## Strategic Objective: What do we need to do to make the change?

1. **Training courses are well attended and recognized for high quality standards in delivery.**
   - **Actions:**
     - Update training materials and sessions to reflect new legislative requirements.
     - Conduct post-training evaluations to assess effectiveness.
   - **Target:** Improve training participation by 10% over the next 12 months.

2. **Identify unregistered Houses of Multiple Occupation (HMOs).**
   - **Actions:**
     - Establish a database of known HMOs across the area.
     - Engage with local landlords to encourage voluntary registration.
   - **Target:** Increase the number of registered HMOs by 25% by 2021.

3. **Ethnic groups have access to good quality affordable housing that meet their cultural and lifestyle needs.**
   - **Actions:**
     - Provide cultural support and language services for minority ethnic tenants.
     - Encourage tenant involvement in decision-making processes.
   - **Target:** Achieve a 10% improvement in tenant satisfaction with housing services by 2022.

4. **Risk of becoming homeless among ethnic minority communities is reduced.**
   - **Actions:**
     - Implement targeted housing advice for those at risk.
     - Increase access to emergency shelters.
   - **Target:** Reduce homelessness incidence among ethnic minorities by 20% by 2023.

5. **Employers do not often know what their workers’ housing circumstances are, nor are they interested generally when employees require help with completing their council housing application forms.**
   - **Actions:**
     - Establish a dedicated workplace housing advice service.
     - Organize regular workshops for employees.
   - **Target:** Increase workplace participation in housing advice by 30% by 2023.

6. **Information available to encourage tenants in minority ethnic communities to report landlord malpractice.**
   - **Actions:**
     - Develop clear and accessible guidance on tenant rights.
     - Provide a dedicated hotline for tenant support.
   - **Target:** Achieve a 20% increase in reports of landlord malpractice by minority ethnic tenants by 2023.

7. **Continued funding for the MEOW post beyond 2011/12 to be agreed.**
   - **Actions:**
     - Assess the need for ongoing funding.
     - Engage with relevant stakeholders for financial support.
   - **Target:** Secure continued funding for the MEOW post by 2022.

### Table: Key Outcomes and Milestones

<table>
<thead>
<tr>
<th>Milestones/Outputs</th>
<th>Description</th>
<th>Target</th>
<th>Timescale</th>
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<tbody>
<tr>
<td>Summer 2011</td>
<td>MEOW relieved pressure on front-line Housing Officers.</td>
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<tr>
<td>Winter 2011</td>
<td>MEOW continues throughout Aberdeenshire.</td>
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<tr>
<td>Spring 2012</td>
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<td>Summer 2012</td>
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<td>Autumn 2012</td>
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### Other Key Outcomes

- **Feedback forms have been distributed and received by tenants.**
- **Number of council staff trained on recording and reporting racist incidents and other hate crimes.**
- **Number of ethnic minorities recorded attending housing surgeries.**
- **Number of HMOs are reported to Aberdeenshire Council.**
- **Number of affordable homes allocated to minority ethnic people.**

### Key Resources Required

- **Communication support and resources.**
- **Employment services.**
- **Community development services.**
- **Tenancy support services.**
Information made available in 'easy-read' format. This will be similar to the promotional poster of Louise’s role with national flags/languages. Moyra will agree this with Housing Managers.

3.1 Ensure minority ethnic needs are integrated into local housing strategy (2010/11) and other appropriate local authority strategies. Aberdeen City and Aberdeenshire Council’s joint HNDA was highly praised by the Centre for Housing Market Analysis. Findings from the HNDA will be incorporated within the action plan.

3.2 Ethnic minorities are represented at meetings within the council and with external organisations. The work of the MEOW continues throughout Aberdeenshire.

3.3 Ethnic minorities have access to good quality affordable housing that meet their needs. The work of the MEOW continues throughout Aberdeenshire.

3.4 Ethnic minorities are represented in Local Housing Strategy (LHS) and other relevant local authority strategies. Aberdeen City and Aberdeenshire Council’s joint HNDA was highly praised by the Centre for Housing Market Analysis. Findings from the HNDA will be incorporated within the action plan.

3.5 Ethnic minorities support integration of ethnic community into wider society. The work of the MEOW continues throughout Aberdeenshire.

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