



UNITY IN THE COMMUNITY

Engagement. Innovation. Cohesion. Insight.





ABOUT US

Unity in the Community was founded following the murder of George Floyd and the resulting global outcry surrounding systemic and institutional racism, that still exists in society today. Which deeply affects black people's ability to survive and prosper in the global economy, participate in mainstream society and positively engage on an equal playing field.

Our goal is to provide a respected and credible voice to articulate the needs of every person in black and BAME communities in the UK.

We will drive development, create opportunities and influence positive change by acting as an infrastructure body to provide accessible programmes that facilitate long-term and sustainable progress for black and BAME communities.

We aim to build essential resources that benefit all areas of life – education, employment, health, sports and economic development. We work on a local and national level to support community groups while engaging with major strategic partners to develop and deliver key objectives and priorities, for black and BAME communities.

OUR OBJECTIVES ARE TO:

Be a leading organisation that champions positive and essential change for black people, locally and nationally. To do this, we will bring together groups of individuals in our local communities to achieve positive and meaningful social and economic change, by creating opportunity zones for black and BAME communities.

Work closely with strategic partners and businesses to help in resolving local problems and meet the overall diverse needs of the community. We will use our experience to influence the allocation of resources by mainstream bodies, such as local authorities and the private sector, to ensure they effectively address the key issues faced by black and BAME communities.

Ensure local people have better access to high-quality support in key areas of development needs and facilities, to ensure better outcomes. In addition, we will work with young people to provide opportunities and enhance their abilities for meaningful careers, training and employment.

We will work together to enhance community health and well-being, and grow health and well-being participation rates in the black community. In addition, we want to provide a high level, comprehensive, positive intervention programme across the community for young and elders alike, driving positive outcomes for the wider community.

Encourage and promote joint working amongst black-led groups locally to maximize effectiveness, while working with strategic partners to affect change and better outcomes. We'll also coordinate and create development projects for partnership working, that addresses specific historical issues, that still affect black and BAME communities' everyday lives.

Ensure the diverse views of the black community as a whole are represented at every level, including those most disadvantaged, in hard to reach communities and ensuring they are part of the overall decision making process, in their individual localities.



TEAM COMMUNITY WELCOME



We are a diverse group of people who work in an innovative way, disrupting the industry to create greater equality and change for all.

We encapsulate shared goals such as inclusion, equal treatment and unity for everyone along with promoting the needs of black and BAME communities, while creating opportunities for disadvantaged communities such as the Afro-Caribbean and BAME community. We do this by acting as a bridge between local and national businesses to ensure there is equal representation and voices at higher levels of political and corporate structures within society.

By becoming part of Team Community, you are being welcomed into a new way of working. We believe the most successful way of driving change is to become fully integrated in the businesses we work with, in a style that offers regular support, provides a platform for potentially difficult or awkward conversations and acts as a facilitator to give insights into the equality and diversity agenda. When you're part of Team Community, you're part of our family.

Our unique method of working relies on strategic partners and bridging the gap between organisations and the BAME community, all the while celebrating racial diversity. We work collectively with businesses to continually promote, inclusion by providing a community hub for insights, engagement and innovation that allows businesses to tap into the best talent, while placing themselves at the forefront of the equalities, diversity and inclusion agenda.

We use the term "Team Community" because it truly is a team. Our ethos is to develop long-term relationships and provide businesses with the best tools and insights possible to ingrain equality and diversity in their daily business culture, to help achieve their end goals. We provide the link between businesses and community groups, black and BAME professionals and open up the opportunities to learn from each other.

We are for inclusion, social change, economic freedom and opportunity. Any businesses that are involved with Unity in the Community, will be contributing to the wider efforts for societal change and our shared goals. Everyone should have the opportunity to progress, develop and celebrate diversity because if you have a lack of racial diversity in any business, assumptions are made. And until this is addressed businesses – and indeed society – will be unable to see real significant change.

Becoming part of Team Community is becoming one of the driving forces and pillars needed to drive fundamental change, and break the cycle of systemic and institutional racism in the world.



DIRECTORS BIO - MICHA BRADSHAW



Director

Background

Micha was born in Nottingham and grew up on an estate in Bestwood with her mother who had fled the abuse of her father after he had nearly taken her life. It became clear at a young age the role of a woman and how women are treated in society. "I recall my Mum working all hours, I remember the struggle, having my trainers tip'xd because Mum couldn't afford new ones. But I didn't feel sorry for myself or her, I felt proud that no matter what we were dealt we kept love and we kept moving forward".

Having an absent father and growing up in deprivation was the beginning of the adversity she would face. Micha was a victim of sexual abuse, something she carried into her teens alone, but later would fuel her passion to change the lives of girls and women like her. "I remember the first time I read a Maya Angelou book, it was the day I realised that other girls were victims of abuse and it was not my fault. Her words gave me courage, because I knew as a white woman my experience was already different. I remember thinking, you have no excuse, if Maya can do it, you better and that stayed with me".

Professional career

Micha's career started in health care in 2011, where she studied BSc Radiotherapy and Oncology whilst training at Nottingham City hospital. Her capacity to care and nurture became the force that excelled her through her own adversities and has transcended into the many roles and projects she has worked on.

At the age of 24, Micha became a Senior Allied Health Professional and went on to study her MSc. However after the birth of her daughter and fleeing an abusive relationship she developed PTSD. Most would have stopped, but Micha used even this to support others, creating her own workshops to share the reality of diagnosis and the support that is needed. Equipped with her union background she later went on to work with the Nottingham Women's Centre, Mind, Rethink and Time to Change, to advise others on their rights and push for social change.

Achievements

Micha's clinical expertise and continuing professional development, mixed with her life experiences of being a survivor of child and adult abuse, have driven her to achieve many incredible things such as:

- The creation of a mental health council at Nottingham University Hospital, to change and improve the support of staff's mental health
- Unison U MATTER mental health awareness sessions and rights of support workshops, covering East Midlands and EMAS
- Presenting her life story to the Law Commissioners to support Nottingham in becoming the first city to formally class misogyny as a hate crime

- Mental health columnist for Nottingham's Left Lion magazine, Mojatu and guest writer for Stylist
- Numerous BBC radio appearances sharing her campaigns and projects
- Lead peer support trainer for Mind, creating safe spaces of empowerment for women at Nottingham Women's Centre.
- East Midlands Youth mental health campaign lead for Time to Change
- Representing Nottingham City Council's Time to Change work at the health and wellbeing board
- Women's only safe space open mic nights for women's centres and women's groups.
- FGM global ambassador
- Inspirational Women awards finalist 2018
- Community Champion – Nottingham Heroes finalist 2019
- NUH honors Equality, diversity and inclusion 2019

Aspirations

"I am committed to social change that takes girls and boys like me off estates. Because when you have been excluded due to your health, social class, gender or race. It sticks with you and it's the 21st century, we not only can do better, we should already be doing it.

I remember looking at the people 'up top' thinking, I can do what you do but still care about people as well. Every day in everything I do its about empathetically engaging on a human level. That's not only what people that have faced adversity need, it's now a planetary action. Authentic inclusion requires an holistic approach, appearing inclusive has no time or place in the future we are creating".

DIRECTORS BIO - ROGER HENRY



Early life

Roger was born and went to school in St Ann's Nottingham for most of his early life before moving to South Birmingham as a teenager. In Birmingham, Roger and his brother were the only black people at a school of over 500 children. At this time, fascist groups such as the National Front were growing increasingly common and were influenced by radical music in popular culture, resulting in Roger experiencing widespread racism at school.

After leaving home and returning to Nottingham at the age of 16 and experiencing a brief spell of uninteresting work, Roger took the opportunity to travel and ultimately settle in Austria in the late 1980s.

Shadowed by the Nazi regime and Hitler's lasting influence, Roger had to adapt to living in an environment where racist views and police violence were commonplace. Despite this, Roger was fortunate to secure high-profile security work and worked with highly well-known names such as Tina Turner and 2Pac.

Professional life

Eventually, Roger came back to England and started working in financial services where he saw good success at this, sharing stories with white clients of his love for classical music and skiing to break down barriers. Roger remained part of the security scene, working in nightclubs at the weekend including Manchester's infamous Hacienda at a time when gang violence was rife.

Deciding to opt-out of that lifestyle, Roger moved into working in a sales role – again, his ability to adapt to any situation without letting his skin colour be a problem allowed him to do well in the role. Roger still saw success in the security industry too where he had his own security company and also set up the registration scheme for Door Supervisors which was influential in the City of Nottingham.

Following the loss of both his grandparents, who had brought him up, in just a six-week period, Roger lost his way and turned to narcotics through his grief. This ultimately cost him many things including his family – after two years of using Roger embarked on a total abstinence rehab programme for six months and began to rebuild his life.

On leaving rehab, Roger started to reinvent himself with the help of lots of good people around him. He did lots of voluntary work and studied for qualifications in counselling and substance misuse and management, eventually becoming a qualified substance misuse practitioner. Most recently, Roger was appointed as head of Business Development for IngDev.

Roger has experienced a vast array of achievements, in corporate, community and voluntary projects. His continued adaptability, along with his ability to intertwine his business and third-sector knowledge and experience has enabled Roger to lead award-winning projects that have made a real difference to black and BAME people in Nottingham.

Achievements

- Worked with a group to set up "Bac-In", a dedicated BME drug and alcohol support service
- Became Service Manager at a Treatment Centre – just two and a half years after being dependant on drugs himself
- Founded Real United – a community football club, an early intervention project working with young people to create unity from different parts of Nottingham. For this, Roger received the Nottingham Post Sports Hero award and Black Achiever's Sports Hero award
- Created 'Taken Too Soon', an event attended and endorsed by celebrities, to commemorate and celebrate the lives of young people who had been killed as a result of violence, Roger received a Prime Minister's Award for this work
- Worked at Clayfield Secure Unit with people serving long sentences for serious crimes and became an independent advisor for strategic planning in this area
- Set up successful specialist healthcare recruitment agency
- Created Unityfest and is imminently launching Real Talk TV

Aspirations

"When I look back at my life and people I've known over the years, it's funny looking at where everyone is now. Some are no longer here, others have drug and alcohol problems and some have settled down into family lives.

If you have a purpose and work hard at that purpose, great things happen. By being a spokesman and local community activist through Unity In the Community and my other projects, I want to provide a platform to ensure there are the right opportunities for black and BAME people, from a young age and continuing through life."

DIRECTORS BIO - DEVONTAY OKURE



Background

Devontay Okure was born in Nigeria, where his parents who had met at University in the UK 1960s, settled after leaving England due to the racism they faced as an interracial couple. From a young age, Devontay had an exceptional work ethic and drive instilled in him by his parents, in particular his father, a highly educated man who had been a child soldier in the Biafran War and managed to flee as a result of his academic ability.

Later in his childhood, Devontay spent time living in Malaysia before moving with his family to settle in a suburb of Nottingham which was predominantly white – something which gave him mixed experiences at school. Despite experiencing racism from some of his peers, many of Devontay's best friends were white people. This, along with being a child of an interracial

marriage, showed Devontay the importance of mutual trust and understanding and gave him the ability to treat people for who they are and on their own merits.

Devontay's early life in Africa combined with his sometimes turbulent school experiences instilled and excellent sense of resilience in him, combined with a strong ethic for morals and principles. From school, Devontay went on to colleague and continued to fulfil his academic journey.

Professional career

Devontay has well over a decades experience in B2B consultancy services, strategic planning, negotiations and relationship management. His business acumen and instinct has shaped him into a formidable individual in the corporate world with his drive and dynamic style of working, centered around commercial and corporate services. As a result of his working practices, Devontay ensures he secures the best return on investment possible for any businesses he has worked for, all the while forging sustainable commercial partnerships and building a wide network of strategic partners and relationships over the years.

Following his academic journey, Devontay's professional career began in the financial services sector where he began to experience the 'ways of the world' and started to notice inequalities within the professional environment. Through several positions in the private sector he gained an ability to work with a diverse spectrum of people and developed the skill of being able to adapt style and communication depending on each audience.

Later, an opportunity in the public sector arose and Devontay started work with a local authority, where he noticed a complete shift in working practices centered around running a city and putting the city's people at

the heart of decisions. In addition to this, alongside the role allowed Devontay to develop a fantastic insight into how to operate in a political environment.

In each of his roles, Devontay observed different aspects of racial discrimination which affected him both directly and indirectly. This led to him becoming involved with local activism around equality and diversity because he wanted to provide a voice within that sector, and so started Devontay's passion for driving corporate and community development through the equality and diversity agenda.

Starting out through GMB Union, Devontay began to develop a deep knowledge of the policies and legalities surrounding racism and discrimination along with the insight into what should be done when these policies are not being fulfilled adequately.

Over time this evolved and Devontay took on additional roles surrounding equality and diversity within the local authority he works as well as at a regional level, further preventing himself as a represented and voice to influence policy and drive change.

Eventually this expanded into the political sphere where Devontay has been successful in securing elected roles for the Labour Party where he has felt privileged to represent the views of black and BAME voters and being at the forefront of key issues and addressing policy which affects key demographics within the city, ensuring all voices are heard.

For over 15 years, Devontay's involvement with equality and diversity matters on a local and on a national level have given him away to channel his passion and provide a voice for others. Devontay's relentless

ambition has drawn on realising you cannot rely on other people to create opportunities for you, you must be proactive and drive them for yourself. Founding Unity in the Community is the natural next step is this – consolidating all his previous work and bringing it together in a uniform way to achieve equality for all.

Achievements

- Future Leaders of Nottingham: Class of 2017/18. A programme for people who have been identified as having the potential to take on leadership roles and to establish skills to strengthen the potential of the city
- GMB Union – started as a representative before becoming Equality and Diversity Lead and now sits as Regional Equality Forum Race Strand Leader
- Labour Party - CLP (Constituency Labour Party) BAME Officer and Castle Ward Branch Chair
- ILM Level 5 Leadership and Management Diploma
- Nottingham City Council BAME Network Chair

Aspirations

“Being a person of colour myself, I’m fully grounded in the equalities agenda and committed to achieving a level and fair playing field for all. I want lead an organisation that positively disrupts the landscape to be the number one source for bringing together organisations to formulate cohesive and constructive agendas that deliver change and drive racial diversity within the UK.

The ultimate goal is for my children to grow up in a world where ethnicity doesn’t matter, people should be judged on the quality of their character and what they can deliver. We have been in a slumber around the systemic and institutional racism that still exists, and I want to bridging the gap between those that haven’t had the opportunity to integrate as much and to let everyone know we’re all the same.

We’re past the point of excuses and why work hasn’t been done, now it’s the time for change and Unity In The Community is the vehicle for this.”



OUR SERVICES

Our services are designed to provide businesses with a platform for engagement and cohesion, along with experience, innovation and insights to make the most productive decisions.

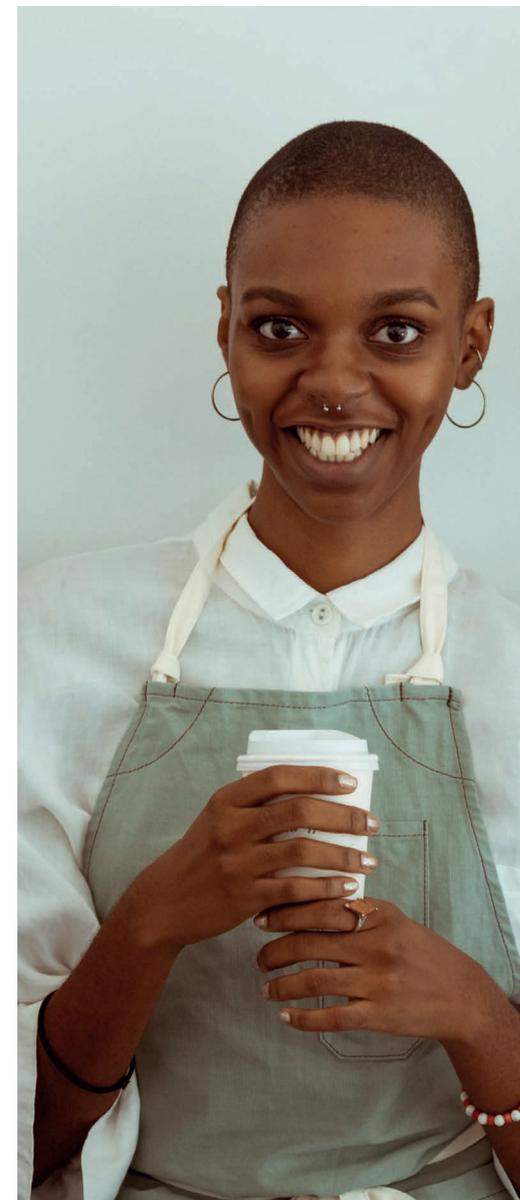
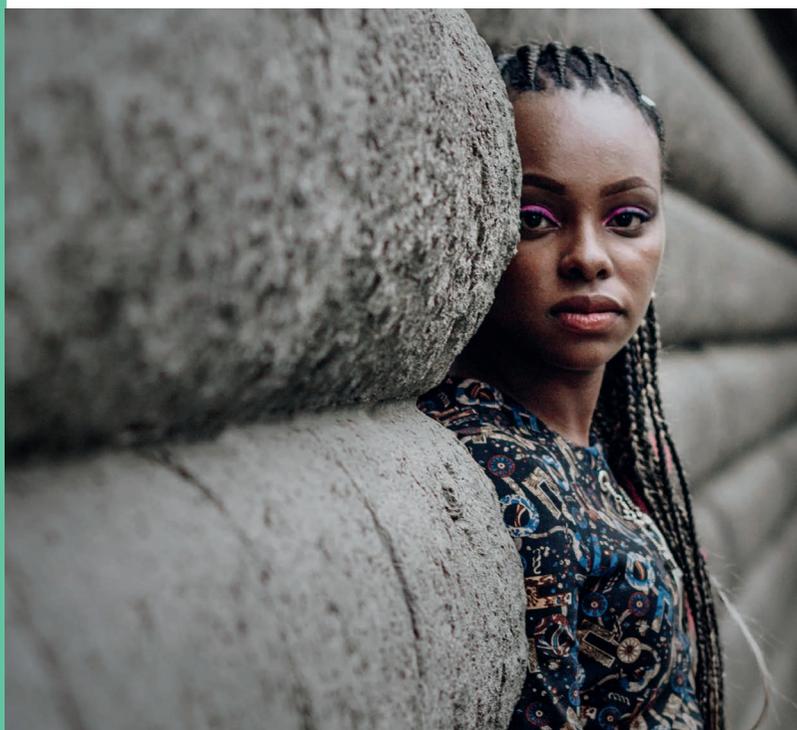
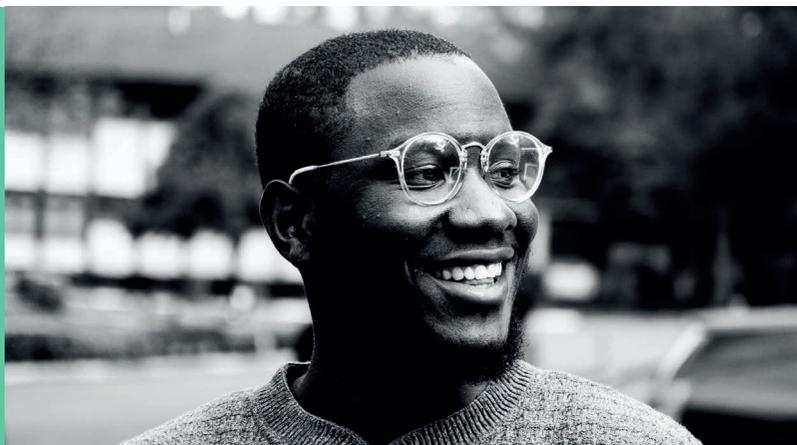
1. Business development

We will provide your business with equality and inclusion strategies that will:

- maximise your impact nationally
- drive change towards the equalities agenda
- ensure you attract the best individuals
- use unique knowledge and insights to make the best decisions to harness inclusion and the effectiveness of your workforce.
- showcase reputation of your business a champion, in promoting equalities and inclusion to drive change.

2. Partnership working

We work with our strategic partners to ensure they have the tools to deliver the best services and products to the market, with deeper insight and a strategy that ensures social inclusion and diversity, to deliver impactful work in a meaningful way.





3. Community projects and affiliation

Demonstrate your business's passion through becoming involved in community projects and being seen to support causes of interest. This gives back opportunities while more importantly setting the standard moving forwards to promote social inclusion and show "what progression looks like" by aligning the shared values of your businesses and the community.

4. Equality, diversity and inclusion consultancy services

Consultancy services provided by Unity In The Community are available in packages suitable for any budget, to ensure your business has the best support along with the right tools and information to make decisions that create the maximum impact within the community.

We help businesses to drive their economic growth alongside benefitting the people in the community, by bringing racial diversity to the front and opening up the conversation to ingrain diversity within the wider business structure.

Our consultancy services are centred around long-term relationships and idea sharing to successfully broadening a company's agenda on equalities and diversity. We act as a mentor, offering a one-to-one service to help businesses develop their social goals and help to shape a more inclusive culture within the business.

We can help with specific issues which may need tackling, or by providing assistance at a senior level which may not have existed at that company before. This allows you to unlock different opinions and provides a new voice on the wider business strategy in a progressive way, which helps the business to achieve maximum impact through equality and diversity.

Just some of the areas which your business can benefit from our unique consultancy services are recruitment, training opportunities, development and health and well-being.

5. Strategic insight

We offer partners and the businesses we work with innovative, strategic insights into community cohesion, and the further development of black and BAME staff in their organisation. This encourages meaningful change within the business through maximised productivity, personal development and impactful work.

With growing diversity and awareness of inclusivity issues, strategic insight is fundamental in helping businesses who have not considered this before, to address these issues. We provide the knowledge and detail to demonstrate how putting equality and diversity at the top of a company's priorities is a commercially viable method of changing the culture of a business for better outcomes.



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6. Specialist recruitment services (interview panel placements)

Through our specialist services, we fulfil a recruitment element while ensuring there is no unconscious bias throughout the wider recruitment process and help to deliver a more diverse workforce for each business we work with.

By offering to provide representation on interview panels, we drive diversity in corporate organisations by helping to judge and engage skillsets which may previously have been overlooked due to racial and cultural boundaries.

In addition to this, we offer specialist recruitment, sourcing talented black and BAME members of staff to play a part in the future success and progression in the companies we work with. By working to a brief from each business, we help them to achieve their recruitment objectives. For example, they may have identified a particular department with little or no diversity and would therefore like to adjust representation in that department in a proactive way.







7. Workforce planning

Workforce planning offers corporate entities a unique and forward thinking solution to their diversity and inclusion strategy. We can assist with looking at the overall structure, assessing their current position in the market and identifying areas where they are lacking diversity. Fully integrated with the business's own Human Resources team, we help prepare and engage for succession planning, building a truly representative organisation, for inclusive and sustainable outcomes.

8. Equalities training and workshop coordination

Our bespoke training services provide corporate businesses the right tools needed to address equalities, social inclusion and diversity. Our workshops and training sessions push equality and diversity matters to the top of the agenda, avoiding potential cultural issues and working to eliminate unconscious bias in the workplace.

9. Social and corporate responsibility (CSR)

We work with our partners to ensure corporate responsibility and the equality and diversity agenda is at the forefront of the business, and not a once a year exercise.

We provide the tools, resources and information for businesses to ensure that they're consistently leading with equality, racial diversity and inclusion, while budgeting any CSR spend in the most effective way, therefore creating maximum impact and changing lives.

10. Unity In The Community ambassador placements

This innovative approach involves a member of our team spending a 6 -12 months, placement within your business. They'll act as a member of staff within your company, being visible across the organisation, to help with the equality and diversity agenda, driving culture change and acting as an on-site point of contact to address diversity

issues, while working towards your business's strategic goals.

11. Diversity and inclusion think tanks

Our diversity and inclusion think tanks provide a deep-dive into a specific project or organisation to identify the benefits which could be achieved with changes, ideas for improvements and the strategy to progress these ideas. This detailed exploration ensures cultural change within your business, driving financial stability, while creating more cohesion within your business's corporate structure, allowing for better efficiency.



12. Health and wellbeing

We offer health and wellbeing guidance that takes into account different cultural identities and looks to find common factors which provide the understanding of how these issues affect different groups within the workforce.

Health and wellbeing has the potential to be a motivating or a de-motivating factor, and our service aims to identify how potential issues such as BAME employees feeling a lack of support or opportunity may affect their overall health. We collate this information to provide a deeper level of understanding or insight for businesses that might not have considered the wider health benefits of certain actions. If you've got healthy staff, you get the best from them and our approach ensures it is inclusive for all groups and not just the majority group. We also offer lunch time exercise sessions using our community partners that include meditation, yoga and running classes to energise your workforce.

13. Equity investment and dividends

By providing investment, either financially or in-kind, your organisation can demonstrate their commitment to this agenda and we invite all partners to do this. As well as the obvious PR benefits of investing, you'll enjoy the dividends of investing in change and watching the results of community development. We will promote your investment and detail your businesses journey as an official partner as part of our ongoing relationship. Demonstrating your businesses commitment to innovation and change in its local community.

By becoming an official partner, you are investing in projects your business is passionate about, while helping to drive positive change to help progress people's lives and their families.



WORK WITH US

Our services are accessible to all – we offer bespoke packages and rates to suit your budget and ensure you're at the forefront of driving societal change regarding black and BAME communities.

Every company we work with benefits from:

- Your own account manager who will build a relationship with you and get to know your business to create a long-term and sustainable relationship
- Access to industry-leading knowledge from our Directors who share more than 50 years' experience in Equality, Diversity and Inclusion
- A platform and facilitators for difficult conversations, encouraging positive outcomes
- Tools and insights to future-proof your business, to get excellent results from your workforce
- Setting a precedent within your organisation that contributes to wider social change regarding racial diversity
- Collaboratively thinking differently, to readdress the imbalance of systemic and institutional racism for a better future for all.

To truly understand how beneficial being part of our unique community can be, we'd love to have a chat with you. Get in touch and start your journey to equality and diversity excellence today!

GROW WITH US







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