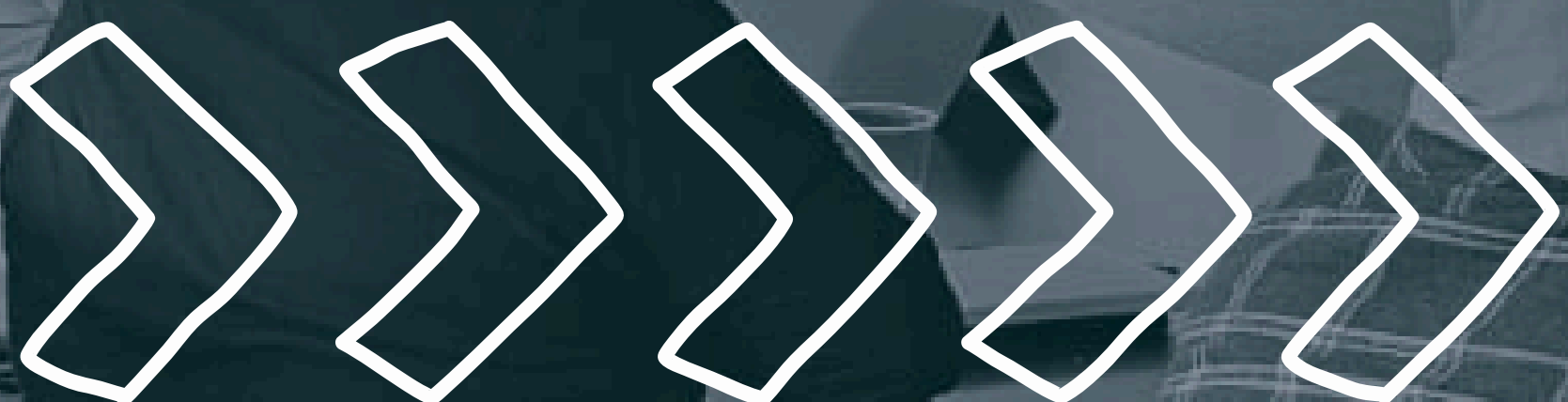




GET INTO HOUSING

2025



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INTRODUCTION



Launched in 2022, Get into Housing was created to open up access to the social housing sector for talented individuals from Black, Asian and ethnically diverse backgrounds in Wales. People who bring lived experience, potential, and passion, but who've faced barriers to employment.

Through paid placements, in work training, and one-to-one mentorship, the project creates pathways into meaningful careers, not just jobs. It's about changing the makeup of the housing workforce to better reflect the communities it serves.

As community-based housing associations, we know that when our workforce reflects our tenant base, services improve, trust grows, and outcomes are better.

A more representative workforce isn't just the right thing to do, it leads to:



Smarter, fairer decision-making.



Enhanced innovation and problem-solving.



Stronger connection to diverse communities.

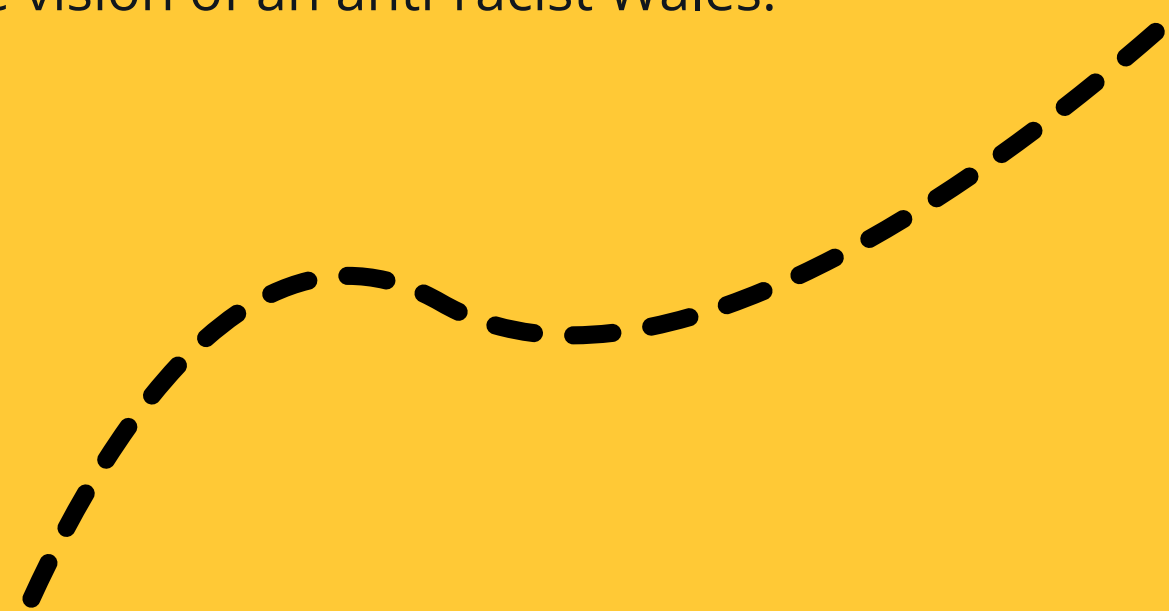


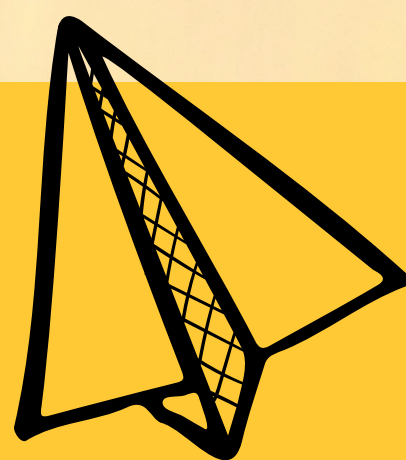
Higher staff satisfaction and retention.

Over the last four years, we've started this change, and we've done it together. Through collaborative working with each housing association involved in the project; by consciously creating a pathway like Get into Housing and offering real opportunities to people who have been underrepresented in the sector, we are changing the sector from the inside out.

The ripple effects are already being felt in workplaces and communities across Wales. Not because of targets or tick boxes, but because it's the right thing to do, and the way forward.

Get into Housing is a practical, people-led example of how we can build a more inclusive, more effective housing sector and move one step closer to realising the vision of an anti-racist Wales.







IMPACT

Since its inception in 2022, Get into Housing has supported over 100 participants, with **75% of participants securing employment** following completion of the project. We are pleased to report that **86% of those positions were within the Welsh social housing sector.**

The success of this project extends beyond improved employment outcomes. Feedback from our most recent cohort indicates significant personal and professional growth. In a recent survey, **100%** of participants reported:

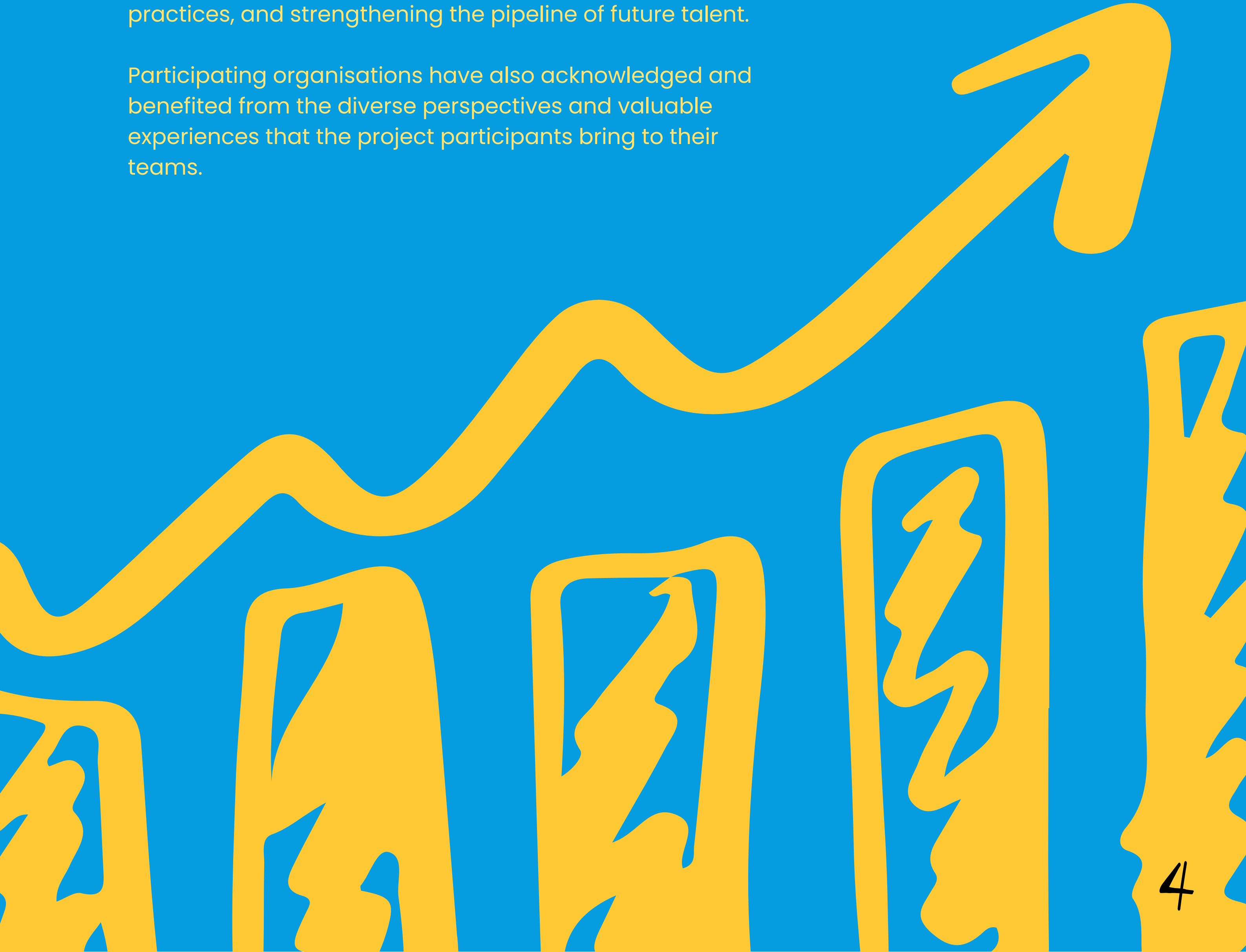
-  Increased confidence and interview skills.
-  A reduction in structural barriers to employment and skills provisions.
-  Improved understanding of employer expectations, including workplace behaviour standards.

The project is also positively impacting the Welsh social housing sector by helping to shape more inclusive workplace environments, promoting fairer recruitment practices, and strengthening the pipeline of future talent.

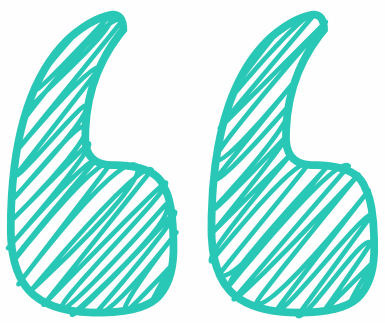
Participating organisations have also acknowledged and benefited from the diverse perspectives and valuable experiences that the project participants bring to their teams.

+15%

CCHA has reported an increase in colleagues who identify as being from an ethnically diverse background.
Increased from 7% in 2022 to 22% in 2024



PARTICIPANT TESTIMONIALS

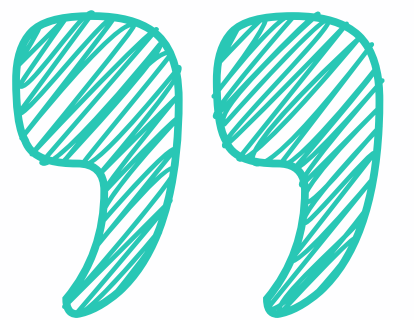


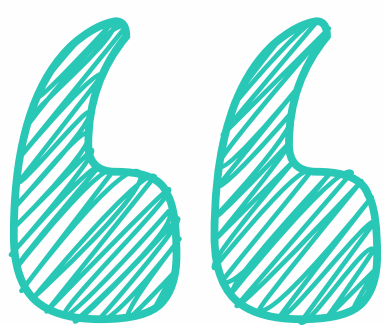
"After a 20-year career break, I will be forever grateful for the opportunity provided by the Get into Housing project. I feel very blessed to be part of the customer experience team. Helping real people with real problems is my passion, as challenging as it may be at times, it is immensely rewarding."

- Fozia Khan, Get into Housing participant, and now permanent employee at Hafod.

"The experience has been an exciting opportunity to gain a wonderful insight into the housing sector. I worked with very helpful and supportive colleagues both at Taff and CCHA in a welcoming and open work environment. I appreciate GIH team for working on this project which is so meaningful for people in our communities and across Cardiff."

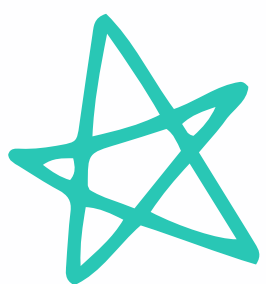
- Shamarke, Get into Housing participant, Taff.





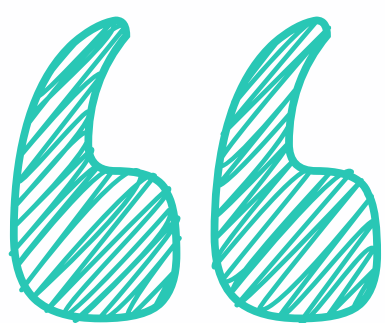
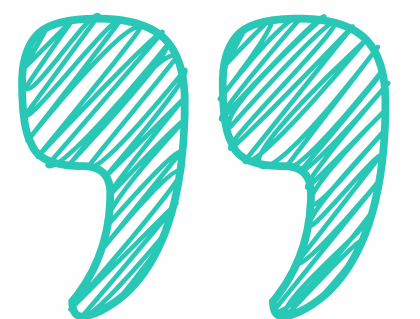
“The mentorship has been invaluable, and I have learnt so much about my own growth, development and resilience. The workshops have taught us the best way to present in interviews and I'm excited to use the new tools that I have learnt as I was shy and low in confidence previously. By doing those workshops and practising the tools that were given to us, I have now gained employment at United Welsh, and I am now permanent full time Neighbourhood Assistant. I couldn't have done this without the Get into Housing 16-week placement. I am so grateful for the opportunity.”

- Saiqa Rafiq, Get into Housing participant, and now permanent employee at United Welsh.



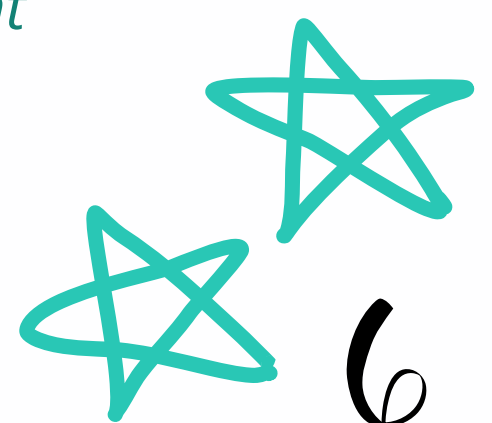
“My placement has given me much more experience to add to my CV. Now I'm applying for jobs within housing associations and government organisations and I'm getting replies and being called for interviews. I'm very grateful for the Get into Housing project. It's been an amazing experience. My priority now is to gain more experience and make meaningful contributions to the housing sector.”

- Shivangi Shankar, Get into Housing participant, Wales and West Housing.

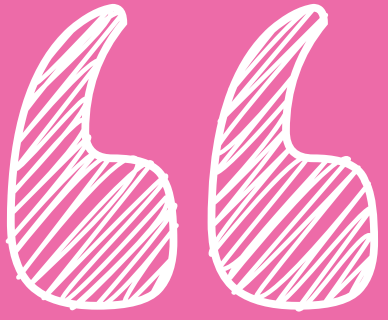


"The Get into Housing project has changed my life for the better. It's given me an opportunity that I never imagined of having before, it's given me security and has taught me that one opportunity can change your life and that's exactly what it has for me. Four years ago, I was unemployed, and I never thought I'd be working in a role that has impacted so many people and made a difference to others. I feel confident and have learnt many amazing skills that I can use. I feel so positive and valued now more than before.”

- Marfat Mohammed, Get into Housing participant, and now permanent employee at CCHA.



ORGANISATIONAL SUCCESS STORIES



“Get Into Housing is not only helping us achieve greater diversity across our workforce, it is increasing the life chances for participants. It has been amazing to see participants flourish as they achieve their first steps into a career in the housing sector. There is no doubt this project has been transformational for both the people and organisations involved. The structure of the project offers a brilliant blend of mentoring and ‘on the job’ learning. We are thrilled that many of those who have been part of Get Into Housing project now work for us or other housing associations in the local area.”

- Helen White, CEO Taff Housing Association

“Our involvement in the GIH project has been extremely rewarding for United Welsh and the ambitious people whose lives are being changed and improved by the opportunities the project offers. We have directly benefited from the diverse perspectives and experiences of the amazing people we have had the fortune to come and spend time with us. Most have achieved great things in a short space of time. We have greatly benefitted from our involvement, not least because we employ some staff who have been through the project and a Board member. All of which enriches our organisational culture.”



- Julian Pike Executive Director United Welsh Housing Association







"Hafod have been part of the Get into Housing project since it began in the summer of 2022. We've hosted 11 placements so far across a variety of teams including, customer services, L&D, housing, support, procurement, asset management, communications and the people team. We've recruited two permanent colleagues via the scheme and have had brilliant feedback from placement managers and participants alike. Being part of Get into Housing has benefited Hafod in many ways, it's helped bring in fresh ideas and perspectives. It has given our colleagues exposure to working with people from different backgrounds, learning about different cultures and developing friendships and mutual understanding. We look forward to being involved in the project in the future, creating placement opportunities across all our teams and welcoming more people into the Hafod family."

- Karen Rosser, Chief People Officer, Hafod

"The Get Into Housing project has been superb, not only by providing exceptional opportunities for candidates but also by enriching our organisation with diverse talent. This initiative has attracted a wide range of skilled individuals, enhancing our teams across various departments. Two of our recent placements have secured permanent contracts, one in our Technology team and another in Learning and Development. Additionally, a placement in our HR team transitioned to a permanent role in another housing association."

This project truly opens doors for individuals who might not have had or considered such opportunities otherwise, and it strengthens the Welsh social housing sector by fostering a diverse and talented workforce."

- Kevin Howell, Director of Housing Services, Pobl Group and Linc Cymru Housing Association



THE PROJECT IN ACTION

During their 16-week placements with our member organisations, participants also attend a Level 3 Looking into Housing and Community course delivered by a Senior Lecturer in Social Policy, Cardiff Metropolitan University.

The learning element delivered across three half day sessions (at the beginning, mid-point, and end of the placement) is strategically designed to enable participants to connect their practical placement experiences with broader issues within the social housing sector. This integration of academic learning significantly enhances the value of the placement.



Naveeda Morgan, Chair of the Get into Housing Board



JOINING THE PROJECT AND SUPPORTING OUR WORK

BECOME A GET INTO HOUSING MEMBER ORGANISATION

We invite housing associations across Wales to become valued **members** of Get into Housing and experience the benefits of hosting talented participants within your organisation. We recognise the significant value that individuals from the project bring to our workforces.

In line with this, our **member** organisations make an annual contribution to the project, match-funded by Welsh Government (in 2025/26), enabling participants to be compensated at the Real Living Wage throughout their 16-week placements, acknowledging their commitment to learning and the time they dedicate to the role.



“Through our specialist Social Housing division, we’re not only promoting Get Into Housing through our networks, but also delivering tailored employability workshops to help participants build the skills and confidence they need to succeed.

By supporting this project, we’re helping to drive long-term change—opening doors, empowering people, and creating a more inclusive and representative workforce for the future.”

Nici Jones, Director of Public Sector and Not-for-Profit, Yolk Recruitment.

FUNDING OPPORTUNITIES

The widespread promotion of Get into Housing led to a **substantial 80% increase in applications for the first two cohorts of 2025/26**, with one further cohort yet to come. This demonstrates both strong demand and confidence in the project's impact.

To sustain and expand this vital work, and to progress towards a self-funding model in the future, continued financial support from **funders** is crucial.

Your contribution will directly enable us to meet the increasing demand and further amplify the project's reach and impact.

80%

increase in applications with

180

applicants so far.

OPPORTUNITIES TO PARTNER

In addition to the practical on-the-job training and dedicated mentoring provided, our participants also benefit from the generous support of several **partner** organisations who offer their services to the project as part of their corporate social responsibility initiatives.

If your organisation believes it can provide additional learning and development opportunities for our participants, we would love to hear from you.



THANK YOU

We would like to thank the following current members and partners for believing in the project and helping it to grow over the years.

MEMBERS



PARTNERS



Ariennir yn Rhannol gan
Lywodraeth Cymru
Part Funded by
Welsh Government



Cardiff
Metropolitan
University

Prifysgol
Metropolitan
Caerdydd





CONTACT INFORMATION

If you have any questions or would like to talk to someone about the Get into Housing project, please contact **Afshan Iqbal, Project Manager** on the details below or by visiting our website.



07929 656 170



afshan.iqbal@ccha.org.uk



bit.ly/getintohousing



APPENDIX



SHIVANGI SHANKAR

Get into Housing Placement – Wales and West Housing

I came over from India as a Master's student and finished my course in 2023. After graduating, I was actively looking for opportunities in the development and planning field.

Having worked in social housing back in India, I was particularly interested in exploring similar work here in the UK. I started looking mostly through LinkedIn, and that's where I came across Afshan and learned about the Get into Housing (GiH) project. I applied right away.

I had been facing a few challenges in finding work in Wales, mainly the fact that I was an international student with no previous UK work experience. GiH gave me that much-needed push to break into the UK job market. One blocker was not having a UK driver's licence, but the bigger hurdle was the lack of office-based experience.

Through the project, I joined Wales and West Housing as an Assistant Housing Support. I started in June 2024, and the induction was really helpful, it gave me a chance to learn more about the project and hear from former participants. The mentoring support from GiH was also amazing. It felt like such a strong, encouraging community where everyone was learning together.

The team at Wales and West Housing was incredibly supportive. My manager even took me along to shadow on visits, which gave me real-life experience working with residents and the community.

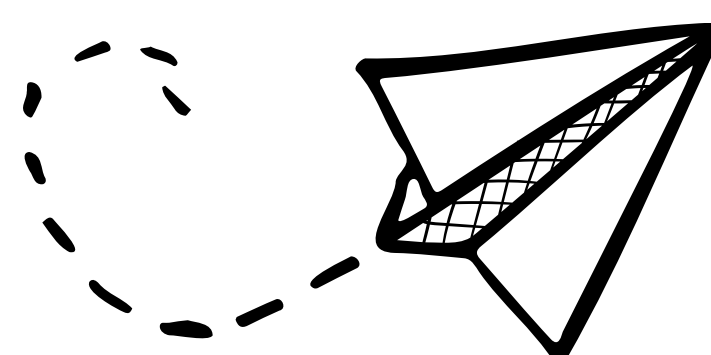
Both my mentor and manager were instrumental in helping me find new opportunities. They offered great support with things like my CV and cover letters. By the second month of the project, I was already securing interviews, using the new skills and experience I'd gained. That gave me the confidence to apply for even more roles.

After the placement came to an end, I landed a role with Cardiff Council working in housing finance, but then I saw an opening with the Welsh Government as a Team Support Officer within the Cabinet Office. I had applied back in July 2024, and after a long process, I finally started the role in February.

If I could go back, I'd tell my younger self not to give up. There were times I felt really demotivated by the lack of opportunities and even considered moving back to India. But I'm proud of how determined I stayed and how I kept going, kept improving, and took every opportunity I could.

GiH has been such a great opportunity for anyone who wants to work in social housing, or even just to gain experience in a UK workplace and build transferable skills. The training and networking opportunities are brilliant, and the community is genuinely supportive. I always recommend it to my friends.

Now, I feel so much more positive about the future. I've gained real confidence and valuable skills along the way, and I'm excited to see where this journey takes me next.



SAIQA KHAN

Get into Housing Placement – United Welsh

At the beginning of 2024, I came across the Get into Housing (GiH) project. I hadn't really been familiar with social housing before, but after hearing about it through friends who had either taken part or seen it advertised, I decided to apply, and I'm so glad I did.

Before this, I had been working part-time in social care, mostly out in the community during the COVID-19 period. It was meaningful work and I really enjoyed knowing I was helping people, but after some time out of work, I found myself wanting a new challenge. I wanted to make an even bigger impact and explore something new.

I was placed with United Welsh in September 2024, and spent time shadowing different departments, though my main role was as a Neighbourhood Assistant. I was out in the community a lot, meeting residents, helping solve problems, and just being someone who listened. Being there for tenants, hearing their stories, and doing whatever I could to support them was the best part of the job.

As the placement was nearing its end, I knew I didn't want it to be over. I had really enjoyed both the work and the organisation, so I spoke to my manager and let them know I was keen to stay. A Neighbourhood Officer role came up, and although I didn't get it, the experience of applying was still really valuable. Soon after, I was offered a temporary six-month contract as a Neighbourhood Assistant, which will run until June.

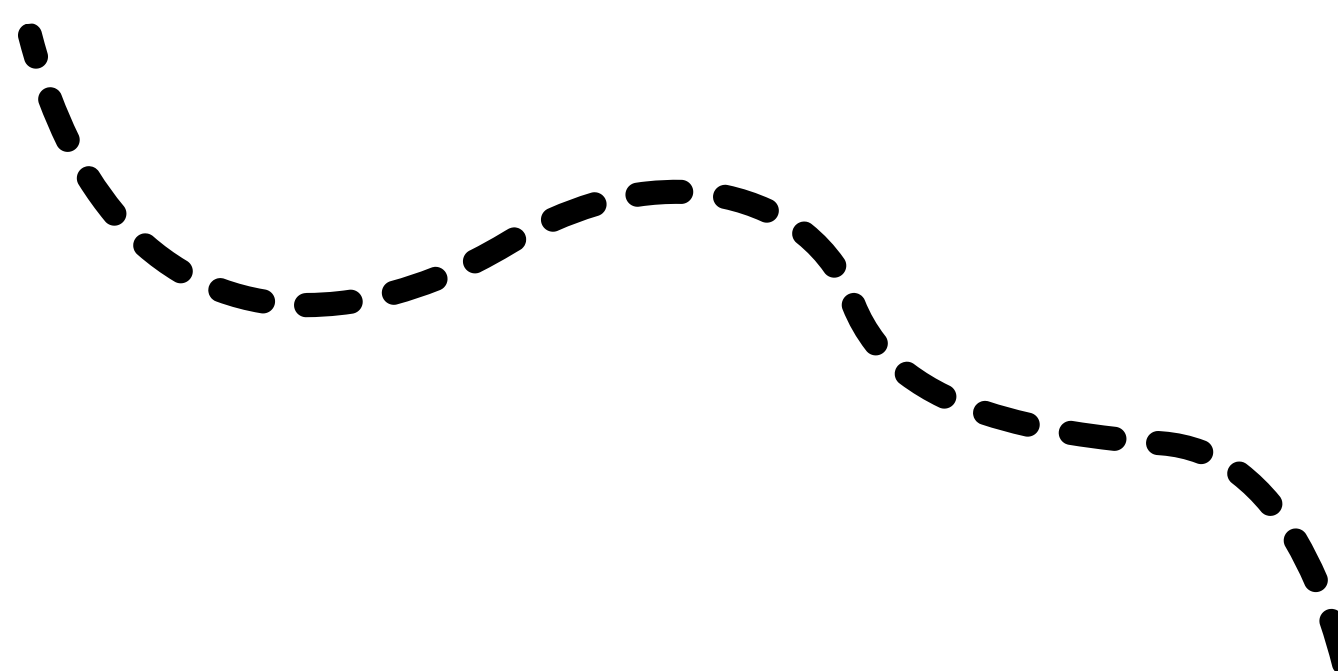
I'm now actively looking for new opportunities because I know for sure I want to stay in housing.

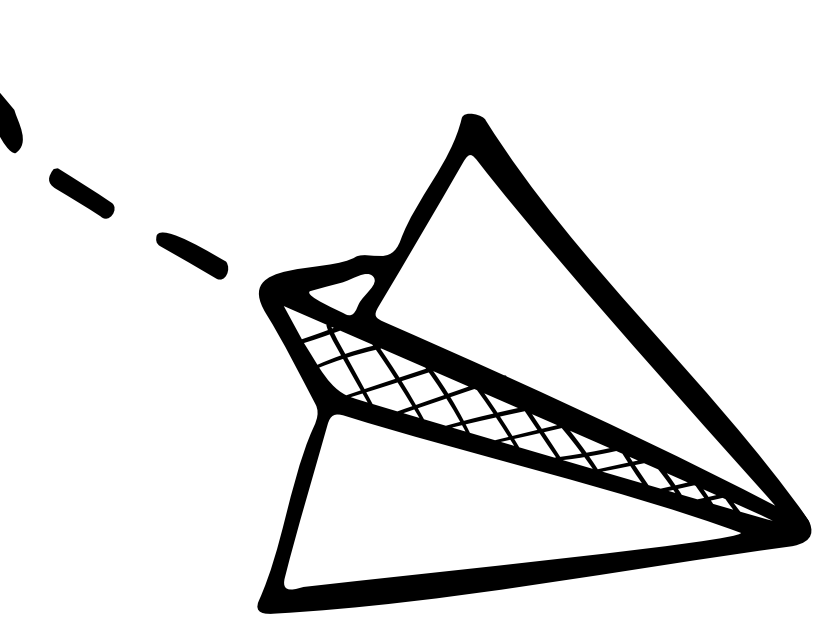
This placement has given me so much more than work experience. It's given me knowledge, confidence, and a real sense of belonging. At the start, I wasn't sure if I'd be able to handle everything the job required, but I threw myself into it and kept learning.

The support I received, both from the GiH team and from everyone at United Welsh, was invaluable. I also learnt so much about how to tailor my CV and approach the application process more strategically.

One of the things I appreciated most was how welcomed and included I felt. The diversity of the placement experience has been amazing. I used to hold back a bit, not wanting to stand out too much but this environment encouraged me to be myself.

At United Welsh, I felt safe to share my ideas and speak up. There's no such thing as a wrong question, and that alone boosted my confidence hugely. It's all about teamwork, and that sense of shared purpose has changed the way I see myself.





Going into the project, I didn't really know what to expect but from day one, I was honestly mesmerised by everything housing associations do.

As soon as I started at United Welsh, it felt like I'd found where I belonged. I've found a career I want to stay in for life. There's so much room to grow, and you can really build something for yourself in housing.

I'm now looking into further learning, things like the welfare system and legislation around social housing.

The internal training has already taught me so much: safeguarding, damp and mould, and more. There are so many development opportunities, and I want to make the most of them.

This placement has changed me. I've found a space where I can fully apply myself and grow. It's given me the confidence to speak up, share my ideas, and know that I have something valuable to contribute. And that's something I'll carry with me wherever I go next.



“ To anyone considering a placement through GiH I'd say go for it. There's such a wide range of roles and experiences, especially if you're someone who loves working with people. There really is something for everyone. ”