

me
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making equality work for **b:RAP** everyone

strategic plan 2006-2009

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“We must
forever realise
that the time
is always ripe
to do right.”

Nelson Mandela

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Our mission To help people, communities and the organisations that serve them to turn equality into reality.

Our aim A society which is more equitable and confident in its diversity.

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Why is
equality so
important?

Anti-terror police told to target Asians.

The Independent 13.09.05

At b:RAP we feel passionately about equality – because we believe in fairness. We believe that people – all people – should be treated decently.

Put like this, equality should be quite a simple issue. But it isn't, because British society is in fact still struggling with multicultural diversity. And for those who feel threatened by the social change they see around them – who worry that British identity is being lost, that neighbourliness is breaking down, that no one speaks for them or listens to their concerns – ethnic minorities can become convenient scapegoats. This has always been the case and is often demonstrated in local election results.

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Currently, we are seeing real and widespread concerns about the future, about how we live together, what we can expect of each other and how we can rebuild a kind of social solidarity which many feel has been lost. These anxieties should not be ignored. But nor should we ignore the fact that for many, their disadvantage is rooted in the enduring inequality and racism of British society.

At **b:RAP** we are concerned with developing new approaches to equality, because we believe that the challenge, increasingly, is not just how we act towards minorities, but how we act fairly and decently towards each other.

**It's time to celebrate the
empire, says Brown.**

Daily Mail 15.01.05

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The **b:RAP** difference.

'Threatened' white voters lurch to right.

Birmingham Mail 08.05.06

Sadly, it is the case that some equality policies in the past have increased rather than reduced prejudice, because they have seemed unfair.

But our equality work has taught us a vital lesson: disadvantage and wasted human potential know no boundaries and can strike us all, irrespective of skin colour or ethnic origin.

For this reason we believe in a broader and more inclusive approach to equality – one that recognises that people are more complex than the labels sometimes used to describe them suggest.

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As a consequence, we are moving away from equality models that place an undue emphasis on ethnic origin and faith, for example, not just because such an approach tends to put people into artificial compartments, but because it also obstructs a fuller understanding of what causes inequality. We believe that discrimination, disadvantage and unfairness must be addressed wherever they exist and whoever they affect and we also recognise that disadvantage can have differing impacts on people and communities.

Our primary concern is to help ensure that equality is fair and works for everyone.

**UK has
Europe's
'worst gender
pay gap'.**

Daily Mirror 27.02.06

What we do, and why.

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While there is no quick fix to inequality and social injustice, the situation is not hopeless. But we need to keep two things clearly at the forefront of everything we do:

First, we all need to understand equality better – we need to ‘get better’ at equality. And we can! Clear thinking and open, honest discussion are our greatest allies, but these need to be brought together as part of a learning culture for equality. Developing skills, acquiring positive attitudes and challenging our own prejudices and assumptions all have a vital role to play in equality and are central to our approach.

Second, people need to be able to **connect** with equality. We have to feel that we can all make a contribution and that our contribution will make a difference. We need to feel **confident** about equality and about our personal and collective role in shaping a fairer society.

**University
denies race
bias claim.**

Birmingham Post 08.02.06

Our values.

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What it means to be British.

Daily Mirror 16.05.06

For these reasons, everything we do with our clients and partners revolves around four core values:

- ▶▶ Promoting a **learning** culture - one where equalities can be openly discussed, questioned and acquired
- ▶▶ Helping people develop a more informed and **confident** approach to equality implementation
- ▶▶ Making sure that equality practices are **fair**
- ▶▶ Enabling more people to **connect** with equality and help to make a fairer society

What we offer.

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b:RAP works primarily with people who work with people – with the public sector, community networks, voluntary groups, charities and private sector employers. We offer a complete equalities development service, including:

- Guidance and advice on all aspects of equalities policy, practice and legislation
- Research services and publications
- Organisational strategic development – to support equality and cultural change
- Tailor-made training and facilitation
- Coaching and personal support – for everyone from front line workers to executive staff and board members
- Specialist support in equalities for the voluntary and community sector, in addition to business support on quality, planning, finance, leadership and collaboration
- Community engagement, consultation and networking
- Events, seminars and learning programmes
- Project design, delivery and management

**91% of
muslims
say suicide
bombs are
anti-Islam.**

The Sun 23.07.05

The benefits.

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Our services help clients and partners to:

- Increase equality sensitivity, understanding and confidence
- Boost equalities 'ownership' and 'buy-in' at all levels of the organisation
- Enable more people to make a contribution to equality
- Build more effective teams
- Improve relationships with customers and service-users
- Improve leadership and management practices
- Adopt good practice and meet legislative requirements fairly
- Drive up service equality and quality
- Create more effective service provision
- Make more of a difference for more people
- Use resources fairly and for the greatest benefit

**Racism on
the rise**

Daily Mirror 31.03.06

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Contact **b:RAP** today
to find out how we
can work together to
build a fairer society.

b:RAP

9th Floor, Edgbaston House
3 Duchess Place, Hagley Road
Birmingham B16 8NH

0121 456 7400

brap@brap.org.uk

www.brap.org.uk

Me Them Us is published by b:RAP. © b:RAP 2006

Design: Cuthbert Design 0121 778 4407 info@cuthbertdesign.com
Printing: Excel Print Ltd 0121 326 3483

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