



We're Listening

Our Equality, Diversity, and Inclusion Strategy

Who did we talk to?

We worked alongside customers to develop our Equality, Diversity, and Inclusion Strategy. Between June and December 2024, we talked to over forty customers across the communities where we have homes; attending seven different activities and meetings.

What did you tell us?

We held an open conversation to find out what we could do to ensure our homes, services and how we communicate continues to meet the needs of those with different needs and characteristics. We also discussed whether customers knew how we could tailor services, and how we could support everyone in feeling respected, fostering a strong sense of belonging.

Customers told us that:

- we don't always get service delivery right, and there's more that can be done to improve things for customers with different needs, such as those with disabilities
- we don't always know about or act on individual communication preferences
- they were aware of some of the ways we tailor our delivery, such as being able to request different ways of communicating
- we should do more to share how we can tailor services and how customers can request this

- we should attend events targeted at (and in support of) people with different characteristics
- we should make sure that all employees are trained and have opportunities to learn about different characteristics, needs, and cultures
- we should lead by example and communicate how we have met the needs of our different customers.

What are we doing?

We've used information from the sessions to shape our Equality, Diversity, and Inclusion Strategy.

We've included plans to:

- find out more about the different needs of our customers
- test that our services are fair by looking at our data, for example discovering if different groups of customers, such as those with disabilities, are less satisfied with our services
- use what we find to improve services for customers with different needs
- improve the accessibility of services and information about them
- share more information about how we can tailor services
- take part in events and activities that tackle discrimination and champion different groups

- ensure our colleagues and contractors understand the needs of different groups of customers
- lead by example and let customers know how we meet the needs of different customers.

Thank you

We'd like to thank all the customers who took the time to talk with us.

Your Voice Matters!

