



Equality Strategy 2025 - 2030

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Our Vision, Our Values, Our Strategic Objectives

Our Vision

A vibrant neighbourhood where everyone can prosper.

Our Values

Caring, Reliable, Fair, Open and Adaptable

Our Strategic Objectives



Equality and Diversity Statement

Elderpark Housing are committed to ensuring people or communities do not face discrimination or social exclusion due to any of the following protected characteristics: age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion and belief; sex or sexual orientation.

This document complies with our Equality and Diversity Policy.

We will regularly review this Policy and consider any equalities implications taking the necessary action to address any inequalities (either directly or indirectly) that result from the implementation of this Policy.

Executive Summary

Strategy Author

This strategy has been developed by the Governance and Compliance Manager (GCM) and sits within the governance suite of strategies and policies. Overall responsibility for implementation, monitoring and reporting on the action plan will sit with the CEO.

Purpose of the Strategy

Elderpark Housing's Equalities Strategy is design to support the delivery of our vision to create "***A vibrant neighbourhood where everyone can prosper***," uphold our values and support the achievement of our strategic objectives. This strategy is concerned with promoting cultural values throughout the association and in all services we deliver to our tenants and customers. Our strategy sets out the principles through which we will meet our commitments in practice and is intended to eliminate unlawful and unfair forms of discrimination and to promote equality objectives.

Aims and Objectives of the Strategy

Elderpark's objectives in relation to equalities and diversity are to; ensure best practice principles of equality and diversity are fully embedded in all areas of service and all work undertaken, or on behalf of the association.

The following overarching aims support Elderpark Housing's values and vision and support delivery of the above objectives to ensure equality and diversity is embraced and embedded in everything we do as an organisation.

1. Accessible, inclusive and responsive high quality services and homes are provided to all
2. A range of communication methods, appropriate to the needs of our diverse communities, are used to provide equality of opportunity
3. Engage with external stakeholders and the wider community to foster an inclusive environment together
4. A diverse, well trained and motivated Management Committee and workforce that understands the needs of our local communities is developed and retained
5. Collect data that will better inform our business decision making processes and inform service delivery.

Legislative and Regulatory Compliance

The Equality Act 2010 is very clear about what it expects organisations to do and consolidated many pieces of anti-discrimination legislation into a single framework. The Equality Act 2010 also sets out the nine protected characteristics where it is unlawful to

be discriminated against as a result of these characteristics. Details of the principles and protected characteristics can be found under [Section 4](#) of this strategy.

The Scottish Housing Regulator (SHR) sets out outcomes against the Scottish Social Housing Charter. Outcome 1 addresses Equalities.

SHR also sets out expectation under the Standards of Governance and Financial Management at Regulatory Standard 3 (RS3) and 5 (RS5)

- **RS3** - *“have assurance and evidence that it considers equality and human rights issues properly when making all of its decisions, in the design and review of internal and external policies, and in its day-to-day service delivery”.*
- **RS5** - *“The Registered Social Landlord (RSL) conducts its affairs with honesty and integrity”*

Equalities

By having an Equality Strategy in place which sets out to ensure compliance with all legal and regulatory requirements. The association seeks to ensure all services delivered to our tenants and customers are free from discrimination and have fairness of access to all, demonstrating we are committed to proactively tackling this discrimination and disadvantage. An Equalities Impact Assessment has been carried out as part of developing this Strategy.

Privacy

This Strategy sets out how Elderpark will collect and handle personal data in-line with UK GDPR legislation and guidance from SHR. Details of this are contained at section 5, together with the standard forms the association will use to gather this data. A GDPR Impact Assessment has been carried out as part of developing this Strategy.

Related Policies / Strategies

Policy Title	Location
Equality & Diversity Policy	V:\Elderpark Policy Suite\Governance Policies\G13 Equality and Diversity Policy.pdf
Data Protection Policy	V:\Elderpark Policy Suite\Governance Policies\G33 Data Protection Policy.pdf
Transparency Statement	https://elderpark.org/wp-content/uploads/2022/02/Tenant-Transparency-Statement.pdf
Customer Care Strategy	

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1 Introduction

- 1.1 Equality is not always about treating everyone the same. It is about recognising our differences and treating people accordingly so that the outcome for each person is the same. We recognise that there are specific groups and individuals who experience discrimination, harassment and exclusion as a result of different aspects of their identity. This can have a profound impact on their lives and adversely affect the opportunities open to them. Elderpark Housing is committed to proactively tackling this discrimination and disadvantage.
- 1.2 We know good housing is a basic human need and right. It provides the foundation for good health and opportunities for individuals and contributes to sustainable places and quality of life for communities. So, we play a vital part in ensuring welfare, protection, and access to opportunities
- 1.3 Equality and diversity is the responsibility of everyone at Elderpark Housing. This belief informs our business planning, policies and service provision, as well as values that are upheld, decisions that are made and actions that are taken throughout the organisation.
- 1.4 We understand and acknowledge that during the period of strategy implementation there may be new emerging issues which could require attention, planning and delivery. We will keep an open mind on new initiatives or requirements needing attention to ensure that these can be integrated into the strategy and delivered.

2 Purpose of the Strategy

- 2.1 Elderpark Housing's Equalities Strategy is designed to support the delivery of our vision to create "***A vibrant neighbourhood where everyone can prosper,***" uphold our values and support the achievement of our strategic objectives. This strategy is concerned with promoting cultural values throughout the association and in all services we deliver to our tenants and customers. Our strategy sets out the principles through which we will meet our commitments in practice and is intended to eliminate unlawful and unfair forms of discrimination and to promote equality objectives.

3 Aims and Objectives

- 3.1 Elderpark's objectives in relation to equalities and diversity, which support our strategic objectives, are to; ensure best practice principles of equality and diversity are fully embedded in all areas of service and all work undertaken. Or, on behalf of the association, the needs of the diverse communities we operate in are reflected in services provided and a firm commitment is given to ensure equalities and diversity is

respected in all that we do. We will progress from our current position and support our employees to do their jobs, and our customers to access our services, without barriers.

3.2 The following overarching aims support Elderpark Housing's values and vision and support delivery of the above objectives to ensure equality and diversity is embraced and embedded in everything we do as an organisation.

1. Accessible, inclusive and responsive high quality services and homes are provided to all
2. A range of communication methods, appropriate to the needs of our diverse communities, are used to provide equality of opportunity
3. Engage with external stakeholders and the wider community to foster an inclusive environment together
4. A diverse, well trained and motivated Management Committee and workforce that understands the needs of our local communities is developed and retained
5. Collect data that will better inform our business decision making processes and inform service delivery.

4 Legal and Regulatory Requirements

4.1 The Equality Act 2010 is very clear about what it expects organisations to do and consolidated many pieces of anti-discrimination legislation into a single framework to simplify, strengthen and remove inconsistencies that previously existed. Legislation can only be meaningful if it is delivered with clear objectives, commitment and if it has a positive impact on the culture of the organisation. In general terms this legislation requires organisations to have due regard, fair consideration and sufficient attention to;

- Eliminate unlawful discrimination harassment and victimisation
- Advance equality of opportunity and,
- Foster a good relationship between those who have protected characteristics and those who do not

4.2 The Equalities Act 2010 introduced nine protected characteristics and makes it unlawful to discriminate against people with a 'protected characteristic'. These are:

- Age
- Disability
- Sex
- Gender reassignment
- Race
- Religion or belief
- Sexual orientation
- Marriage and Civil Partnership and,

- Pregnancy and Maternity.
- 4.3 There are a number of ways discrimination can be seen; direct, indirect, associative, by perception, harassment or victimisation.
- 4.4 The Scottish Housing Regulator (SHR) sets out outcomes against the Scottish Social Housing Charter. Outcome 1 addresses Equalities, it states *“Social landlords perform all aspects of their services so that every tenant and other customer has their individual needs recognised, is treated fairly and with respect, and receives fair access to housing and housing services.”*
- 4.5 The Standards of Governance and Financial Management also sets out requirements for RSL’s and applicable to this strategy are Regulatory Standard 3 (RS3) and 5 (RS5)
- **RS3** - *“have assurance and evidence that it considers equality and human rights issues properly when making all of its decisions, in the design and review of internal and external policies, and in its day-to-day service delivery”.*
 - **RS5** - *“The Registered Social Landlord (RSL) conducts its affairs with honesty and integrity”*
- 4.6 This Strategy is supported by our Equality and Diversity Policy which sets out full details of all legislation and regulatory requirements which can be read [here](#).

5 Data Collection

- 5.1 The collection and usage of equality data must comply with the requirements of data protection law and equality data must be processed in line with data protection legal requirements. Elderpark Housing will ensure that any data collected as part of this strategy is handled according to the Data Protection and Data Retention Policies and its related retention periods. All data will also be collected in line with the organisations Transparency Statements. A separate procedure will be produced to ensure employees responsible for handling data are doing so in a consistent manner and in a way that complies with all relevant legislation and guidance.
- 5.2 Elderpark Housing has started collating protected characteristics data on tenants by way of undertaking an anonymised large scale digital survey to help us deepen our understanding of the communities we operate in. This will be undertaken every three years; therefore, the next digital survey will be issued no later than January 2026. In addition to this as part of our large-scale tenant satisfaction survey due to be undertaken between March – April 2025, questions on equalities have been included to help provide more data and continue to deepen our understanding of our tenants, challenges they face and how we can ensure our services are accessible to all.
- 5.3 Currently data is collected on Committee, prospective and new employees, prospective tenants and current tenants at various points of contact with the association. This strategy sets out to uniform this process and ensure consistency of

data being collected across the organisation. To determine what data is collected, for what purpose and at what point in time an equalities matrix has been completed. The purpose of this is to ensure data gathering is consistent, in-line with guidance and to reduce the potential for duplication in the data being requested. To support this in gathering equality data we will follow the National Guidance for Scottish Social Landlords on Collecting Equality Information August 2021 produced by Scottish Federation of Housing Associations (SFHA), Glasgow and West of Scotland Forum of Housing Associations (GWOSF), Association of Local Authority Chief Housing Officers (ALACHO) and the Scottish Housing Regulator (SHR) and will use the model equality monitoring form.

- 5.4 Over the period of this strategy, we will work on translating the information we hold into a usable and meaningful format which can be used to inform policy and strategy across the whole business. We will do this whilst ensuring that the data we hold is in no way breaching our policies.

6 Roles and Responsibilities

- 6.1 The responsibility for overseeing the success of the Strategy lies with the Management Committee through the Chief Executive (CEO), who will report at least annually and through the presentation of the Equalities Action Plan, all completed activities and outcomes. The day-to-day management of the Strategy and Action Plan will be delegated to the Governance and Compliance Manager.
- 6.2 The Management Committee, Senior Management Team, and Managers, should act as role models, dealing quickly and effectively with inappropriate behaviour.
- 6.3 All our Management Committee and employees are responsible for creating and maintaining an environment that is safe, kind, and productive. The success of the strategy is dependent upon the support of everyone in the association.

7 Resources

- 7.1 To achieve the goals of our Strategy, Management Committee and employees will ensure that sufficient time is set aside to consider the issues, data collection, Equality Impact Assessments and Goals. Each year, budgets will be set in accordance with the Action Plan to ensure we can achieve our targets, these are likely to be mainly to do with training and development, however we will consider others each year.

8 Monitoring and Review

- 8.1 We will review and update this strategy every five years. More regular reviews will be considered where, for example, there is a need to respond to new legislation or regulatory guidance.

