

Equality & Diversity Strategy Statement 2015-20

- 1.1 This strategic statement summarises the Group's approach to ensuring equality and diversity are embedded across the Group and throughout our functions.

Strategy aims & objectives

- 1.2 A2Dominion Group (A2D) is committed to providing equal treatment and opportunity in access to housing, provision of services and access to employment. We recognise and respect diversity and aim to embrace principles and practices in service delivery across the range of our activities that promote equality and are relevant to the diverse needs of the communities in which we work. We are committed to the elimination of discrimination in all our services and to ensuring that the Group's services are accessible to all.

Legislative & Regulatory compliance

- 1.3 The Public Sector Equality Duty was created by the Equality Act 2010 and replaces the race, disability and gender equality duties. The duty covers age, disability, gender, gender reassignment, pregnancy and maternity, race, religion or belief and sexual orientation.
- 1.4 As a registered provider A2Dominion is subject to the duty and must, have due regard to the need to:
- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
 - Advance equality of opportunity between people who share a protected characteristic and those who do not.
 - Foster good relations between people who share a protected characteristic and those who do not.

The duty to have due regard to the need to eliminate discrimination also covers marriage and civil partnerships.

Scope

- 1.5 This statement is Group-wide and encompasses:
- All departments and services, communications and business information
 - Third party organisations that provide services on our behalf
 - The nine protected characteristics as defined by the Equality Act 2010

A2D's E & D strategic objectives 2015-20

- 1.6 The Group has always had a strong commitment to equality and has continually worked towards providing services and employing people in a fair and equitable way. The Group's key equality and diversity objectives are:

Objective 1: To ensure fair access to A2D services and to treat all users with fairness and respect.

Key actions and programmes

- Equality impact assessment programme 2015-2018 – programmed reviews to ensure equality of access and improvements which benefit all service users.
- Support our residents through our 'Be Inspired' project which includes expanding our volunteering, employment and enterprise initiatives and to support at least four apprentices each year across the Group.
- Provide training programmes, accredited learning and employment advice and opportunities to residents including in our Priority Neighbourhood areas.
- Our Care & Support services continuing to work with multi agency organisations, where resources allow, to mark events such as dementia week or raising awareness of honour based violence and female genital mutilation.

Objective 2: To promote opportunities for resident involvement and to ensure resident representation in the scrutiny and design of our services.

Key actions and programmes

- A2D Resident Involvement Strategy - provides a wide range of flexible opportunities to be involved and maximises the impact of resident involvement activities.
- Implement a structured work placement programme supporting up to 40 residents each year on placements.
- Resident Involvement governance structure - involves residents in decision making and ensuring performance information is effectively scrutinised through the Improvement Groups.
- Providing AQA accredited training for our residents to support their involvement, this currently includes E&D, leadership, survey training, empowerment and scrutiny training.
- Actively recruit diverse members in the scrutiny of our services.

Objective 3: To develop our use of customer insight data to design, plan and ensure services meet residents' and customers' needs.

Key actions and programmes

- Customer Segmentation project - analysing our customer profile to better tailor A2D services and communications.
- Customer Services Strategy including more online services and self-service through website with training and support offered to residents to help them get online.
- Using customer insight data for our development and regeneration programmes ensuring homes are built for residents needs e.g. wheelchair users, dementia friendly or developments that are culturally appropriate.

Objective 4: To ensure reasonable adjustments, where possible and appropriate, are made for residents and other stakeholders with disabilities to ensure services are fair and accessible.

Key actions and programmes

- Membership of Disability $\sqrt{\sqrt{}}$ two ticks scheme - the Group is positive about employing people with disabilities and is committed to equality access to employment opportunities.
- A2D Aids & Adaptations (A & A) policy – based on individualised solutions and tenant choices, the A & A policy and dedicated adaptations team promotes independent living, safety and dignity at home.

Objective 5: To foster good relations between A2Dominion stakeholders by tackling prejudice and promoting understanding between people from different groups.

Key actions and programmes
<ul style="list-style-type: none"> • Priority Neighbourhood strategy – sets out how the organisation will achieve social cohesion and integration at community level. • Develop and expand the Safeguarding Champions network to all frontline A2Dominion departments as a result of responsibilities in the Care Act 2014. • Launch our Dementia strategy to make sure that the needs of people with dementia are considered when our older person’s schemes are refurbished and work with Customer Services to develop a dementia friendly approach when communicating with older people with dementia.

Objective 6: To have a diverse workforce that is well trained and values and respects each other, our customers and partners.

Key actions and programmes
<ul style="list-style-type: none"> • A2D Learning & Development training policy - supports a wide variety of learning and development opportunities for all staff, in line with equality and diversity legislation and best practice. • Talent Development Deal - our leadership potential programme identifies, assesses and develops individuals from all backgrounds and at all levels who already demonstrate positive leadership qualities. • Mandatory equality and diversity training for staff, board and committee members and resident representatives.

Responsibility & monitoring

Boards & Executive Management Team	The Boards and the Executive Management Team are responsible for any breaches of the equal opportunities legislation and the failure to fulfil regulatory requirements for the Group overall. They are also responsible for monitoring the Group’s performance against the Equality and Diversity Strategy.
Governance & Remuneration Committee	To champion equality and diversity throughout the Group and recommend approval of the A2D Equalities and Diversity Strategy to the Group Board ensuring that it is based on good practice and meets legal and regulatory requirements. To receive develop and monitor progress against the targets and objectives in the E & D strategy and the Equality and Diversity KPI framework. To review training and development programmes to ensure Board members and staff maintain an up to date knowledge on equalities and diversity issues.
Managers	Managers are responsible for monitoring and reporting the outcomes of the Group’s equality & diversity initiatives against targets and taking appropriate action where targets are not met. They are also responsible for monitoring the actions taken by officers in response to complaints about harassment and ensuring their staff are properly trained and equipped to meet the Group’s equality & diversity commitments.
Staff	All staff to be aware of their responsibilities in upholding the Group’s Equality & Diversity strategy as explained in induction, training and briefing sessions.
Director of Business Planning & Performance	The Director of Business Planning & Performance is the lead officer for equality and diversity and is responsible for reporting and advising on all equality legislative requirements.

Monitoring and Review Arrangements

We will report progress against the Key Performance Indicators twice a year to ensure we meet our strategic objectives and improve our performance in delivering better outcomes for customers and staff.

We will publish annually an Equality & Diversity report

The range of performance indicators within the A2Dominion Group are shown below.

A2Dominion Equality & Diversity Key Performance Indicators 2015-20

Key objective 1: To ensure fair access to A2D services and to treat all users with fairness and respect		
Area	KPI description and target	Target source/base
<ul style="list-style-type: none"> Customer Service Centre 	Access to the Customer Service Centre to reflect the resident profile.	Target based on Group's profiling data
<ul style="list-style-type: none"> Lettings 	Lettings and allocation to reflect local need.	Target based on Group's profiling data and local authority statistical data
<ul style="list-style-type: none"> Complaints 	The number of complaints made to broadly reflect resident profile.	Target based on Group's profiling data
<ul style="list-style-type: none"> Anti-Social behaviour 	The number of incidents of domestic abuse reported to broadly reflect resident profile.	Target based on Group's profiling data
Key objective 2: To promote opportunities for resident involvement and to ensure resident representation in the scrutiny and design of our services		
Area	KPI description and target	Target source/base
<ul style="list-style-type: none"> Resident involvement 	Service users' involvement in formal opportunities to participate and scrutinise to reflect the resident profile	Target based on Group's profiling data
Key objective 3: To develop our use of customer insight data to design, plan and ensure services meet residents' and customers' needs		
Area	KPI description and target	Target source/base
<ul style="list-style-type: none"> Satisfaction with services (various) 	Customer satisfaction to be consistent across customers groups (protected characteristics)	Target based on Group's profiling data

Key objective 4: To ensure reasonable adjustments, where possible and appropriate, are made for residents and other stakeholders with disabilities to ensure services are fair and accessible

Area	KPI description and target	Target source/base
<ul style="list-style-type: none"> Aids & Adaptation 	Satisfaction with the Aids & Adaptation service is comparable for all residents irrespective of protected characteristic	Target based on Group's community profiling data

Key objective 5: To foster good relations between A2Dominion stakeholders by tackling prejudice and promoting understanding between people from different groups

Area	KPI description and target	Target source/base
<ul style="list-style-type: none"> Antisocial Behaviour 	The number of incidents of antisocial behaviour to broadly reflect the resident profile.	Target based on Group's community profiling data
<ul style="list-style-type: none"> Harassment 	The number of incidents of harassment to broadly reflect the resident profile.	Target based on Group's community profiling data

Key objective 6: To have diverse a workforce that is well trained and values and respects each other, customers and partners

Area	KPI description and target	Target source/base
<ul style="list-style-type: none"> Board members 	A diverse board to reflect the communities in which we work	Target based on regional profiling data
<ul style="list-style-type: none"> Staffing 	A diverse workforce to reflect the resident profile at all grades and in all functions.	Target based on HR targets set as part of the Group's HR strategy
<ul style="list-style-type: none"> Access to training & development 	Staff across the nine protected characteristics to have fair access to training and development.	Target based on HR targets set as part of the Group's HR strategy