



Equality, Diversity and Inclusion Strategy

2026-2029



Introduction

The Housing Plus Group is a socially minded organisation, with more than 2,000 employees, providing more than 33,000 homes and delivering high quality care services across the geographies of Telford & Wrekin, Shropshire, Staffordshire and the Black Country.

**We create places
people are proud to call home**

Our strategic objectives are:

- Doing more for residents and communities
- Creating a great place to work
- Building resilience and capacity
- Being a place based leader

Our behaviours:

OWN IT

Make it happen

- We take responsibility, and get it done
- We solve problems, not pass them on



IMPROVE IT

Move things forward

- We find ways to make things better
- We learn and adapt



LIVE IT

Show understanding and compassion

- We build strong relationships based on honesty and trust
- We listen and support



Why do we have an EDI strategy?

At HPG, EDI is considered in all that we do; from the way we do business; to the way we offer and deliver services to our customers and stakeholders; to the way we pride ourselves on being a great place to work.

Quite simply, it's the right thing to do. Our EDI Strategy ensures check and challenge and provides an assurance pathway for achieving our goal:

Where everyone is **respected and treated fairly**,
with **support and opportunities to thrive**.

Our aims and commitments

This strategy sets out our aims and commitments, as a major employer and a housing and care provider.

- The Housing Plus Group opposes all forms of discrimination and promotes parity of opportunity for all.
- We believe in a fairer future for everyone and that by working together with our employees, our customers, our communities and our partners we can achieve more.
- We believe that everyone has the right to live and work without fear or prejudice; and that everyone should be enabled to make a positive contribution to society in their own unique way, in communities where they feel safe, where they belong and where difference and diversity is respected, valued and celebrated.



 **EDI Strategy** 2026 - 2029

At HPG we look beyond the Equality Act and the nine protected characteristics.

We are committed to doing what we can to improve life chances, address socio-economic barriers, promote equity of opportunity and challenge stigma.

Disadvantage is often multi-faceted and we will work with partners to create the best opportunities and provide the best support for our employees, our residents and the most vulnerable in our communities. By better understanding our customers, employees and communities we will be able to better tailor and flex our services to meet their diverse needs.

Delivery and Implementation

This strategy will be delivered through a dynamic, responsive three year action plan, overseen by a cross organisational EDI Steering Group, led by the Executive Director of Integration & Change, with progress reported regularly to the People, Nominations and Remuneration Committee; and the Service Performance and Customer Experience Committee; and annually to the Board.

The commitments and actions within this Strategy will ensure strong compliance with the Regulator of Social Housing Consumer Standards and Tenant Satisfaction Measures; National Housing Federation Code of Governance; and Housing Ombudsman's Complaints Handling Code.



 **EDI Strategy** 2026 - 2029

Our legal duties and regulatory responsibilities are only the starting point. At HPG we want to continually strive to do more.

By better understanding our customers, our colleagues and our communities we will embed EDI considerations into all our decision making.

Our Strategy is built around four themes:

- Leadership
- Workforce
- Customers
- Communities

Underpinned by strong data and insight; and positive, robust communications.



Leadership	Workforce	Customers	Communities
<p>This theme considers:</p> <ul style="list-style-type: none"> Strategic leadership commitments Governance framework Assurance framework Equality Impact Assessments/ Equality Assurance Reviews Accreditations 	<p>This theme considers:</p> <ul style="list-style-type: none"> Workforce data profile Training and development Workforce planning Talent management Policies and procedures Recruitment and selection Pay Gap reporting Employee wellbeing Employee networks Employee engagement 	<p>This theme considers:</p> <ul style="list-style-type: none"> Designing and flexing our services to meet customers' needs Access to service Communication channel Complaints processes Customer data Customer insight Customer voice Involved customers training Social mobility; social justice 	<p>This theme considers:</p> <ul style="list-style-type: none"> What do we know about our communities? Community investment/initiatives Community cohesion Resilience support Financial inclusion; digital inclusion; employability ASB; Hate Crime; Domestic Abuse Feeling safe Social inclusion and wellbeing Partnership working Social value; procurement practices Regeneration, green spaces, development

To be authentic and successful our EDI work must be embedded within business as usual. This strategy and action plan links to HPGs existing/emerging strategies and plans, including:

Strategic Plan

People Strategy

Data Management Strategy

Customer Engagement Strategy

Development Strategy

Asset Management Strategy

Regional Working Model

Care Strategy



Equality

Ensuring that every individual has an equal opportunity to make the most of their lives and talents.

It is also the belief that no one should have poorer life chances because of the way they were born, where they come from, what they believe, or whether they have a disability.

Equality recognises that historically certain groups of people with protected characteristics such as race, disability, sex and sexual orientation have experienced discrimination.

Equality and Human Rights Commission

Diversity

Recognising, understanding and valuing difference.

Diversity acknowledges the benefit of having a range of perspectives in decision making, with a workforce that is representative of our customers and the communities that we serve.

By encouraging and embracing different life experiences, skills, abilities, knowledge and ideas we have the potential to be a stronger and more resilient organisation.

Inclusion

Taking deliberate action to create an environment and culture where everyone feels included.

Inclusion ensures everyone is valued and can participate and that their contribution, experience and perspective is welcomed.

An inclusive environment is one where everyone can feel they belong, where they are able to perform to their full potential, no matter their background, identity or circumstance.

