

NottinghillHousing

# Equality, Diversity and Inclusion Strategy 2014-19



### **Message from our Board**

Equality, diversity and inclusion have always been at the heart of what we do at Notting Hill Housing (NHH). From our earliest days, our supporters, staff and customers have come from a range of different backgrounds, ages and ethnicities.

This strategy sets out our commitments for the next five years and demonstrates how these will contribute to our corporate objectives.

### **1. Introduction**

This strategy sets out our approach to equality, diversity and inclusion (ED&I). It explains how ED&I can help us meet our business needs and the outcomes we hope to achieve.

Everything we do at NHH links to one of the five themes in our corporate strategy, so we have set out this document under the following themes:

- Customer
- People
- How we work
- Home
- Growth

We know that leadership is crucial to embedding our approach, which is why our Executive Board has overall responsibility for this strategy. However our approach is firmly rooted in the idea that ED&I is the responsibility of everyone at NHH.



### 2. What we mean by ED&I

#### Equality

We recognise that treating everyone in the same way does not necessarily mean that everyone is treated fairly. To ensure that we are creating equal opportunities, we recognise that people have different needs that require different responses.

#### Diversity

We recognise and respect that people are different. Those differences lead to varied experiences, values, ways of thinking, behaviours, ways of communicating and working.

### Inclusion

We recognise that creating an environment where our customers and staff feel included will help people reach their potential and help us achieve our objectives.

### 3. Our ED&I Strategy

The legal and regulatory rules surrounding ED&I To achieve this, we have embedded ED&I place minimum requirements on all registered providers. We meet all these requirements, but also want to exceed them.

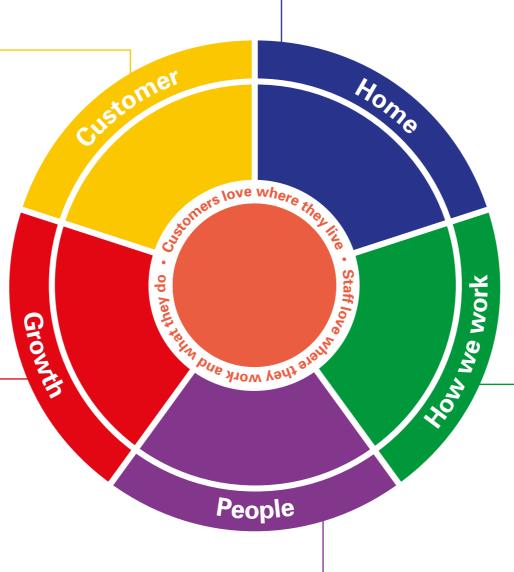
in each of the five themes in our corporate strategy.

### **Customer**

#### ED&I supports this objective by:

Using insight about our customers to understand their individual needs, preferences and tailoring our services in response

Making our services accessible and responsive for our diverse customers to get more right the first time, improve satisfaction and achieve value for money



### Growth

#### ED&I supports this objective by:

Using insight about our customers to plan for future housing need including the type, size and location of our homes

Using insight about our customers to inform our marketing strategy

Ensuring that if a merger or strategic partnership occurs, we have insight on the organisation, its customers and staff, to ensure a smooth transition



Using insight about our staff to understand their needs and preferences in order to create an environment where people are valued, supported and perform to the best of their abilities

Having a robust framework in order to attract people from a diverse talent pool and protect and retain our diverse staff

We provide good quality homes for those who could not otherwise afford them.

### Home

#### ED&I supports this objective by:

Helping to create safe and inclusive communities

Ensuring that we deliver well designed quality homes that respond to customers changing needs and provide value for money

### How we work

#### ED&I supports this objective by:

Using our insight to give staff the tools, support and information to work in a effective way to perform their roles

Requiring our staff to work in a way that provides the best possible service to meet customers' needs. This is delivered through our A2B service delivery model of one-to-one contact and personalised service

### People

### ED&I supports this objective by:

Giving staff the knowledge and skills they need to understand ED&I and the freedom to decide on how to best meet needs of our customers and staff

## 4. Implementing and reviewing the Equality, Diversity and Inclusion Strategy

We have a delivery plan to implement this strategy. This sets out specific actions and will be used to review our progress.

The table below sets out the specific responsibilities relating to the ED&I Strategy and delivery plan. However our approach is firmly rooted in the idea that ED&I is the responsibility of everyone within NHH.

	Responsibility	When/How
The Board	<ul><li>Overall responsibility of ED&amp;I</li><li>Review performance of strategy</li><li>Review annual diversity report</li></ul>	Annually review progress
Chief Executive/ Executive Board (EB)	<ul> <li>ED&amp;I champions across the business</li> <li>Review performance of strategy and delivery plan every six months</li> <li>Support the strategy and delivery plan</li> </ul>	Bi-annually review progress
Group Director of Corporate Services	<ul> <li>Lead responsibility for ED&amp;I across organisation</li> <li>Report to Board and EB on performance of strategy and delivery plan</li> <li>Produce the annual diversity report</li> <li>Review ED&amp;I each year</li> </ul>	Quarterly review of progress to monitor and inform Board & EB
Corporate Project Officer	<ul> <li>Manage Delivery Plan</li> <li>Lead on actions in delivery plan relating to staff</li> <li>Support Group Director of Corporate Services with monitoring and reporting progress to Board and EB</li> <li>Lead on reviews of ED&amp;I strategy and production of the annual diversity report for the Group Director of Corporate Services</li> </ul>	Continuous



	Responsibility	When/How
Business Improvement Team	<ul> <li>Champion ED&amp;I across the business</li> <li>Focus on actions in delivery plan relating to customers</li> <li>Support Group Director of Corporate Services</li> </ul>	Continuous
	<ul> <li>Support Group Director of Corporate Services</li> <li>with monitoring and reporting progress to Board and EB</li> <li>Support Group Director of Corporate Services</li> </ul>	
	with review of ED&I strategy and production of the annual diversity report	
EDI staff strategy group	Champion ED&I across the business	Quarterly review of
strategy group	Monitor the delivery plan	progress
	Communicate achievements with staff	
Residents Diversity Group	<ul> <li>Identify improvements to continuously enhance our approach to ED&amp;I for customers</li> </ul>	Based on emerging
	Review summary of delivery plan performance	themes
Business	Champion ED&I across the business	Built into
Leaders	• Ensure resources are in place to implement the delivery plan actions in their business and ensure priorities are reflected in business plans and staff objectives	annual business plan review
Human Resources	Ensure staff policies and procedures are in line     with strategy commitments	Continuous
	Deliver staff related activities	
Staff and Managers	<ul> <li>Adhere to the principles of ED&amp;I in their day-to- day work in relation to both our customers and staff</li> </ul>	Continuous

