This should include verification of the Schemes' effectiveness and impact on the resident experience. In addition, a further project needs to ensure that LGBTQ+ social housing residents continue to have their experiences, concerns and issues heard by social housing providers and relevant action is taken as a result. This should include: the pairing of housing providers to support and learn from each other regarding LGBTQ+ resident inclusivity; finding ways to increase training and education of housing provider staff about LGBTQ+ lives (including further training videos) and enabling residents to set-up a national LGBTQ+ social housing residents' forum.