

Everyone
BELONGS

Year 2: Equality, Diversity and Inclusion Strategy 2023-2026

BE STRATEGIC

This is the second year of the Trust's three year EDI Strategy.

The strategy identified **four key themes** to help us improve things for our customers and colleagues.

Year one of the plan was to **ESTABLISH AND UNDERSTAND**.

During year 2 we have focused on how we EMBED EDI within the Trust. This report details the progress we have made against our key themes. We have reported to our Governance Committee about the detailed progress against the three-year action plan which supports the strategy.

Our Next Steps

Year 3 of the plan will be focused on how the Trust can LEAD in EDI, by **DEMONSTRATING BEST PRACTICE** and **BEING VIEWED AS A FAIR AND RESPECTFUL LANDLORD**.



BE INCLUSIVE

CUSTOMERS

Working together to provide safe homes and thriving communities

Our Aims

- To be seen by our customers as fair and empathetic.
- To provide equitable services.
- To use our data to make sure that our services meet our customers' needs.

What we've done

We offer all residents their “preferred method of communication” for example responding by telephone or letter for those that are not digitally aware.

Created an “easy to read” Tenancy agreement - following a review of the average reading ages in our areas.

We have reviewed the design standard for new properties to ensure they are adaptable to a range of customer needs.

Developed and delivered awareness campaigns with customers on hate incidents and stigma in social housing for LGBTQ+ and other EDI facets.

Changed the format of the annual review to reach more customers, online, video performance, print based included in our newsletter “PlainSpeaking”.

How we measure success

- **19** customer complaints relating to EDI
- **31.6%** of customers using the online portal
- **3.5%** of our customers respond ‘prefer not to say’ about their EDI data
- **66.1%** of customer EDI data collected
- **80%** of customers respond positively to the trusts approach to EDI in our quarterly customer survey



BE PROUD

COLLEAGUES

We want every employee to feel proud to work for the Trust. We want to be recognised as an employer of choice, providing a great place to work



Our Aims

- To be an 'employer of choice' attracting and retaining the best talent.
- To encourage a high performing culture and remunerate staff based on individual and team performance.
- To be an inclusive employer that celebrates differences and embraces diversity.
- To have motivated staff that feel supported and can thrive.

What we've done

We have introduced CV redaction (anonymisation) with the aim of reducing unconscious bias in the recruitment process.

We have rolled out sexual harassment training to all staff, in order to foster a safe and respectful work place.

We have developed an EDI training matrix - mapping EDI knowledge and skill requirements to job roles.

We have delivered LGBTQ+ training to our repairs team to help improve our understanding and promote the use of gender inclusive language to best support our customers.

We continue to promote education and awareness about different religions and beliefs via our intranet and by marking the occasions through mini celebrations.

How we measure success

- **17%** of shortlisted applicants are from a BAME background
- **100%** of staff satisfied with EDI training
- **8** Apprenticeship opportunities
- **1.73%** of 'prefer not to say' responses to staff EDI questions
- **79.4%** of positive responses to EDI survey question

BE ENGAGING

COLLABORATE

We want to work with partners and stakeholders to enhance our outward facing brand and fulfil our objectives.

Our Aims

- To work closely with key stakeholders that share our focus on diversity.
- To engage with key stakeholders and provide allyship to community groups and projects.

What we've done

We have partnered with local schools, colleges and the King's Trust to offer work experience placements and CV and interviewing skills training to support and connect with students.

We have joined House Proud a network for social housing providers to improve the way they engage, support and deliver services to our LGBTQ+ communities.

We understand that space is important for community events and support services. That's why we provide 6 community groups properties at peppercorn rent.

We have published a video to explain how we support Neurodiversity In Business.

We have worked with Cheshire East Council to help home Afghan Refugees.

How we measure success

- **7** work experience places offered
- **236** staff hours volunteered
- **5** community events supported
- Improvement of positive EDI measures from stakeholders (3 yearly)



BE AMBITIOUS

CHAMPION

We have an ambition to learn from the best and share our proudest moments with our partners and customers.



Our Aims

Our corporate strategy has a strong commitment to equality but we've also made public pledges on how we want to champion EDI throughout our people practices as an employer.

They include a commitment to:

- The Disability Confident Employer Scheme
- The Living Wage Initiative

What we've done

We have reviewed our equality analysis process to improve the quality of our impact assessments.

The Trust's EDI forum has continued to review all staff and customer facing policies equality impact assessments.

Most EDI meetings in the year had a board member in attendance.

We have renewed our Disability Confident Employer Scheme.

We have continued to be a Living Wage employer and have published details of our gender pay gap.

All board members received Transgender awareness training in the year.

How we measure success

- **100%** of EDI objectives achieved
- **86%** of leaders satisfied with EDI training
- **100%** of Equality Impact Assessments completed
- **11%** of Challenge Group members are from diverse groups

BEYOND

In year 3 of this strategy we aim to:

- Be able to demonstrate best practice in EDI
- Be recognised as an inclusive employer
- Be viewed as a fair and respectful landlord by our customers and stakeholders.
- To have established a suite of resources to share with customers, staff and stakeholders to explain our services.

One of our values is **“we are respectful and celebrate our differences”**

We plan to:

Embed EDI into both our Customer Voice and Experience Strategy and our People and Culture Strategy. This is to ensure that EDI is a golden thread that runs through our key strategies - rather than being a stand alone strategy.

