

*The Pioneer Housing Group*

*Annual Equality, Diversity and Inclusion  
Annual Report*



## Introduction

The Pioneer Group's Equality, Diversity and Inclusion Strategy sets out to ensure that:

- That our commitment to Equality, Diversity and Inclusion informs all our operating processes
- That our services are accessible and available to all
- That our workforce and leadership mirror the diversity of our City
- That as an anchor organisation we are supporting inclusive communities across our core neighbourhoods

Our commitment comprises:

- Delivering the best service possible to all our customers
- Providing the best opportunities and working environment for our staff
- Removing barriers that prevent communities from flourishing.

This means understanding individual circumstances, choices and needs, and tackling all forms of discrimination.

We have adopted a set of service principles to underpin our Equality, Diversity and Inclusion policy. These were originally promoted by the Chartered Institute of Housing and they are set out below:

- **Understand our customers** – better understand who our customers are and their needs, so that we are able to provide appropriate tailored services which are accessible to all.
- **Promote accessibility** – services should be sensitive to differing needs and create a level playing field and access for all.
- **Value diversity** – recognise, and proactively promote, the benefits that people with diverse backgrounds can bring to the communities in which we work.
- **Promote engagement and involvement** – ensure all customers have the opportunity to get involved in developing and shaping the services we offer.
- **Promote inclusive communities** – everyone should feel that they belong in the community and we will foster good community relations.
- **Provide clear and meaningful information** – ensure that we provide clear and meaningful information about our services in ways that are accessible and meet the needs of all the customers in the communities in which we work
- **Partnership working** – commit to supporting and promoting our equality and diversity aims with all our partners and maintain a clear expectation that all our contractors and suppliers should demonstrate this also.

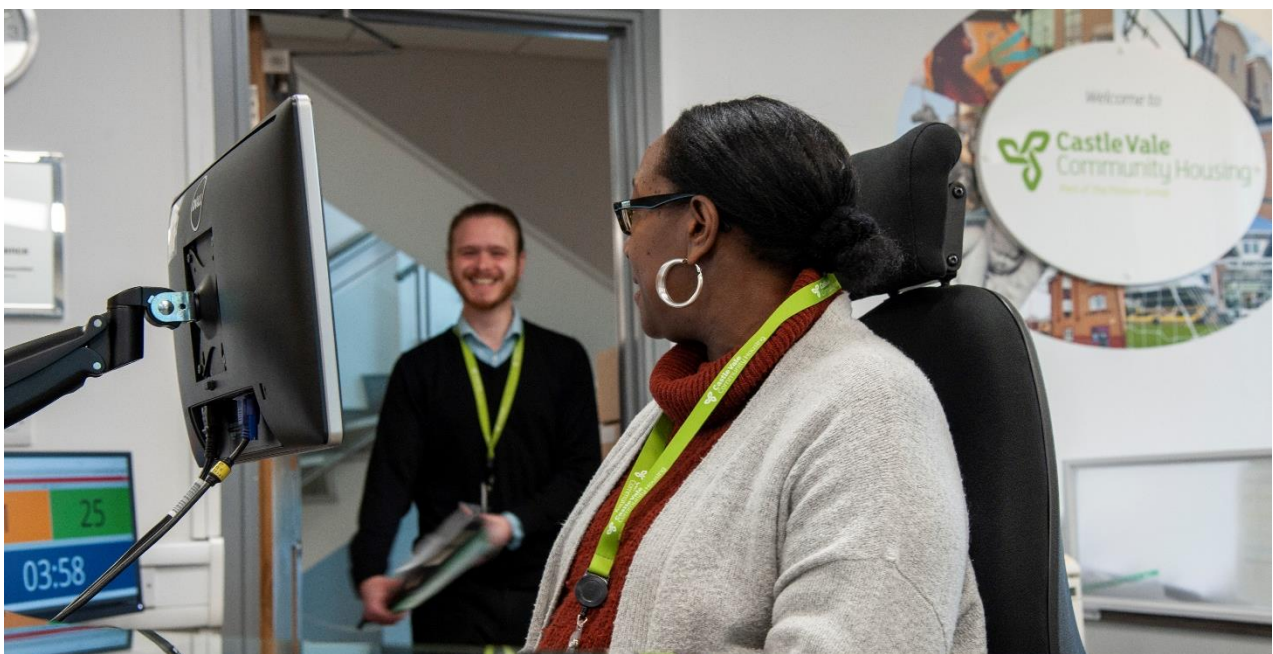
These goals will be achieved over a five-year period (2021-2025) and progress updates will be published in September 2023.

## Our EDI Forums and Groups

We have an active Diversity Advisory Group, where colleagues, suppliers and Board Members who are enthusiastic about EDI come together to promote and champion EDI.

They support and development a campaign of EDI events for colleagues to maintain awareness across the company.

An internal Equality Diversity and Inclusion Delivery Group will be established and will have operational responsibility for developing the detail of our Action Plan and driving it forward.





## Our Actions for 2021-23

We are committed to many actions between 2021-23 as part of our ambitions for Equality, Diversity and Inclusion. As part of this the Pioneer Group will:

### Leadership and Governance

1. Ensure that appropriate management and operational support is in place.
2. Ensure arrangements are in place to facilitate the work of the Diversity Advisory Group
3. Build an appropriate schedule of EDI activities into the marketing and communications work plan
4. Explore signing up to other initiatives e.g. adoption of Race Code, participation in Birmingham Race Impact Group

### Employees

1. Understand our city demographics for benchmarking purposes
2. Draw upon experience of relevant sector benchmarks
3. Develop approach towards talent spotting and mentoring

### Service Delivery

1. Ensure that we understand our community demographics
2. Develop framework to monitor customer satisfaction for EDI indicators, to include: customer satisfaction with CVCH and Compass services; monitoring of complaints; feedback through resident engagement

### Engagement with communities

1. Draw up programme of celebratory events that can be rolled out internally and with our communities
2. Ensure that Strategy is well publicised in accessible format for tenants & residents, staff and stakeholders
3. Ensure our publications celebrate differences and embrace all communities



## Equality, Diversity and Inclusion Data

The below provides a comparison between Pioneer Group staff, Board Members and the profile of the Birmingham City.

Age	Board Members	Staff	Birmingham City
16-24	0%	9%	15.69% *
24-40	21%	34%	21.66%
41-65	65%	53%	28.58%
65+	14%	4%	13.15%

\* 2011 Census data. Age band 15-24.

Gender	Board Members	Staff	Birmingham City
Male	51%	43%	49%
Female	49%	56%	51%

Ethnicity	Board Members	Staff	Birmingham City
White: British	73%	45%	53%
White: Irish	0	3%	2%
White: Other	0	2%	3%
Mixed	0	2%	4%
Asian/Asian British: Indian	0	7%	6%
Asian/Asian British: Pakistani	4%	5%	14%
Asian/Asian British: Bangladeshi	0	3%	3%
Asian/Asian British: Other	4%	2%	
Black/Black British: Caribbean	4%	7%	4%
Black/Black British: African	4%	2%	3%
Black/British: other	0%	0	
Chinese/Other: Chinese	0.00%	0	1%
Other	0	0	7%
Prefer not to Say	4%	1%	
Not known	0	23%	

\* 2011 Census

Disability	Board Members	Staff	Birmingham City
Yes	3%	3%	-
No	97%	59%	-
Not Known		37%	-
Prefer not to answer		0.74%	-

Religion	Board Members	Staff	Birmingham City
Christianity	32%	29%	59%
Buddhism	0	0	0.4%
Hinduism	3%	0.74%	2%
Judaism	0	0	0.2%

Muslim (Islam)	3%	10%	21%
Sikhism	0%	5%	3%
None	29%	24%	19%
Prefer not to stay	33%	2%	-
Not Known		27%	-
Other		2%	0%

<b>Sexuality</b>	Board Members	Staff	Birmingham City
Gay Women/man	0%	3%	1%
Heterosexual/Straight	55%	59%	94.8%
Bisexual	0%	1%	1.1%
Other	0%	33%	1%
Prefer not to say	45%	3%	3%

**All of the above information is based on the 2011 Census data.**

