

## **Progress towards equality: Reaching out to communities**

# **Guidance on making an application to run a local equalities PLE project**

If you are considering making an application to run a local equalities PLE project this document will:

- Provide background information on the overall project
- Explain what support we can offer you
- Outline what we will need from you in return
- Offer guidance on the application form.

## **Background information**

### **Need**

We know that there is a need for better awareness and understanding of rights around equalities issues, as well as for improved confidence and skills to enable people to find a route to a solution.

The Legal Services Research Centre found that 35.8 per cent of people surveyed said they didn't do anything about a discrimination problem<sup>1</sup>. This is up from 28 per cent in the 2004 survey. People gave a number of reasons for not taking action, including:

- They were uncertain about their rights
- They didn't know where to go or what to do
- They didn't think that doing anything would make a difference

This is born out by the experience of many advice agencies who report that many of the people who already use their services for other reasons also experience discrimination but are unaware of it, or don't know what to do about it.

### **What we are going to do about it**

ASA Advicenow has secured funding from the EU and the Equality and Human Rights Commission to run an awareness-raising project on equalities and discrimination issues using PLE (public legal education) principles.

The project is a partnership between ASA Advicenow, AdviceUK, Citizens Advice and Law Centres Federation. It will build on the work of previous projects funded from the EU PROGRESS fund.

The aim of the project is to improve the capacity of individuals and communities to deal with discrimination issues, by building their awareness and understanding and giving people the confidence and skills to take action.

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<sup>1</sup> Report of the 2007 English and Welsh Civil and Social Justice Survey, Legal Services Research Centre

The project will operate on two main fronts:

- At a national level the 'Is that discrimination?' website will act as a national focus for the campaign with new and updated guides and resources.
- At a local level we will support 11 local advice agencies to deliver PLE equalities projects to empower their local communities.

### **At the national level**

We will maintain and update the 'Is that discrimination?' website to act as a national public-facing focus for the project.

We will also update and repurpose the successful public information materials produced for the 'Progress towards equality' project in 2007/8. This will include a second edition of the 'Sort it!' magazine, updated versions of the guides 'Is that fair? How to recognise discrimination' and 'You don't have to put up with it! How to deal with discrimination', as well as a new awareness-raising postcard or poster.

These materials will be hosted on [www.isthatdiscrimiantion.org.uk](http://www.isthatdiscrimiantion.org.uk) and hard copies will be made available to you to use as part of your local projects.

We have also set up a bespoke area of the 'Is that discrimination?' website to act as a portal of resources for advisers delivering local equalities projects. (See 'How we will support local agencies' on page \*)

### **Evaluation**

A central plank of the project will be to lever in expertise from [Plenet](#) on evaluating equalities PLE projects. Little work has currently been done on evaluating outcomes around confidence, skills, and shared understanding of the law. So a crucial part of the project will be to identify and document evaluation tools for PLE equalities work. We will use this work to inform our own evaluation brief and to help us compile a Best Practice report which will showcase excellent examples of equalities PLE.

### **At the local level**

We will recruit 11 local advice agencies to deliver awareness, education, and prevention work on equalities issues using public legal education principles:

A local equalities PLE project can aim to:

- Raise awareness of rights and remedies for discrimination and/or human rights issues.
- Teach people to anticipate and prevent problems.
- Equip people with the knowledge, understanding, confidence and skills they need to solve a discrimination problem and get the best result they can.
- Bring people together to talk about how the law works and develop a shared understanding of the value of rights.

- We will contract with an external evaluator to evaluate the project as a whole.

### **About PLE**

Public legal education (PLE) is the name used to sum up a range of activities and initiatives that aim to improve people's lives and empower communities. Better legal know-how helps prevent problems, gets people to act early to stop problems escalating and assists people to manage the issues that do come up, including knowing when to get advice.

For more information see: <http://www.plenet.org.uk/what-is-public-legal-education/>

### **About the Project Management Group**

The project is managed by the project management group which is made up of representatives from each of the partner network organisations:

- Ali Harris, Program Manager, Equality and Diversity, Citizens Advice: <http://www.citizensadvice.org.uk/index.htm>
- Theresa Harris, Advice Services Alliance Advicenow: <http://www.advicenow.org.uk/>
- Martin Jones, Project Director, Advice Services Alliance Advicenow and Plenet: <http://www.plenet.org.uk/>
- Savita Narain, Development Consultant, AdviceUK: <http://www.adviceuk.org.uk/home>
- Flora Williams, Equality and Diversity Manager, Law Centres Federation: <http://www.lawcentres.org.uk/>

### **How we will support local agencies**

We will support local agencies by providing:

- A small amount of funding (£5,000) to help cover costs.
- An Equalities PLE toolkit, drawing on PLE principles to help local agencies plan and deliver local discrimination projects.
- A dedicated worker with expertise in PLE that agencies can call on for help and support - the Project PLE Co-ordinator.
- A bespoke section of the website with tools, resources and examples of good practice.
- Centrally produced resources for users on the 'Is that discrimination?' website.
- The use of awareness raising materials for users from the EU and other organisations.

### **What we want from you**

We know that local advice agencies have a wealth of experience, expertise, dedication and local goodwill. We want you to translate that into creative, caring and exciting projects in your local community that give people the

knowledge, confidence and skills they need to tackle discrimination, equalities or human rights issues.

We're particularly interested in projects that break the mould, for example, by going beyond awareness raising and aiming to develop understanding, confidence and skills; with innovative partnerships, such as with your local advocacy group, youth football team or amateur dramatics society; and interesting delivery methods, such as workshops, best practice events or YouTube clips.

You can view examples of interesting PLE projects here:  
<http://www.plenet.org.uk/public-legal-education-projects/>

You can view examples of good practice equalities projects here:  
<http://www.lga.gov.uk/lga/aio/328754>

The '**Criteria for assessing local advice agency applications**' gives more details of what we expect local equalities PLE projects to look like. But there are some other practical issues that you should bear in mind:

- Evaluation is key part of this project. We want to use our learning to help others design and deliver effective PLE equalities projects. At the beginning of the project we will work with you to help you plan your own simple monitoring and evaluation, and we will also ask you to take part in the overall evaluation of the whole national project.
- We will need you to return monitoring and reporting information to us. We know that this can sometimes be time consuming so we would ask you to make sure that you build enough time into your project planning. Together we will use the information to help you make sure that you are reaching the people you intend to and on track to meet your aims. If not we will work with you to help you make your project as good as it can be.
- We will need your help to promote the project. We may ask you for photos or summaries of events you have taken part in so that we can include the information on [www.isthatdiscrimination.org.uk](http://www.isthatdiscrimination.org.uk) and the Facebook page: <http://www.facebook.com/pages/Is-that-discrimination/185205242633>
- We know that £5,000 may not seem like a lot. But we hope that this money in addition to the support that we can provide will enable you to build on your existing resources, contacts and expertise and deliver a really brilliant project which will deliver really positive outcomes for your target audience.

## **The application form**

Before filling in the application form please make sure you have also read '**Criteria for assessing local advice agency applications**'. We will use this document to help us select which agencies to select and support.

Below we work through the parts of the application form that may require further explanation or guidance:

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### **Name of main contact**

This person will be responsible for liaison with the 'Progress towards equality: Reaching out to communities' project, in particular, for publicity, monitoring and reporting.

### **Membership of networks**

To be considered your agency needs to be a member of one of these network bodies. However, if you intend to work with other organisations to deliver your project they don't need to be members.

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### **What region/country is your project based in?**

You can what English region you are in here: <http://www.gos.gov.uk/national/>. We need to know this because we will be selecting one project from each country or region (11 in total).

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### **Who is your audience?**

In this section we want to see that you have thought about who your audience should be and that you have the capacity to reach them. If you choose to work with intermediaries please explain how your work will them will lead to outcomes that benefit the public.

### **What do you hope to achieve?**

The project you deliver should aim to achieve one or more of the outcomes listed here. We will use these outcomes to assess your success at the end of the project. Once we have concluded an agreement with a local agency to carry out a local equalities project we will work together to develop a simple monitoring and evaluation framework. However, you should also be thinking now about how you will demonstrate that you have achieved these outcomes.

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### **How will you ensure equality of opportunity for people accessing your project and meet their diverse needs?**

In this section we want to see your plans for reaching and meeting the needs of all sections of your intended audience, including consideration of event times, venues, physical access and cultural sensitivities etc.

### **Budget**

There are no rules about how you present your budget to us. We would just ask that you keep it short and simple! Ideally identify no more than six main elements of your project and show your costs next to each heading.

We are looking for a 'realistic' budget by which we mean that we don't want to see you promising more than you can deliver, but that the costs that you do

identify are what we would expect for an organisation of your type in your area.

If you need any further advice on the application process please feel free to contact Theresa Harris (Progress towards equality: Reaching out to communities project manager): [info@advicenow.org.uk](mailto:info@advicenow.org.uk) or 0207 7398 1486.

**Please return your application form by 5.00 on the 3<sup>rd</sup> March 2010. You can post your application form to Theresa Harris, Advice Services Alliance Advicenow, 63 St Mary Axe, London. EC3A 8AA. Or email it to [info@advicenow.org.uk](mailto:info@advicenow.org.uk)**

## How the overall project is funded

### **Progress towards equality: Reaching out to communities is funded by the EU and Equality and Human Rights Commission.**

#### **European Community Programme for Employment and Social Solidarity - Progress (2007 - 2013)**

This programme is supported by the European Community Programme for Employment and Social Solidarity – Progress (2007 – 2013).

The Decision no 1672/2006 establishing a Community programme for employment and social solidarity – PROGRESS was adopted by the European Parliament and the Council on 24 October 2006 and published in the OJ on 15 November 2006. Its overall aim is to support financially the implementation of the objectives of the European Union in the employment and social affairs area as set out in the social Agenda and thereby contribute to the achievement of the Lisbon Strategy goals in these fields.

Progress' mission is to strengthen the EU contribution in support of Member States' commitments and efforts to create more and better jobs and to build a more cohesive society.

To that effect, PROGRESS:

- provides analysis and policy advice on PROGRESS policy areas;
- monitors and reports on the implementation of EU legislation and policies in PROGRESS policy areas;
- promotes policy transfer, learning and support among Member States on EU objectives and priorities;
- relays the views of the stakeholders and society at large.

The seven-year Programme targets all stakeholders who can help shape the development of appropriate and effective employment and social legislation and policies, across the EU-27m, EFTA-EEA, Croatia, Former Yugoslavian Republic of Macedonia and EU candidate countries and Serbia.

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<http://ec.europa.eu/social/main.jsp?catId=327&langId=en>

