The Pioneer Housing Group

Annual Equality, Diversity and Inclusion Annual Report 2023

**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 2024.

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 Inclusions. As part of this the Pioneer Group will:

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| --- | --- |
| **Leadership and Governance** | **Update on progress** |
| Ensure that appropriate management and operational support is in place. | The EDI work of the group is supported by a cross-departmental EDI Forum |
| Ensure arrangements are in place to facilitate the work of the Diversity Advisory Group | The Diversity Advisory Group is supported by the People Team |
| Build an appropriate schedule of EDI activities into the marketing and communications work plan | The Communications Manager is developing this as part of the forward plan for communications activity |
| Explore signing up to other initiatives eg adoption of Race Code, participation in Birmingham Race Impact Group | We are active participants in the Birmingham Race Impact Group |
| **Employees** | **Update on progress** |
| Understand our city demographics for benchmarking purposes | We have analysed 2021 Census data to understand the demographics of our City |
| Draw upon experience of relevant sector benchmarks | We participate in regional HDN Forum and National NHF Forum to enable us to draw on best practice |
| Develop approach towards talent spotting and mentoring | Our Management Development and Aspiring Leaders Programmes are the foundation of our talent spotting approach |
| **Service Delivery** | **Update on progress** |
| Ensure that we understand our community demographics | We have used 2021 Census data to understand the demographics of our communities |
| 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 | The approach to monitoring feedback is ongoing. We collect some demographic data as part of our surveys and we are looking at how to develop this further in relation to complaints and other customer touchpoints |
| **Engagement with communities** | **Update on progress** |
| Draw up programme of celebratory events that can be rolled out internally and with our communities | We recently held an event for staff to celebrate and understand the meaning of Eid. We have reached out to the Castle Vale Muslim Society. We are drawing up a programme of celebratory events as part of the communications strategy |
| Ensure that Strategy is well publicised in accessible format for tenants & residents, staff and stakeholders | The strategy is available on our website and now that we have a communications team in place we will look at how to further publicise |
| Ensure our publications celebrate differences and embrace all communities | This has always been part of our approach and we are currently commissioning new photography which will reinforce this approach |

Equality, Diversity and Inclusion Data

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

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| --- | --- | --- | --- |
| **Age** | Board Members | Staff | Birmingham City |
| 16-24 | 0% | 6% | 15.69% \* |
| 24-40 | 29% | 36% | 21.66% |
| 41-65 | 67% | 56% | 28.58% |
| 65+ | 4% | 2% | 13.15% |

\* 2021 Census data. Age band 15-24.

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| --- | --- | --- | --- |
| **Gender** | Board Members | Staff | Birmingham City |
| Male | 52% | 40% | 49% |
| Female | 48% | 60% | 51% |

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| --- | --- | --- | --- |
| **Ethnicity** | Board Members | Staff | Birmingham City |
| White: British | 81% | 47% | 53% |
| White: Irish | 0 | 3% | 2% |
| White: Other | 0 | 2% | 3% |
| Mixed | 0 | 3% | 4% |
| Asian/Asian British: Indian | 0 | 8% | 6% |
| Asian/Asian British: Pakistani | 0 | 5% | 14% |
| Asian/Asian British: Bangladeshi | 0 | 2% | 3% |
| Asian/Asian British: Other | 5% | 1% |  |
| Black/Black British: Caribbean | 5% | 4% | 4% |
| Black/Black British: African | 9% | 2% | 3% |
| Black/British: other | 0% | 0 |  |
| Chinese/Other: Chinese | 0.00% | 0 | 1% |
| Other | 0 | 1% | 7% |
| Prefer not to Say | 0% | 1% |  |
| Not known | 0 | 20% |  |

\* 2011 Census

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| **Disability** | Board Members | Staff | Birmingham City |
| Yes | 0% | 4% | - |
| No | 100% | 57% | - |
| Not Known |  | 39% | - |
| Prefer not to answer |  | 0% | - |

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| **Religion** | Board Members | Staff | Birmingham City |
| Christianity | 29% | 29% | 59% |
| Biddhism | 0 | 1% | 0.4% |
| Hinduism | 5% | 1% | 2% |
| Judaisam | 0 | 0 | 0.2% |
| Muslim (Islam) | 0% | 9% | 21% |
| Sikhism | 0% | 3% | 3% |
| None | 43% | 24% | 19% |
| Prefer not to say | 23% | 2% | - |
| Not Known | 0 | 27% | - |
| Other | 0 | 2% | 0% |

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| --- | --- | --- | --- |
| **Sexuality** | Board Members | Staff | Birmingham City |
| Gay Women/man | 0% | 1% | 1% |
| Heterosexual/Straight | 62% | 67% | 94.8% |
| Bisexual | 0% | 1% | 1.% |
| Other | 0% | 0% | 1% |
| Prefer not to say | 38% | 31% | 3% |