



Equality, Diversity and Inclusion Report

Our 2022 achievements and
plans for 2023

Introduction

Equality, Diversity and Inclusion is very important to Platform Housing Group and within this document we'll be celebrating our achievements, looking at the differences we've been able to make to customers by implementing our Equality, Diversity and Inclusion Strategy over the past 12 months. We'll also look ahead to the coming year.

What does Equality, Diversity and Inclusion mean?

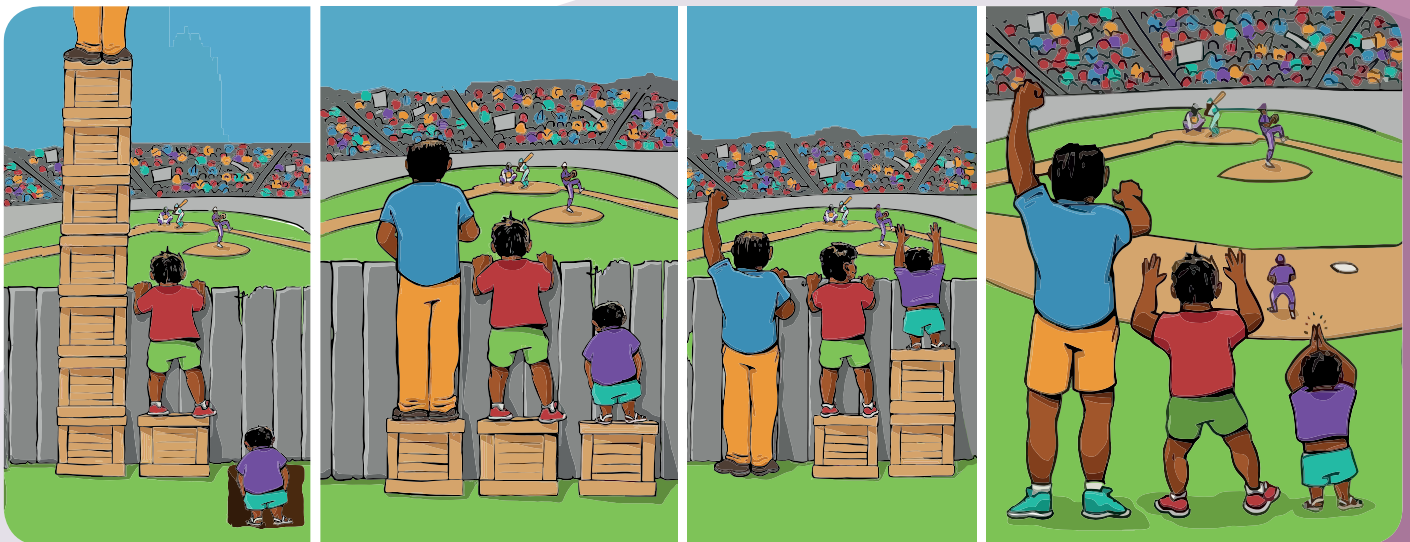
Let's remind ourselves what Equality, Diversity and Inclusion means and why they are so important to customers and our communities.

Equality. Not everyone has equal opportunities in life. We understand it and want to level the playing field, which means providing equal access to our services. As an employer it means providing equal opportunities for those working for us or, who want to work for us. But striving for equality and equity is not enough because as a housing association we want to do our best to eliminate barriers that prevent people from enjoying life or work fully.

Diversity. Diversity is a fact of life. We provide our housing services for a wide range of ages, abilities and backgrounds. Diversity is also something that we want to celebrate as it gives strength and vitality to our communities. This report will provide a snapshot of what that diversity means in our case.

Inclusion. Inclusion is the final piece of the jigsaw, and it simply means that we want to provide our services to everyone in a tailored way based on our diversity.

The image below illustrates our approach to transforming reality into a more equitable and just (fair) place.



REALITY

One gets **more than** is needed, while the other gets **less than** is needed. Thus, a huge disparity is created.

EQUALITY

The assumption is that **everyone benefits from the same support**. This is considered to be equal treatment.

EQUITY

Everyone gets the support they need, which produces equity.

JUSTICE

All 3 can now see the game without supports or accommodations because **the cause(s) of the inequality was addressed**.

Our approach

Our approach to Equality, Diversity and Inclusion (EDI) centres around 4 priorities that each focus on different things, each equally as important as the next.

The first two priorities we focus on are us as an **Employer 'People and Workplace'** and us as a **Service Provider 'Our Customers and Localities'**. We want to ensure that we are an inclusive employer and service provider who tailors its services to individual needs.

The remaining two priorities look at **'Processes and Impacts'** and the use of **'Data and Technology'**. Within these priorities we ensure we look at how we do things and what impacts they may have on our customers and colleagues, whilst gaining better insight through data to serve our customers better and ultimately provide a better customer experience.

Our Priorities



Our EDI Journey - 2022

Here are a few examples of initiatives that we have taken part in over the last year...

EDI grants

Last year we launched our very first EDI grants programme. The programme is simple. Customers and partners who feel they can make a difference in communities by highlighting its diversity, breaking down barriers, and including customers in activities are encouraged to apply for small grant funding to help make their idea a reality. Applications can be made by community groups and charities that work towards benefiting our customers, especially those who we seldom hear from, e.g., ethnic minorities, people with visible or invisible disabilities or lifelong conditions or those on lower incomes and therefore socially excluded.

During 2022 we supported **16 community projects**, reaching over **2,600 people** across our communities.

Here are some examples of the projects we've supported:

Direct Deafness Project

Provided assistive technology for **42** of our customers with hearing impairments.

Bands in the Park

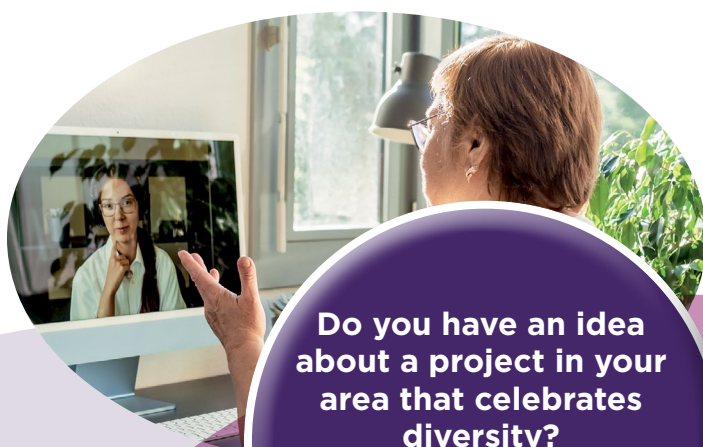
Provided an opportunity for different communities to come together and share their diverse cuisine and music - Worcester.

Together Again

Aimed at bringing our customers back together again after a long period of lockdown to socialise on one of our estates. More than **100** of them enjoyed a band in the park - Worcester.

Expressions Coffee Morning

Enabled isolated families to come together with other members of their community in the middle of one of our estates that had been experiencing some inner-city challenges. On average **60 people** from our estate attended the weekly sessions and benefited from all sorts of useful connections - Worcester.



Do you have an idea about a project in your area that celebrates diversity?

For more information email: diversity@platformhg.com



Marathon Kids

Brought together over **200 people** who often had very little connection with their wider communities. Lots of food, laughter and humour and even Spiderman made a surprise appearance.



Rowan Court Friendship Tea Parties

Attracted lovers of music and gardening. Our residents enjoyed both activities.



As you can see from the successful events we helped support last year, all you need is an idea that celebrates your communities diversity and we want to help make that idea a reality. We know that we can't be experts in all areas of diversity, so where we can bring in people to deliver your dream project where you live and work, we want to. Our funds are not huge but with your ideas and a small grant from us, together we can make a BIG difference to a lot of people.

Alternatively can you suggest a community group, charity or community organisation that would benefit from a grant of up to £500 in your area? Click [here](#) for Diversity Grant Feedback Form.

For more information email: diversity@platformhg.com

Pride Season

We support and celebrate the **LGBT+ History Month** and engage at Pride events across our demographic. This year will be no different and we are reaching out to our stakeholders and communities to let us know about events in your area we can get involved with.



We are attending Pride again this year, look out for the announcement of which areas we will be at.



Mardi Gras and World Cafes

We understand that sharing things in common brings cultures and people together. One of those commonalities is cuisine which always brings our customers and their diverse communities together. Last year we held a number of World Café events in collaboration with our partners. It was an occasion not only to celebrate diversity but also engage with new arrivals in the UK including war refugees from Ukraine.



Dementia Awareness

We have collaborated with the **Association for Dementia Studies based at the University of Worcester** for several years now learning from our partners on how to be a more Dementia Friendly organisation. We have a dedicated working group that works on raising Dementia Awareness internally and externally, including our membership on the **Housing and Dementia Research Consortium**, a national body promoting best practice in housing in the context of Dementia. We host the award-winning **Dementia Meeting Centre** in one of our schemes in Worcester. It provides support and respite for families providing Dementia care and therapeutic activities for people living with Dementia.



Hate Crime Awareness Week

Every year we support Hate Crime Awareness Week and get involved with our local partners across our localities. This year we participated in events and drop in sessions across a number of locations, including at our offices in Solihull and Worcester.



We say 'no' to hostility based on
sexual orientation

How to report hate crime:
Call 101 if it's not an emergency or 999 in case of emergency or report online via True Vision.
You can always speak to Platform if you experienced or witnessed hate crime.

Hate crime is any criminal offence perceived by the victim or any other person, to be motivated by prejudice based on race or ethnicity, religion, sexual orientation, disability, gender identification or life lifestyle choice.

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Holocaust Memorial Day

As in previous years, we marked the Holocaust Memorial Day and organised a competition to explore its relevance and importance for building tolerant and diverse communities in our society. Our staff and customers were lucky to meet **Dr Mindu Hornick MBE**, a Holocaust survivor, who spoke at a public event in Worcester.

Left to right, Paul Edwards, Community Engagement Officer, Dr Mindu Hornick, Tom Piotrowski, Platform, Mayor of Worcester (Cllr Stephen Hodgson).



**HOLOCAUST
MEMORIAL
DAY TRUST**



Srebrenica Memorial - Worcester

We also took part in the **Remembering Srebrenica Week** and benefited from meeting people who survived that most recent genocide in Europe. We have supported Srebrenica memorials for a number of years as it provides important lessons on how to build community cohesion and challenge trends that ultimately lead to fragmentation of that cohesion along the lines of ethnic backgrounds or religious beliefs. As in previous years we took part in the Civic Srebrenica event in Worcester.

Pictured below to right, Mrs K Bektic, first generation survivor, Tom Piotrowski, Diversity and Inclusion Manager at Platform Housing Group and Selma Bektic, second generation survivor and the event's keynote speaker.)

Bottom right- Selma Bektic with students and other guests.



How we've helped

Engaged with **1000s of our customers and communities** where we provide housing sharing information about our services and support as well as advertising 100's of vacancies in areas of low social mobility.

Gifted **£6,000 worth of grants**, supporting **16 projects** that celebrated diversity and promoted inclusion amongst communities.

Engaged with partners across all areas of diversity and built many new strong relationships.

Looking to 2023/24

- We will focus on expanding the offer of EDI grants geographically and will start calculating the added social value of them to communities and our customers
- We will continue to engage with our partners to deliver community projects and campaigns that aim to increase cohesion across our communities
- We will re-launch our successful Try a Trade programme to encourage applications from minority groups under-represented in our workplace
- We will continue to learn from our EDI partners and stakeholders, while striving to become a go to organisation when it comes to EDI
- Look to develop and increase accessibility of our online customer portal

If you would like to get more information or share idea about projects in your community please get in touch with us on **diversity@platformhg.com**