

PFH Equality, Diversity and Inclusion Strategy 2021-2024 (2024 Update)



Providing quality homes and services to enhance later life



Background

PFH is a registered social housing provider, a registered charity and a member of the national Almshouse Association, with over 1400 homes.

We are a local organisation, passionately seeking to deliver exemplary homes and services to older people within our local communities. This strategic plan to enhance equality, diversity and inclusion (EDI) within PFH reflects this context.

Our positive culture stems from holding a strong set of values, outlined on the next slide. We embrace EDI and this commitment should be demonstrated in how we operate and how we learn.

We believe that diversity and inclusion promotes creativity and innovation. It enables us to gain a wider range of insights, ideas and perspectives, which helps us meet the needs of our customers and our team effectively.

We believe that diversity is also critical in terms of governance, and we aim to create an environment in which the talents of our customers and colleagues can flourish.



About us – our values



WORK TOGETHER



A respectful, positive, and enjoyable team environment where people want to work because everyone's contribution is trusted and valued. Where we endeavour to stay connected, minimise isolation and consider our colleagues, even when we are working apart.

MAKE A DIFFERENCE



Where everyone strives to be their best self, takes personal responsibility for driving positive outcomes that benefit and protect our customer's interests – placing them at the centre of all we do. Where we take customers with us, co-producing solutions that change the quality of life and work.

KEEP LEARNING



We demonstrate creativity, try different things and learn from our mistakes. We passionately search out best practice, partnerships, feedback, and innovations that enable us to deliver the best possible services now and in the future. We embrace new ways of working, learning and thinking, enabling us to take opportunities as they arise and respond proactively to the changing needs of our residents and each other.

BE EFFICIENT



We consistently search out best value for money, ensuring that our costs are competitive, our services are right first time and that resources are applied wisely to things that matter most to our customers. We focus on what we deliver and on working smartly, finding the most productive way to work whether in the office, at home or in our communities.

BE ACCOUNTABLE



Through exemplary governance we are clear and open in all our work, showing integrity and accountability to our key stakeholders. We involve our customers and demonstrate how they influence decisions. We are clear on what is expected from ourselves, from each other and from the organisation, setting clear goals that deliver better outcomes and performance.

OUR VALUES



Context

- Black Lives Matter
- Charter for Social Housing Residents
(Act now progressing through Parliament)
- NHF Insight Review
- Code of Governance 2020
- EDI evolution e.g. gender self identification





EDI strategic aims

- To develop our culture ensuring openness, learning, awareness and effortless tolerance of difference.
- To stand accountable and to proactively work on areas of EDI where evidence suggests that we could do better.
- To stay relevant - acknowledging that EDI is dynamic - constantly moving to reflect societal changes and civil rights progression
- To develop approaches to EDI that enhance our services to and opportunities for residents and our communities





Tailoring our approach to EDI

An approach which demonstrates an inclusive, tolerant culture through role modelled behaviours, broad representation and actions that can be observed throughout in the organisation.

The action plan is commensurate with our size and capacity, is data and evidence driven. We have used new data tools developed by the National Housing Federation and have a straight-forward focus on addressing areas we consider as being 'deficits' in living our values and demonstrating our commitment to EDI.

We have used learning from our Housing Diversity Network and Housing Quality Network memberships.

We have used the results from the 2021 census and this strategy has been updated to reflect this important insight and to enable benchmarking against local demographics.





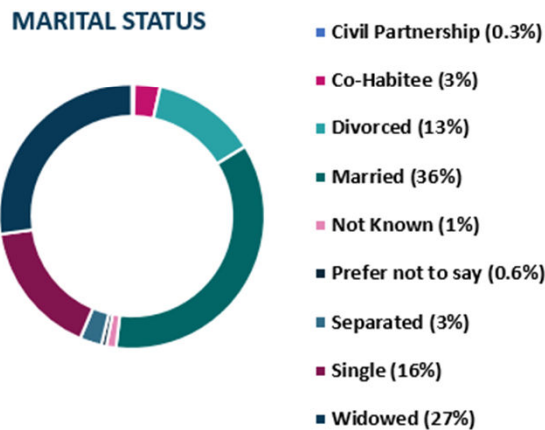
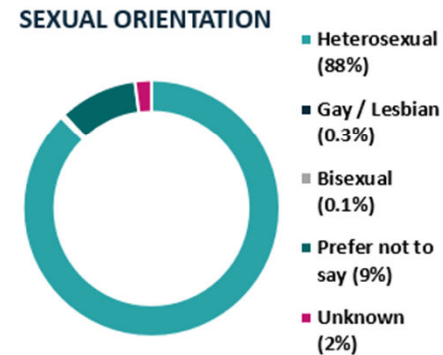
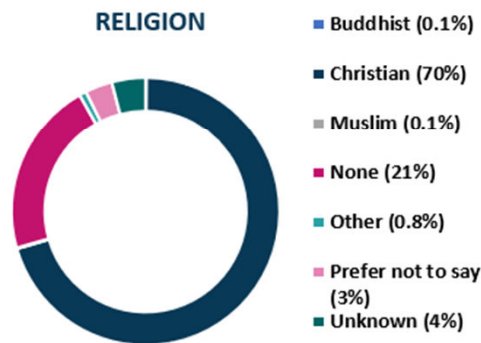
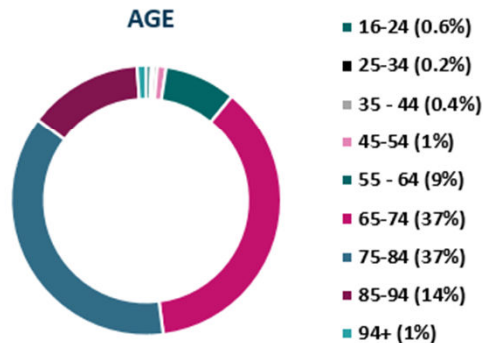
EDI profile



Resident Profile

The association holds all key equalities information for 95% of residents.

* Figures include non-dependents living with residents



27% with a disability

4 Domestic Abuse Cases ytd

1.6% from minoritised communities

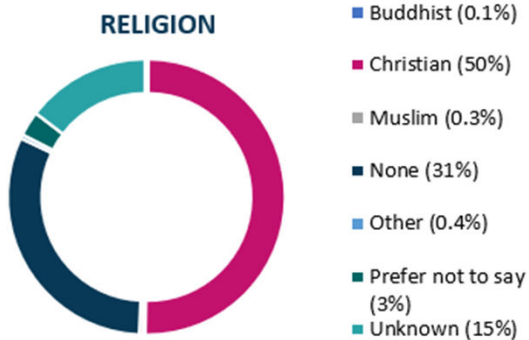
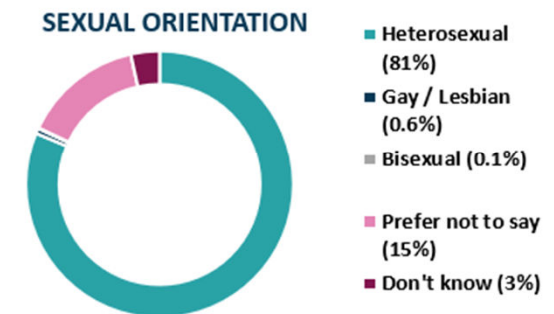
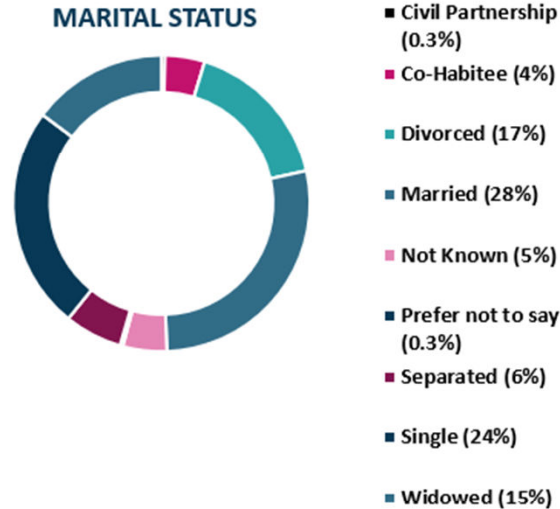
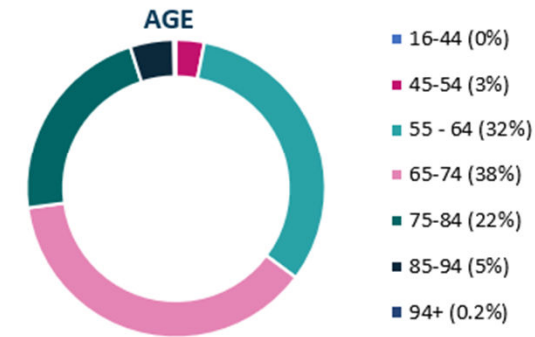
0 Harassment Cases ytd

61% identify as female





Resident Applicant Profile



2.6% from minoritised communities

6% with a disability

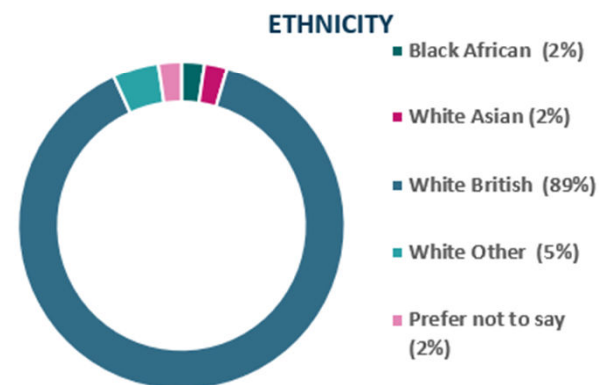
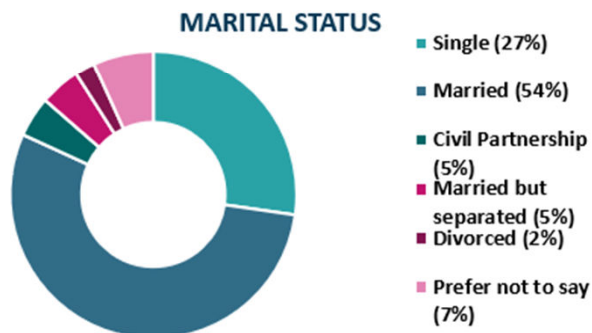
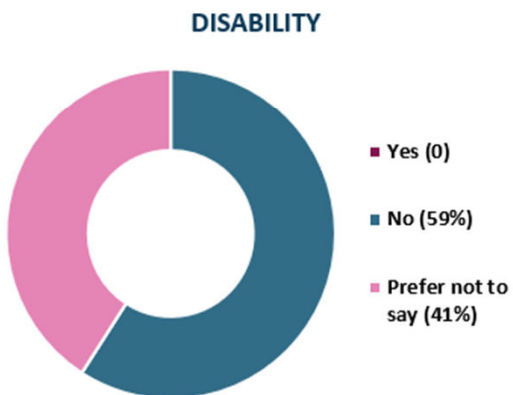
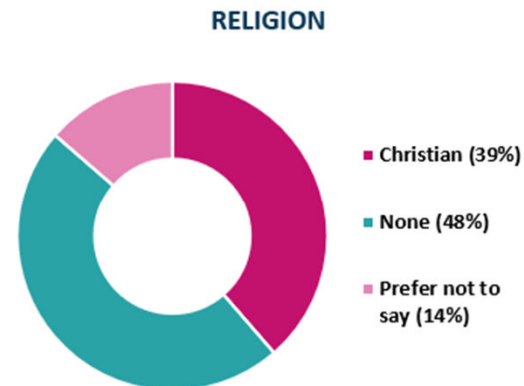
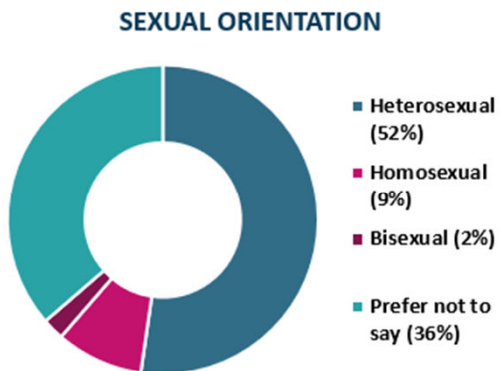
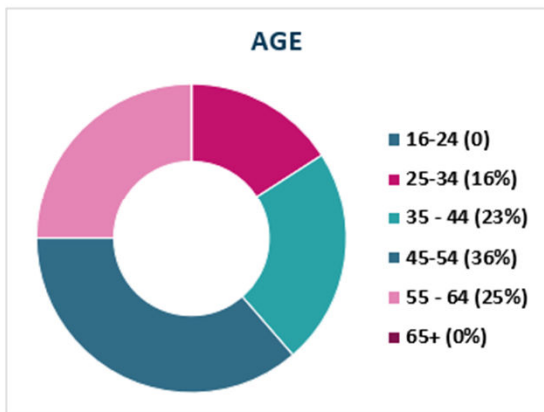
60% identify as female





Staff Profile

61% identify as female

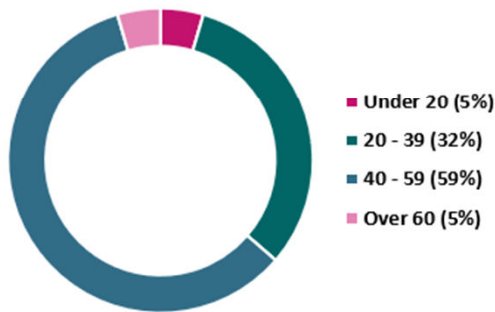




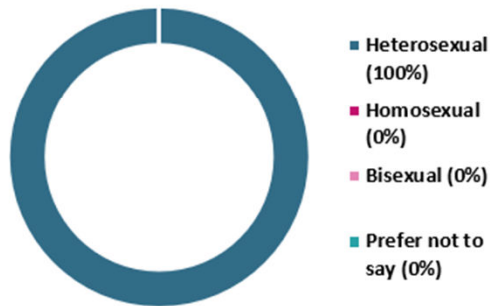
Staff Recruitment Profile

Data is reflective of recruitment for the period of June 2023 – June 2024

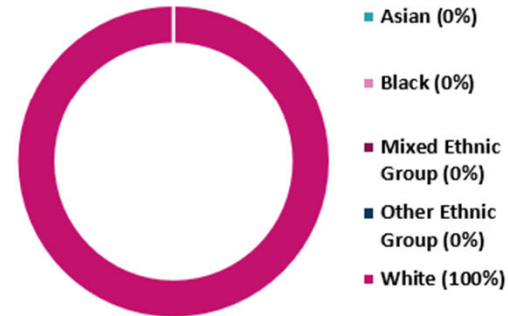
AGE



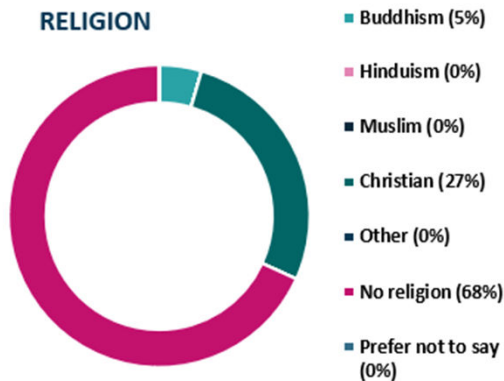
SEXUAL ORIENTATION



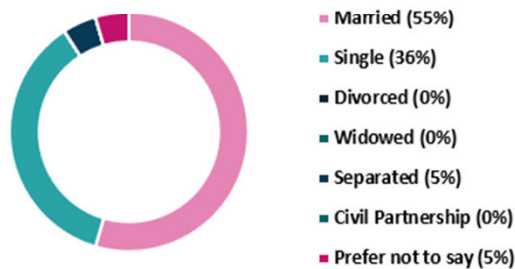
ETHNICITY



RELIGION



MARITAL STATUS



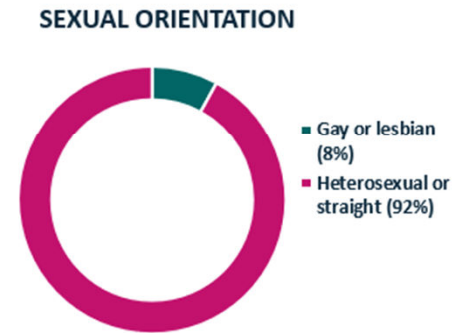
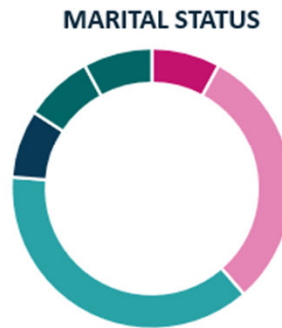
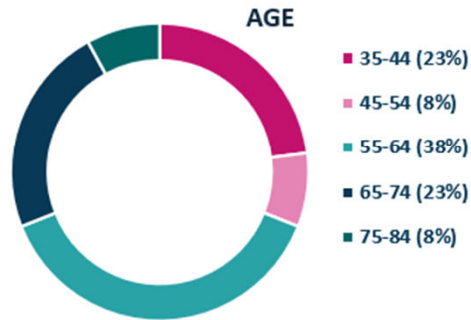
14% with a disability

63% identify as female

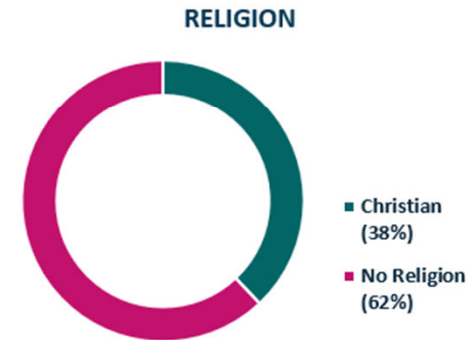




Board & Co-opted Committee Members Profile



- A civil partner in a legally-recognised civil partnership (8%)
- Divorced (31%)
- Married and living with your husband/wife (38%)
- Single, that is never married or civil partnered (8%)
- Living with someone as a couple (8%)
- Married and separated from your husband/wife (8%)



15% of members have a disability / long-term physical or mental health condition

62% identify as female

0% from minoritised communities

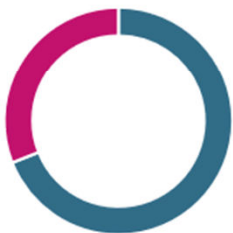
100% Gender identity is the same as sex assigned at birth





Board & Co-opted Committee Members Profile

CARING RESPONSIBILITIES - DEPENDENTS



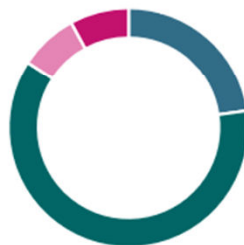
- No dependent children (69%)
- With dependent children (31%)

CARING RESPONSIBILITIES - INFORMAL CARE



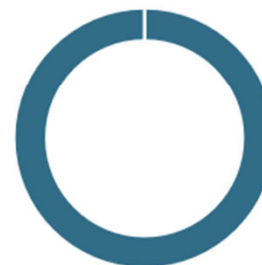
- Providing informal care (31%)
- Not providing informal care (69%)

SOCIO-ECONOMIC - PARENTAL BACKGROUND



- Routine, semi-routine manual and service occupations (23%)
- Modern professional & traditional professional occupations / Senior, middle or junior managers or administrators (62%)
- Technical and craft occupations (8%)
- Other (e.g. retired, Does not apply to me, I don't know) (8%)

SOCIO-ECONOMIC - SCHOOL ATTENDED



- State-run or state-funded school (100%)

SOCIO-ECONOMIC - FREE SCHOOL MEALS



- Not eligible for free school meals at state-funded schools (54%)
- Eligible for free school meals at state-funded schools (8%)





Our focus

We have used data analysis to identify areas of focus

- 9% of staff are from a minoritised community background
- 1.6% of residents are from a minoritised community background
- People under 45 are under-represented within our staff team
- Some of our resident and staff groups are disproportionately represented by women
- Sexual and gender orientation is likely to be under reported in data capture exercises
- 15% of Board Members identify as having a disabling long term health condition.
- No one at board level is from a minoritised community background
- We receive low numbers of applications for housing from members of the minoritised communities or from those who identify as having a disability
- Again, in 2022-23 no cases of hate crime were identified within our reporting.
- We have limited information on representation and the approach to EDI demonstrated by our main direct service contractors
- We do not have a diverse, representative, resident voice influencing the organisation's decisions





ACTION PLAN

Ref	Strategic Ambition	EDI Strategy Focus Area	Action	Outcome	Owner	Timescale
1	To be a well-managed organisation and to support our colleagues to have the skills and knowledge to deliver our ambitions	We do not have an explainable rationale and consistent approach to the collection of EDI data	Agree approaches considering requirements of ONS/ NHF	Agreed methodology that aligns with EDI data collection tool and GDPR principles Awaiting Civica implementation to support further improvement.	PFH EDI Working Group	Complete
2	To be a well-managed organisation and to support our colleagues to have the skills and knowledge to deliver our ambitions	We need to agree the EDI language and terminology we, as PFH, believes aligns with our values	As above Consider best practice by benchmarking with other organisations	Incorporated into work above and shared with staff through training below	PFH EDI Working Group	Complete
3	To be a well-managed organisation and to support our colleagues to have the skills and knowledge to deliver our ambitions	We need to offer more staff training to support our EDI culture, our aims of comprehensively collecting relevant data and understanding how this can help us improve. This includes challenging micro aggressions.	<ul style="list-style-type: none"> Scope training programme following completion of above 2 items. Deliver using support from an external trainer Enable discussion and participation to aid explanation and understanding Provide network of champions to support staff collecting data through the EDI working group 	Training delivered. Improved levels of data collection in low response rate categories. Improved level of confidence in data sets.	PFH/EDI Working Group/ External Trainer	December 2023
4	To be a well-managed organisation and to support our colleagues to have the skills and knowledge to deliver our ambitions	5% of staff are from minoritised communities	<ul style="list-style-type: none"> To review our social media content and recruitment pages to ensure they are inclusive and inviting to those from minoritised communities. To include a career spotlight piece on our social media. To develop links and opportunities to sell our brand within education establishments who specialise in the delivery of public service/social services courses and identify work experience/internship opportunities. Support the use of work experience/internships to increase representation amongst our workforce. 	Target = 10% Current = 5% Hull = 11% (2021 non UK identity ONS Census) Review data accuracy following new appointments Working with Home Marketing on our recruitment page and social media. Had our first work experience in 2023.	Lisa Lewis	May 2024
5	To modernise and deliver services that offer our customers choice and recognise differing needs	3% of residents are from a minoritised community background.	<p>Ensuring communication requirements are met for existing customers, and that we have a process in place to meet the needs of new and potential customers too.</p> <p>Strengthen process of providing correspondence in appropriate format (language, large print etc) that meets the customer's needs.</p> <p>Ensure marketing provides sensitive approach to attracting diverse applicants.</p>	<p>PFH to have up to date communication requirements for min 90% of customers</p> <p>Revised formats used in latest edition of People First</p> <p>Minoritised communities Lettings Target - 6%</p> <p>Positive action ideas to be developed in 2024 As at Feb 2024 profile 1.61% residents from minoritised communities. Work ongoing to review translation</p>	Kate Marie Foster	May 2024





Ref	Strategic Ambition	EDI Strategy Focus Area	Action	Outcome	Owner	Timescale
				preferences and ensure individual action plans meets resident needs. Awaiting implementation of Civica to manage effectively. During the allocation lettings of 23-24 1.18% lettings were to minoritised communities.		
6	To be a well-managed organisation and to support our colleagues to have the skills and knowledge to deliver our ambitions	People under 35 are under-represented within PFH staff team	<ul style="list-style-type: none"> Talent management to mentor young people within PFH. To review our social media content and recruitment pages to ensure they are modern and engaging to young people. To include a career spotlight piece on our social media. To develop links and opportunities to sell our brand within education establishments who specialise in the delivery of public service/social services courses and identify work experience/graduate internship opportunities/returning to work schemes (mothers /disability related returner programmes)/accredited programmes. 	<p>Improve from 15%</p> <p>We are currently June 2024 at 16% under 35's.</p> <p>We hope the introduction of the Housing qualifications will create opportunities for a pipeline of employees having studied these qualifications at college.</p>	Lisa Lewis	May 2024
7	To modernise and deliver services that offer our customers choice and recognise differing needs	Men are underrepresented in some areas of the staff team and resident community	Research and identify areas where there is under representation disproportionate to area profile and identify potential actions to make roles/ homes more welcoming, within reach to those groups. Dispel current gender stereotypes of roles, relates to above development of links and opportunities with education establishments.	<p>All business functions to be representative of our overall gender split.</p> <p>We currently have 61% female workforce</p> <p>Representative gender split in formalised resident engagement opportunities such as the Resident Committee and Scrutiny</p> <p>Men's club for residents at AHC – Nathan to lead, upon full scheme manager service (50% split for male engagement)</p> <p>Formal engagement for 23/24 had a 50% male and 50% female split</p>	Lisa Lewis Kate Marie Foster	March 2024 Complete for engaged residents – annual review still in place
8	To be a well-managed organisation and to support our colleagues to have the skills and knowledge to deliver our ambitions	There are no disabled representatives at Board level	<p>Campaigns and advertising positively encouraging and supporting board applicants who live with a disability or long-term health condition.</p> <p>To be considered within the Governance Working Group board future composition consideration / development of Board diversity statement.</p>	<p>Ensure recruitment campaigns positively promote representatives with a disability being encouraged to apply.</p> <p>Recent vacancy filled with applicant who has significant experience of</p>	Claire Warren	Subject to vacancy recruitment





Ref	Strategic Ambition	EDI Strategy Focus Area	Action	Outcome	Owner	Timescale
				working alongside and on behalf of people with disabilities. New data identifies 15% of board members with disabling long term condition.		
9	To grow, meeting local housing demand, by providing a supply of new homes for older people	We receive low numbers of housing applications from members of minoritised communities.	Identify area profiles and research barriers. Identify actions.	Minoritised communities Lettings Target - 6% Target and approach to be reviewed as low numbers continue. During the allocation lettings of 23-24 1.18% lettings were to minoritised communities.	Kate Marie Foster	March 2024
10	To grow, meeting local housing demand, by providing a supply of new homes for older people	We receive low numbers of housing applications from people who identify as disabled.	Research accessible housing design Exemplary adaptations services Research new technology for people with disabilities / memory problems (provision for retrofit new build provision) Promoting accessibility of our homes and services via advertising and open days where applicants can see service provision on offer.	Improved design and technology in new developments based on HOME coalition principles Improved design and technology in refurbishments based on HOME coalition principles e.g., layouts, moveability, lighting, entry / exit points A&A policy to better serve all residents who require aids and adaptations with a menu of provision including digital technology services Consider posing of questions with regards to advising disability (to be improved by Civica implementation). A&A Scrutiny review complete, now implementing actions linked to menu of options and widening breadth of offer to incorporate digital services. Consumer Standards review analysis of disabled property lettings, identified continued low demand in some areas and need to work in partnership with LA for nominations/promotion. Accessible Housing Standard being developed to incorporate into work already undertaken as learning from Resident H&S Forum, e.g. window	Richard Walker	March 2024





Ref	Strategic Ambition	EDI Strategy Focus Area	Action	Outcome	Owner	Timescale
				opening above kitchen worktops historically too high, now changed at Padstow.]		
11	To modernise and deliver services that offer our customers choice and recognise differing needs	PFH received no reports of hate crime in 2020-21, 2021-22 and 2022-23	<p>Awareness campaign inc. elder abuse – staff and residents</p> <p>Staff awareness and policy training including shadowing opportunities in other specialist organisations</p> <p>Reinvigorate our approach to promoting hate crime services, including LGBT+ services - Posters, Resident Handbook, Website, social media campaigns. Harassment and Hate Crime info to be incorporated within the Resident Handbook and more information on the website.</p>	<p>Increase in reporting Hate Crime/Incidents now reported to directorate, 5 monthly/annual social media posts re hate crime/incidents, and safeguarding etc are planned in with HM.</p> <p>Annual staff update, last done 13/10/23, due again Oct 24. Policy is on website and is Included within handbook (however being updated).</p>	Katie Burton and Kerry George	May 2024
12	To modernise and deliver services that offer our customers choice and recognise differing needs	We have limited information on representation and the approach to EDI demonstrated by our main direct service contractors.	To collate EDI information from our main contractors R&M and capital works and evaluate if there are any improvement actions required to enhance the service provision.	<p>Profile statistics for EDI received regularly from contractors.</p> <p>EDIO requirements set out within procurement process and contract documentation.</p> <p>Incorporated into contractor performance Frameworks</p> <p>EDI commitments built into new Procurement Policy and to be developed into the Procurement Strategy.</p>	Richard Walker	May 2024
13	To modernise and deliver services that offer our customers choice and recognise differing needs	We do not have a diverse, representative, resident voice influencing the organisation's decisions.	Resident involvement strategy and actions	<p>Recruitment to resident engagement opportunities to ensure it is representing our diverse mix of residents – to reflect resident profile</p> <p>Success in achieving new group of engaged customers.</p> <p>Full breakdown of engaged resident profile can be found in the appended engagement report – a further 3 residents already joining us since April that continue to support the diversity of engaged resident voices. Still underrepresentation from East Riding and West but continuing to advertise opportunities with a 15 month engagement plan with Home Marketing shouting about the work that engaged residents do. PFH Connect may also help target groups.</p>	Kate-Marie Foster	May 2024 Complete – Annual review undertaken each year to continue to monitor

