

Hanover, Bield and Trust housing associations appoint project manager to drive “Happy to Translate” logo project

Hollywood project manager Tamiko Mackie to take on major equality project

Three Scottish housing associations – Hanover (Scotland), Bield and Trust (formerly Kirk Care) have appointed a senior project manager to develop and launch a “Happy to Translate” logo device, designed to help members of Scotland’s black and minority ethnic (BME) communities achieve improved access to information and services.

The logo project is being launched to encourage organisations across the social housing sector, the wider public sector and the private sector to signal on their literature that they will make information easily accessible to members of BME communities, by translation or interpretation. By doing this, it is hoped that organisations will be increasingly confident that language barriers are not excluding people from information or services they might need or want, and that members of BME communities will benefit from enhanced social inclusion.

35 year old Tamiko Mackie brings an impressive portfolio of skills and experience to the new post, which the directors of Hanover, Bield and Trust believe will give the logo project considerable integrity and impact and deliver tangible results.

During the 1990s Tamiko worked in Hollywood, managing and developing the careers of screenwriters, directors and producers and also in the music industry, promoting House music DJs and record producers. In 1999 Tamiko set up her own management and consulting business, specialising in international artist management and bookings, publicity and marketing. In addition to her professional commitments, Tamiko also invested considerable time and energy in the prestigious political action committee, the Hollywood Women’s Political Committee.

Says Tamiko: “With a relatively small population of 5 million, Scotland has a unique opportunity to address the problems of equality and inclusion before it gets out of hand. It is still possible to target groups of people who are being disadvantaged by our society, rectify inequalities and feel supported in this goal by the majority of the population.

“I am enormously enthused by the “Happy to Translate” logo project and encouraged by the commitment of the Scottish Executive and Communities Scotland and the number of large organisations who have already expressed interest in adopting the logo. The world of project management in Hollywood is a pretty tough training ground, so I am confident that I can transfer my people and project skills to making a very real difference to BME communities in Scotland, through this highly innovative logo project.”

The logo project, which is supported by grant funding of £132,000 from the Scottish Executive and Communities Scotland, will be an integral part of the Scottish Executive’s strategic commitment to developing better communication between service providers and minority ethnic communities and honouring their “right to understand”. The Happy to Translate logo will also be a key tool in helping minority ethnic communities understand the obligations placed on organisations by The Race Relations (Amendment) Act 2000, to ensure they have access to information and services.

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