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## **Crossing Cultures**

Communicating across cultures is at the heart of a survey being carried out by Coventry-based Whitefriars Housing Group on the needs of its Black Asian and Minority Ethnic (BAME) tenants and prospective tenants.

Unlike previous studies the research will also take on board the views of refugees seeking asylum in the city and those on the housing waiting list to gain as broad a view of BAME housing issues as possible.

The survey, to be carried out by Birmingham-based specialists M-E-L Research, will focus on three key areas:

- Housing needs
- Communication and engagement
- Services offered

Research will be carried out through the use of focus groups and questionnaires delivered to 1,000 selected BAME tenants. Analysis of the results will then be carried out using a STATUS survey model according to National Housing Federation standards. This will ensure that results can be benchmarked alongside similar research into BME issues nationwide.

Dr Robert Pocock, Chief Executive of M-E-L Research said: “The research will give Whitefriars a detailed blueprint of who their BAME customers actually are and the strategies which can be put in place to allow for cultural differences, especially in the three key areas which are the cornerstone of the research.”

Whitefriars' Business Development Manager Andrew Burman said: "This research will allow us to add to and complement the services we offer our BAME tenants. The survey will allow us to tap into the grassroots opinion of what our BAME tenants want and need allowing us to respond accordingly. In areas such as communicating policy changes and processes, a more culturally sensitive approach and a move away from traditional methods can ensure that the message reaches its target audience more effectively."

The results of the survey are expected in July.

**-Ends-**

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