

<b>Responsible Executive Director</b> Group Chief Executive	Equality, Diversity and Inclusion Strategy	
<b>Section</b> Company wide	Updated: May 2025	

## 1 Aim

We recognise that there is inequality in society, in our own communities and in our workplace and we want to address that.

Our Strategy will ensure that:

- Equality, Diversity, and Inclusion (EDI) is alive, valued and respected at Rooftop and makes a real and practical difference for customers and colleagues.
- We capture and use customer data and insight to evolve our services and reduce or remove barriers to access, such as language or digital access.
- We listen, understand and respond to individual customers so that we can be proactive and effective in making reasonable adjustments to address their needs.
- We continue to build on our stated corporate culture goals of being *caring and inclusive, responsive and respectful, and proud of our work*.

The Strategy supports delivery of our 2025-26 Annual Plan and 2025-28 Corporate Plan through alignment to stated objectives. These are set out in the Action Plan.

## 2 Vision

We provide good quality homes and reliable landlord services. To do this we are efficient and focused, professional and skilled and data and technology driven.

## 3 Values

We Work Together

We Make Things Better

We Do The Right Thing

We will **do the right thing** by ensuring that EDI is real at Rooftop and makes a practical difference to customers and colleagues.

We will **make things better** for customers by focusing on both organisational service design and developing our capability to adapt services for individual customers.

We will **work together** by consulting customers, consulting colleagues through the annual survey, using the Inclusion Alliance colleague forum to oversee delivery of this Strategy, and working with our Board Representative for People, Culture and Diversity to challenge and champion our work.

## 4 Equality, Diversity and Inclusion: Principles

At Rooftop we are committed to creating and sustaining a diverse and inclusive environment achieving positive outcomes for potential and existing customers, our colleagues and the wider community. Our commitments to our customers, colleagues and communities are detailed in this EDI Strategy. We are an organisation that values diversity, champions equality and inclusion. We demonstrate this through the activities and the services we provide. This means living by, working to and acting on our Values.

## 5 Regulatory and Governance requirements

We understand and embrace the regulatory and governance requirements and expectations around EDI. These are specifically set out in the Regulator of Social Housing's 2024 Consumer Standards and the Housing Ombudsman Complaints Handling Code and other published reports on learning from maladministration.

Rooftop was an early adopter of the Together with Tenants Charter which is based around a series of six commitments that align to adjacent themes of trust and fairness. It sets out six commitments around Relationships, Communication, Voice and Influence, Accountability, Quality and When Things Go Wrong. This Strategy particularly, but not exclusively, specifically supports the two Charter objectives of:

- **Relationships** – Housing associations will treat all residents with respect in all of their interactions. Relationships between residents and housing associations will be based on openness, honesty, and transparency.
- **Voice and Influence** – Views from residents will be sought and valued and this information will be used to inform decisions. Every individual resident will feel listened to by their housing association on the issues that matter to them and can speak without fear.

The 2020 National Housing Federation (NHF) Code of Governance sets out a range of principles in relation to EDI. They cover board leadership, commitment, and assurance in EDI in terms of delivery, openness and accountability, the workforce and board membership.

The Strategy is also underpinned by our compliance with the Equalities Act 2010 and builds on its principle of integrating EDI into policy, practice, and work activity. It is supported by two policies:

- Equality, Diversity and Inclusion
- Assessing and Supporting Vulnerability

## 6 Data Protection: Principles

Rooftop recognises the importance of protecting the personal data of our customers, colleagues, contractors and other stakeholders and our commitment to compliance with data protection laws and managing personal data responsibly. As an organisation, we are committed to ensuring everything we do with personal data follows the principles of lawfulness, transparency, fairness and accuracy whilst minimising the amount of data we collect and only using it for specific, explicit and legitimate purposes until we no longer need it.

## 7 Delivery and reporting

The Group Chief Executive is responsible for the implementation of this Strategy with the support of the Board Representative, Inclusion Alliance members and all other colleagues.

Operational delivery of the Action Plan is reported to the Inclusion Alliance quarterly. Alliance meeting updates will be published for colleagues after each meeting.

A summary update of the progress is provided to each meeting of the Joint Boards within the Group Chief Executive's overview report.

Communication to customers is through our Annual Report to Tenants and other communication opportunities, such as social media and the tenant newsletter.

## 8 Review

This Strategy will be reviewed every three years, unless there are major changes in legislation or good practice. A report to the Board on progress will be made annually.

## 9 Annual objectives and targets 2025-26

Our objectives for 2025-26 are set out in the Strategy Action Plan and summarised below:

1. Complete systems and process improvements to better respond to vulnerabilities (Annual Plan objective).
2. Complete implementation of our Customer Influence Framework (Annual Plan objective).
3. Include specific reference and mechanisms to prioritise vulnerability and meet the diverse needs of customers within our Repairs and Maintenance policy and procedure (Regulator of Social Housing's Safety and Quality Standard).
4. Complete a strategic review of core services to ensure that they deliver fair and equitable outcomes for customers and prospective customers, including Inclusion Alliance review of all customer-facing policies as they are updated (Regulator of Social Housing's Transparency, Influence and Accountability Standard).
5. Complete a detailed review of our Anti-Social Behaviour (ASB) and Hate Incidents and Domestic Abuse Policies and procedures to ensure they take full account of the diverse needs of customers (Regulator of Social Housing's Neighbourhood and Community Standard).
6. Complete a workforce and workplace diversity review to identify any areas for specific work, including a review of external accreditations

The specific targets for years two and three (2026-28) will be agreed on annual review through the Inclusion Alliance and then Board with a focus on the 2025-28 Corporate Plan objectives set out below.

The Strategy targets for 2025-26 are aligned to the Annual Plan and C1 Plan Key Performance Indicator (KPI) Scorecard where they feature:

- 90% customer data.
- Listen and act on tenant views 60% (55% in 2024-25).
- Treat customers fairly and with respect 74% (69% in 2024-25).
- 45% of colleagues believe Rooftop has become a more diverse workplace.
- 45% of colleagues believe Rooftop has become a more inclusive workplace.

We will also use wider data to measure our impact and inform our plans, including:

- Monthly Tenant Satisfaction Measures and annual Customer Census.
- Annual Colleague Engagement Survey results.
- The 'Inclusion Alliance' feedback on progress.
- Ongoing assessment of Equality Impact Assessments by Inclusion Alliance.
- Human Resources data – exit data / reasons for leaving, learning and development opportunities, promotions / moves.
- Human Resources data – breakdown of the workforce by protected characteristics.

- Annual self-assessment of compliance with the NHF Code of Governance and the Regulator of Social Housing Standards.

## **10 Corporate Plan and three-year objectives**

This Strategy focuses on four longer-term objectives and a target to 2028 summarised below and to be evidenced at the end of the Strategy:

1. Ensure 80% of colleagues recommend Rooftop as a great place to work (Corporate Plan) – also considering any demographic discrepancies in results.
2. Deliver upper quartile performance for Tenant Satisfaction Measures on Listen to tenant views and acts, and Keeps tenants informed about the things which matter (Corporate Plan).
3. Deliver services that adapt effectively to customer need (Corporate Plan).
4. Deliver effective customer influence and organisational learning (Corporate Plan).