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# Diversity performance



'BTCV projects, through careful design and implementation, improve social conditions by interconnecting the physical environment with social and economic disadvantage. BTCV has also enhanced personal capacity – this may just mean getting a little more fresh air and making some new friends. For others, volunteering is nothing less than the means by which they turn their whole life around.'



Dr Kay Hampton, FRSA, FHEA  
*Commissioner, Equality and  
Human Rights Commission  
and Professor, Glasgow Caledonian University*



“As you start to share experiences, it puts life into perspective and makes you think of others. You may start a project thinking ‘am I really going to do that?’ and at the end of it you are left with this unbelievable feeling that ‘I was part of this and look what I am capable of’.”

Jess, a single mum who found that volunteering with BTCV has helped her overcome depression

## Performance 2007-2008

BTCV believes that everyone has the right to a good quality environment. We also recognise that disadvantaged and marginalised communities are disproportionately affected by poor quality environments.

BTCV's vision is a better environment where people are valued, included and involved.

BTCV is the UK's leading environmental charity in terms of engaging under-represented communities<sup>1</sup>, as the following demonstrates:

In the period April 2007 - March 2008, BTCV worked with more than 25,000 (22%) people from Black and Minority Ethnic (BME) backgrounds.

In the same period we worked with 2,000 community groups from under-represented communities and engaged with 16,000 unemployed people in our activities.

44% of all people involved in BTCV come from under-represented communities

Over the last year, BTCV has involved more than 115,000 people in diversity-related work<sup>2</sup>.

## Performance 2005-2008

Over the last three years, BTCV's engagement with people from BME communities has remained consistently high, averaging 27,000 people.

The number of individuals involved in diversity-related work with BTCV has increased in the last three years from 103,000 to 115,000.

Also notable is the increase in this period from 9,000 to 16,000 unemployed people in BTCV activities.

As a means of determining trends, it is useful to look back over the past three years.

1] The 10 categories of participant constituting those from 'under-represented communities' are:

- Black and minority ethnic (BME)
- People with health problems
- Refugees and asylum seekers
- Those at risk of offending, offenders and ex-offenders
- Older people
- People with a disability
- Young people at risk

People living in poverty  
 Unemployed people  
 Other socially/economically disadvantaged people  
 The last category includes groups such as travellers, people disadvantaged by rural isolation and homeless people.

2] 'Diversity-related work': engagement with participants from under-represented communities across BTCV's spread of activities in our charitable and social enterprise opportunities.

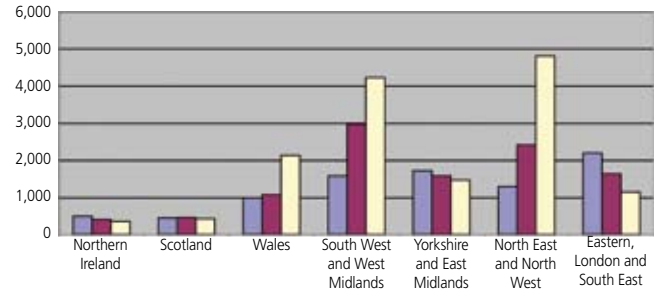
# Three year performance indicators by BTCV Region

- 2005/6
- 2006/7
- 2007/8

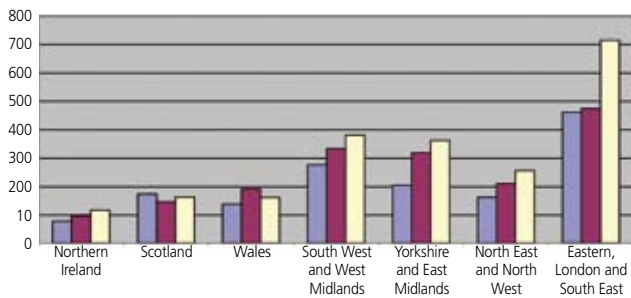
Individuals involved in BTCV's diversity work



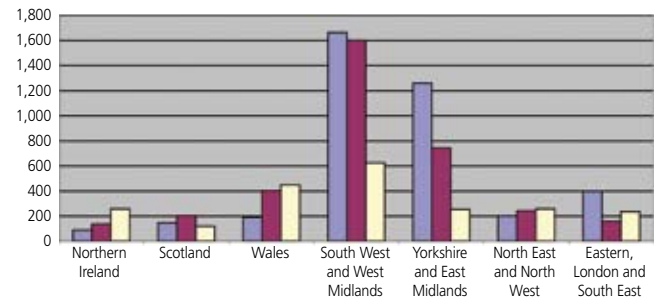
Unemployed people engaged with BTCV



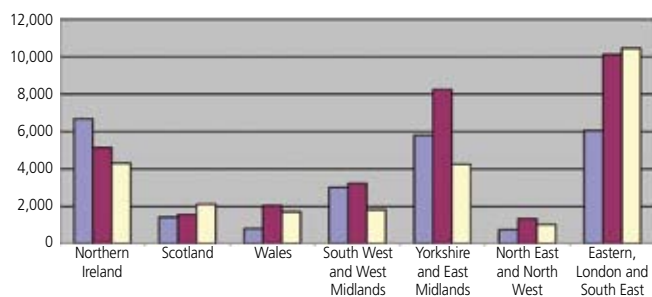
Groups involved in BTCV's diversity work



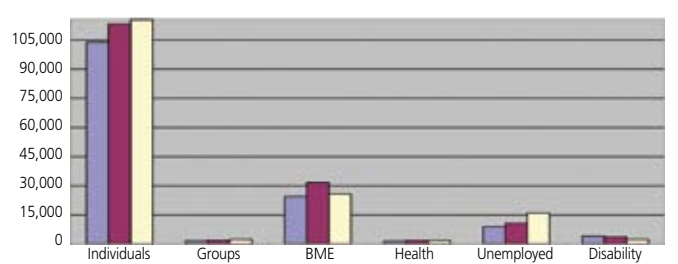
People with disabilities engaged with BTCV



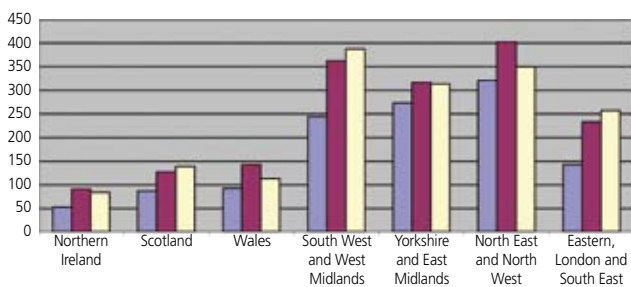
BME people engaged with BTCV's diversity work



UK-wide performance by diversity indicator



People with health problems engaged with BTCV





“I suffer with depression and didn't like going out, but I liked the company, going out in the environment, being busy as a group; it's nice knowing what you can and can't do, helping each other, getting to know each other.”

Green Gym volunteer

“At a time when I really needed it, BTCV kept me busy, giving me new skills and providing me with a new family that has helped me to feel that I not only belong but I'm contributing something positive to my new home.”

Marie, asylum seeker



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*Photos used here are for illustrative purposes only*

**INSPIRING PEOPLE, IMPROVING PLACES**



INVESTOR IN PEOPLE