



Equality, Diversity and Inclusion Strategy 2024-2027

Our Plan for Treating Everyone Fairly



Introduction

This is a summary easier read version of our draft '**Equality, Diversity and Inclusion Strategy**'. You can find our full Strategy on our website.

Pages 3-12 outline who we are and what we do. The draft **Strategy** is on pages 13-18.

Why We Need Your Input



This draft is based on what we believe are the key areas to focus on regarding equality, diversity and inclusion. However, we want to make sure we haven't missed anything important to you.

Your feedback will help us identify any gaps and ensure that our strategy is as meaningful and effective as possible.

Please let us know if you think there are other areas we should include or if you have suggestions for improvement. There is a separate survey for you to comment on what you think about our Equality, Diversity and Inclusion strategy.

Our Commitment to Equality, Diversity, and Inclusion

We are excited to share our plan for **Equality**, **Diversity**, and **Inclusion** with you.

Equality, diversity, and inclusion are important because they help everyone get fair treatment, feel respected, and have opportunities.

Equality	This means treating everyone fairly, but not always the same. It's about understanding different needs.
Diversity	This means recognising and valuing people who are different to you. It includes celebrating different backgrounds, cultures, and experiences in our communities.
Inclusion	This means making sure everyone feels welcome and part of our community.

Our communities are made up of people from lots of different backgrounds and cultures, with different life experiences and beliefs.

This **strategy** will explain how we plan to make sure that everyone we work with is treated fairly.



Strategy	A strategy is a plan of things to be done over a period of time.
-----------------	--

Our Vision and Values

Our Vision (what we hope to achieve in the future.)

We want to make a positive difference in people’s lives.

Our Values show what is most important to our people and what SHA stands for as an organization. We want to live by our values and make sure they guide everything we do. Our commitment to Equality, Diversity, and Inclusion is a big part of these values.

Our Values

Respect	Treat others the way you want to be treated.
Integrity	Be honest and open.
Positive	Focus on good outcomes.
Responsible	Be reliable and consistent.

What We Want to Do

- **Know Our Customers:** We want to understand the needs of our tenants better. We do this by collecting information about them.
- **Leadership and Commitment:** Our leaders and staff are committed to making equality, diversity, and inclusion a priority.
- **Community Engagement:** We want to hear from our tenants and other customers to make sure our services meet their needs.
- **Responsive Services:** We aim to provide services that are fair and accessible to everyone.
- **A Diverse Workforce:** We want our staff to reflect the diversity of our communities.



Who we are and what we do

Who we are

- We are a **community-controlled** Housing Association.

Community Controlled

This means we work closely with the community, and we have tenants and people from the community on the governing body (the Board).

- We started in 1971.
- We look after and let **social** and **mid-market** homes in different areas of Glasgow, mainly in Pollokshields and Cardonald.

Social homes

Social homes are a type of affordable housing with rents set by the government, typically much lower than market rates, to help lower-income households.

Mid-market homes

Mid-market rent is an affordable rental option for people with moderate incomes, offering rents that are below private market rates but above social housing levels.

Where we work

- Pollokshields
- Cardonald
- Halfway
- Shawlands & Pollokshaws Road
- Strathbungo
- Ibrox & Kinning Park
- Kingston & Tradeston
- Penilee
- Langside
- Mount Florida

What we do

- We look after about 2,260 homes for social rent.
- We look after over 200 homes for mid-market rent.
- We look after 880 homes that people own themselves.
- We help people to look after their homes and neighbourhoods.
- We fix, repair and improve our homes and community spaces.
- We build new homes and neighbourhoods.

Who our Tenants and Other Customers Are



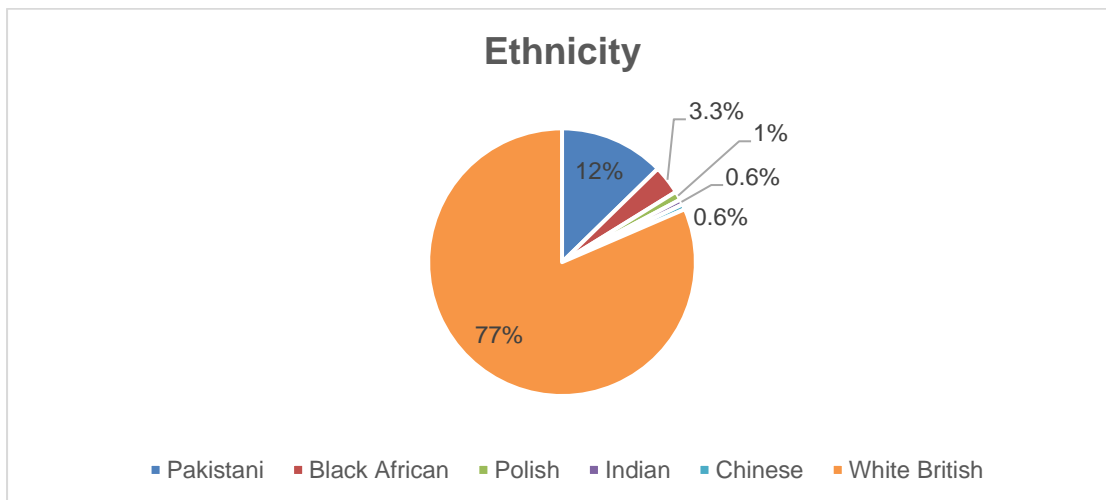
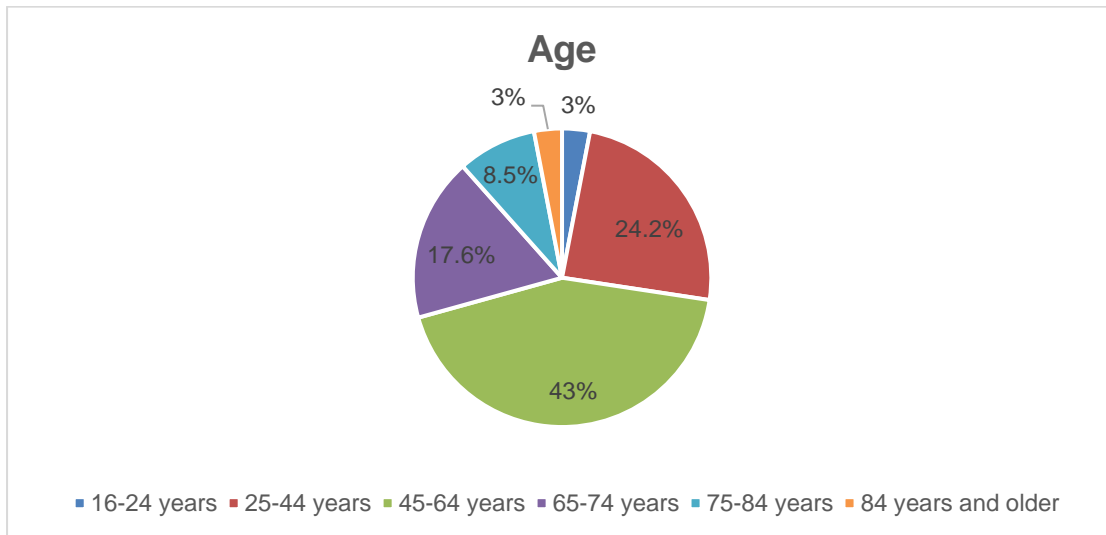
Most of our housing is in two main areas: Pollokshields/Southside Traditional and Cardonald/Halfway in the south and southwest of Glasgow. While everyone needs good quality, warm, energy-efficient, and affordable homes, we know that one solution doesn't work for everyone.

That's why we collect information about our tenants and their different needs. This helps us to provide services that are right for each community based on local data and evidence.

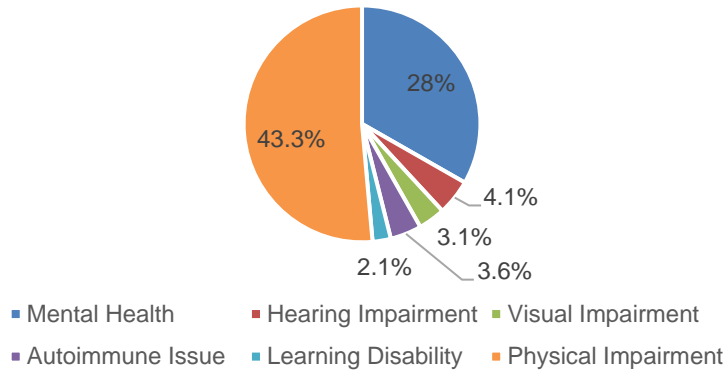
Our communities are very diverse, especially in Pollokshields, which is one of the most ethnically diverse in Scotland. About 1 in 3 of the people

here are from black or minority ethnic groups, known as ‘Global Majority.’

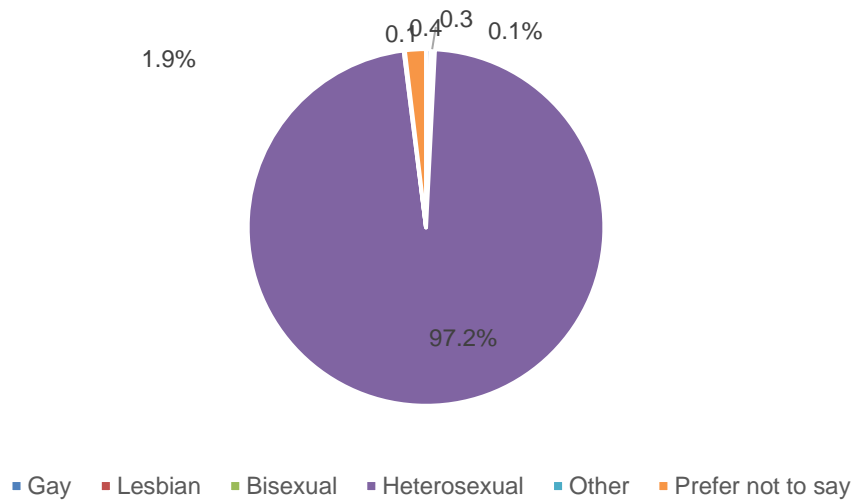
To better understand and meet the needs of everyone in our SHA homes, we did a big survey in 2023. This survey helped us learn more about the people living in SHA homes and showed us:



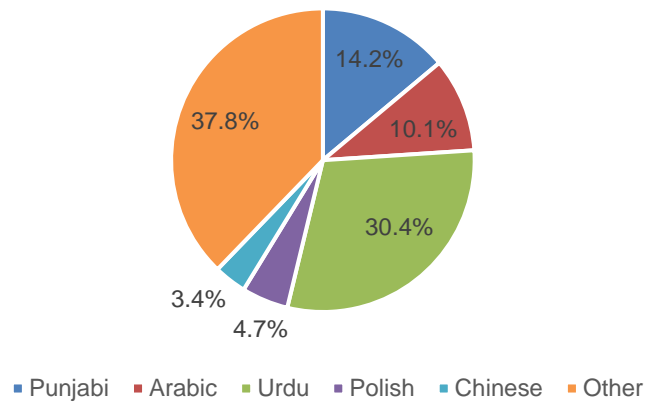
Disability



Sexual Orientation

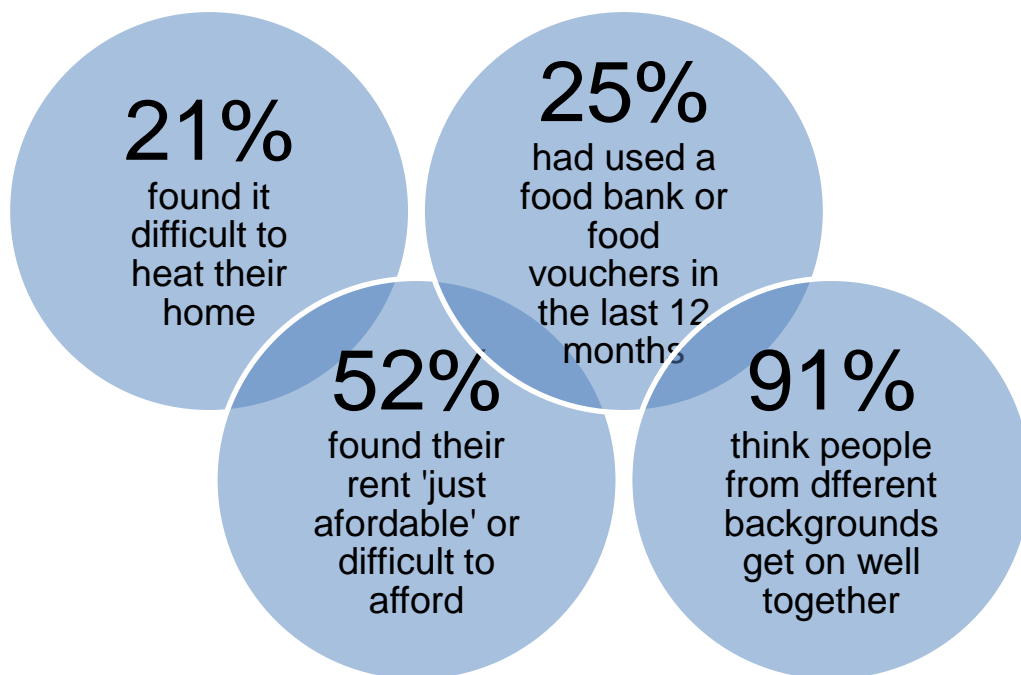


Languages Spoken (Other than English)



What else do we know?

We know the last few years have been a challenge for everyone in terms of a cost-of-living crisis, rising energy costs, inflation, and interest rates. Our tenant survey also provided us with some valuable socio-economic data about how our tenants and other customers are managing, and about our neighbourhoods more generally.



Our Community Needs

National data from the Scottish Index of Multiple Deprivation (SIMD) shows the different needs and levels of wealth in our communities. Some of our tenants and customers in Halfway and Pollokshields East live in areas that are among the 5% most deprived (poorest) in Scotland. On the other hand, 19% of our housing is in areas that are better off than the Scottish average.

Our challenges now and in the future

Our Strategy aims to use local and national information to take an evidence-based approach to shaping existing services, and where appropriate, developing new ones to target specific needs or gaps across our neighbourhoods.

Our 2023 Customer Survey told us that the main 3 challenges faced in our neighbourhoods are:





Working with Partners

We work with many local groups and organisations to support our communities and to promote equality, diversity and inclusion.

In Pollokshields, we work with many groups including:

Pollokshields Community Food Point.

Glendale Women's Café.

Pollokshields Heritage.

Local Schools: Engage with students and families.

We also work with faith groups, including:

Christian Churches

Mosques and Madrassas

Local Gurdwaras

And we partner with environmental charities like:

- South Seeds
- Urban Roots

During the Covid-19 crisis, we worked with Pollokshields Mutual Aid to provide emergency food, and this partnership continues.

In Cardonald, we work with many groups including:

Govan Community Project: Provides community support.

Hillington Park Church: Offers various services.

Southwest Food Bank: Supplies food to those in need.

Cardonald Larder: Supports local food needs.

We also work with:

The Well Community Centre: Offers weekly services.

Glasgow Care and Repair: Provides repair services and advice for people aged 65+ or with disabilities, including support for hospital discharge.

Glasgow City Council

Glasgow Health and Social Care Partnership

Our Plan for the Future

We have created this strategy to make sure we reach our **goals** for equality, diversity, and inclusion over the next three years. We will keep track of our progress and make changes as needed.

Goals	A goal is something that you determine you want, and you work hard to achieve it.
--------------	---

We want to set **goals** that are tough but possible. We know this strategy can't fix all problems, but we will work hard to ensure our services and workplace are fair and people feel valued.

Goals are shown in this plan as '**Where we want to be**'.

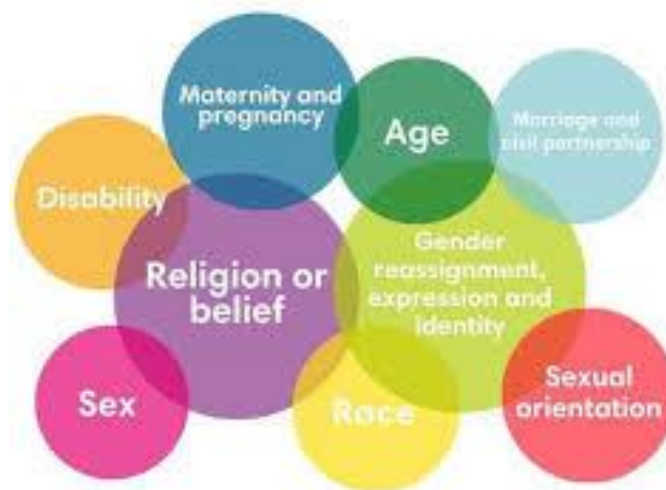
The plan of how we will reach our goals is shown as '**How do we get there**'.

From the feedback you gave in our Customer Survey in 2023 and a Staff Survey in 2024, we believe the areas our strategy should focus on are:

- **Knowing Our Customers.**
- **Leadership, Partnership and Organisational Commitment.**
- **Community Engagement.**
- **Responsive Services and Customer Care** (our services are developed and shaped by what you tell us).
- **A progressive and Diverse Workforce.**

For each of these we will explain where we want to be and how we will get there.

Our Equality, Diversity, and Inclusion Strategy/Plan for 2024 to 2027



Knowing our customers

We want everyone to have a good experience. We want to provide services that help as many people as possible, no matter who they are.

To do this, we need up-to-date information, not just guesses or old data.

We want our tenants to enjoy their homes and neighbourhoods, so we can give the right support and talk to them in a way that suits them.

We need to gather and use the right information about our tenants and customers. This will help us understand their needs and deliver better services based on what they really want.

Where we want to be	How do we get there?
<p>Use Customer Data We will use data to guide our services.</p> <p>Keep Data Updated We will regularly update our equalities data.</p> <p>Target Services Well We will focus our services where they are needed most.</p> <p>Collect Full Data We will get complete equalities data from housing applicants.</p> <p>Include Data in Surveys We will add equalities questions to our surveys.</p> <p>Store Data Properly We will follow rules for storing and processing data.</p>	<p>Use Equality Data We will use data from surveys to improve our services.</p> <p>New Management System We will create a system to store and analyse data safely.</p> <p>Online Applications We will make secure online forms with anonymous data collection.</p> <p>Review Feedback We will check how we get and use feedback from customers.</p>

Leadership, Partnership, and Organisational Commitment

To reach our goals, we need strong support for equality, diversity, and inclusion from our leaders.

- **Management Committee**
They will make sure our goals and plans include equality, diversity, and inclusion.
- **Leadership Team:** They will focus on these values in our daily work. They need the right training and tools to do this well.
- **Working Together:** We can't do everything alone. We need to keep working with our current partners and find new ones.

Where we want to be	How do we get there?
<p>Expert Advice We want our services and policies to be guided by experts.</p> <p>Stop Hate and Discrimination We want to effectively deal with hate crime, harassment, and discrimination in our neighbourhoods.</p> <p>Equality in Spending We want our spending and contracts to promote equality.</p> <p>Community Benefits We want to deliver what the community says is important.</p> <p>Oversight We want our Governing Body to make sure we follow all laws and regulations.</p> <p>Visible Commitment We want our commitment to equality, diversity, and inclusion to be clear and led by our leaders.</p> <p>Reflecting Our Values We want SHA's culture to show our values.</p>	<p>Build Connections We will connect with key equality representatives, stakeholders, and partners.</p> <p>Promote Hate Crime Reporting We will make SHA a place where people can report hate crimes.</p> <p>Equality in Contracts We will make sure our contractors support equality, diversity, and human rights.</p> <p>Use Community Benefits We will include community benefits in our contracts.</p> <p>Annual Reports We will create yearly reports on equality, diversity, and inclusion.</p> <p>Training for Leaders We will provide equality, diversity, and inclusion training for our leaders.</p>

Working with Communities

We want to give you the best services by listening to what you need and think. We will make it easy for everyone to get involved and remove any barriers.

Where we want to be	How do we get there?
<p>Quick Help We will answer questions and give help quickly.</p> <p>Language Support Our staff will help people who do not speak English as their first language.</p> <p>Good Translation Services We will provide translation and interpretation in a cost-effective way.</p> <p>Better Communication Our publications and website will be more focused on you.</p> <p>Accessible Website Our website will be easy for everyone to use.</p> <p>Inclusive Events We will make sure our events reflect the diversity of our neighbourhoods and our commitment to equality.</p>	<p>Show We're Welcoming We will promote SHA as a friendly and diverse place.</p> <p>Create Translation Processes We will set up a clear process for translation and interpretation.</p> <p>Reflect Diversity We will make sure our communications show our diverse community.</p> <p>Check Our Website We will review our website to ensure it is accessible to everyone.</p> <p>Plan Inclusive Events We will think about equality and diversity when planning community events.</p>

Responsive Services and Customer Care

We want to give you great service and listen to your needs when you contact us. We use your feedback and data to make sure our services are fair.

Where we want to be	How do we get there?
<p>Fair Services Our services should not be unfair to anyone. We will fix any issues.</p> <p>Human Rights We will think about Human Rights when making policies and designing services.</p> <p>Celebrate Events We will celebrate important cultural events.</p> <p>Accessible Housing Our housing will fit the needs of our neighbourhoods.</p> <p>Record Preferences We will remember your specific preferences.</p> <p>No Barriers Our places will be easy for everyone to access.</p> <p>Support Domestic Violence We will address domestic violence and have policies to help.</p>	<p>Review Impact We will check how our services affect Human Rights.</p> <p>Celebrate Key Dates We will make a calendar of important dates and celebrate them in our publications, website, and social media.</p> <p>Check Housing Access We will ensure everyone can access housing easily.</p> <p>Audit Accessibility We will check our places to make sure they are accessible.</p> <p>Address Domestic Violence We will create a plan to handle domestic violence and follow new legal requirements.</p>

A Diverse Workforce

Our staff are key to making our strategy work. They work with tenants, customers, and stakeholders. We want our staff to live by SHA values and ensure SHA is a safe and supportive workplace. Respect is important, and everyone should be treated with dignity.

Where we want to be	How do we get there?
<p>Equalities Training We will provide at least two equalities training sessions for SHA staff in the next two years.</p> <p>Training Needs We will find out what equalities training our staff need.</p> <p>Increase Satisfaction We want to make our employees happier.</p> <p>Reflect Our Community Our Management Committee and staff should reflect the diversity of our communities.</p> <p>Remove Barriers We will identify and remove barriers in hiring, selection, and keeping staff.</p> <p>Awareness Our staff will have a better understanding of Equality, Diversity, and Inclusion.</p>	<p>Equalities Training We will provide training on equality, diversity and inclusion for all our staff.</p> <p>Listening to Staff We will take action based on feedback from staff.</p> <p>Understanding Our Team We will look at our data to see the diversity of our Management Committee and staff.</p> <p>Improving Hiring and Retention: We will review how we hire and keep our staff to make sure it's fair for everyone.</p> <p>Focus on Important Issues We will focus on important issues like Black History Month to raise awareness in our organization.</p> <p>Support for Period Poverty and menopause. We will review how we can better address these and support our staff.</p>