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Introduction



About Us

The Black Heritage Support Service is a racial equity provider dedicated to utilising advocacy as a tool for change.



Mission

Our mission is to stand as a fundamental support mechanism for marginalised communities by utilising the power of advocacy.

We are aware of systemic barriers that the Black community and the global majority face, including but not limited to, racial discrimination, late diagnosis of illnesses, poor communication from health professionals, inner city deprivation, social isolation, unemployment, poor educational resources, exclusionary service design and a lack of advocacy support.

Disclaimer: We are impartial service providers and consistently adapt our work to support many marginalised communities.



Solution Focused

The hardships that our community face has encouraged us to offer multi faceted solutions by changing public service design, empowering our people and by creating community.



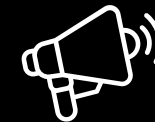
Inclusive Design

Racism by design is the exclusion of global majority people and the centring of white members of society within research and service design, resulting in unequal outcomes for minority groups.



Equity

We believe that every individual has the right to access public services. Race, gender, sexuality or socio economic status should not be a determining factor as to whether people are treated fairly. We pride ourselves on being **allies** and **leaders** within inclusive service delivery.

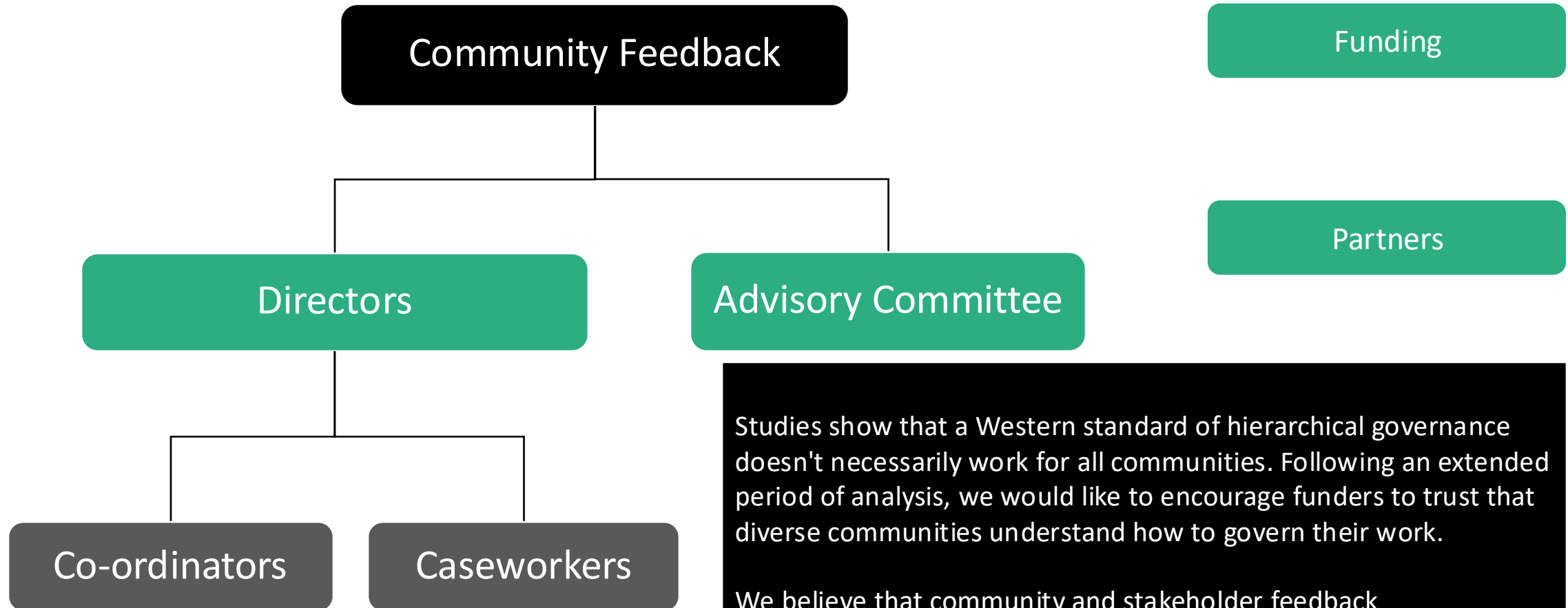


Action

Please join us in a tackling the roots of systemic inequality.

| Natalie Scarlett,
Managing Director

Governance



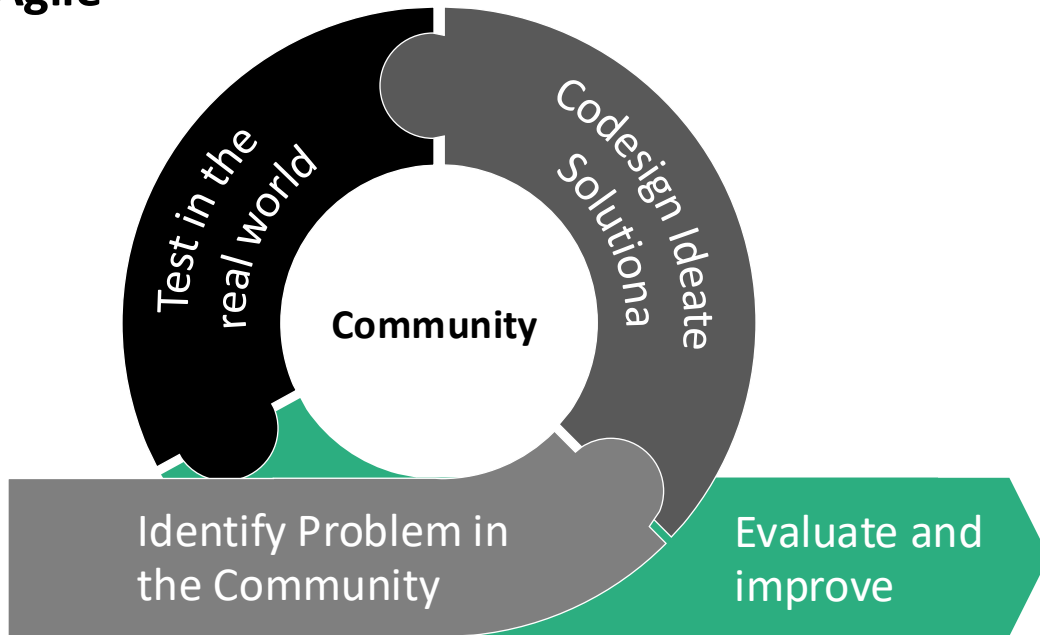
Studies show that a Western standard of hierarchical governance doesn't necessarily work for all communities. Following an extended period of analysis, we would like to encourage funders to trust that diverse communities understand how to govern their work.

We believe that community and stakeholder feedback should be at the heart of what we do. This builds trust and connection and, as a result, produces real long-lasting change.



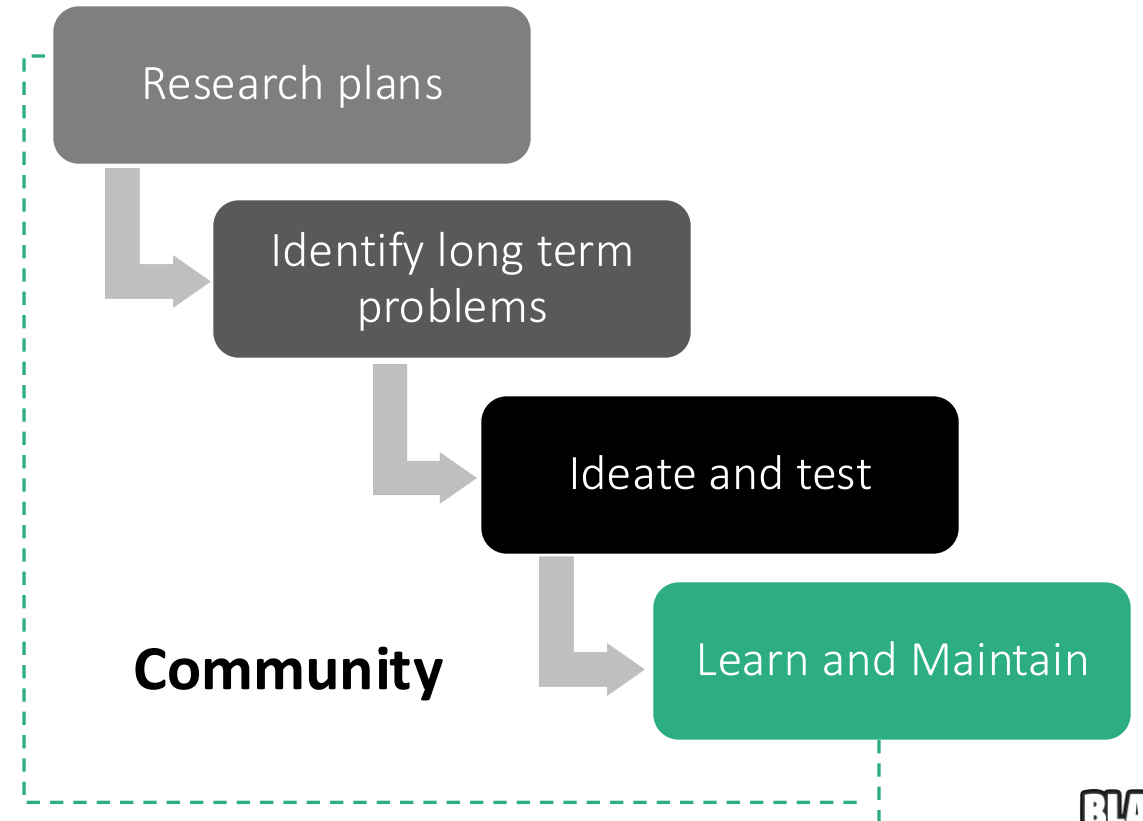
Delivery

Agile



We use an agile methodology to deliver our projects, products, and services and a waterfall methodology for our longer-term advocacy framework. This ensures a continuous improvement and inclusive delivery methodology that enables the prioritisation of the user experience, keeping the user at the heart of design and identifying risks before significant financial investment.

Waterfall is a long term programme delivery methodology which helps us to achieve organisational goals.

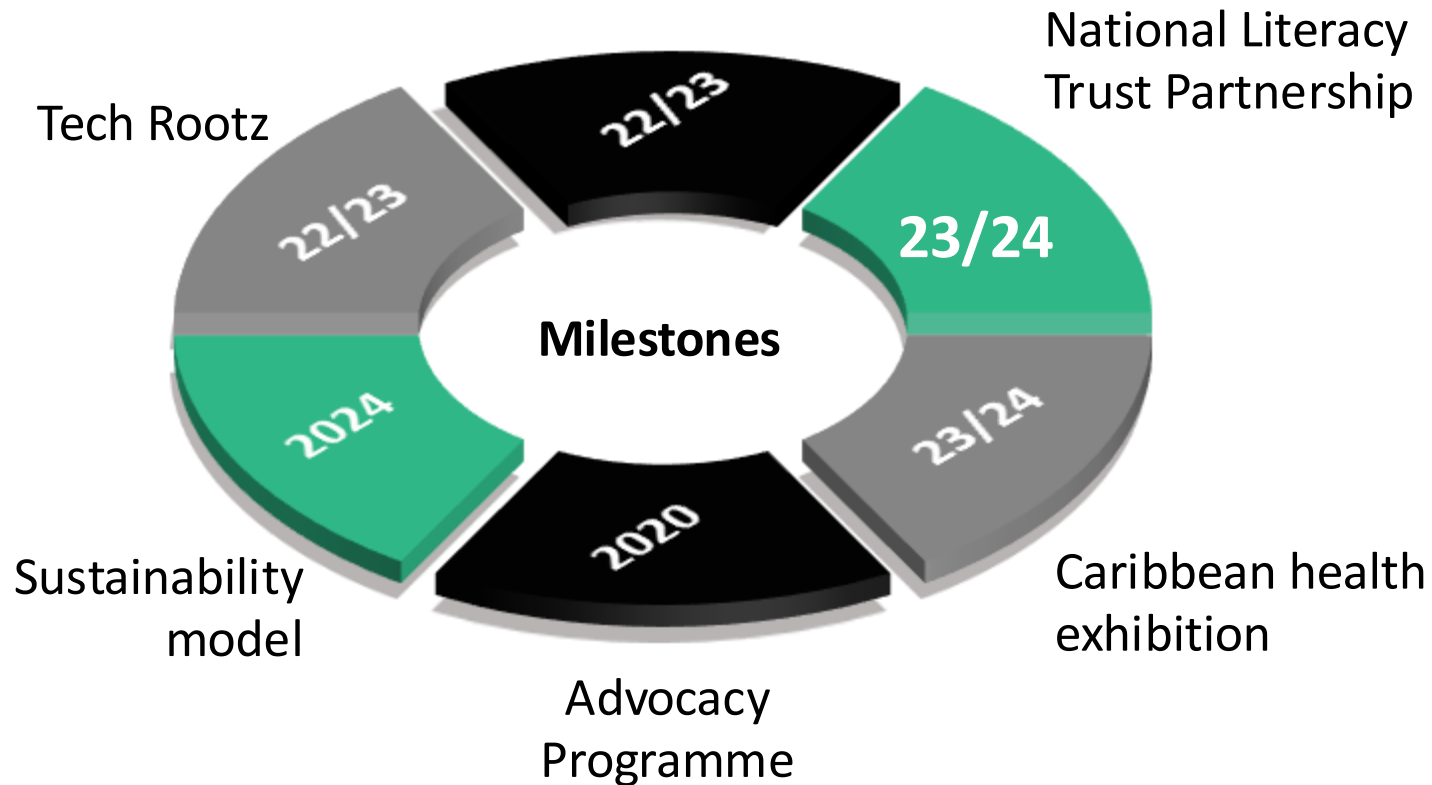


Milestones & Goals

BLACHIR

(Birmingham & Lewisham African and Caribbean Health Inequalities Review)

Engagement Partner



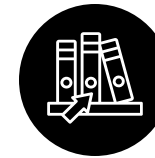
Goals



To ensure all marginalised groups have access to advocacy support



To ensure that equitable service design is fundamental to public service design



To offer the community access to life saving resource and information

Partners

BHSS supports thousands of people yearly through our advocacy clinic, online education, and sold-out face-to-face events. Last year, we continued to hit an online target of over 1 million people across the U.K.

We have partnered with some of the country's leading public service institutions and corporations. This includes:

- Birmingham City Council
- Public Health
- The NHS
- The National Lottery
- Google
- The Citizens Advice Bureau
- LEGO group
- BuildHollywood
- Imagi Health
- The National literacy Trust
- Aquarius
- The Samaritans
- The lighthouse youth centre
- The Leanne Pero Foundation.

We work collaboratively with organisations and the local community to create viable solutions to systemic inequality.

Press - BBC Midlands Today, BBC West Midlands radio, The Voice, BBC 1 Xtra, UK News Group



Change your story



Services Offered



Anti racism
training



Advocacy
representation



Project
delivery



Inclusive service
design and user
research



Engagement
partnerships



Events



Community or
Business Insight
Sessions



Consultations



Our core team has over 25 years experience working across public bodies and the third sector. This includes the Bank of England, The British Red Cross and the NHS.

Our skills span across project delivery, humanitarian expertise, healthcare research, service design, and community engagement. We pride ourselves on delivering high-quality work.

BHSS Project Team



Our Team

Our team consists of humanitarian workers, designers, policy writers, healthcare professionals, race practitioners, qualified teachers and social researchers.



Managing Directors

Our MD's oversee day-to-day operations, financial planning, budgeting and ensure efficiency. They assess potential risks and ensure the organisation adheres to all relevant laws, regulations, and ethical standards. They balance internal and external relationships ensuring strategic leadership and role modelling our core values.

BHSS Managing Directors specialise in delivery and inclusive design of a service or product. This includes ensuring services and products are improved via user research, audience analysis, stakeholder mapping, stakeholder interviews and prototyping.

Project Managers

Our Project Managers might be internal or an external hire. They oversee the entire project from initiation to closure by:

- Defining project goals, objectives, and deliverables.
- Developing and managing project plans, timelines, and budgets.
- Allocate resources and manage project scope.
- Identifying and managing project risks.
- Communicate progress and issues to stakeholders.
- Ensure the project stays on track and meets quality standards.

Engagement Officer

The role of our Engagement Officers is to build and maintain relationships between our organisation and our stakeholders including clients, and the community. They:

- Provide expertise in specific areas
- Contribute to project deliverables based on their expertise.
- Collaborate with the team to solve problems and complete tasks.
- Provide feedback and suggestions for project improvement.
- Participate in meetings, discussions, and decision-making processes.

BHSS Project Team



Advocacy

We champion advocacy because it enables individuals to have autonomy over their lives.

It holds our public services accountable and makes long lasting change. We want to ensure that every Black and/or marginalised person understands how to use the tools of advocacy to make change in their own lives and in the lives of people around them.

Core Team

Our core team lead training, plan and organise engagement activities, events, or meetings to foster interaction with stakeholders.

They manage our social media engagement strategy and content, co-ordinate community outreach programs, webinars, conferences, or workshops.

They track engagement and event feedback to measure success and identify areas for improvement.

BHSS have reliable contract partners that we use regularly, including graphic designers, digital marketing companies and venue and equipment hirers.

Advocacy Caseworkers

Our caseworkers champion the principles of advocacy.

They help clients who experience discrimination to

- Access services
- understand their rights
- and overcome barriers that might be preventing them from getting the assistance they need.

They support individuals or groups in navigating complex systems, such as

- social services,
- healthcare,
- housing,
- legal matters,
- or education,
- by advocating on their behalf.

Anti racism Trainers

The role of our trainers is to educate individuals, organisations, and communities about the impacts of racism and provide strategies for combating racial discrimination and inequality.

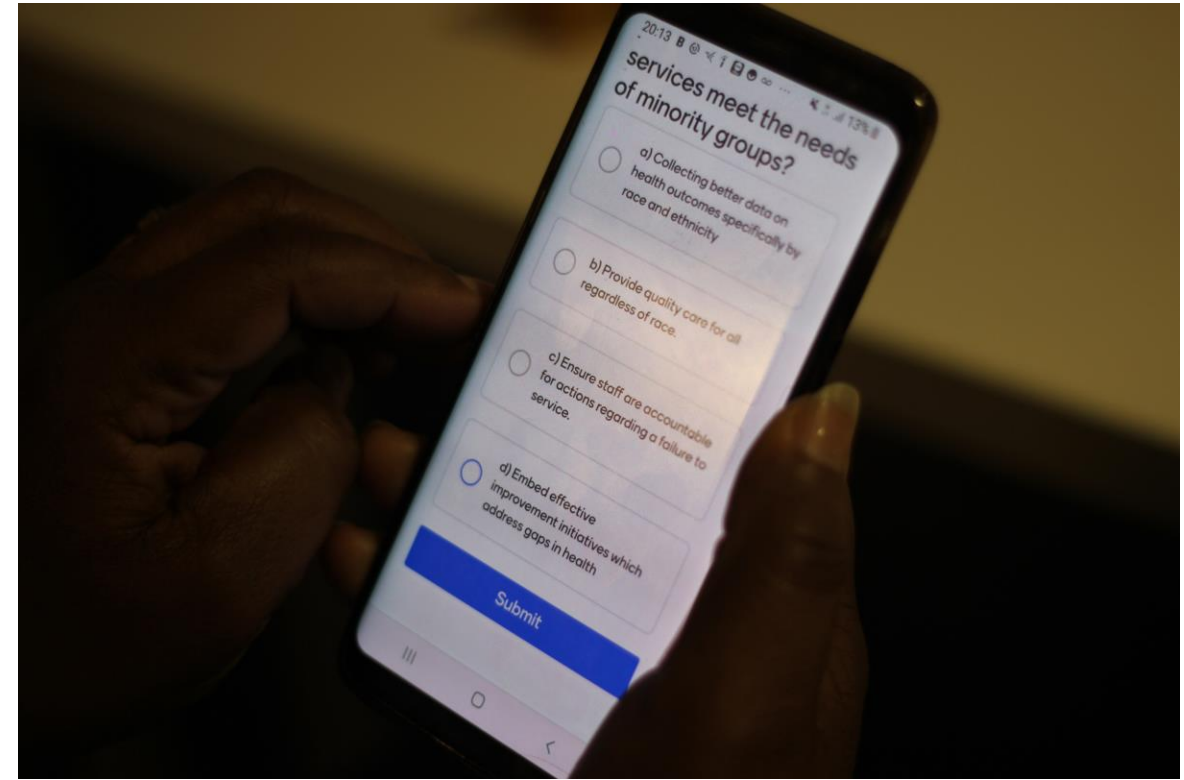
They:

- Design bespoke anti racism content for services.
- Facilitate workshops or training
- Provide consultations
- Produce educational content for schools
- Create educational online content

Monitoring, evaluation and learning (Mels)

Collecting and responding to data will close disparity gaps across the U.K. We value having a robust Mels framework that enables organisations to improve their services continuously.

Our Mels aim to ensure that our projects effectively achieve our goals, improve over time, and deliver meaningful results.



Our monitoring includes data and indicators. Identifying issues early and making adjustments.



Our evaluation includes evaluating whether we have achieved our objectives. Understanding the broader, longer-term changes and Examining how efficiently resources were used.



Our learning includes reflecting on the evaluation to improve and identifying risks, highlights and low lights.

Audience

70%

of our health exhibition attendees felt more confident about going to their screening appointment after the event.

Our event demographics →

2024 Social Media Stats

23,111+ Likes

Only 5% of engagement rates came from **paid advertisement**.

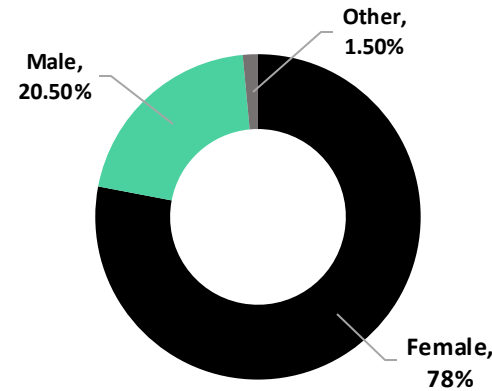
6,723 Saves

What do we know about our online audience?

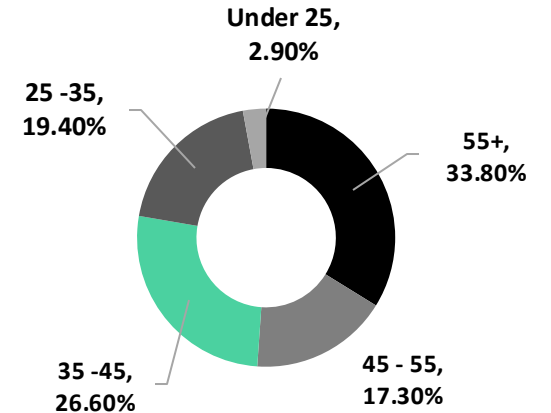
3,017 Shares

- 65% are Age 25-45 years old
- 45% men, 56% women
- 54% West Midlands, 31% London, 3% Manchester
- 12% UK, Europe & the US.

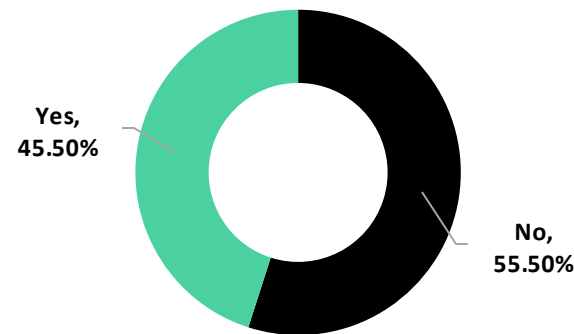
They are predominantly female (78%)



3 Quarters (78%) are aged 35 or above

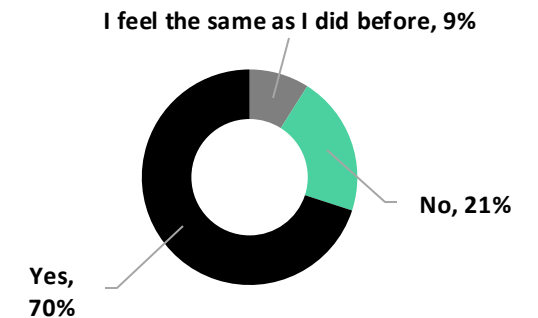


Around half (46%) have pre-existing health condition



70% feel confident about screening & managing health

Do you feel more confident about going to screenings and managing your health?



2025 Timeline

Our long term goal is to reduce racial inequality by advocating, influencing and building community.

Milestones

First Quarter

Social media strategy and
Community Engagement

1

Third Quarter

Equity by Design

3

2

Second Quarter

Self Advocacy Model

4

Fourth Quarter

Caribbean Health
Exhibition



THANK YOU