



Title	Equality, Diversity, and Inclusion Policy - Customers
Purpose	<p>The Policy aims to ensure that Maryhill Housing promotes equality, fairness, and respect in all of its actions as a social housing landlord.</p> <p>It confirms that Maryhill Housing will not unlawfully discriminate against, on the grounds of the protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, and ethnic or national origin), religion or belief, sex (gender) and sexual orientation as set out in the Equality Act 2010</p> <p>It confirms that Maryhill Housing works to:</p> <ul style="list-style-type: none"> - Eliminate discrimination - Advance equality of opportunity - Promotes good relations between different groups.
Scope	<p>This policy applies to all customers and stakeholders of Maryhill Housing and Maryhill Living, including but not limited to tenants, owners, contractors, members of our local community, elected members.</p> <p>This Policy should be understood in conjunction with our:</p> <p>Equality, Diversity, and Inclusion Policy – Staff. This sets out the framework for ensuring that Maryhill Housing promotes equality, fairness, and respect in all of its actions as an employer.</p> <p>Equality and Diversity Strategy and Action Plan. This sets out how we will deliver on our equality’s objectives.</p> <p>Customer Engagement Strategy. This sets out how we will engage proactively with our diverse customer base.</p> <p>Community Regeneration Strategy. This sets out the Association’s approach to achieving its strategic objective to Enable Better Lives.</p> <p>Adaptations Policy. This sets out how we will adapt our homes in response to our customers’ diverse needs.</p> <p>The Dignity at Work Policy. This sets out how we will ensure employees are treated with dignity and respect.</p>

	<p>Communicating with Non-English Speaking Customers Toolkit. This sets out how we will proactively adapt our services where English is not spoken as a first language.</p> <p>The Group Chief Executive has ultimate responsibility for compliance with the law on equality, diversity and inclusion.</p> <p>Unacceptable Actions Policy sets out how the Association will manage unacceptable behaviour towards the staff team.</p>
<p>Definitions</p>	<p>For purposes of this policy, unless otherwise stated, the following definitions shall apply:</p> <p>Protected Characteristics</p> <p>The grounds on which discrimination claims can be made: Age, Disability, Gender Reassignment, Marriage and Civil Partnership, Pregnancy & Maternity, Race, Religion or Belief, Sex, and Sexual Orientation.</p> <p>Direct Discrimination</p> <p>Direct discrimination is treating someone less favourably than others because of a protected characteristic.</p> <p>Indirect Discrimination</p> <p>Indirect discrimination arises where a provision, criterion, or practice (“PCP”) applies to people with and without a protected characteristic, but disadvantages those with the protected characteristic and the PCP cannot be justified as a proportionate means of achieving a legitimate aim.</p> <p>Public sector equality duty (PSED)</p> <p>The PSED requires public authorities 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. Although we are not bound by this duty, we aim to abide by this as a form of Good Practice.</p> <p>Equality</p> <p>Equality is making sure people are treated fairly and given fair chances. Equality is not about treating everyone in the same way but recognises that their needs are met in different ways.</p> <p>Diversity</p> <p>Diversity is about valuing individual differences. The Association is committed to valuing and responding to everyone’s differences to ensure our services are accessible to all. The Association recognises that people with different backgrounds, skills, attitudes, and</p>

	<p>experiences can bring fresh ideas and perceptions and the Association will actively seek these out diverse opinions.</p> <p>Inclusion means that all people have the right to be respected and appreciated as valuable members of the Maryhill Housing community. When services are designed to be inclusive all individuals are treated fairly and with respect and have equal access to the Association’s services and to transact with the Association. When someone feels included, they feel a sense of belonging in our organisation and communities.</p> <p>The following legal frameworks apply to this policy and its implementation:</p> <p>Equality Act 2010</p>
<p>Policy Statement</p>	<p>Core principles:</p> <p>One of our central values is embracing people’s differences. This means that we will take the time to achieve the following equality, diversity, and inclusion objectives:</p> <ol style="list-style-type: none"> 1. Understand our customers and their differences 2. Adapt our services to meet the needs of our diverse customers and ensure they are accessible to all 3. Actively work to ensure our customers and Board members reflect our diverse community and live our values of embracing people’s differences 4. Promote positive relations between our diverse customers through opportunities to engage in the community 5. Seek feedback from our diverse customers and use this to constantly improve our services <p>This Policy provides the framework for these objectives. The Association’s Equality and Diversity Strategy explains how the Association will work towards ensuring they are met.</p> <p>The Association expect our employees to deliver on these objectives when dealing with customers, colleagues, and any external stakeholders. The Association will not tolerate any form of discrimination, harassment, victimisation or bullying. Similarly, the Association expects our employees to be treated with respect by our customers and will enact our Unacceptable Actions policy if confronted by intolerable behaviour or language.</p> <p>1. Understanding our customers:</p> <p>Maryhill Housing will collect data for all of the protected characteristics for the following groups from April 2023.</p> <ul style="list-style-type: none"> - Staff - Job applicants - Existing tenants - Housing applicants

- Board members

Analysis of this data will be embedded in our annual Corporate Planning process and, in the context of Board members, housing applicants and existing tenants, will be used in the following ways:

Tenants:

- To shape services, e.g., community regeneration initiatives targeted at a particular age group/ethnic group.
- To identify how services would need to be adjusted, e.g. to ensure they are accessible for customers with a disability or a particular religion.
- To assess whether the customers we engage with are representative of the community, or whether we need to proactively seek a wider range of views.
- To assess whether there are trends in customer satisfaction that might help to shape our services, e.g., younger tenants are more likely to be dissatisfied.

Housing applicants:

- To identify potential discrimination – e.g., if applicants for housing do not reflect lets.
- To identify priorities for development of new housing to meet the needs of applicants

Board Members:

- To identify if the Board is not representative of the community we serve – and therefore shape recruitment initiatives.

2. Adapting our services

Maryhill Housing will treat each customer as an individual and take proactive, reasonable steps to adapt our services to meet our diverse customers' needs.

Maryhill Housing will ensure our policies and strategies reflect our approach to equality, diversity and inclusion by completing equality impact assessments as part of the process of policy and strategy development.

Where a customer requests physical adaptations to their home to meet their needs, this will be managed under the Association's Adaptations Policy.

The Association takes a proactive approach where English is not spoken as a first language. This is set out in the Communicating with Non-English Speaking Customers Toolkit.

Where a customer requests adjustments to the Association's services under the Equality Act 2010 the Association will consider this request

and respond in writing within 20 working days. This will be overseen by the Association's Chief Executive.

3. Developing our teams:

The Association aims to develop a staff team that is representative of our customers. The Association's approach to staff recruitment is set out in our Recruitment and Selection Policy.

The Association aims to develop a governing Board that is representative of our customers. The Association's approach to staff recruitment is set out in our Board Recruit, Succession and Development Policy (due to be developed in 2022/23).

Maryhill Housing will ensure our staff team and Board are trained in equality and diversity and confident applying the principles of this policy in practice.

The Association delivers equality, diversity and inclusion training to Board members and staff as part of induction processes and delivers more specific training courses as required, for example around cultural awareness, Hate Crime, or one of the protected characteristics groups.

4. Promoting positive relations

One of the Association's strategic objectives is to Enable Better Lives and the Association's Community Regeneration Strategy sets out how this will be achieved.

Embracing people's differences and promoting inclusivity is a key strand through all of our 6 Community Regeneration Priorities.

The Association's initiatives such as youth projects, growing spaces, cooking classes and community events particularly offer opportunities for our diverse customers to interact and build positive relationships.

5. Seeking feedback and improving services:

Maryhill Housing seeks feedback from its diverse tenants and uses this to improve services. Feedback is collected every three years on all services and transactional feedback on repairs, complaints, management of anti-social behaviour and experience of investment works is collected on an ongoing basis. Feedback and action taken as a result is reported to the Association's Board three times a year.

When carrying out large scale customer feedback exercises, such as the three yearly satisfaction survey, the Association ensures that feedback is representative of all customers and adjusts its approach where necessary, e.g., targeting feedback from particular groups.

The Association's approach to gathering and using customer feedback is set out in the Customer Engagement Strategy. The

	<p>Association uses a range of different feedback methods to triangulate data and ensure feedback is received across the diverse customer base.</p> <p>Maryhill Housing will set targets for meeting equality and diversity objectives to ensure continuous improvement against the objectives of the Equality and Diversity Strategy.</p>
Approval	Maryhill Housing Board, November 2022
Policy Owner	Bryony Willett, Chief Executive
Review	November 2025 Maryhill Housing Board