

1. Introduction

- 1.1 Castles & Coasts Housing Association (**CCHA**) is committed to ensuring equality of opportunity for all residents and staff.
- 1.2 CCHA recognises the importance of inclusivity, particularly relating to having a safe home in a secure and thriving community. This is a basic human requirement that not only impacts on physical and emotional wellbeing, but also influences equality of opportunity in other aspects of life.
- 1.3 Ensuring equality, diversity and inclusion (**ED&I**) in everything we do is the responsibility of everyone at CCHA. This belief is aligned to our purpose and values.
- 1.4 CCHA is committed to ensuring that we meet all regulatory and legislative requirements relating to ED&I, including the requirements set out within the National Housing Federation’s (**NHF**) Code of Governance (**CoG**).
- 1.5 In 2020, the NHF published their review of ED&I across housing associations in England. Some of the key conclusions highlighted the following challenges:
 - The insights gathered show initiatives and actions have been piecemeal or time limited, with little understanding of impacts
 - ED&I was seen as a project, rather than an organisational value that should be embedded into company culture and policies
 - If we are to address the great challenges around inequality and discrimination, then greater sector leadership is required
 - The importance of data as the starting point.
- 1.6 The NHF’s CoG 2020 clearly sets out the standards that organisations are expected to achieve. The aims and objectives of this strategy are clearly aligned to meet these requirements.

2. Definitions

Term	Definition
Equality	Equality means making sure that everyone is treated fairly and with dignity and respect. It means challenging discrimination and removing barriers, so that everyone has opportunities to achieve their desired outcomes.
Diversity	Diversity is about recognising the benefits of different values, abilities and perspectives, and celebrating people’s differences. This means promoting an environment that welcomes and values diverse backgrounds, thinking, skills and experience.
Inclusion	Inclusion is about ensuring that everyone has equal access to services and opportunities, where everyone feels valued and accepted.

3. Vision, Aims and Objectives

- 3.1 Our vision for ED&I is:

‘Celebrating diversity and ensuring an environment where residents, staff and communities can thrive.’

3.2 Meeting our ED&I vision, aims and objectives is essential to the success of delivering our Corporate Objectives below, as set out within our Corporate Strategy 2022-27, as ED&I underpins everything we do.



3.3 Our ED&I aims and objectives are set out in the table below.

Aim	Objectives
<p>Culture</p> <p><i>ED&I is embedded across CCHA and is part of our culture, helping to ensure we are a landlord and employer of choice</i></p>	<ul style="list-style-type: none"> • The Board and CCHA’s leadership teams demonstrate a clear and active commitment to achieve equality of opportunity, diversity and inclusion in all of the organisation’s activities. • CCHA has strategies, policies and charters which meaningfully demonstrate how this commitment will be achieved. • The Board seeks assurance about how ED&I commitments and objectives are being delivered, and tracks progress against the priorities it has set. • CCHA biannually publishes information about its work to deliver these commitments and objectives, and the progress it has made. • Leaders act as role models, inspiring others to take individual responsibility for ED&I. • ED&I is at the core of everything we do, with staff becoming role models themselves. • CCHA ensures that all communications are tailored to meet the diverse needs of our residents. • In-depth ED&I assessments are regularly conducted to ensure that all policies and services are inclusive. • CCHA fully understands our residents, the communities we serve and their diverse needs. We use robust data to record and monitor this. • CCHA ensures that our services can be accessed in ways that meet individual needs and preferences. • CCHA has processes in place to tailor services to meet the diverse needs of our residents, allowing residents to receive bespoke services, where required.

Aim	Objectives
<p>Our People</p> <p><i>CCHA is an employer committed to ED&I</i></p>	<ul style="list-style-type: none"> • CCHA regularly reviews our recruitment policies and processes to ensure that they are inclusive and encourage diversity. This includes the recruitment of Board Members. • CCHA uses the data we hold for residents and communities to assess the diversity affinity of our workforce and Board Members. • Employees are listened to and have the right to thrive and be treated with respect and dignity at all times. • Employees have equal opportunities and diversity is celebrated. • Ensuring an environment where discrimination and unacceptable behaviour, including “banter”, is challenged and where staff feel able to raise concerns with confidence. • Our staff and contractors understand our ED&I vision, aims and objectives. All staff are trained and well equipped to deliver services, tailored to meet the individual needs of our residents, whilst ensuring that residents are treated with dignity and respect, in line with our corporate values, at all times. • Board Members receive training to ensure they understand their responsibilities in ensuring a positive ED&I culture. They take an active lead in role modelling ED&I and ensuring the actions within the ED&I Strategy Delivery Plan are delivered.

4. Delivery and Monitoring Progress

- 4.1 This strategy will be supported by an ED&I Delivery Plan, which will detail the actions we will take to meet the aims and objectives set out within this strategy. Progress against the Delivery Plan will be monitored by the Board on an annual basis. In addition, progress will be reported to residents and the Board through the publication of a biannual Residents’ Voice Report.
- 4.2 This strategy will also be supported by a Communications Plan, which sets out how the aims and objectives of the strategy will be communicated to residents, staff and contractors.