



Equality, Diversity and Inclusion **2022-23**

Paradigm

Our Vision

We provide excellent services to customers

and build new homes to help more people.

We make sure our homes are safe and sustainable

and strive to do more by making the most of our resources.

Introduction

We want to make sure our services are accessible to everyone and that everyone feels included at Paradigm. We're committed to promoting equality of opportunity, diversity, and inclusion (EDI) in all areas of our business.

We do this in a number of ways including:

- Driving improvement through a dedicated EDI working group who review best practice, our data, systems, processes and skillsets and promote EDI through a range of colleague and customer initiatives
- Making our commitment to EDI visible on our website
- Fostering an inclusive culture among colleagues
- Accessing expertise through the Housing Diversity Network
- Analysing trends

What did we do during 2022-23?

The EDI working group coordinated a number of initiatives across the business including:

- Commissioning a series of deep dives into our services (see our anti-social behaviour services case study) to assess how we consider issues around EDI in their design and delivery
- Awareness-raising campaigns to staff and customers on a range of topics such as autism, Black History Month, LGBT Pride and menopause
- Oversight of Equality Impact Assessments to ensure our services, policies and practices are the best they can be and do not disadvantage anyone
- Developing a dementia-friendly approach
- Updating the customer support hub with more specific options for certain groups, including customers with learning disabilities and those from ethnically diverse backgrounds
- Signing up to Housing Diversity Network (HDN) to enable all staff to access training, support and best practice



Case study 1

With one in 14 people over the age of 65 having dementia, we know that many of our customers are affected, either through having a diagnosis themselves, or by supporting their loved ones.

We wanted to encourage our colleagues to become Dementia Friends so they would be better able to spot the signs when speaking to customers and understand the issues faced by those living with the illness.

We now have more than 70 staff who have registered as Dementia Friends and we want to go one step further by training Dementia Champions to support colleagues. We have an action plan, which will be overseen by the EDI group, to consider whether our policies and processes thoroughly support those living with dementia.

70 staff have
registered as
Dementia Friends

We also analysed the data we have about our colleagues and customers and put a programme in place to address any gaps identified. The key findings were:

- We believe we are significantly under-recording disabilities for customers and colleagues
- We have a mean ethnicity pay gap of 2.47% and a median ethnicity pay gap of 5.05% in favour of those who selected one of the ethnic minorities
- The number of non-white customers we have is broadly representative of the areas we serve
- We have a slightly higher female customer population than the region and should consider our services accordingly
- 81% of our customers are of working age, 13% are of retirement age (65 years and over)



Case study 2

We want to provide an anti-social behaviour (ASB) service that is inclusive and accessible to all.

When looking at our data, we noticed that customers from disabled and BAME communities had slightly lower levels of satisfaction with our ASB services. Further investigation showed that these customers were reporting proportionally more cases of ASB.

Disabled and BAME communities are reporting proportionally more cases of ASB

Our ASB team carried out an investigation and presented their findings to the EDI group with several recommendations including:

- Enhanced training for colleagues
- A drop-in session with partner agencies at schemes with BAME and disabled customers who have reported ASB
- Updating the support hub on our website with information specific to these communities
- Continuing to review the data for these communities

Our actions for 2023-2024

Our main target for the current year is to improve our customer and colleague data in relation to EDI. We have been using our customer engagement project, the Big Door Knock, to collect EDI profile information from customers, as well as our usual methods. This data will allow us to better understand our customers and make sure we are delivering services that really support their needs, including the needs of specific groups. The next project for the EDI working group is to review the EDI data related to allocations and terminations.

We will also continue to embed a culture of EDI throughout the organisation.



Paradigm sees its role in promoting EDI with colleagues as dual purpose, fostering a healthy working environment and ensuring staff represent our values and ways of working with customers. We have developed a new People Strategy, seen evidence of success in our colleague engagement survey, hosted events to champion EDI among colleagues, and developed a strategic partnership with Housing Diversity Network (HDN). It's a great start, and we believe the next 12 months will push us to even greater successes."

Sarah Nickson, Executive Director, Strategy and Business Services



Case study 3

Living in a homeless hostel which has a predominately male population can be difficult for single women.

To mark International Women's Day, we held a coffee morning at our hostel in London, to discuss the challenges faced by women and how we could support them better.

Colleagues discussed with the women customers what their difficulties were as well as activities they would like to do together such as yoga and Zumba classes.

This gave the women an opportunity to meet each other, discover interests they had in common, and to make sure they know where to go if they have any problems.

**Colleagues discussed
improved support for
single women customers**



We're proud that our customers reflect the rich diversity of people living in the UK with different cultures, needs and preferences. While we already provide services to cater to these needs, we also want to continue to improve on them. So over the next 12 months, we will be looking to collect more up-to-date information from customers."

Hannah Manyewu, Executive Director,
Customer Directorate

Customers who want to ensure their position or needs are accounted for should [click here](#) to fill in our simple form.



Email

For all general enquiries – including complaints and compliments – please email:
ContactUs@paradigmhousing.co.uk

Telephone

You can reach our Customer Services team by telephone on 0300 303 1010.
Our telephone lines are open Monday to Friday 8am – 5.30pm.
Please be aware that calls are recorded for training purposes.

Post

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