

**Waterloo Housing Group  
Equality, Diversity and Inclusion Strategy  
2015-2018  
“Developing Respect- our Fairness for All  
Strategy”**



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## Scope of Strategy

This Strategy sets out the Group's approach and key commitments to equality, diversity and inclusion and incorporates the Group Equality Scheme and supporting Action Plan.

## Applicability

The Strategy applies to all members of Waterloo Housing Group.

### 1. Introduction

- 1.1 This Strategy outlines the approach taken by Waterloo Housing Group to ensure that we deliver equality of opportunity in all areas of our business across the Group including governance, customer care, service delivery, community engagement and employment & training.
- 1.2 This updated Strategy builds on our previous Fairness for All Strategy, which led to a range of tangible key achievements outlined briefly later in this strategy, and has been updated to reflect the evolving legislative and regulatory environment.
- 1.3 The Strategy is supported by a detailed Action Plan, which is reviewed annually and reflects our commitment to promoting and practising equality and to effectively tackling any form of discrimination or harassment.
- 1.4 This Strategy sets out in detail how we will implement and monitor the key commitments. In order to fully embed a culture of equality and diversity across all our work, this Strategy will be monitored on an on-going basis by our Equality, Diversity and Inclusion Working Group (EDIWG), which is made up of a cross section of employees at all levels of the business, from all parts of the Group.

### 2. Definitions

#### 2.1 What do we mean by Equality?

Our definition of equality is as follows:

**"Everyone being able to enjoy the same opportunities whilst free from discrimination".**

Equality is essentially about breaking down the barriers that block opportunities for certain groups of people. Our strategy aims to identify and minimise the barriers that exclude people and take action to ensure equal access to services and employment opportunities. Essentially an equal society is one which:



- Protects and promotes equal, real freedom and substantive opportunity to live in the ways people value and would choose, so that everyone can flourish.
- Recognises people's different needs, situations and goals and removes the barriers that limit what people can do and can be.

## 2.2 What do we mean by Diversity?

Our definition of diversity is as follows:

**“Understanding, respecting, valuing and celebrating the differences between people”.**

Diversity is about recognising that everyone is different and that we all have a different contribution to make based on our life experiences, skills and knowledge.

Managing diversity effectively means that every person has a better chance of being able to live and work in the way that is best for them. This reduces the risk of indirect discrimination against groups of people and allows better access to opportunities for everyone.

## 2.3 What do we mean by Inclusion?

The Group's definition of inclusion is as follows:

**“Inclusion is a sense of belonging: feeling respected, valued for who you are”.**

This definition is closely related to those for equality and diversity and each are reflected in the Group's values.

## 3. The Waterloo Commitment - Policy Statement

3.1 Waterloo Housing Group is an organisation which holds clear values and commitments, which are important to us and guide the work we do. One of our People Values is as follows:

“Developing RESPECT”

- We treat people with dignity and respect
- We go out of our way to help people
- We trust people to do a good job

The Group's commitment to equality, diversity and inclusion is reflected in our key strategic objectives.



The Group takes the view that developing inclusive communities and services that meet our customers' needs is at the heart of our business, and we believe we have a real role to play in supporting the local communities we work with.

Our approach includes clear commitments to taking forward equality, diversity and inclusion and to fostering community cohesion.

## 4. Legislative and regulatory requirements

4.1 One of the fundamental objectives of this strategy is to ensure that Waterloo Housing Group fully complies with all relevant current legislation and regulatory requirements.

4.2 We also wish to ensure that the approach we take is pro-active and innovative, and that we are not limited in our imagination.

### 4.3 Legislative Requirements

There were historically numerous pieces of relevant legislation such as the Equal Pay Act 1970, Sex Discrimination Act 1975, Race Relations Act 1976 and Disability Discrimination Acts.

These were replaced by a major piece of legislation in the form of the **Equality Act 2010**.

### 4.4 Equality Act 2010

#### 4.4.1 Summary

The Act brings together all key previous legislation in respect of diversity into a single piece of legislation.

In summary, the Act does the following:

- Reduces the previous pieces of legislation and statutory instruments into a single Act with the aim of making the law more accessible and easier to understand.
- Requires public bodies to monitor progress across the different stands of diversity.
- Introduces a single public sector equality duty (for more information see below) which brings together the previous equality duties in respect of race, gender and disability and adds to these.
- Defines the following as groups with "protected characteristics" for the purposes of the Act:
  - ✓ Age
  - ✓ Disability



- ✓ Gender
- ✓ Gender re-assignment
- ✓ Marriage and civil partnership
- ✓ Pregnancy and maternity
- ✓ Race
- ✓ Religion or belief
- ✓ Sexual orientation

- Requires public bodies to plan for the diverse needs of their workforce and the communities served.
- Introduces a duty on landlords and managers of residential properties to make reasonable alterations to the homes of disabled tenants.
- Strengthens enforcement through tribunals in discrimination cases.

#### 4.4.2 **Public Sector Equality Duty**

The Public Sector Equality Duty came into effect across Britain in 2011.

The Duty replaced the previous duties in respect of race, gender and disability. It requires public bodies to consider all individuals when carrying out their day to day work – in shaping policy, in delivering services and in relation to their own employees. It requires public bodies to have due regard to the need to eliminate discrimination, advance equality of opportunity, and foster good relations between different people when carrying out their activities.

It applies across Great Britain to the specific public bodies listed in Schedule 19 to the act (for example, local authorities, schools, armed forces, HCA), and to any other organisation when it is carrying out a public function.

In addition to the general duty outlined above, the public bodies listed in Schedule 19 also need to comply with a number of specific duties.

They are required to be transparent about how they are responding to the Equality Duty – requiring them to publish relevant, proportionate information showing compliance with the Equality Duty, and to set equality objectives.

#### 4.5 **Human Rights Act 1998**

- 4.5.1 Poor housing can affect a person's health, work, education, relationships and life chances, which is why the right to respect for a person's home is covered in the Human Rights Act (HRA). The HRA applies to all of the United Kingdom, so if a social housing provider carries out 'public functions' in providing social housing, it must comply with the Act in doing so. The Court of Appeal has previously decided that a housing association was performing public functions when allocating and managing social housing. The association was therefore required to respect tenants' human rights in doing so. Other housing associations which operate in similar circumstances are also likely to be subject to the HRA.

Organisations that fail to comply with their obligations under the HRA may



experience:

- Customer complaints
- Criticism from regulators
- Legal proceedings initiated by customers or other affected people
- Scrutiny by the Equalities and Human Rights Commission

### **How does the Human Rights Act work?**

The UK is signed up to a treaty called the European Convention on Human Rights (ECHR). There are 16 rights in the HRA, which are all taken from the ECHR. For this reason, they are referred to as the Convention Rights. The HRA requires all public authorities and other bodies performing public functions (such as some housing associations) to treat people in accordance with the Convention Rights (unless required to do so by an Act of Parliament.) The rights contained in Articles 6, 8 and 14 are those which are most likely to be relevant to social housing.

#### **Article 6: Right to a fair trial:**

Everyone has the right to a fair and public hearing, before an independent and impartial tribunal, within a reasonable time. This means that a person should be given the opportunity to participate effectively in any hearing of their case, and to present their case in conditions which do not place them at a substantial disadvantage when compared with the other party in the case.

#### **Article 8: Right to respect for private life, family life and the home:**

People should be able to live in privacy and be able to live their life in the way that they choose. Their personal information should be kept private and confidential. The right to respect for a person's home is not a right to housing, but is a person's right to access and live in their home without intrusion or interference.

#### **Article 14: Prohibition of discrimination:**

This means that everyone must have equal access to the other rights contained in the Human Rights Act, regardless of their race, religion, gender, sexual orientation, disability, political views or any other personal characteristic.

It is important to note that the rights referred to above:

- Do not normally give anyone a *right to a home*; it contains a right to respect for a home that a person already has.
- Do not contain an absolute right. Even accommodation that has been a person's home for all their life can be taken away in the circumstances described in the Act.

## **4.6 Public Services (Social Value) Act 2012**

The Public Services (Social Value) Act requires, for the first time, all public



commissioning bodies in England and Wales to consider how the services they commission and procure might improve the economic, social and environmental well-being of the area when the value of services to be let are greater than the European procurement thresholds.

Social considerations could include, for example, the contribution to developing a vibrant community or achieving community based activities to improve equality, diversity, inclusion and cohesion.

The Public Services (Social Value) Act complements other developments in procurement rules at the UK and European levels, and so will be taken into account too in related strategies such as the Group's Value for Money Strategy and Procurement Strategy.

Related to this is the overall Public Sector Equality Duty, the aims of which are outlined in 4.4.2 above.

## 4.7 Regulatory Requirements

### 4.7.1 Regulatory Framework for Social Housing in England

The Regulatory Framework for Social Housing in England was originally introduced in April 2010, and has recently been revised.

Equality and diversity is integral to all standards that registered providers have to meet, but is also incorporated specifically in the updated cross-cutting Tenant Involvement and Empowerment Standard which reads as follows:

"Registered providers shall:

- treat all tenants with fairness and respect
- demonstrate that they understand the different needs of their tenants, including in relation to the equality strands and tenants with additional support needs".

There is considerable emphasis in the Regulatory Framework on the importance of **co-regulation** with providers taking the lead in ensuring compliance with the expectations in the Standards and being accountable to their customers.

## 5. Protected characteristics

The protected characteristics that this strategy aims to address are as follows:

### 5.1 Age

This refers to a person belonging to a particular age (e.g. 65 year olds) or range of ages (e.g. 18 - 30 year olds).



The population of the UK is ageing. At the time of the last Census one in six people in England and Wales in 2011 was aged 65 and over, with the percentage of the population aged 65 and over being the highest seen in any census - at 16.4%.

There were also 1.25 million people aged 85 or over, compared to 1.01 million in 2001.

Age discrimination - often known as "ageism"- is when a person is treated less favourably because of their age without justification, or experiences harassment because of their age.

A research report produced by the Department for Work & Pensions (DWP) found that one in three people have experienced some form of prejudice in the last year because of their age. The report also found that young people also suffer age discrimination. Under-25s were found to be twice as likely to have experienced age discrimination as other age groups.

## 5.2 Disability

A person has a disability if s/he has a physical or mental impairment which has a substantial and long-term adverse effect on that person's ability to carry out normal day-to-day activities.

The Department for Work and Pensions "Disability Facts and Figures" (January 2014) includes the following facts and figures relating to disability:

- There are over 11 million people in Great Britain with a limiting long term illness, impairment or disability.
- The most commonly-reported impairments are those that affect mobility, lifting or carrying.
- The prevalence of disability rises with age. Around 6% of children are disabled, compared to 16% of working age adults and 45% of adults over State Pension age.
- 19% of individuals in families with at least one disabled member live in relative income poverty, on a before housing costs basis, compared to 15% of individuals in families with no disabled member.
- Although the gap has closed over recent years, 1 in 3 households with a disabled person still live in non-decent accommodation.

Disability can have both a physical and non-physical manifestation. Less than 8% of disabled people are wheelchair users.

There are a number of issues facing disabled people in relation to housing including the fact that more than 20% have experienced harassment in public due to their impairment. Disabled people are twice as likely as non-disabled people to be social housing tenants, with one in five disabled people needing adaptations to their home believing that their accommodation is not suitable.



### 5.3 **Gender**

This applies to both men and women.

Gender refers to the differing social or cultural roles attached to being a man or woman.

At the time of the last Census in 2011, there were almost a million more women than men in England and Wales - 27.6 million men and 28.5 million women.

Women are widely acknowledged to be under-represented in senior management roles nationally, whilst men tend to be under-represented in administrative and health care roles.

Women are also more likely to rent their homes within the social housing sector and to be accepted as homeless.

### 5.4 **Gender re-assignment**

This term describes the process of transitioning from one gender to another.

The word transgender describes someone whose gender identity differs from their birth sex. The term often includes transsexual which is the definition of someone who either wishes to or has previously changed their physical sex from the one they were born with.

The Gender Trust estimates that between 1 in 4,000 and 1 in 10,000 people are transsexual. (Source: CIH Good Practice Briefs - Equality, Diversity and Good Relations in Housing 2009).

While this is a very small proportion of the UK population, it is important for us to consider the needs of transgender people because they tend to experience a significant amount of social stigma and discrimination, and may be to vulnerable to harassment.

We also need to ensure that the services we offer are appropriate to the needs of transgender people.

### 5.5 **Marriage and civil partnership**

The law has now been amended in England and Wales from 29 March 2014 so that same-sex couples can now legally get married.

Same-sex couples can also have their relationships legally recognised as 'civil partnerships'. Civil partners must be treated the same as married couples on a wide range of legal matters.



## 5.6 **Pregnancy and maternity**

Pregnancy is the condition of being pregnant or expecting a baby. Maternity refers to the period after the birth, and is linked to maternity leave in the employment context.

There are a number of related requirements but essentially employees have the right to 26 weeks of 'Ordinary Maternity Leave' and 26 weeks 'Additional Maternity Leave' - making one year in total.

## 5.7 **Race**

This term refers to a group of people defined by their race, colour, and nationality (including citizenship) ethnic or national origins.

England and Wales has become more ethnically diverse with rising numbers of people identifying with minority ethnic groups in 2011. Despite the White ethnic group decreasing in size, it is still the majority ethnic group that people identify with. Across England and Wales, London is the most ethnically diverse area, and Wales the least.

Evidence shows that Black and Minority Ethnic residents are more likely to live in social housing, and to experience poor housing conditions and overcrowding.

## 5.8 **Religion or belief**

This definition includes religious and philosophical beliefs including lack of belief (e.g. Atheism). Generally, a belief should affect your life choices or the way you live for it to be included in the definition.

The definition of belief also includes other non-religious beliefs such as humanism, but does not extend, for example, to support for a political party.

It is important that housing organisations have a broad understanding of the key aspects of religious and other beliefs, so that we can ensure that the services provided are culturally appropriate.

For example, appointments or meetings with customers should be arranged where possible to avoid key days that are of religious significance, and should be sensitive to particular dietary or dress requirements.

Being sensitive to differing religious and other beliefs can also help us work towards developing and maintaining good community relations.

## 5.9 **Sexual orientation**

This term applies equally for the purposes of the Act regardless of whether a person's sexual attraction is towards their own sex, the opposite sex or to both sexes.



It is estimated that around 5-7% of the UK population are lesbian, gay or bisexual (LGB). However, there is no hard data on the number of LGB people as the census does not ask people to define their sexuality.

Although public attitudes in relation to sexual orientation have changed considerably in recent years, it is equally true that many lesbian, gay or bisexual people experience discrimination in many areas of life.

For example research commissioned by Stonewall in 2013 indicated the following stark picture:

- One in six LGB people have experienced a hate crime or incident in the last three years.
- One in ten victims experienced a physical assault.
- More than three quarters of victims did not report what they had experienced to the police and two thirds didn't report it to anyone.

## 6. Our achievements to date

Over the lifetime of our previous Fairness for All Diversity Strategy 2012-2015, the Group made a significant amount of progress in taking forward the key objectives outlined. Some of the key achievements made are as follows:

### **Diversity Guide**

In response to staff feedback, we developed an interactive Diversity Guide which includes a range of background information about each of the protected characteristics and includes hints, tips and questions around how to deal with requests, such as where sign language interpreters are required or information is needed in large print or on CD. The Guide also includes information on a range of specialist organisations across the areas we work in.

### **AA Global**

We have developed links with an organisation called AA Global, with who we work to provide facilities such as translation or interpretation where these are needed by customers.

### **Training and conferences**

We have held group-wide conferences and events such as Diversity Week to promote our Strategy and the Equality Act 2010. A number of these sessions included local providers of specialist services across a range of protected characteristics. We also have an ongoing equality, diversity and inclusion training plan and have provided training on key topics such as Mental Health and Human Rights, which were identified by staff as key learning areas.



## **Investors in Diversity stage 2 accreditation**

We worked with the National Centre for Diversity to apply for and achieve Stage 2 accreditation of Investors in Diversity. This process involved a significant amount of work with staff and other stakeholders, and recognised the work being done as a result of our detailed Equality, Diversity and Inclusion Action Plan.

### **Customer intelligence**

We have undertaken a significant amount of customer profiling work, at this stage particularly with customers who are likely to be impacted by ongoing welfare reforms. This is an ongoing priority area for the business.

## **7. The key aims of this strategy**

- 7.1 As outlined above taking forward the development of equality, diversity and inclusion is one of our key strategic objectives.
- 7.2 This strategy aims to reflect this and confirms our aim to become a diversity champion, and be innovative in our approaches. It also recognises our moral responsibility to form an integral part of our communities. It applies to everyone who comes into contact with our organisations, whether as an employee, tenant, customer, Board member, colleague, partner or supplier. It also applies to all areas of our work across the following key themes for us as a business:-
1. Governance and organisational commitment
  2. Knowing our customers
  3. A skilled and committed workforce
  4. Community focus
  5. Responsive services
  6. Development and procurement

## **8. Our objectives**

- 8.1 The Group has established a series of objectives and targets to fulfil its legal and regulatory responsibilities. Details of those objectives and targets, together with details as to how they will be reported and monitored, are set out in the categories shown below and are supported by a detailed Action Plan.

## **9. Customer and community profiles**

- 9.1 It is essential that this Strategy is informed by knowledge of the profiles of the communities served by members of the Waterloo Housing Group, and also specifically by knowledge of the Group's customers. This forms one of our most significant objectives moving forward.
- 9.2 The profiles highlighting key diversity data currently held in respect of both the



Group's customers and our wider communities is attached as Appendix one.

## **10. Employee profile**

- 10.1 A survey of the profile of the Group's employees across key diversity strands is undertaken on a regular basis.
- 10.2 This information has been used to inform this Strategy and related Equality Scheme and Action Plan. The profile of the Group's employees is attached to this Strategy as Appendix two.

## **11. Accountability, implementation and delivery**

- 11.1 The Action Plan developed is reviewed on an annual basis and indicates specific responsibility for each of the targets identified, and addresses key issues such as the provision of training to help us implement the commitments contained in this Strategy. The following summarises our overall approach:

### **11.2 It is the responsibility of every employee and Board member to:**

- Work within the framework of this strategy.
- Carry out specific tasks assigned to them within the Action Plan.
- Actively promote equality and diversity, including challenging discrimination and harassment.

### **11.3 The Equality, Diversity and Inclusion Working Group has clear Terms of Reference and, in summary, will:**

- Report to the Group Executive Team and Group Management Team as appropriate.
- Help to further develop this Strategy and associated procedures and review these on an annual basis.
- Monitor performance against Action Plans and progress made in supporting work such as customer intelligence and data cleansing.
- Help to ensure compliance with all statutory/regulatory requirements.
- Challenge existing practice by amongst other things, reviewing all completed Equality Impact Assessments (EIA).
- Organise annual Waterloo Housing Group Equality Diversity and Inclusion Conference or other events to promote diversity with employees, Board members and other key stakeholders.

### **11.4 The Group Executive Team and Group Management Team will:**

- Report to respective Boards and have responsibility for ensuring that:
  - ✓ the strategy is implemented across the organisation.
  - ✓ any reports to the Board on equality and diversity are an accurate reflection of progress and performance.
  - ✓ the impact of all new initiatives, policies and procedures are



- assessed and presented to the relevant Board for consideration.
- ✓ best practice is developed and disseminated within their areas of responsibility.
- ✓ Ensure that employees have the tools to take forward the strategy in terms, for example of ensuring everyone is aware of our supporting policies and procedures, and that our systems support our strategic approach.

#### 11.5 **Waterloo Housing Group Registered Provider (RP) Boards will:**

- Take the lead in championing equality and diversity at a group-wide level.
- Ensure that all individual registered provider and Local Boards meet their responsibilities in accordance with this Strategy.
- Review the Strategy and progress against group-wide actions on an annual basis.
- Agree new and on-going strategic group-wide actions on an annual basis.

#### 11.6 **Local Boards will:**

- Take the lead in championing equality and diversity within their operational area.
- Receive regular reports for their operational areas showing progress against key performance indicators.
- Receive annual updates showing progress against the Group Strategy and Action Plan.

## 12. **Who did we consult to produce this Strategy and Action Plan?**

12.1 This Strategy has been reviewed with staff through the Equality, Diversity and Inclusion Working Group. Following discussion of the overall Strategy by the Group's strategic boards, the supporting Action Plan will be reviewed and developed with Local Boards and other involved residents.

12.2 In addition to the above we will also advise our key stakeholders of our updated Strategy.

This reflects our commitment to involving the community in the scrutiny of our plans and progress on equality, diversity and inclusion.

## 13. **Our Action Plan**

13.1 We will review our supporting Action Plan for 2015/16 to ensure it sets out how we will deliver the key objectives outlined in this strategy.

13.2 The Action Plan will show our proposed actions, responsibility and reporting arrangements, timescales and intended outcomes in respect of the following areas:



1. Governance and organisational commitment
2. Knowing our customers
3. A skilled and committed workforce
4. Community focus
5. Responsive services
6. Development and procurement

13.3 The Action Plan will be monitored on an on-going basis by the Equality Diversity and Inclusion Working Group and will be reviewed on an annual basis with both Waterloo Group Board and individual Local Boards.

## **14. Equality analysis**

14.1 We are committed to ensuring that as each function, service, policy or procedure is reviewed, or new ones developed, appropriate equality analysis is undertaken by completion of an Equality Impact Assessment. This is to ensure that equality, diversity and inclusion issues in respect of each protected characteristic have been fully addressed.

14.2 This is so that when we are preparing or reviewing a service or policy we are clear about its purpose, collect evidence, consult with stakeholders and monitor the outcomes.

## **15. Ensuring our services meet customer needs**

15.1 One of our key strategic aims moving forward is to ensure that we collect and hold a range of customer intelligence data as is appropriate to ensure that our services meet customer expectations and needs, particularly given our strategic aim of developing truly innovative service delivery options for customers, at a time and place that suit them. This follows a project undertaken by a wide ranging group of staff to look at customer intelligence and the information needed to take forward service delivery.

15.2 The purpose of collecting and utilising this information is essentially as follows:

- To deliver responsive services to customers based on their needs and preferences and ensure that our future services meet customer expectations-particularly given the drive to develop innovative customer service options as outlined above.
- To identify any general trends of differences in terms of which groups are using our services, and their respective satisfaction with those services.
- To ensure that the ways we communicate with our customer reflects their differing needs.

## **16. Communicating our commitments**

16.1 We will actively promote our values and approach to equality and diversity to



our stakeholders as a means of demonstrating our commitment and to be open and transparent about the progress we are making.

- 16.2 We will publish key information on our respective websites, including this Strategy, together with our Action Plan.
- 16.3 We will also include regular articles in our customer newsletters to show how we are doing in taking forward our action plan and progress will be reported more fully in publications such as our Annual Report to Tenants. This information will be available in alternative formats (e.g. audio, CD, Braille) for those who need this.
- 16.4 Information for employees will be included in our newsletter, as well as making full use of interactive tools such as our new Group intranet and staff briefing sessions. We will also involve our Staff Working Group where appropriate.

## **17. Training and support**

- 17.1 The Group has a comprehensive approach to providing training for employees, Board members and involved customers. We will ensure that all employees and Board members attend training on equality & diversity, which may include conferences, diversity events or specific training on one or more aspects of equality, diversity and inclusion organised through the Group's Learning and Development Manager.
- 17.2 This training may also be offered to involved customers and contractors in order to support them to maintain a strong approach to equality, diversity and inclusion.

## **18. Monitoring and review**

- 18.1 Members of the Equality Diversity and Inclusion Working Group will monitor the effectiveness of this Strategy and recommend policy changes to improve service delivery.
- 18.2 The Group will carry out a fundamental review of this Strategy every three years and report fully on progress against the Strategy and Action Plan to employees, Boards and customers at least once a year.

## **19. Further information**

- 19.1 For further information about this Strategy and Action Plan please contact a member of the Equality Diversity & Inclusion Working Group.

## **20. Associated Documents / Policies**

List of documents / associated policies / publications :-



- HCA Regulatory Framework for Social Housing in England
- Waterloo Group Code of Conduct (Staff)
- Waterloo Group Dignity at Work Policy
- Waterloo Group Diversity Guide for Staff

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## Appendix One - Customer and Community Profiles

This appendix highlights the key community and customer profile data for the key geographical areas in which Waterloo Housing Group operates, as follows:

- Birmingham and the West Midlands
- Leicester and the East Midlands
- East Lindsey and the East Midlands

Except where otherwise specified all data in respect of the above communities is sourced from the 2011 national census. This section also includes information about our customer profile.

### A) Birmingham and the West Midlands

Key diversity data (2011)		Birmingham	West Midlands Region
Population	Count	1,073,045	5,601,847
Male	Count	527,806	2,763,187
Female	Count	545,239	2,838,660
Religion: Christian	%	46.1	60.2
Religion: Buddhist	%	0.4	0.3
Religion: Hindu	%	2.1	1.3
Religion: Jewish	%	0.2	0.1
Religion: Islam	%	21.8	6.7
Religion: Sikh	%	3.0	2.4
Religion: Other	%	0.5	0.5
No religion	%	19.3	22.0
People with a limiting long-term illness	%	18.4	19.2
Average age:		35	39
White	%	57.93	82.72
Mixed	%	4.43	2.34
Asian	%	26.61	10.8
Black	%	8.98	3.25
Other Ethnic Group	%	2.04	0.89



## B) Leicester and the East Midlands

Key diversity data (2011)		Leicester	East Midlands Region
Population	Count	329,839	4,533,222
Male	Count	162,884	2,234,493
Female	Count	166,955	2,298,729
Religion: Christian	%	32.4	58.8
Religion: Buddhist	%	0.4	0.3
Religion: Hindu	%	15.2	2.0
Religion: Jewish	%	0.1	0.1
Religion: Islam	%	18.6	3.1
Religion: Sikh	%	4.4	1.0
Religion: Other	%	0.6	0.4
No religion	%	22.8	27.5
People with a limiting long-term illness	%	17	19
Average age		35	40
White	%	50.6	89.2
Mixed	%	3.5	0.9
Asian	%	35.8	6.1
Black	%	3.4	0.9
Chinese	%	1.3	0.5
Other Ethnic Group	%	1.6	2.3



### C) East Lindsey and the East Midlands

Key diversity data (2011)		East Lindsey	East Midlands Region
Population	Count	136,401	4,533,222
Male	Count	66,427	2,234,493
Female	Count	69,974	2,298,729
Religion: Christian	%	68.7	58.8
Religion: Buddhist	%	0.2	0.3
Religion: Hindu	%	2.0	2.0
Religion: Jewish	%	0.1	0.1
Religion: Islam	%	3.1	3.1
Religion: Sikh	%	1.0	1.0
Religion: Other	%	0.4	0.4
No religion	%	27.5	27.5
People with a limiting long-term illness	%	25.9	19
Average age		46	40
White	%	98.4	89.2
Mixed	%	0.7	0.9
Asian	%	0.5	6.1
Black	%	0.2	0.9
Other Ethnic Group	%	0.1	2.3



## Customer profile

In terms of the profile of Waterloo Housing Group customers the results of the STAR survey in 2013 (1753 customers across the Group) show the following:

- 42% male
- 58% female
- 31% stated that someone in their household had a health problem or illness that considerably limits/has limited their day to day activities for at least 12 months.

<b>Ethnic Origin</b>	<b>%</b>
African	1.2
Any other Asian background	0.4
Any other Black background	0.1
Any other Mixed background	0.2
Any other White background	1.4
Bangladeshi	0
British/English	92
Caribbean	0.6
Gypsy/Romany/Irish/Traveller	0.1
Indian	0.6
Irish	0.9
Pakistani	0.1
White and Asian	0.2
White and Black African	0.1
White and Black Caribbean	0.4
None	-
Prefer not to say	-

The STAR survey is randomly sent to a third of our general needs residents. 4915 residents received the survey in 2013. The next planned survey is in 2015.

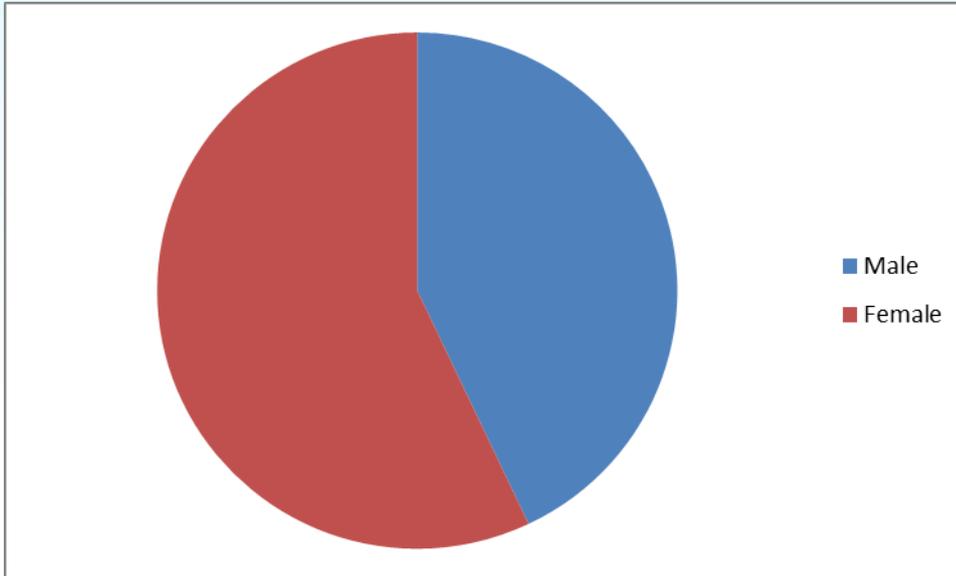


## Appendix Two - Employee Profile

The three areas that we currently report on are: Gender, Age and Ethnicity.

The following analysis is based on reports produced in September 2014.

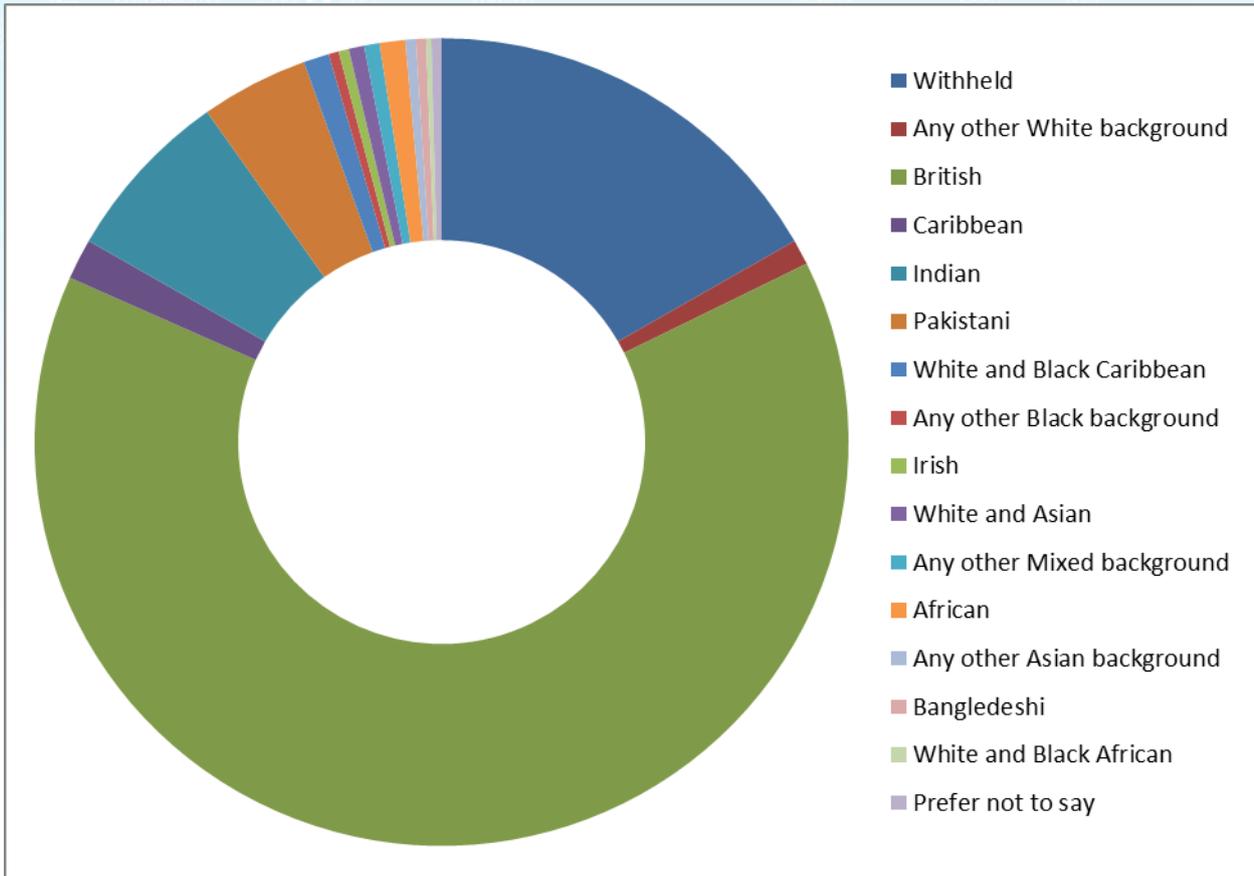
### Gender



In September, 57% of employees were female and 43% were male. Historically, there have always been slightly more female employees than males at Waterloo, so there have been no significant changes in characteristic.



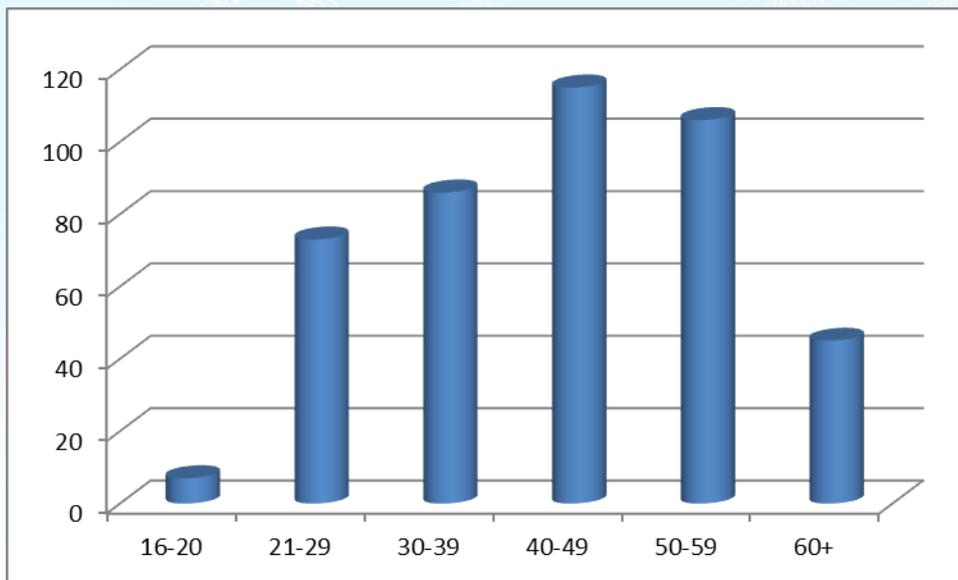
## Ethnicity



As can be seen in the above graph, Waterloo employs a very ethnically diverse workforce. Whilst the majority of employees class themselves as British (63%), the remaining employees identified with 13 other categories (excluding the withheld and prefer not to say categories). The next largest group of employees identified themselves as Indian (6.8%), followed by Pakistani (4.2%).



## Age



There is a wide cross-section of ages working at Waterloo Housing Group. The largest group of employees fall between the ages of 40 to 49 (27%) but this group is closely followed by the 50 to 59 age group (24%). The increase in apprentices at Waterloo is reflected in the latest analysis, with 19% of employees now being below the age of 30 and the average age of a Waterloo employee is 43.5 – the lowest that it has been for a number of years.

