

Equality and Diversity Strategy 2012 - 2015

Valuing Diversity

Strategic Aim One – Services which are delivered in ways that respond to the needs of our current and new customers and which promote a culture of mutual respect and understanding between customers, employees and partners

Our Priorities

- Improve our understanding of customer profiles
- Treat all customers with fairness and respect
- Provide choices, information and communication that are appropriate to the needs of our customers

Strategic Aim Two – Managers and Board members who demonstrate effective leadership on equality and diversity

Our Priorities

- Strong leadership from all managers and clear, transparent accountability for delivering on Equality and Diversity
- Raise the awareness and profile of Equality and Diversity Board Champions
- Explore and develop opportunities for employee networks
- Promote our success and priorities to our employees, stakeholders and customers

Strategic Aim Three – An environment where employees succeed and feel valued

Our Priorities

- Ensure Board members and our employees at all levels understand and reflect the communities we serve
- Use employee survey data to identify and respond to areas for improvement
- Encourage employees to participate in relevant fora
- Continue with our existing Equality and Diversity training for employees and ensure that it is targeted at employee requirements
- Improve managers' capacity for raising any employee's concerns

Strategic Aim Four – The effective implementation of statutory and regulatory requirements for equality and diversity

Our Priorities

- Implement and embed our Equality Analysis Framework
- Demonstrate our commitment to the Equality Act 2010 and other appropriate legislation, regulation and other relevant standards
- Understand the impact on our customers of the Localism agenda, changes to health and social care and welfare reform