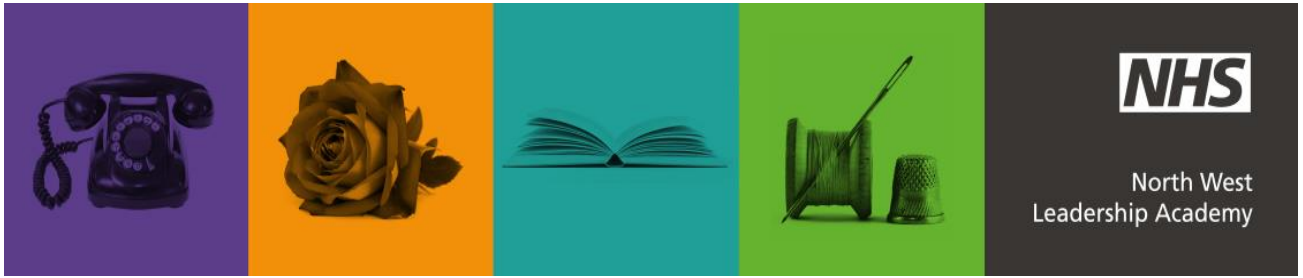


# Citizen Leadership Programme Success Factors (SF)

Engaging Black, Asian and Minority  
Ethnic (BAME) Women



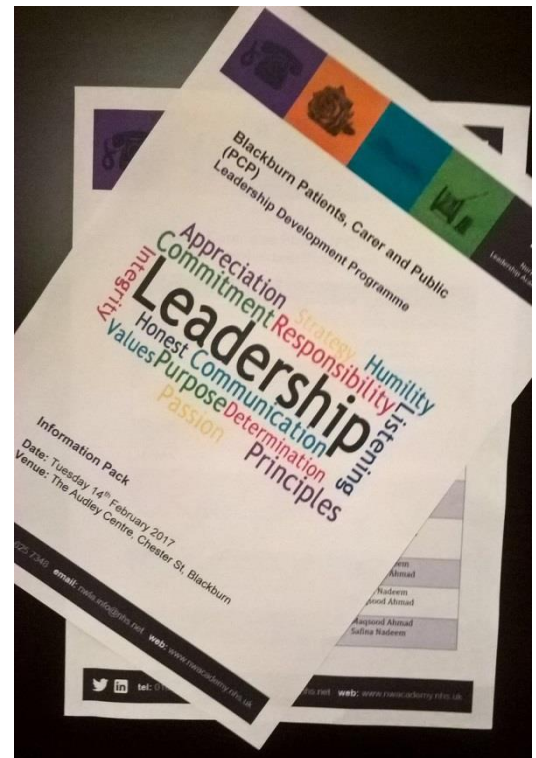
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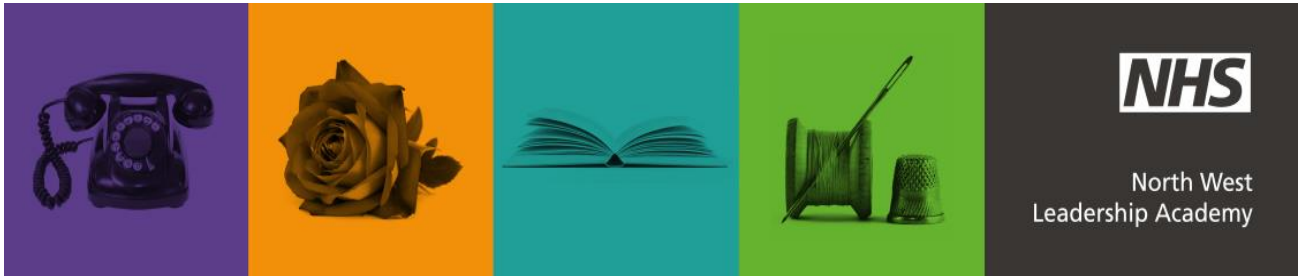


**SF1: involve local BAME Woman** groups and organisations and decision makers in the programme. Start with focus groups of six to seven but no more than 10 to co-design the programme with the women.

**Benefits:**

- a) Local connections help to tap into recruit “grass root” women that would genuine benefit from the programme. Women who are seldom heard or seen and often been represented by “male **community leaders**”
- b) Better understanding of the challenges women will face in attending. For example
  - Input into programme timing: instead of starting at 9.00am and finish at 4.00pm would limit women with child care responsibilities or carers to attend.
  - Transport issues: arrange transport, women from high unemployed areas and social deprivation may not have access to transport of funds to come to and from the venue.
  - Help facilitators to avoid certain days that participants may not attend due to religious reasons or child care, carers and family responsibilities (Fridays or weekends residential)
- c) Design programme to suit the needs of the participants and interactive so that they are involved and most important of all how they would like to be involved. Examples will role plays work for them? Feeding back via flip charts? Telling stories etc.

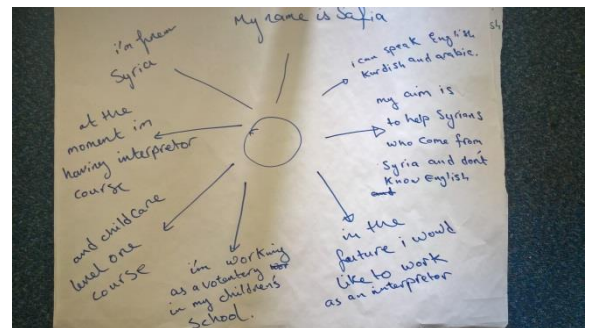




**Note: “community leaders”** is not a recognised role but professionals have used the term in the absence of a local citizen voice and have given credit to local (often) male activist. BAME women have advised us this is a term that should be avoided because it contributes towards the exclusion of BAME women.



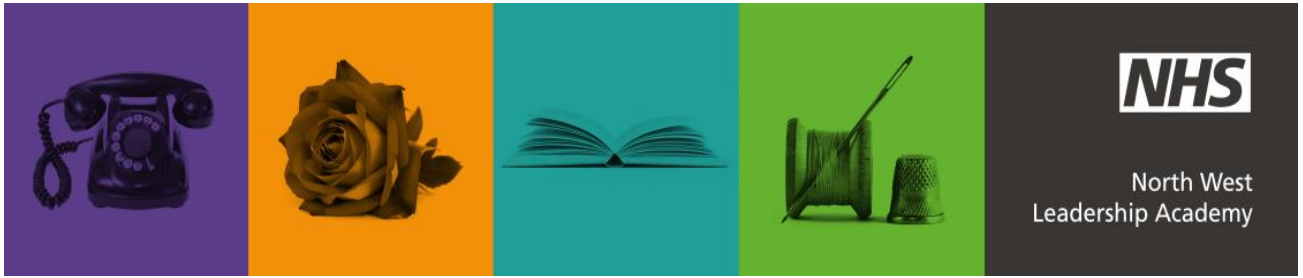
**SF2: involve diverse facilitators as role models** that have the experience and personal knowledge of BAME to facilitate the programme.



**Benefits:**

- Male and female (BAME and non-BAME) facilitators promote the values of working and learning together. Set a good example of how facilitators with different background, experience and skills can work and learn together.
- Regional and Local knowledge of facilitators is an advantage to recruit and build trust.
- Tap into to local decision makers (GPs, Chair of CCGs, Chief Executives, Local elected members, leaders of the councils, centre managers etc.) and ensure there is a lasting support mechanism for the participants once the programme is delivered.
- Promote the programme via engagement of local decision makers; they in turn promote the programme to others at a local level.





- Commitment to support participants from local decision makers to ensure there is an ongoing support and involvement after the programme finishes.
- Opportunity for local decision makers to deliver the programme via local funding base on their experience and involvement.

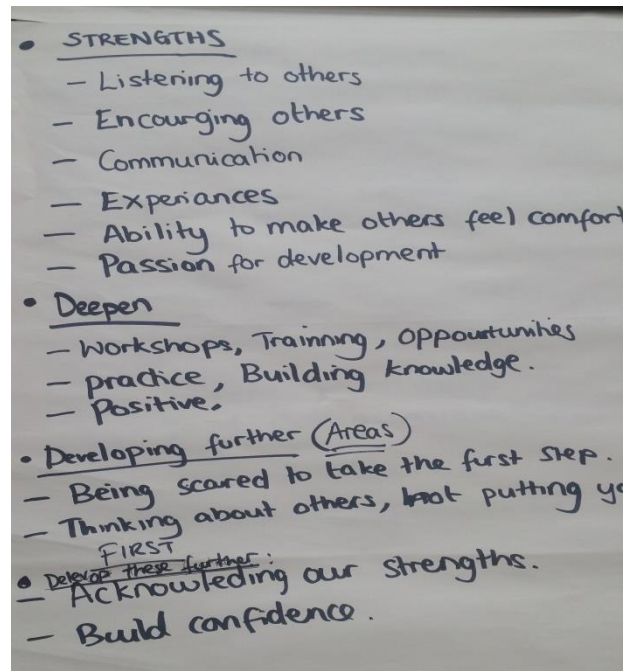


**SF3: regenerating the community** giving something back to local people by using the local community venues that are familiar with the participants. This helps to regenerate local services and support local community providers. For example the cost of community venue is value for money for tax payers as well as using local women who prepared the food helps women and local small business.

**SF4: Work in partnership** with local/regional community organisation.

Benefits:

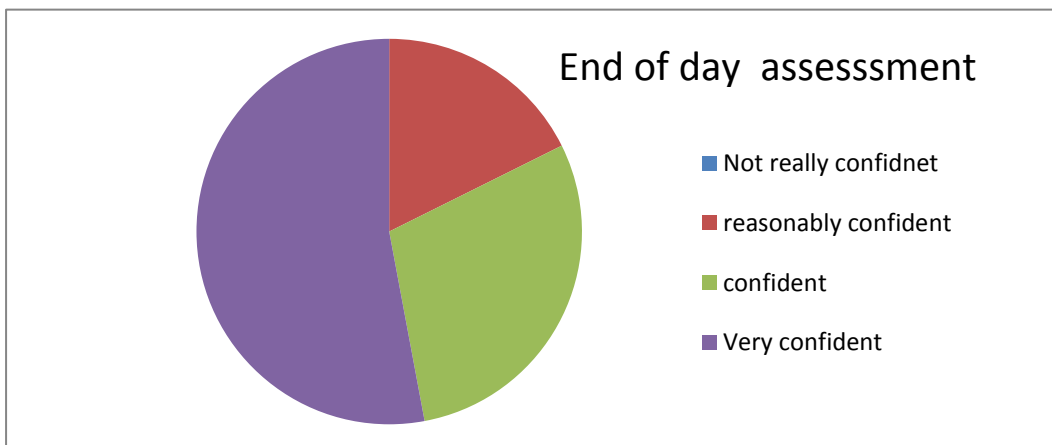
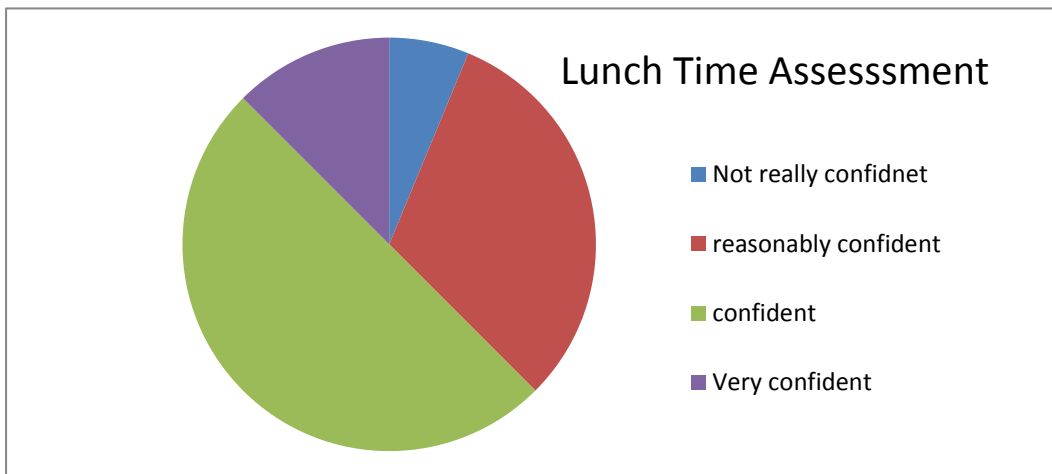
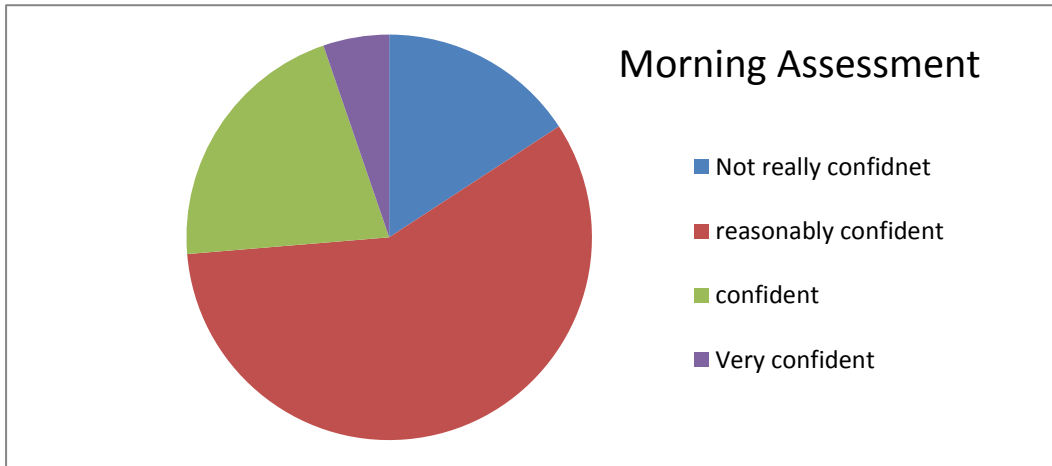
- Help to recruit local suitable participants and carry out publicity in different languages if needed.
- Carry put pre-work and promote the programme to community groups/organisations working with BAME women groups
- Act as a trust builder between the programme and facilitators
- Organise local venues, registration and wider publicity ensuring there is a wider reach into the local communities including face to face contacts with community centre/organisations staff.

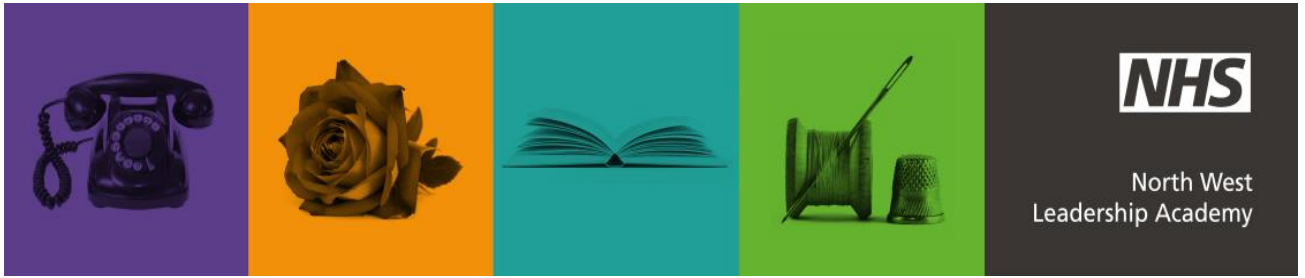


Hearing the stories of guest speakers particularly the Cllr made me realise women can achieve and be in decision making roles.

I liked the table discussions and being with like-minded women to hear their stories. Made me feel I was not on my own.

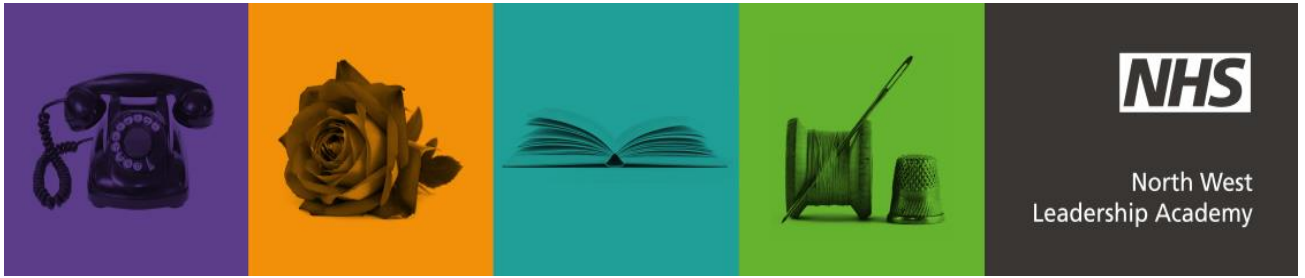
**SF5 Evaluate** before, during and after each programme day. This provides the facilitators to gauge participant’s confidence and progress during the two days. Example from one of the leadership programme:





**SF6 Recognition:** provide a certificate of attendance. This helps to record the women contribution and helps them to add to their CVs as evidence of their positive contribution to the programme.





## Summary

