



RACE INCLUSION AND BUSINESS INVESTMENT IN THE COMMUNITY

Introduction

The importance of employers engaging with and supporting their Black, Asian and minority ethnic (BAME) communities has never been greater given the current UK climate. COVID-19 is disproportionately affecting BAME workers and black people are also being heavily impacted by the Black Lives Matter (BLM), movement. The social impact of these two issues is that both black people and white people are standing as allies participating in peaceful protests within their local communities.

One of the easiest ways employers can strengthen their relationships with their own BAME employees is by connecting with their internal employee network and resource groups. Employee Networks also known as Employee Resource Groups (ERGs) can help the organisation identify new relationships with diverse community leaders to better understand and support the wider BAME community. The government's [ethnicity facts and figures](#) website provides demographic data that can help employers to identify local areas where there are larger populations of diverse ethnic minority groups.

The current UK landscape shows that:

- 15.7% of Asian people and 15.2% of black people¹ were living in the 10 most deprived neighbourhoods in England. It also found that

within the Asian ethnic minority group, people from a Pakistani background were 31.1% most likely to be in poverty compared to 7.6% of those from an Indian background.

- Child poverty rates are significantly higher for most BAME groups than their white counterparts. The rate (after housing costs) is 26% for White children, 46% for Black children and 60% for Bangladeshi children².
- At least 1 in 3 households of some ethnic minority groups (Bangladeshi, Pakistani, Black African) live in overcrowded conditions compared to 1 in 20 white households³.

Over the past 25 years employers have worked with Business in the Community to:

- Ensure that the community that they serve is reflected in their workforce.
- Develop CR programmes which reflect their commitment to race equality, diversity and inclusion.
- Ensure that initiatives developed impact on all community groups
- Ensure BAME communities receive equal benefit.

¹ People living in deprived neighbourhoods, Ministry of Housing, Communities and Local Government (2020) [https://www.ethnicity-facts-figures.service.gov.uk/uk-population-by-ethnicity/demographics/people-living-in-](https://www.ethnicity-facts-figures.service.gov.uk/uk-population-by-ethnicity/demographics/people-living-in-deprived-neighbourhoods/latest#overall-most-deprived-10-of-neighbourhoods-by-ethnicity)

[deprived-neighbourhoods/latest#overall-most-deprived-10-of-neighbourhoods-by-ethnicity](#)

² Runnymede, The Colour of Money Report (2020)

³ Ethnicity Race and Inequality in the UK: State of the Nation (2020)





Key steps for equal and diverse community investment

Five Principles of Community Investment

1. Identify social issues

Identify the social issues that are most relevant to your business and your area of expertise - 'the business case' for the action. What are the key statistics linked to deprivation and poverty within your local communities? Reach out and engage with BAME people within the community and convene listening groups to ensure that you understand the lived experience and the most pressing issues within the community you wish to work with.

2. Identify stakeholders and create targets

Work in partnership with communities allowing stakeholders to guide how best to use resources and expertise. Involve stakeholders in developing the strategy and the importance of including targets within that strategy. Ensure that all stakeholders understand the business case. Build evaluation into your programmes in order to drive continued improvement. Capture inspirational stories of impact so that you can encourage further investment and engagement from within your organisation and beyond.

3. Plan and manage your investment to deliver established targets

Ensure that a senior manager from your organisation has responsibility for community activity. This will ensure a focus on delivering against set targets. Create a target review group in collaboration with community stakeholders so that progress against these can be a celebration. Innovative interventions can be identified and implemented where targets are not being achieved.

Agree what the measures will be to demonstrate effective impact.

4. Inspire and engage your employees

Ensure employees have a clear understanding of what the company is aiming to achieve in the community - the key issues that will be the main focus. These could be food poverty, educational achievement, homelessness, unemployed young people, isolated older people, or support for carers in the community amongst many others.

5. Measure and evaluate your investment

Calculate community investment inputs over time and ensure there is always the ability to articulate the rationale for significant changes to the levels of investment. Company reporting highlights meaningful performance information and can give an insight into community investment performance. Identify any key projects that are having a significant impact. Measure progress and examine the benefit to the community stakeholders, communities and neighbourhoods. Work towards delivering a long-term community and business impact.

Child poverty rates are significantly higher for BAME groups - being 26% for white children, 46% for black children and 60% for Bangladeshi children





Practical tips for engaging with BAME communities include:

- Consult with local BAME community stakeholder groups and organisations. Listen closely to understand the issues and unique challenges.
 - Ensure volunteers have cultural awareness sessions about the local diverse communities they will work in and collaborate with.
 - Agree the measures of success with partnership and stakeholder groups.
 - Develop an evaluation process involving stakeholders as part of the follow up review process.
- Education and skills are a critical component of any workforce. Consider partnering with local schools, particularly in areas where there are BAME children from BAME backgrounds. This will enable children to benefit from increased educational attainment.
 - Be informed about the disproportional impact of [COVID-19 on BAME communities](#) as the issues you want to address are identified. Ensure your resources, (including people and budget) are placed to have maximum impact.

For more information, visit www.bitc.org.uk/race

