

A photograph of three diverse women smiling and looking towards the camera. The woman on the left has dark curly hair and is wearing a purple top. The woman in the middle has short dark hair and is wearing a purple and black striped top. The woman on the right is wearing a maroon hijab and a dark top. The background is blurred greenery. Overlaid on the image are large, semi-transparent purple and teal shapes.

# Equality, Diversity & Inclusion Report 2024



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# 1. Introduction

Welcome to our latest Equality, Diversity, and Inclusion (EDI) Report. This report highlights our accomplishments in 2024 and outlines our plans for 2025.

As the Board EDI Champion, I am immensely supportive of Platform's strong commitment to EDI. We are dedicated to fostering an inclusive and diverse environment where both colleagues and customers are valued and respected.

Last year we introduced a refreshed approach to embed EDI more deeply across every aspect of our work. This new approach not only supports the delivery of our Group Purpose, Vision, and Mission but also aligns with the commitments set out in our Corporate Strategy for 2021-2026.

We are pleased with the strides we have made, yet we recognise there is still much more to achieve. Thank you for taking the time to learn more about our ongoing journey.

I would also like to extend my sincere thanks to everyone who has contributed to our EDI progress over the last year. This includes our Platform Together Steering Group, our Diversity Champions, and all our colleagues and customers who have engaged with us throughout the year. I have been bowled over by their enthusiasm and commitment in helping us on our EDI journey.

**Mandy Clarke**

Platform Housing Group  
Board EDI Champion.



# 2. Our Context

## Colleague Data

As at 31 Dec 2024 based on 2003 colleagues.

Disability			
Disabled	Not Disabled	Not Known	Prefer Not to Say
6.24%	88.97%	0.10%	4.19%

Ethnicity			
Declined	Ethnic Diversity	Missing	White: British
7.04%	16.33%	0.50%	76.14%

Sexual Orientation				
Bisexual	Gay	Heterosexual	Lesbian	Prefer Not to Say
0.90%	1.10%	84.37%	0.75%	12.63%

Sex	
Female	Male
45.98%	54.02%

Age	
19 and Under	0.85%
20 to 29	14.23%
30 to 39	26.66%
40 to 49	23.76%
50 to 59	23.71%
60 to 69	10.23%
70 and Above	0.55%

## Customer Data: Customer First Programme.

Our Customer First Programme has been developed to ensure customers are truly at the heart of our services. We are currently in the midst of contacting all of our customers to get a clearer and more accurate picture of who they are, and how we can tailor our services, for their needs.



# 3. Our Evolving Approach to Embedding EDI

**We launched a refreshed approach that aligns our EDI priorities with our key business objectives.**

As part of our commitment to making Equality, Diversity, and Inclusion (EDI) a core part of how we operate, we've introduced a new business-led approach that places EDI at the heart of everything we do. This shift enhances accountability and enables us to better demonstrate the real impact and benefits of our work.

To support this approach, we are now tracking progress through regular reviews, ensuring our efforts lead to meaningful change across the organisation. While our ongoing EDI activities continue through dedicated working groups, we've placed greater emphasis on the transformative role EDI plays in improving both colleague and customer experiences.

A key part of this evolution involved reviewing the governance structure of our EDI efforts, including the role of our Platform Together Steering Group. The group has now been reshaped into a smaller, more focused group responsible for identifying and delivering our annual EDI priorities. Despite being more streamlined, it remains rooted in collaboration and we continue to engage colleagues and customers to help shape and refine our approach.

Our initial set of priorities was developed through discussions with Platform Together and our Board. To strengthen the link between operational delivery and governance, **Mandy Clarke** (EDI Board Champion) sits on the Platform Together Steering Group, providing a

direct connection back to our Board. EDI outcomes are reviewed by our People and Governance Committee, with updates regularly shared at Board level.

In 2024 our Board also took part in the National Housing Federation's Chairs' Challenge. This gave them a valuable opportunity to reflect on their own diversity and inclusiveness and identify actions for improvement. Led by our Chairman, **John Weguelin**, the session resulted in each Board member making a personal EDI commitment. One such example was visiting customers in their homes to gain deeper insight into their lived experiences.

Beyond our internal work, we continue to engage with national EDI good practice groups—seeking out fresh perspectives, sharing learning, and contributing to wider sector benchmarking.

As we move forward with this renewed approach, we remain fully committed to embedding EDI into every part of our organisation.



# 4. Looking Back

Here we will be looking at a selection of the great work our teams have carried out in 2024, linked to our five EDI priorities in 2024.

## Putting Customers First

The Customer First programme was developed to ensure customers are truly at the heart of our services. A key focus of the work is building a clear and accurate picture of who our customers are and this is the main focus at the moment – data gathering.

Our teams are currently focusing on gathering complete, reliable, and accessible data that can be used now and in the future. By keeping up to date with our customers individual needs and preferences, we can shape services, homes, and communication in ways that make a real difference.

With this data colleagues will be more confident and equipped to meet customer's individual needs. The programme aims to help create a safer, more personalised and inclusive experience for everyone.

## Improving Diversity in Customer Involvement

To make sure a wider range of customer voices are heard, a programme was launched to improve diversity in customer involvement. The focus has been on reaching people from different backgrounds and making it easier for everyone to get involved.

A new online platform, Platform Voices, was introduced to give more people the chance to engage in a simple and accessible way. The team also created a detailed insight report to better understand who is currently involved and where gaps exist.

Alongside this, a new recruitment plan is helping to attract more diverse voices and ensure engagement reflects the communities we serve. By collecting better data and offering more targeted events, the programme is building a fairer, more inclusive way for customers to get involved and shape services.





## Increasing Diversity in Recruitment

To better reflect the communities we serve, we set out to increase diversity amongst candidates appointed to roles within the organisation. A detailed analysis of recruitment data showed no bias in the process, but highlighted areas where ethnic minority applications were lower.

In response to this, we introduced targeted actions, including promoting apprenticeships and trainee roles in more diverse communities. These efforts have had an impact. Applications from ethnic minority candidates rose from 38% to 43% between March 2023 and June 2024. By using data to guide decisions and focusing on areas with lower representation, Platform is building a more inclusive and representative workforce.

## Creating Space for Colleague Networks

To help colleagues feel more supported and included at work, a new initiative explored the demand for additional colleague networks. A survey was launched to gather ideas and feedback, with strong interest shown in setting up a Carers Network and a Disability Network.

The team also brought together a group of colleagues keen to help shape and support these networks. As a result, the Carers Network has now launched, and planning is underway for potentially creating a Disability Network. Alongside this, an LGBTQ+ Social Group has been introduced, and the Cultural Excellence & Afro-Caribbean Equality Group was created after demand was recognised during Black History Month both offering a space for connection and community.

We continue to review our Diversity Champions programme to help strengthen engagement. These networks are helping colleagues feel more valued and understood, while laying the groundwork for a more inclusive workplace culture.



## Using Data to Shape Inclusive Retrofit Plans

To make retrofit works more effective and customer-focused, our teams analysed data from over 9,000 homes that were due to receive upgrades. By linking property information with customer needs, the team gained important insights — including that over 11% of these homes are occupied by customers with a declared disability.

This work has helped identify where extra support may be needed, such as for customers also affected by damp and mould. The findings have led to new recommendations on how to better connect customer and asset data in future planning. This approach will help ensure retrofit works are not only efficient but also inclusive, supporting those who may be more vulnerable during improvement projects.





# 5. Looking Forward

**While we are pleased with the progress made over the past year, we understand the importance of building upon this new approach.**

We are now focused on delivering a fresh set of priorities for 2025. Some of these will build on the priorities from last year, while others will address new areas that are closely aligned with our current business priorities.

As we move forward with these priorities, we have set clear goals and measures to help us deliver meaningful and lasting change.

We are committed to incorporating the feedback we receive from our customers and colleagues to continually improve our EDI efforts.

We will also continue to build on the information shared both internally and externally, ensuring it meets the needs of our colleagues, customers, and other stakeholders.



# 6. Conclusion

We hope you enjoyed reading this update. We remain dedicated to building on our successes from the past year and look forward to sharing further updates in the future.

We encourage all our stakeholders and partners to join us in fostering an inclusive and diverse environment. If you would like more information on anything covered in this report, or would like to collaborate with us, please feel free to reach out to us at [diversity@platformhg.com](mailto:diversity@platformhg.com).

