

Southside

HOUSING ASSOCIATION

Equality & Diversity Action Plan

Issued: July 2017

Reviewed: July 2018

Equality & Diversity Action Plan 2017-2019
July 2017



The priorities described in this Action Plan are each referenced to the relevant policy objective (s) described in SHA's Policy on Equality and Diversity, ie:

- 1) To eliminate discrimination and advance equality of opportunity for all, in our role as a housing provider and employer.
- 2) To treat all of our customers and employees fairly and with dignity and respect.
- 3) To value and respond appropriately to diversity in our communities and in our individual customers and staff members.
- 4) To show zero tolerance of harassment and hate crime.
- 5) To promote tolerance and community cohesion in our neighbourhoods.
- 6) To comply with legislation and seek to meet best practice standards.
- 7) To encourage our contractors and suppliers to promote equality, respect diversity and prevent discrimination.

Priority Area and Action(s)	Timescale	Lead Staff	Outcomes/Success Measures
<p>PRIORITY AREA 1 To embed SHA's equality and diversity objectives in our governance and organisational culture</p> <p>Relevant Policy objective (s)</p> <p>1: eliminate discrimination, advance equality of opportunity for all 2: treat all customers and employees fairly and with respect 3: respond to diversity in our communities</p>			
<p>1) Monitor the profile of the Management Committee</p> <p>2) Take targeted action to promote committee membership to under-represented groups</p> <p>3) Offer mentoring support to new members</p> <p>4) Ensure all committee and staff members undertake equality training</p>	<p>Annually</p>	<p>AR</p> <p>PMc G</p> <p>AR</p>	<ul style="list-style-type: none"> • Management Committee is broadly representative of SHA's customers and communities in relation to gender balance, ethnicity and spread of age groups • Range of development activities undertaken by committee and staff members (e.g. attending a training or community event).
<p>PRIORITY AREA 2 To ensure that SHA has an effective Equality & Diversity Policy</p> <p>Relevant Policy objective (s)</p> <p>6: compliance with legislation and meeting best practice standards</p>			
<p>1) Review SHA's Policy on Equality and Diversity</p>		<p>PMcG</p>	<ul style="list-style-type: none"> • Policy contributes to better services and customer care for all SHA customers • Policy is attuned to SHA's context and objectives • Policy ensures legal and regulatory compliance • Policy states clear commitments and standards across all main business areas • Equality and Diversity Action Plan reviewed annually by the Management Committee
<p>2) Review draft Policy with staff and customers before final</p>		<p>PMcG</p>	<ul style="list-style-type: none"> • Engagement with cross-sections of staff and

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approval 3) Prepare summary of Policy		PMc G	customers <ul style="list-style-type: none"> Summary in newsletter, website and Facebook page Final Policy takes account of the feedback received Policy publicised to customers and made available at SHA premises and on SHA website.
4) Provide all of SHA's committee members, staff and volunteers with equality and diversity training		AR	<ul style="list-style-type: none"> Training undertaken within 6 months of joining SHA, with periodic refresher training thereafter All committee, staff and volunteers have knowledge of the Equality Act 2010 and are aware of their personal responsibilities
<p>PRIORITY AREA 3 To continually improve our understanding of the overall profile of our customers and their individual needs</p> <p>Relevant Policy objective (s)</p> <p>1: eliminate discrimination, advance equality of opportunity for all 3: respond to diversity in our communities 6: compliance with legislation and meeting best practice standards</p>			
1) To review the information gathering and recording systems used across SHA's different teams, harmonising these where it is feasible to do so 2) To use the data we collect to inform the overall design of our services, AND to how we provide services to individual customers 3) Review the opportunities in individual advice cases to gather tailored customer information	March 2018 Ongoing March 2018	AR AF/MW SL/NT	<ul style="list-style-type: none"> Customer profiling information extended to cover all nine protected characteristics, plus languages, economic activity status and mobility issues Review existing data forms for membership, housing applicants, tenancies etc to ensure they are consistent with policy Maximise data collection for new/existing customers and reduce "not knowns" Draw on experience of front line and community development staff, in addition to statistical data
4) Commission new housing management software systems	2018	PMcG	<ul style="list-style-type: none"> Customer profiling and customer relationship

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			management (CRM) are integral parts of our client requirements and of the new IT systems
<p>PRIORITY AREA 4 Mainstream equality and diversity in our service delivery Relevant Policy objective (s) 1: eliminate discrimination, advance equality of opportunity for all 2: treat all customers and employees fairly and with respect 3: respond to diversity in our communities 6: compliance with legislation and meeting best practice standards 7: encourage positive commitment by our contractors and suppliers</p>			
<p>Scottish Social Housing Charter 1) Ensure that SHA meets the equality requirements of the refreshed Scottish Social Housing Charter (2017)</p>	May 2018	AF	<ul style="list-style-type: none"> All SHA customers have their individual needs recognised, are treated fairly and with respect, and receive fair access to housing and housing services
<p>Tailoring Services to Individual Needs 2) Use improved customer profiling information (see Objective 3) to facilitate increasing customisation of services to individual needs 3) Develop and implement a service customisation pilot project</p>	June 2018	AF	<ul style="list-style-type: none"> More responsive services and improved customer satisfaction Learning from pilot informs development of new housing management software/CRM system Staff trained and empowered to make decisions about customising services
<p>Assessing Equality Impacts 4) Assess any equality implications and take corrective action when reviewing policies and procedures</p>	Sept 2017	All staff	<ul style="list-style-type: none"> Adjustments made to ensure that all SHA customers receive equal outcomes from our services
<p>Access to Housing and Lettings</p>		AF	<ul style="list-style-type: none"> All sections of the community have fair access to our

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5) Publicise the availability of SHA's housing as widely as possible 6) Assistance offered with making a housing application to anyone who needs it (use of Housing Options interviews) 7) Profile of housing applicants and lets monitored in relation to protected characteristics and reported on annually to Neighbourhood Committees and MC 8) Take action as required to improve access and lettings outcomes in respect of protected characteristics			housing <ul style="list-style-type: none"> ▪ Annual review of Letting Plan will provide analysis to Management Committee on lets to the various equality groups. • Validation of efforts from key advocacy groups including Positive Action in Housing, GCIL etc.
Anti Social Behaviour, Harassment and Hate Crime 9) Use SHA's Good Neighbour Agreement to foster good relations and communicate zero tolerance of anti-social behaviour, harassment and hate crime based on protected characteristics <ul style="list-style-type: none"> • Organise refresher training on hate crimes and reporting responsibilities. • Organise specific training on improving awareness of discrimination and harassment on grounds of sexual orientation. 10) Implement our policies and support victims		AF	<ul style="list-style-type: none"> • All new tenants will sign Good Neighbour Agreement • Increased awareness of responsibilities as a resident and neighbour • Individuals have the confidence to report instances of hate crime, and to challenge discrimination and harassment – increase in incident reporting to police • SHA provides effective support to victims, and effective management responses e.g. proactive response to graffiti removal, early re-housing of households at risk, robust enforcement of tenancy conditions and action against tenants and/or visitors • Effective joint working with the Police and GCSS
Medical adaptations 11) Review our performance in carrying out medical adaptations <ul style="list-style-type: none"> • Make sure post completion surveys are reported to Management Team on a regular basis 	Ongoing	DR	<ul style="list-style-type: none"> • Improved access to adaptations and adapted housing for SHA customers • SHA complies with its duty to make reasonable adjustments, under the Equality Act 2010 • SHA performance improved, to better than average

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			for SHA peer group and national average (for time taken to complete adaptations, and % of adaptations completed in year) <ul style="list-style-type: none"> Adapted properties are matched effectively to new and existing customers
Development Programme 12) Incorporate suitable specially-designed housing in SHA's development projects	Ongoing	DR	<ul style="list-style-type: none"> Improved access to housing for SHA customers who have particular housing needs Provision developed in accordance with GCC Local Housing Strategy and SHIP Effective liaison between the development and housing management teams to identify needs
Housing Support Services 13) Review our Support Services to ensure compliance with the Equality Act 2010 (note that most Housing Support Services will cease from December 2017)	Dec 2017	NT	<ul style="list-style-type: none"> SHA is meeting the needs of people with protected characteristics who use our Housing Support Services. SHA has good understanding of the individual needs of our service users and we deliver services that recognise and meet these needs.
14) Review and monitor Housing Support Plans	Annually	NT	<ul style="list-style-type: none"> To have identified any new support needs and assess tenants in meeting their individual goals
15) Continue to develop SHA's role in providing or enabling community-based services for people in our communities who have support or social care needs.	Ongoing	NT/PF	<ul style="list-style-type: none"> Changes to our sheltered housing services are completed successfully, in consultation with service users SHA provides or helps enable a range of community-based supports for older people
PRIORITY AREA 5 Ensure that all of our customers have equal access to information and services from SHA			
1) Make SHA information materials available in alternative	Ongoing		<ul style="list-style-type: none"> Customers are aware that they can request

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<p>formats where feasible, to meet the individual needs of our customers</p> <ul style="list-style-type: none"> Review use of Happy to Translate tool 	March 2018	NT	<p>information in other languages; on audio tape; in large print or braille, or through the use of interpreters.</p> <ul style="list-style-type: none"> Hearing loops available in all SHA offices SHA geared up to respond positively to requests for information or assistance quickly and efficiently (e.g. we are able to access translators when required) All customer-facing staff know how to respond appropriately to requests SHA maintains membership of Happy to Translate and continues to make use of the HTT logo
<p>2) Update equalities information leaflet to summarise policy</p> <ul style="list-style-type: none"> Versions for website and Facebook 		PMc G ER	<ul style="list-style-type: none"> Increased customer awareness of SHA's commitment to equality and diversity and what customers can expect from us
<p>PRIORITY AREA 6 To collect and act upon feedback from our customers</p>			
<p>1) Incorporate suitable equality "identifiers" in our next Tenant Satisfaction Survey and rolling satisfaction surveys</p> <p>2) Use consultation groups, newsletters, website, leaflets etc to encourage customer feedback</p>	Ongoing	PMcG	<ul style="list-style-type: none"> Enhanced understanding of outcomes for people with protected characteristics and how well we are achieving our equality objectives Action plan implemented in response to TSS findings
<p>PRIORITY AREA 7 To promote good relations between different sections of the community</p>			
<p>1) Promote community cohesion through our publications, engagement with customers and community development activities</p> <ul style="list-style-type: none"> Positive action to promote minority engagement 		NT/PF	<ul style="list-style-type: none"> SHA promotes respect for diversity and clear anti-discrimination messaging Community events (e.g. fun days etc.) include people from all sections of the community Sensitivity to cultural or lifestyle differences when

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			deciding the time and location of consultation and other meetings/events
PRIORITY AREA 8 To promote race equality in our services and organisational management			
1) Take action to make our Management Committee, staff and housing applicants increasingly representative of the ethnic diversity of our communities <ul style="list-style-type: none"> • Recognise different demographic profile in Pollokshields and Cardonald. 	Ongoing	AR/PMc G	<ul style="list-style-type: none"> • Increase the diversity of our Management Committee, staff team and housing applicants, recognising that people from BME groups range from 6% of the population in North Cardonald to 17% in Shawlands/Strathbungo; 26% in Ibrox/Kingston; 37% in West Pollokshields; and 52% in Pollokshields East (2011 Census data).
PRIORITY AREA 9 To base our approach good intelligence and partnership working			
1) To continually develop our understanding of equality and diversity issues in SHA neighbourhoods, by: <ul style="list-style-type: none"> ➤ Improving our profiling data for SHA customers based on the Equality Act protected characteristics ➤ Ongoing analysis of external data (e.g. Census, SIMD, GCC neighbourhood profiles) ➤ Continuing to work with partner organisations (including Glasgow Centre for Inclusive Living, Positive Action in Housing and others) and community-based partners ➤ Undertaking engagement activities as part of our housing and community development/support services 		MB	<ul style="list-style-type: none"> • Action plan delivered to further develop customer profiling • Strong understanding of our local areas and effective engagement with customers and partners at neighbourhood level • Emerging changes in overall customer base identified and responded to • The range of housing options SHA can provide is made known to our partners and their clients

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PRIORITY AREA 10 SHA's office premises and employment practices meet the needs of disabled customers and colleagues			
1) Ensure that SHA office premises continue to meet legal requirements on accessibility 2) Ensure that reasonable adjustments are made on behalf of disabled customers and colleagues 3) Provide home visits to customers who are unable to attend appointments outside their home	Ongoing Ongoing Ongoing	AR AR/AF AF	<ul style="list-style-type: none"> All SHA service delivery points are fully accessible to people with disabilities. Reasonable adjustments made when needed by customers and colleagues
PRIORITY AREA 11 To ensure that we have effective systems for monitoring and reporting our performance and for identifying any improvements needed			
1) Expand SHA monitoring systems to address all Equality Act protected characteristics 2) Develop/implement procedures to collect this data from SHA committee and staff members; tenants; housing applicants; and for all new lets and re-lets 3) Develop approach to collecting equality data in our next Tenant Satisfaction Survey 4) Provide reports to Neighbourhood Committees on profile of housing applicants and lettings, at least annually 5) Annual report to MC on customer and staff profile	Oct 2017 2018 Ongoing	AR AR/ER AF AF AF/AR	<ul style="list-style-type: none"> Improved information that demonstrates how SHA is meeting its legal duties under the Equality Act Greater capacity (MC and staff) to make well-informed decisions
PRIORITY AREA 12 To be an excellent equal opportunities employer and to ensure our workforce provides values of equality & diversity			
1) Profiling of workforce to identify under representation		AR	<ul style="list-style-type: none"> A staff profile that is balanced and reflects

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2) To take targeted action to address under representation in the workforce. 3) Ensure that staff training plan regularly addresses equalities and diversity commitments			neighbourhood, city wide and national profiles. <ul style="list-style-type: none"> • A workforce that is confident in addressing equalities and diversity challenges in service delivery