

Annual Equality, Diversity and Inclusion Statement 2024/2025

Our ambition and approach

Our ambition is to achieve the broadest sense of diversity, extending beyond the statutory duties to include diversity of thought, education and caring responsibilities as we recognise that such diversity adds strength to our work. Our purpose is to provide great homes, great services and develop great people at Coastline and in our communities – all underpinned by great foundations. One part of our great foundations relates to strong governance, and our shared values below, that shape our culture, to:

- Put our customers first;
- Be open, honest and accountable;
- Strive to be the best; and
- Value each other.

We work with a diverse range of communities, safeguarding some of the most vulnerable and socially excluded people in society. We respect and value differences and recognise that diversity enriches our communities and strengthens our collective resources and effectiveness as One Coastline. The Group Equality and Diversity Policy sets out and demonstrates our commitment to actively promote equality and treating all people with dignity and respect. This means being fair to all, irrespective of age, gender, disability, race, caring responsibilities, religion/belief or sexual orientation and challenging unfair treatment and all forms of discrimination. The policy states that:

Coastline is committed to:

- *Valuing our customers and involving them in the development of services;*
- *Recruiting a workforce and having a governance structure that generally reflects local communities;*
- *Supporting and training colleagues and volunteers to enable them to demonstrate an understanding of and commitment to equality and diversity and antidiscrimination practices;*
- *Fulfilling wholeheartedly our statutory, regulatory and corporate responsibilities;*
- *Everyone being entitled to an environment which promotes dignity and respect to all, where equality and diversity are central to the viability of the business;*
- *Investigating any breaches of our policy seriously and taking appropriate action to mitigate any negative impacts; and*
- *Embedding diversity and inclusion through all our practice, taking a zero-tolerance approach to intimidation, discrimination, harassment or bullying.*

This policy is fully supported by the People Committee and wider Board, Executive Team, Senior Leadership Team, Staff Forum Representatives, volunteers and customers involved in the governance of Coastline.

Part of our core purpose is to improve the health and wellbeing of people living in our homes and work collaboratively across the Coastline family and partnerships to remove barriers and facilitate positive and sustainable opportunities for our customers and colleagues. For our customers this means being fair and inclusive in all aspects of service delivery making and any reasonable adjustment to recognise the diversity in needs and preferences and to ensure services are accessible to all.

We want to be recognised as an organisation delivering fair, inclusive, accessible services and an employer and partner of choice. In order to achieve this, we have set out the behaviours that we consider are important:

- Value all our customers and colleagues, respecting everyone's differences;
- Creating an inclusive environment, where everyone's contributions are welcomed and respected;
- Be transparent, open and receptive to all cultures, opinions and contributions;
- Challenge behaviours, discrimination and stigmas that don't align with our values, holding each other to account.

In August 2022 Coastline was awarded Disability Confident Leader Level 3 status; one of only two organisations (the only Housing Association) in the Southwest to hold this.

For further information on our approach, see the [Group Equality and Diversity Policy](#) available on the website.

This Annual Equality, Diversity & Inclusion Statement (AEDIS) demonstrates what we achieved last year and what we plan to do this coming year to work towards the elimination of discrimination, promotion of equality of opportunity and building on our Trust Charter commitments.

The AEDIS is produced by the internal EDI Working Group, reviewed by the Executive Team and approved annually by the People Committee.

AEDIS Action Plan 2024/25	Lead	Purpose/desired outcome
1. Keep under review Coastline's EDI Policy and publish EDI statement for 2024/25	Head of People and Culture	Ensure our compliance with equality duties is transparent and in line with law and good practice, including NHF Code of Governance. That customers can easily access our position statement, vulnerability statement and action plans via dedicated page on our website, through completion of the policy review and publication of the updated policy and latest EDI statement.
2. Promote a protected characteristic news update or culturally significant event monthly to colleagues and website, intranet and related communications.	Communication Team /People and Culture Team	Ensure colleagues and customers understand and are aware of diversity; to foster good relations in wider stakeholder groups – internal and external. Including through continuation of calendar of events.
3. Complete the implementation of findings and recommendations from National Housing Federation EDI tool and report to prioritise information gaps in our colleague and customer protected characteristic profiling and reporting	Heads of Service	We will collect and report on appropriate EDI data and have confidence that our people (from Board level to front line) are broadly representative of the communities we serve. Including through completion of actions underway from 2022/23 plan.
4. Improve visibility of communities that may be less represented on a local scale	Head of People and Culture	A workforce that celebrates diversity and recognises the skills/talents/work that being a multi-diverse workforce attains Aim to address areas that have a higher percentage of protected characteristics for employment opportunities, and take public stances on national campaigns
5. Internal review of HR Policies from an EDI perspective	Head of People and Culture	To identify and eliminate any unintentional bias. Through an update of policies as and when they are due for review.
6. Implement refreshed Group EDI training offer	Head of People and Culture	All colleagues/contractors receive appropriate training, including setting out expected behaviours, respectful and appropriate communication and positive body language. Including through roll out of new Management Development Program.
7. Consider outreach to local schools and colleges re careers in Housing as a route for opportunities to intern, volunteer or employ younger persons	Head of People and Culture	A workforce that celebrates diversity and recognises the skills/talents/work that being a multi-diverse workforce attains

8. Keep the EDI working group membership under review	Head of People and Culture	EDI matters mainstreamed across the group with active engagement encouraged from all areas
9. Pledged under our updated Customer Trust Charter. Coastline make a commitment to “Valuing and celebrating differences”.	Customer Voice and Influence Manager	<p>Be an organisation that:</p> <ul style="list-style-type: none"> • Ensures diverse customer representation to capture a wide range of backgrounds and experiences; • Creates a safe and welcoming environment where all participants feel valued and can speak freely; • Removes barriers and actively encourages and facilitates participation from underrepresented communities, including targeted communications.
10. Dedicated to providing support for all customers enabling equal access to our homes and services. We will adhere to our Vulnerability Statement, recognising, responding and recording our customers’ needs	Customer Voice and Influence Manager	<p>That Coastline actively:</p> <ul style="list-style-type: none"> • Recognise and anticipate Vulnerabilities and their impact; • Remove disadvantages; • Signpost and refer vulnerable customers to suitable support; • Recognise and accommodate adjustments where possible; • Take a whole person, human centric approach; • Not make assumptions but ask customers what matters to them; • Accurately record and maintain vulnerabilities and the impact on customers; • Review these annually, or more frequently depending on the nature of the vulnerability.