



One minute guide

Cultural Cohesion Quality Mark

No. 176, August, 2018

What is the Cultural Cohesion Quality Mark?

The Cultural Cohesion Quality Mark (CCQM) is awarded to organisations and communities who can demonstrate improvements in their cultural competency.

CCQM supports organisations and communities to develop knowledge, understanding and behaviours needed for individuals to enjoy living and working in places where cultural diversity is recognised, appreciated and promoted. The aim is to improve equality and reduce discrimination, and enable equal access to opportunities for every citizen.

The Council's vision for Leeds to have a strong economy in a compassionate city continues the drive to decrease discrimination and ensure equity of outcomes, regardless of race, ethnicity, disability, sexuality or gender. The task of creating a culturally competent society in which all individuals and communities live side by side harmoniously, feeling respected, safe and valued, and having equal opportunities for personal success and fulfilment, is complex. The CCQM provides a platform to increase and embed positive cultural awareness and practice, and reduce segregation and inequality across Leeds communities and beyond.

CCQM has been developed by and is led by Leeds Children and Families, in collaboration with multi-sector partnerships.

Who has the CCQM been developed for?

The CCQM has been developed for all organisations including: private businesses; religious organisations; educational establishments; public sector organisations; and local neighbourhoods.

The aim is to generate participation from multiple sectors including: criminal justice, education, employment, health, housing, political participation and business, including third sector organisations.

How do organisations get involved with the CCQM?

Any organisation that would like to work towards achieving the CCQM should:

Register their interest on the website at www.iCCQM.org;

Engage their organisation by raising awareness of the CCQM;

Formally pledge their commitment through the website and begin the journey.

How does the CCQM work?

Through the work involved to gain the award, employees and employers are encouraged to 'think globally' by acknowledging difference and diversity. By engaging with the CCQM, employees will become more confident in delivering services to a diverse population resulting in a culturally aware workforce. As people and organisations become sensitive to social and cultural change, the CCQM will assist with this by mitigating inequality, improving service effectiveness and improving outcomes.

The **Foundation** phase of the CCQM encourages organisations and individuals to register and show full commitment to the cultural cohesion journey by ensuring full sign-up from all participants/members/employees.

The **Developing** phase of the CCQM requires organisations to: carry out a self-evaluation; identify possible areas of improvement; develop a plan; and publicise this so that it is visible to the public.

The **Achieving** phase of the CCQM encourages organisations and participants to actively improve their attitudes, practices, participation, innovation and skills. Organisations will demonstrate and celebrate their progress by feeding back to staff and other stakeholders such as customers and people who access services, by providing evidence and examples of what has changed. During the Achieving phase applicants can apply for validation.

What are the benefits for organisations?

The award will help organisations reduce levels of discrimination by creating an environment where cultural diversity is recognised and by improving the working environment.

By working towards and gaining the CCQM, organisations may benefit from increased productivity, more diverse teams at all levels, reduced staff absences, and improved health and wellbeing of staff and customers. This is because staff are more productive when they feel safe, empowered, valued and have a sense of belonging.

The CCQM can help harness talent and potential by actively improving equality standards, removing barriers, and increasing accountability, thus creating a more productive and innovative place to live and work.

For more information

For more information about the CCQM you can email contact@iCCQM.org or tel: 0113 5350700

You can also find out more information through the website: www.iCCQM.org

