

get into housing



INFORMATION FOR \_\_\_\_\_  
**PARTNERS**

# Introduction

The Get into Housing project was first launched in 2022 by CCHA, Cadwyn, Hafod Housing, United Welsh, Taff Housing, Wales and West Housing and Linc Cymru. The project offered opportunities for people aged over 25 that identified from an ethnically diverse background. The participants had to be:

- long term unemployed or economically inactive,
- and live in Cardiff

It provided participants with experience, training, and access to employment opportunities with the long-term goal of gaining meaningful careers within, and outside, the housing sector.

75% of participants went on to secure permanent employment following their time on the project, 47% of which remained in the housing sector.

**75%**  
**EMPLOYED**



# Get into Housing (2.0)

We are delighted that thanks to significant funding from Welsh Government and Principality, and continued support from the partner RSL's, Get into Housing has been able to return for a second year.



## WHEN

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The second phase launched in October 2023, and will aim to support up to 20 placements across the partner RSL's.

## WHAT

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Job opportunities can include roles in finance, customer services and housing, community regeneration, development, and more. Participants will be paid the Real Living Wage during their time on the project and will be placed with a mentor who will support them throughout.

## WHO

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Participants will need to:

- Be between the age of 18 - 24
- Unemployed
- Living in South Wales
- Identify as being from an ethnically diverse background



# Why it's important

As community housing associations, our customer base is large and varied. In order to provide our customers with the best service we can, it's important that their diversity is reflected amongst our staff. There are so many benefits associated with an ethnically diverse organisation, and there is research to support these claims. Some of the key benefits are outlined below.

We also know that people who identify as being ethnically diverse have their own barriers to employment such as:

- Living in areas of high unemployment
- Language
- Culture

This project provides opportunities to overcome those barriers.

**1. Increased innovation and creativity:** When individuals from diverse backgrounds collaborate, they bring unique experiences, knowledge, and problem-solving approaches, which can lead to increased innovation and creativity within the organisation.

**2. Enhanced decision-making:** Research has shown that diverse groups make better decisions compared to homogeneous groups because they are less prone to groupthink and more likely to consider different perspectives, leading to more comprehensive and effective decision-making.

**3. Improved performance:** Studies have found a positive relationship between diversity and financial performance, suggesting that diverse organisations tend to outperform their less diverse counterparts.

**4. Broader market understanding and customer base:** Having employees from various backgrounds allows organisations to gain insights into different cultures, preferences, and behaviours, enabling them to develop services, products, and marketing strategies that resonate with a broader range of customers.

**5. Increased employee engagement and satisfaction:** Inclusive and diverse workplaces create an environment where employees feel valued, respected, and included. This fosters higher levels of employee engagement and satisfaction, leading to improved retention rates and reduced turnover. When employees feel that their voices are heard and their differences are celebrated, they are more likely to be motivated, productive, and committed to their work.



TESTIMONIALS AND 

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**CASE STUDIES**

# Testimonials



"I had self doubt and lacked confidence that I might not be able to work after a long phase of unemployment. The barrier I faced was the initial stage of recruitment. As I didn't have any work experience in the UK, my job applications weren't successful.

The challenges I faced was adapting to the new IT systems. Which I overcome through trial and errors as it took time to understand the company's system. My colleagues were quite helpful.

Currently I am still working in Hafod. My aspirations are to take up more responsibility, and upskill myself to suit higher roles."

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**Nikhat Shaikh**  
L&D Administrator, Hafod



"I've learnt many skills at a professional level from minute taking to regulations for site visits, along with new and different ways to help with housing such as sustainable draining to modernise drainage and help with the environment.

I felt very grateful for being able to have taken part in the scheme as I have learnt a lot of new important professional skills that I can now use for future jobs and help me get into housing. My new aspiration is to become a technical project manager within housing and try to progress as much as possible."

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**Junaid Ahmed**  
Development Assistant, Taff Housing Association



"Feels so good to be the bridge between United Welsh and the contractor. The challenge is that the coordinators are very busy and have no time to communicate with the contractors, so I am happy to be the middle man. My way to overcome the situation is to be brave to meet everyone I need to contact, so that I can understand the situation all parties are facing.

I would like to strike for an extension of the contract so that I can sustain the communication bridge between United Welsh and the contractors. In the long term, it would be great having someone working as a middle man to link up both parties to ensure timely maintenance."

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**Mack Wing Lun Leung**  
Living Well Liaison Officer, United Welsh

" I had previously found it impossible to get a job in the UK after trying so much. I was demotivated and then I came across the project through Reach. After one month, I started making calls with tenants. At first, it was challenging, but after a few calls, it became easier. I'm doing conversations, smoothly, and have a nice chat with them. Also, I'm going with my manager to visit tenants face to face.

My experience with my placement is positive. It has helped me to build up my confidence in working life, and have more knowledge about housing. My manager has now extended my placement and I am so excited for other experiences I can gain from this!"

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**Alaa**  
Tenant Engagement Assistant, Cadwyn





"I was well welcomed, trained and well treated. I worked well in a small team within the Finance department.

I have started a new job which is similar to the job I have done for WWHA thanks to the experience I gained during the placement. I am a Finance and Reconciliation Officer working for Diverse Cymru.

I want to thank Afshan and the whole team. You were brilliant all the time!

Thank you for involving me in the project!  
Thank you for all your support."

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Gyulnaz Solakova  
Finance Assistant, Wales and West Housing

"I just started to fill the gap between theory and practice and overcome the challenges I'm facing in the workplace.

I was looking forward to this opportunity to transfer my skills into practice and expanding my working knowledge.

Hopefully this will lead to a permanent job position in the future."

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Hazar Almahmoud  
HR Assistant, Linc Cymru







# Neffertiti's success story

Neffertiti's time at Hafod Housing made her feel like she brought something to the table. She felt included and understood and this helped her realise that her age and ethnicity was not an issue anymore. This gave her the confidence to apply for jobs she never would have before.

## Introduction

The Get Into Housing project brought about a significant personal growth experience for Neffertiti (Neffi). It helped improve her self confidence and develop new skills, both of which contributed to her success in finding a new job after her placement. Through this experience, Neffi has developed a more positive outlook for her career.

## Before Get into Housing

Neffertiti began engaging with the Reach employability team in January 2022, after being unemployed for over 12 months. Neffertiti had her own barriers into employment, which had hindered her progression into work and finding the right workplace. In July 2022, Neffertiti joined the Get into Housing Project and started a 16-week supported employment with Hafod Housing Association as a customer service advisor.

## Get into Housing journey

Within her first day, Neffertiti felt welcomed and was made to feel as part of the team. Even though she still had her barriers she felt comfortable to voice them. With the help of her mentor, manager and team members, she put things into place like ICT workshops and online learning. She even used a personal laptop to do out of work e-learning to better these skills. This boosted her confidence and helped her realise her age and ethnicity was not an issue anymore.

## Assistant Support Worker at Taff Housing

At the end of the placement Neffi had gained so much confidence in herself and her skills. Before the placement, she would never have applied for a job with a personal specification, but after, she applied for two with both offering interviews. With some interview preparation Neffi was offered the first job she went for and the one that she really wanted.

Neffertiti is now working for Taff Housing at Ty Seren as an Assistant Support Worker.

# Anwar's success story

"I am ever so grateful for the Get into Housing project. Without it I would never have had a job I enjoy doing and the opportunities which came with it."

-Anwar

## Introduction

Anwar's participation in the Get into Housing project helped him come out of his comfort zone and gave him the confidence boost he needed to pursue the career he wanted.

## Before Get into Housing

I first came across Get into Housing online. I sent in my CV and had an email back very quickly. I was assigned a mentor called Paula who was extremely helpful and made me feel at ease. We discussed certain roles and which options would suit me best. Then we arranged a date to set up an interview. The interview was informal. They made me feel relaxed and confident and gave me a warm, welcoming feeling which made me want to work for this amazing team and strive to give my best in the role.

## Get into Housing journey

When I first started my placement at CCHA, my confidence was at an all-time low. I was nervous to speak to people and meet new people. I had to come out of my comfort zone which my brilliant colleagues helped me with. During my first few months in the role, I gained a lot of knowledge and experience which really helped broaden my knowledge as an employability assistant. My manager, Anna told me about an opportunity to become a JET's mentor. Anna really helped and supported me to become a JET's mentor. She ensured I gained knowledge in what mentoring was and how to mentor someone and I picked it up extremely quickly.

## I gained employment as a hub officer

As soon as my contract as an employability mentor at CCHA came to an end I went and evaluated what I wanted to do with my career going forward and how I could achieve this. I wanted to pursue a career either as a PCSO or in the prison service. I stayed on as a volunteer with CCHA, working alongside the ASB team.

I regularly linked in with the team and got exposure to the links they had with the police, giving me a chance to gain knowledge into the career path I want to follow. I gained employment as a hub officer and I'm through to the second stage of an interview for a role as a prison officer.



# Marion's success story

"I have ambition, I am now going onto the Pathway to Board project. I believe I can do something bigger and stand up for the vulnerable. I believe I can be a voice for myself and others if I am given the opportunity."

-Marion

## Introduction

After moving from Sierraleone during the war, Marion had struggled to find suitable employment in the UK with childcare creating a barrier. After trying out several career paths, her passion for helping homeless people led her to join the Get Into Housing programme.

Through the placement, Marion got a job with United Welsh, securing a career she is passionate about.

## Before Get into Housing

Prior to coming onto the Get into Housing placement, when I see homeless people it breaks my heart. I sympathise with them and wanted to work in this sector and contribute to society. I applied for a neighbourhood support assistant at CCHA. I completed the interview but I was unsuccessful but I was referred to Afshan at the Get into Housing project. I sent my CV to Afshan, the process was so simple and straightforward, it was so informal, like I was having a chat and speaking about my passions and values. My mentor helped me prepare for my interview with United Welsh. It was great! I was so excited when I got accepted.

## Get into Housing journey

My experience on the placement was absolutely priceless. I was working for the homeless department at Oak House with mostly people who come from substance abuse and prisons. It was a move on accommodation so I worked with people to apply for housing with them. The hostel was an experience and every day was different.

I also got a mentor, she was brilliant in communicating. I didn't need her assistance as much, but she was always there. She also sent me information about jobs.

## New job post-placement

My manager was very happy with me. Someone had left and I took the opportunity to apply through the normal route however this time I got the job. I am now working as a full time day project worker at the homeless hostel.

If I hadn't come on the placement I wouldn't have been offered an opportunity like this. Prior to the placement I had applied to so many housing associations, I may have gotten a job like this but with lots of struggle.

# Dionne's success story

Dionne's time at Hafod Housing Association brought about a remarkable boost in her self-confidence and ICT skills which empowered her to embrace the challenges that came her way and seek out opportunities for further development.

## Introduction

Dionne's inspiring story begins in April 2022 when she joined the Reach project after being out of work for seven years. She wanted to attend the Living Life to the Full course that was available through CCHA. Dionne's self-esteem was low after being out of work for a long period, having a gap on her CV and lacking confidence in contemporary job skills such as ICT.

## Before Get into Housing

After attending the Live Life to the Full course Dionne experienced a shift in her mindset. The course provided her with a fresh perspective and equipped her with strategies to manage overthinking. During her time in the Reach project, Dionne was presented with an opportunity to join the Get into Housing project. Despite her wavering self-confidence, Dionne took on the 16-week placement with Hafod Housing Association, in a role as a support worker assistant in an assisted living property for over 50s.

## Get into Housing journey

When Dionne first started in the role, she found the staff and the service users welcoming and was made to feel comfortable. She also discovered that her role as a support worker assistant involved some computer-based tasks. Dionne took this opportunity to learn about various software programmes. During her time at Hafod, Dionne attended several career events where she gradually built-up the confidence to talk with potential employers. At one of the events Dionne filled out an application form for Cardiff Council Schools, something that would have once been too daunting and stressful for her. She also signed up for a food safety course.

## Post-placement success

Dionne's experience at Hafod not only bolstered her technical skills but also allowed her to tap into her strong interpersonal abilities. She received an interview opportunity for a midday supervisor role in a local school. With guidance and preparation from her mentor, along with her enhanced skills, Dionne's interview was a success, and she was offered a work placement at the school. Dionne is now working at the school as a midday supervisor, breakfast club assistant and cleaner. Her journey from a career break to a dynamic role in an educational setting exemplifies the power of self-belief, skill enhancement, and dedication to personal growth.




# THANK YOU

#ZERORACISMWALES

## CONTACT INFORMATION

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SCAN ME



Ariennir gan  
**Lywodraeth Cymru**  
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