

Equality, Diversity & Inclusion Strategy

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Why is Equality, Diversity & Inclusion (EDI) Important

We are committed to promoting Equality, Diversity, and Inclusion (EDI) within our community for our customers, as well as within our organisation, by creating a supportive environment for our colleagues.

We believe that an inclusive community benefits everyone. Our vision is to create a place where people want to live, feel safe, and belong. Similarly, we aim to build a workplace where colleagues can be their true, authentic selves and feel valued for the unique perspectives they bring.

This Equality, Diversity, and Inclusion Strategy is an important part in delivering our Corporate Plan, addressing the challenges and opportunities we face as both an employer and a landlord. By prioritising EDI, we can grow and evolve as an organisation, shaping our services to meet the diverse needs of our community.



Where Are We Now

Over the last five years, we have made significant progress in promoting Equality, Diversity, and Inclusion. We are committed to building on this foundation as we continue to evolve as an organisation.

Our achievements so far include:

- **Leadership and Development:** We have created an Aspiring Leaders Programme, prioritising female colleagues and those from BAME communities, to support professional growth and representation.
- **Inclusive Recruitment:** To minimise unconscious bias during recruitment, we have introduced 'blind recruitment' by redacting all personal information from CVs and applications.
- **Celebrating Diversity:** Our staff-led EDI celebratory events have showcased and honoured diverse faiths and cultures, including Eid, Diwali, International Women's Day, Black History Month, and Pride.
- **Health and Wellbeing Initiatives:** We have hosted guest speakers to share insights on key health topics, such as neurodiversity and women's health.
- **Inclusive Spaces:** Our Head Office now features a wellbeing/multifaith room and a wash facility to support staff undertaking prayer. We have also updated bathroom signage to be more inclusive.
- **Partnership and Engagement:** As active members of the Housing and Diversity Network, our staff regularly attend meetings and conferences to stay informed and engaged.
- **Network Groups:** We have established targeted Network Groups to focus on areas linked to protected characteristics, as well as other priorities identified through colleague consultation:
 - Age and Gender
 - LGBTQIA+ (Sexual Orientation & Gender Reassignment)
 - Race and Religion (BAME)
 - Health (Disability, Pregnancy, and Maternity)
 - Neurodiversity

Our Aims

Our Customers and Community

Our goal is to gain a deeper understanding of our community and customers to improve their experience with our services and engage with them more inclusively.

A key aspect of achieving this is focusing on data: collecting, managing, and maintaining customer information effectively. By leveraging the insights this data provides, we can better understand our communities, plan and deliver our services more efficiently, and ultimately increase customer satisfaction.

We are committed to offering diverse ways for customers to engage with us, co-design, and review our services, ensuring their voices are heard and valued.

We will achieve this by:

- **Data Management:** Developing a comprehensive approach to managing, collating, and retaining customer insights.
- **Improving Data Quality:** Striving to enhance the quality of data we hold about our customers and service users.
- **Utilising Insights:** Using data to better understand our customers and their needs, enabling us to tailor our services and provide a more satisfying customer experience.
- **Inclusive Representation:** Ensuring diverse representation of customers within our Customer Scrutiny Panel, Committees, and Boards.
- **Fair Access:** Continuing to deliver fair and accessible services without barriers.
- **Building Partnerships:** Encourage partnerships to help create a safe and cohesive community.

By embedding these principles into our approach, we'll strengthen our relationships with our customers and communities, encourage inclusion and representation throughout our work.



Our People & Workplace

We are committed to fostering a workplace culture where everyone feels respected, valued, and included. Our goal is to ensure colleagues are genuinely engaged and that our workplace is inclusive and flexible.

We aim to reflect Birmingham's diverse demographic within our workforce and Board, with a focus on increasing diversity at Senior Leadership and Board levels.

We will achieve this by:

- **Diversity Champions:** Continuing to grow our Diversity Champion and Network Programme.
- **Data Quality:** Improving the data we hold about colleagues to better understand workplace demographics and inform recruitment and EDI activities.
- **Skills and Knowledge:** Providing colleagues with training to support an informed approach to Equality, Diversity, and Inclusion.
- **Encouraging Advocacy:** Supporting colleagues to champion the diversity areas they are passionate about.
- **Board Development:** Delivering a Trainee Board Programme to develop future Board members.
- **Fair and Accessible Services:** Equipping colleagues with skills to ensure fair and inclusive service delivery.
- **Celebrating Diversity:** Offering opportunities for colleagues to celebrate and learn about diversity.
- **Disability Confidence:** Embedding Disability Confident Accreditation with Line Managers.

By embedding these commitments, we'll create an environment where everyone feels valued and supported to thrive.

Monitoring Our Progress

The Executive Leadership Team (ELT), supported by the EDI Network Group, will take operational responsibility for delivering our EDI Action Plan and ensuring we achieve our aims. Strategic leadership will be provided by the Director of Technology and Insight, who will chair the Diversity Advisory Group.

To maintain accountability, our Board will receive quarterly updates and annual assurance reports, allowing them to monitor progress and hold us to account.





The Pioneer Group

pioneergroup.org.uk