

For Diversity



Against Discrimination

**DIVERSITY**

in small and medium-sized enterprises

EUROPEAN CONFERENCE 2006

**Blossom Place**

**Olufunke Ogunleye  
United Kingdom**



An initiative of the European Union

[www.stop-discrimination.info](http://www.stop-discrimination.info)



## Who We Are

Blossom Place is a modern rehabilitation unit for people with mental health needs. It has a capacity for 14 residents and is registered with the Commission for Social Care Inspection (CSCI).





## Diversity/ Equal Opportunity Policies

- Refer to the handout
- We have a Diversity policy that
  1. is inclusive of all people
  2. Does not discriminate in terms of gender, race, disabilities, sexual orientation, nationality, etc
- The policy applies to both residents and staff
- An inclusive organisation





## Our Aspirations

To meet the needs of Community mental health services that

- is making a difference , safe and modern
- fully reflects care in the community,
- is culturally sensitive
- maintains a high standard & complies with the standards set by the regulatory body ( CSCI)
- is client focussed
- is cost effective
- is accessible to all
- is a model for other residential care home.





## Recruitment Experience

- Reasons for attracting predominantly black caribbean staff
  1. Not intentional
  2. Our location
  3. Mode/ Type of advertisement
  4. Word of mouth
  5. Different expectations from applicants





## Reasons/Need for Diversity

1. Population /culture of client served
  - 80% white, 10% Black%, 10% Others
2. Need to provide a robust/Holistic service that satisfies clients' cultural needs.
3. Provision of Service that meets standards & policies set by CSCI
4. Feedbacks from our source
5. Need for relevance within the community





## Strategies for managing the identified challenges

- An ongoing assessment of our need(s) in the area of cultural diversity using the **ABC Model**.
- Regular review of our policy on Diversity (Equal Opportunity) & the involvement of a skilled consultant
- Set Goals that are S.M.A.R.T
- Cultural awareness initiative ( weekly event)
- Ongoing Staff Training and education in different cultural issues.
- Supervision and the impact on the change experienced
- Revised recruitment process ( i.e. Advertisement, training, etc)
- Maintain a high standard of practice
- CSCI inspection and prompt compliance with their recommendations.
- Regular in-house and external auditing of our service and performance based on set goals
- Use of residents' and staff meetings as a forum for generating feedback towards personal/professional development and organisational growth.
- Network with other successful care homes in and outside our locality.
- Regular publicity of our service through the means identified below:
  - Open Day held on our premises and targeted towards services in and outside the borough
  - Sending regular emails out on our services to the placement officers in different boroughs
- Regularly reviewing our strategies and celebrating our achievements.





## Our Current Achievements

- Recent recruitment -a white site manager
- French speaking staff
- Expression of satisfaction
- CVs from new applicant applicants –Diverse cultural background
- Our first inspection result was very good.
- Positive impression -(Residents & their families, carers, professionals, etc).





## Our Future Plans

- Invest more in our recruitment strategies ( i.e. Extend our service to applicants who are ex- service users)
- Update our policies on Diversity
- Invest more in the cultural awareness initiative amongst our staff, residents and carers
- Revisit our initial goal(s)
- Ongoing review of our strategies and training/supervision





## The END

- So start where you are, with what you have
- Start small
- End Big



# Blossom place



An epitomy of diversity