

FORWARD TOGETHER

2023-26

Objectives and key strategies

Equality Diversity and Inclusion Strategy

As a landlord, a service provider and an employer, we want to drive change and achieve greater equity for those people who face disadvantage and barriers. We want to create a diverse and inclusive culture where all people can achieve their true potential, offering opportunities for inclusion.

This strategy has been created in consultation with customers, colleagues and key stakeholders. It seeks to address the issues that our stakeholders have told us about and our data has identified.

We will strive to keep the strategy alive and ensure that any emerging ED&I issues and other priorities are captured and included in refreshed versions of both the strategy and the action plan.

You can read the full version of our Equality, Diversity and Inclusion Strategy [here](#).

This strategy sets out the steps we will take over the next three years to further embed our long-standing commitment to Equality, Diversity and Inclusion (ED&I).

Improving outcomes for customers and the workplace for our colleagues is at the heart of this strategy. We'll also focus on our governance, leadership and ways of working while recognising the inequalities that can exist within society and in the workplace too.



Our objectives

By 2026

Customer Services

We'll tailor our services to meet the individual needs of our diverse customer base and promote the involvement opportunities for all. This will ensure services are as fully accessible as possible and we do not knowingly exclude anyone, always treating everyone fairly and with respect across all touchpoints.

- The proportion of customers who are satisfied that 'my landlord treats tenants fairly and with respect' will increase from 67% to 75%.
- The profile of our involved customers reflects our overall customer profile, relevant to the locality.

Homes and places

We'll better plan our new homes to reflect the needs of local communities and ensure that our existing homes can be flexibly adapted to meet the changing needs of customers throughout their lives.

- There will be no significant differences between satisfaction levels in the quality of our new homes across protected characteristics.

Governance

We'll ensure the composition of our governance community and leadership team better reflects the diversity of the communities we serve, and ensure decision making is better informed to improve equalities outcomes.

- There'll be a measurable increase in number of Board and Committee applicants with protected characteristics.
- The diversity score in our Board members' self-assessment will have increased.

Supporting our colleagues to deliver great service

We'll equip all colleagues with the tools and knowledge they require to deliver services which are tailored to diverse needs, and ensure they feel supported in a work environment free from discrimination, where they can be their authentic selves.

- % of colleagues who identify as ethnically diverse paid in the upper quartile of our pay distribution remains above 25%.

The collection and use of data

We'll develop a better understanding of the characteristics and experiences of our customers, communities and colleagues by collecting, analysing and reporting data, using it to improve our services, recruitment and colleague experience.

- The non-disclosure rate of diversity data for our customers and colleagues will have reduced by 50% for each protected characteristic.