

# PFH Equality, Diversity and Inclusion Strategy 2021-2024 (2023 Update)



*Providing quality homes and services to enhance later life*



# Background

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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



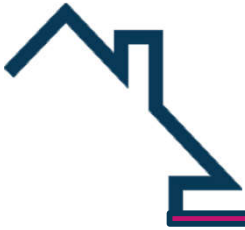
We constantly search out best value for money, ensuring that our costs are competitive, our services are right first time and that resources are applied wisely to things that matter most to our customers. We focus on what we deliver and on working smartly, finding the most productive way to work whether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

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- Events that happen in the wider world
- Charter for Social Housing Residents  
(Act now progressing through Parliament)
- NHF Insight Review
- Code of Governance 2020
- EDI evolution





# EDI strategic aims

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- 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 and the workplace for our staff team.





# Tailoring our approach to EDI

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An approach which demonstrates an inclusive, tolerant culture through role modelled behaviours, broad representation and actions that can be observed throughout 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 has 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, network memberships and through our work with Positive About Inclusion consultancy.

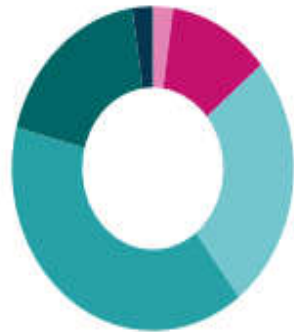
We are slowly seeing results from the 2021 census and this strategy will continue to be updated to reflect important new pieces of insight and to enable benchmarking against local demographics.





# EDI Profile

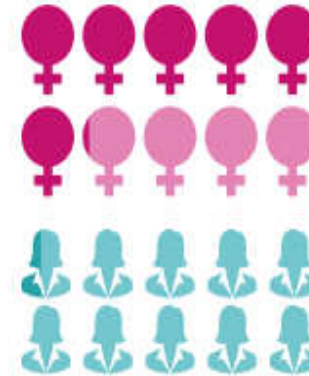
## Staff Profile



Age	
16 - 24	2.33%
25 - 34	11.63%
35 - 44	25.58%
45 - 54	39.53%
55 - 64	18.60%
65 >	2.33%



Sexual Orientation	
Heterosexual	21
Gay/Lesbian	4
Bisexual	1
Other Sexual Orientation	1
Prefer not to say	17
Don't know	0

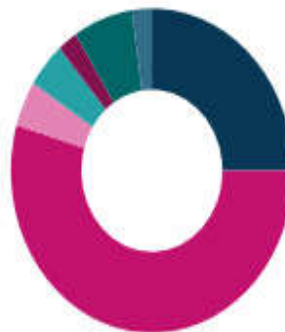


65.12%  
identify  
as female

4.66%  
of staff  
from Minoritised  
Communities



Religion	
Christian	15
None	19
Prefer not to say	9



Marital Status	
Single, Never Married	11
Married	24
Civil Partnership	2
Married, but separated	2
Divorced	1
Prefer not to say	3
Don't know	1



Disability	
Has disability	0%
No disability	55.81%
Prefer not to say	44.19%





# EDI Profile

## Staff Recruitment Profile



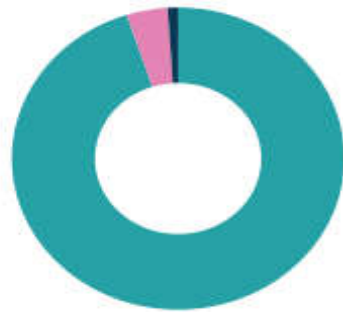
48% identify as female



4% disclosed a disability



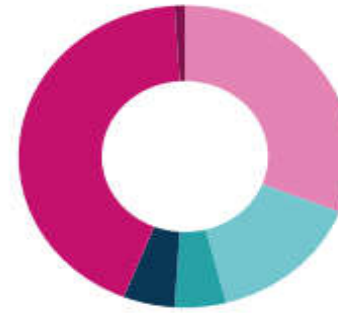
Age	
< 20	1%
20 - 39	61%
40 - 59	34%
60 >	4%



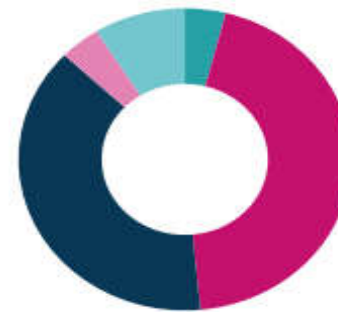
Disability	
No	95%
Yes	4%
Not disclosed	1%



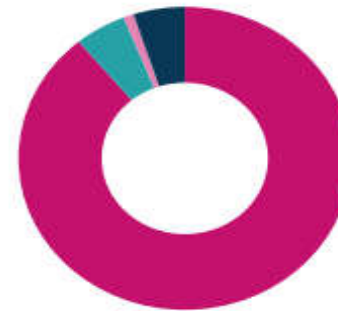
Ethnicity	
Asian	21%
Black	10%
White	68%
Other	1%



Religion	
Christian	31%
Muslim	15%
Hinduism	5%
Not disclosed	5%
None	43%
Other	1%



Marital Status	
Not disclosed	4%
Single	45%
Married	39%
Divorced	4%
Civil Partnership	9%



Sexual Orientation	
Hetrosexual	89%
Gay / Lesbian	5%
Bisexual	1%
Not disclosed	5%

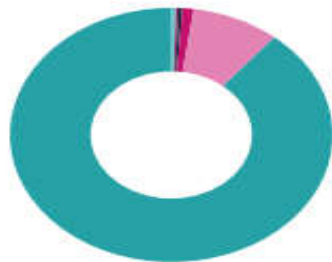




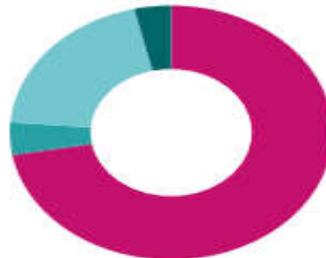


# EDI Profile

## Resident Indicators \*figures include non-dependents living with residents

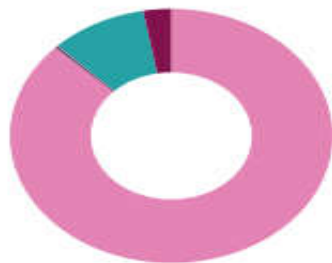


Age	
16 - 24	0.50%
25 - 34	0.28%
35 - 44	0.33%
45 - 54	1.12%
55 - 64	8.81%
65 >	88.96%

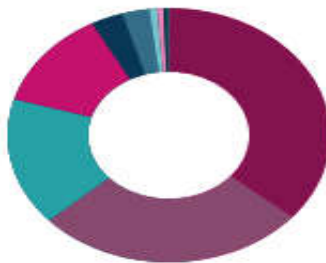


Religion	
Christian	72.06%
Buddhist	0.11%
Muslim	0.11%
Other	4.02%
None	20.02%
Prefer not to say	3.68%

**0**  
Harassment Cases  
In the financial year



Sexual Orientation	
Heterosexual	87.28%
Gay/Lesbian	0.17%
Bisexual	0.11%
Prefer not to say	9.65%
Don't know	2.79%



Marital Status	
Married	36.13%
Widowed	27.18%
Single	16.28%
Divorced	12.53%
Co-Habitee	3.19%
Separated	2.74%
Not Known	0.78%
Prefer not to say	0.67%
Civil Partnership	0.28%
Blank	0.22%

**3**  
Domestic Abuse Cases  
In the financial year



Disability	
Has Disability	26.77%
No Disability	16.73%
Prefer not to say	3.07%
Don't know	53.43%



**2.68%**  
of residents  
from Minoritised  
Communities

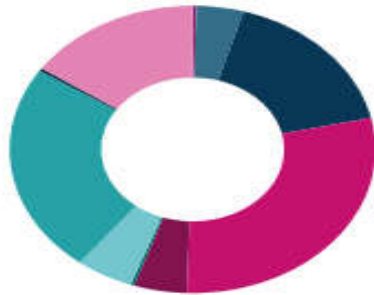
**96.8%**  
Percentage of  
residents for which  
the association holds  
all key equalities  
information





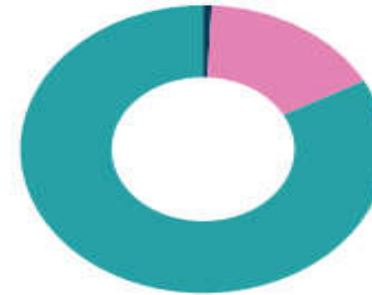
# EDI Profile

## Resident Applicant Indicators



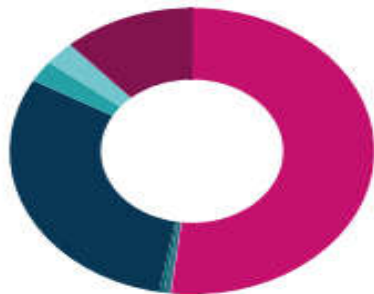
### Marital Status

Civil Partnership	0.32%
Co-Habitee	4.18%
Divorced	16.98%
Married	29.04%
Not Known	4.67%
Prefer not to say	0.32%
Separated	5.07%
Single	23.65%
Unknown	0.32%
Widowed	15.45%



### Sexual Orientation

Gay/Lesbian	0.76%
Heterosexual	82.87%
Prefer not to say	16.37%



### Religion

Buddhist	0.08%
Christian	51.75%
Christian Spiritualist	0.08%
Jehovah's Witness	0.57%
Muslim	0.41%
No Religion	30.32%
None Selected	2.44%
Prefer not to say	2.69%
Unknown	11.65%



**0.55%**  
of applicants  
disclosed  
a disability



**2.9%**  
of applicants  
from Minoritised  
Communities





# EDI Profile

## Board and Co-opted Committee Members



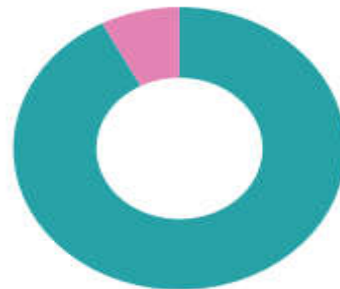
62%  
identify  
as female



8%  
of members  
from Minoritised  
Communities



Age	
35-44	15%
45-54	8%
55-64	46%
65+	23%
Awaiting Information	8%



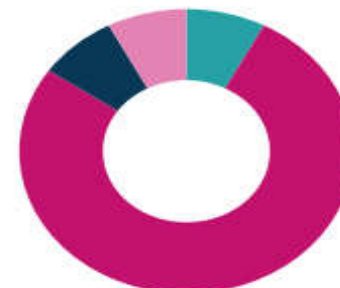
Disability	
No	92%
Unknown	8%



Religion	
No religion	46%
Christian	46%
Unknown	8%



Marital Status	
Civil Partnership	8%
Married	31%
Cohabiting	15%
Divorced	31%
Widowed	8%
Unknown	8%



Sexual Orientation	
Hetrosexual	77%
Gay / Lesbian	8%
Prefer not to say	8%
Unknown	8%





# EDI Profile

## Board and Co-opted Committee Members



**Caring Responsibilities - Dependents**

No dependent children	54%
With dependent children	23%
No response	15%
Unknown	8%



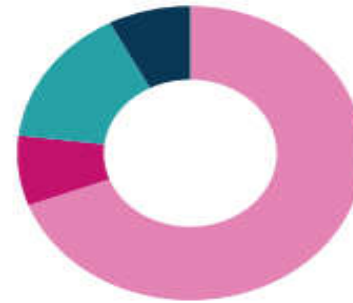
**Caring Responsibilities - Informal Care**

Not providing informal care	31%
Providing informal care	23%
No Response	38%
Unknown	8%



**Socio-economic - Parental Occupation at age 14**

Routine and manual	38%
Intermediate	8%
Professional	23%
Prefer not to say	23%
Unknown	8%



**Socio-economic - School**

Did not attend ind. school at age 11-16	69%
No response	8%
Prefer not to say	15%
Unknown	8%



**Socio-economic - Free School Meals**

Not eligible	62%
Eligible	15%
Prefer not to say	8%
No response	8%
Unknown	8%





# Our focus

## We have used data analysis to identify areas of focus

- We do not have an explainable rationale and consistent approach to the collection of EDI data.
- We need to agree the EDI language and terminology we, as PFH, believe aligns with our values.
- We need to offer more staff training to support our culture, our aims of comprehensively collecting relevant data and understanding how this can help us improve. This includes challenging micro aggressions.

We have low levels of representation in some areas, when compared with our local demographic:

- 5% of staff are from minoritised communities
- Over 40% of staff said they'd prefer not to say if they live with a disability/ long term health condition
- 3% of residents are from minoritised communities
- People under 35 are under- represented within our staff team
- Some of our resident and staff groups are disproportionately represented by women
- Sexual and gender orientation reporting is improving but is still likely to be under reported in data capture exercises
- No one who identifies as living with a disability participates at PFH Board level
- We receive low numbers of applications for housing from members of 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	PFH EDI Working Group	October 2023
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	October 2023
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"> <li>Scope training programme following completion of above 2 items.</li> <li>Deliver using support from an external trainer</li> <li>Enable discussion and participation to aid explanation and understanding</li> <li>Provide network of champions to support staff collecting data through the EDI working group</li> </ul>	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"> <li>To review our social media content and recruitment pages to ensure they are inclusive and inviting to those from minoritised communities.</li> <li>To include a career spotlight piece on our social media.</li> <li>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.</li> </ul>	Target = 10% Current = 5% Hull = 11% (2021 <a href="#">non-UK</a> identity ONS Census)  Review data accuracy following new appointments	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 BAME background	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.  Strengthen process of providing correspondence in appropriate format (language, large print etc) that meets the customer's needs.  Ensure marketing provides sensitive approach to attracting diverse applicants.	PFH to have up to date communication requirements for min 90% of customers  Revised formats used in latest edition of People First  BAME Lettings Target - 6%	Kate Marie Foster	May 2024
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"> <li>Talent management to mentor young people within PFH.</li> <li>To review our social media content and recruitment pages to ensure they are modern and engaging to young people.</li> <li>To include a career spotlight piece on our social media.</li> <li>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.</li> </ul>	Improve from 15%	Lisa Lewis	May 2024
7	To modernise and deliver services that offer our	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	All business functions to be representative of our overall gender split.	Lisa Lewis	March 2024

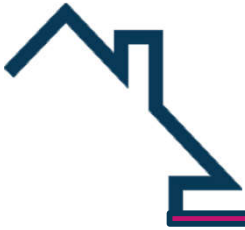




# Action Plan

Ref	Strategic Ambition	EDI Strategy Focus Area	Action	Outcome	Owner	Timescale
	customers choice and recognise differing needs		roles, relates to above development of links and opportunities with education establishments.	Representative gender split in formalised resident engagement opportunities such as the Resident Committee and Scrutiny	Kate Marie Foster	
8	To be a well-managed organisation and to support our colleagues to have the skills and knowledge to deliver our ambitions	<b>There are no disabled representatives at Board level</b>	Campaigns and advertising positively encouraging and supporting board applicants who live with a disability or long-term health condition.  To be considered within the Governance Working Group board future composition consideration / development of Board diversity statement.	Ensure recruitment campaigns positively promote representatives with a disability being encouraged to apply. Recent vacancy filled with applicant who has significant experience of working alongside and on behalf of people with disabilities.	Claire Warren	Subject to vacancy recruitment
9	To grow, meeting local housing demand, by providing a supply of new homes for older people	<b>We receive low numbers of housing applications from members of minoritised communities.</b>	Identify area profiles and research barriers. Identify actions.	BAME Lettings Target - 6% Target and approach to be reviewed as low numbers continue.	Kate Marie Foster	March 2024
10	To grow, meeting local housing demand, by providing a supply of new homes for older people	<b>We receive low numbers of housing applications from people who identify as disabled.</b>	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	Richard Walker	March 2024
11	To modernise and deliver services that offer our customers choice and recognise differing needs	<b>PFH received no reports of hate crime in 2020-21, 2021-22 and 2022-23</b>	Awareness campaign inc. elder abuse – staff and residents  Staff awareness and policy training including shadowing opportunities in other specialist organisations  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.	Increase in reporting	Katie Burton and Kerry George	May 2024
10	To modernise and deliver services that offer our customers choice and recognise differing needs	<b>We have limited information on representation and the approach to EDI demonstrated by our main direct service contractors.</b>	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.	Profile statistics for EDI received regularly from contractors.	Richard Walker	May 2024





# Action Plan

Ref	Strategic Ambition	EDI Strategy Focus Area	Action	Outcome	Owner	Timescale
				EDIO requirements set out within procurement process and contract documentation.  Incorporated into contractor performance Frameworks		
11	To modernise and deliver services that offer our customers choice and recognise differing needs	<b>We do not have a diverse, representative, resident voice influencing the organisation's decisions.</b>	Resident involvement strategy and actions	Recruitment to resident engagement opportunities to ensure it is representing our diverse mix of residents – to reflect resident profile  Success in achieving new group of engaged customers.	Kate-Marie Foster	May 2024

