



Equality, Diversity & Inclusion (EDI) Strategy

Vision & Commitment

PFH are committed to creating an inclusive environment where everyone—staff, residents, applicants and partners—feels respected, valued, and treated fairly. At PFH we want everyone to feel that they belong and to be their authentic self. We want to remain true to our organisational values. We recognise that the world around us is complex, that some narrative is difficult to navigate. We want to challenge misinformation and bring about positive change. We will become an ally organisation which reflects the increasing diversity of the communities we serve especially by ensuring equal access to our homes and services, and our team roles.

Objectives

PFH wishes to demonstrate our commitment to EDI through progress against a number of key strategic objectives:

- 1., Representation:** Ensure staff and governance reflect the diversity of the local community.
We are committed to ensuring that our staff team and governance structures genuinely reflect the diversity of the communities we serve across Hull and East Yorkshire. This means actively recruiting, developing, and retaining people from a wide range of backgrounds, cultures, identities, and lived experiences. By having a workforce and leadership that mirrors the richness of our local population, we strengthen our decision-making, deepen our community insight, and ensure our services are inclusive, relevant, and responsive to local needs.
- 2. Inclusive Services:** Provide housing and support that meet the needs of diverse residents.

We are committed to providing housing and support that genuinely meet the needs of our diverse residents across Hull and East Yorkshire. This means designing and delivering services that are accessible, culturally sensitive, and responsive to the varied experiences, backgrounds, and circumstances of the people who live in our homes. By listening to residents, removing barriers, and adapting our approach where needed, we ensure that everyone — regardless of identity, ability, or life situation — can feel safe, supported, and able to thrive in their community.

3. Culture: Foster an inclusive workplace where all staff feel safe and supported.

We are committed to fostering an inclusive and supportive workplace culture where every member of staff feels safe, respected, and able to be themselves. This includes creating an environment built on trust, openness, and active allyship, where differences are valued and where everyone has equal opportunity to contribute and grow. By promoting psychological safety, tackling discrimination, and ensuring staff feel heard and supported, we strengthen our organisation and create a workplace where people can thrive and deliver their best for the communities of Hull and East Yorkshire.

4. Compliance: Meet all legal obligations under the Equality Act 2010 and relevant housing regulations.

We are committed to meeting all our legal responsibilities under the Equality Act 2010, as well as the regulatory requirements that apply to social housing providers. This includes ensuring our policies, practices, and decision-making processes actively prevent discrimination, promote equality of opportunity, and protect the rights of residents and staff. By maintaining robust governance, regularly reviewing our compliance, and embedding equality considerations into our everyday work, we ensure we operate to the highest standards and remain fully accountable to the communities we serve in Hull and East Yorkshire.

5. Continuous Learning: Recognise that advancing EDI is an ongoing journey. We will invest in building our skills, understanding and confidence, making sure our staff and leadership continue to grow in their ability to create inclusive services and workplaces. We will seek out opportunities to learn from residents, partners and external expertise to strengthen our approach over time.

Generative Focus Areas

These 5 objectives are accompanied by a 3-year action plan, to be monitored through the Governance and Remuneration Committee. Each year of the action plan has a generative focus as set out in the table below:

Year	Focus	Progression areas
Year 1	Foundations	Data, structures, policies, early training, resident involvement
Year 2	Embedding	Improved services, skilled staff, increasing diversity, stronger culture
Year 3	Excellence	Visible results, regulatory confidence, sustainable long-term EDI practice

• **Three-Year EDI Action Plan (2026–2029)**

Objective	Year 1 – Foundations (2026–27)	Year 2 – Embedding (2027–28)	Year 3 – Excellence & Sustainability (2028–29)
1. Representation	<p>Baseline demographic audit of staff, Board & applicants</p> <ul style="list-style-type: none"> • Identify gaps vs local community • Improve inclusive recruitment (language, channels, anonymised shortlisting). • Bias-aware recruitment training for board, leaders and managers • Consider how we build internal talent pathways 	<p>Set proportionate diversity goals based on Year 1 data</p> <ul style="list-style-type: none"> • Enhanced outreach to under-represented groups • Develop leadership development & possible mentoring programme • Strengthen succession planning processes 	<p>Demonstrate measurable improvements in workforce & governance diversity</p> <ul style="list-style-type: none"> • Review recruitment & progression structures for long-term sustainability • Develop and evaluate Board/leadership EDI capability plan

<p>2. Inclusive Services</p>	<p>Resident needs assessment across protected characteristics & lived experience</p> <ul style="list-style-type: none"> • Review letters/info for accessibility & plain English • Review our reasonable adjustments policy • Establish a Resident EDI Reference Group • Add EDI metrics to satisfaction & complaints monitoring 	<p>Co-design service improvements with Resident EDI Group</p> <ul style="list-style-type: none"> • Review Equality Impact Assessments on key services (ASB, allocations, lettings, independent living) • Evaluate translation & interpretation access • Pilot new inclusive service approaches (Build into PFH Flex) • Strengthen digital inclusion support 	<p>Full implementation of inclusive service improvements</p> <ul style="list-style-type: none"> • Evaluate impact on resident satisfaction for different groups • Extend lived-experience involvement in service design • Improve resident EDI data quality & usability • Launch annual Inclusive Services Improvement Plan
<p>3. Culture</p>	<p>Re-launch EDI Staff Working Group</p> <ul style="list-style-type: none"> • Staff inclusion & psychological safety survey • Review HR policies for equity and fairness (EIAs) • Review to ensure clear reporting routes for discrimination/microaggressions • Internal awareness campaigns (content calendar) • Recruit a board EDI Champion 	<p>Themed EDI workshops (e.g., disability confidence, inclusive customer service, menopause awareness)</p> <ul style="list-style-type: none"> • Inclusive leadership programme for managers • Embed EDI into appraisals, induction & team plans 	<p>Repeat inclusion survey and demonstrate progress</p> <ul style="list-style-type: none"> • Embed EDI within values & behaviours framework “The PFH Way” • Consider achieving recognised standards (e.g., Disability Confident, House

		<ul style="list-style-type: none"> • Celebrate diversity through local events 	Proud Pledge) <ul style="list-style-type: none"> • Continue manager & frontline staff development
4. Compliance	Full review of Equality Act 2010 & housing regulation compliance <ul style="list-style-type: none"> • Update Equality Impact Assessment framework • Update Policy • Annual EDI reporting to Board 	Annual legal & regulatory audit <ul style="list-style-type: none"> • Strengthen Board oversight through quarterly EDI performance dashboards • Audit that procurement aligns with EDI commitments 	Evidence full compliance with equality duties & housing regulations <ul style="list-style-type: none"> • Implement rolling three-year EDI compliance cycle • Prepare for external inspection/audit processes
5. Continuous Learning	Roll out core EDI training and content calendar for all staff, main contractors & Board <ul style="list-style-type: none"> • Identify additional training needs • Build local partnerships for learning (community orgs, disability groups, refugee support, etc.) • Create internal EDI learning resources hub 	Commission specialist training (LGBTQ+, cultural competency, neurodiversity, trauma-informed practice, mental health awareness) <ul style="list-style-type: none"> • Produce annual “What We’ve Learned” EDI short report • Deepen community partnerships for shared learning 	Refresh EDI Strategy for next three years <ul style="list-style-type: none"> • Create EDI Champions across teams • Share best practice within regional groups and partnerships • Ensure EDI is embedded in all new staff & governance induction

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