

Equality, Diversity and Inclusion (EDI) Data Collection Statement



Why we collect EDI data and how we will use it

The purpose of the social housing sector is to provide homes and services for a diverse range of people. The diversity of our customers is a distinctive feature of the sector; coupled to the equality of access to the homes and services offered.

It is important that we identify and challenge inequalities so that we can continue to improve our services and enhance the life experiences of all our customers, including ethnic minorities, LGBTQ+ communities, women, disabled people, those with long-term illness, people on low incomes and / or facing social barriers, and people who are stigmatised and stereotyped.

The importance of monitoring EDI data

At United Welsh, we want to create inclusive environments for our customers to live and thrive. To do this, data monitoring is an integral tool.

EDI data collection and monitoring:

- gives deeper insight into the impact of our working practices and policies
- reveals what life is like for our customers and identifies the hidden barriers they may face
- enables us to plan our service delivery to ensure we provide excellent services, inclusive of all our communities for the benefit of all our customers
- enables us to identify and take action to address any potential discrimination, harassment and unconscious and conscious bias.

What are the benefits?

We understand our customers better

We can take targeted action if we understand the proportion of minority or protected groups within our communities. Identifying specific problems and barriers our customers face can inform actions to support, empower, and maximise the potential of our customers.

We improve efficiency

Using EDI data means that any initiatives undertaken to create inclusive communities and services we offer are based on evidence not assumptions. This will increase the likelihood of success.

We enhance credibility

Publishing data to show that initiatives have improved our communities and services for our diverse customers enhances our reputation as a housing provider of choice. Customers will have confidence we will do our best to support, represent and proactively understand their individual needs, acting where we need to.

We build relationships with customers

Collecting and monitoring EDI data demonstrates that we take our customers' experiences seriously. We are interested in who they are and what their needs are, and we are proactive in shaping services to be inclusive.

We respond to local need

Knowing who are customers are means we can take targeted and culturally sensitive actions to respond to their needs. We can target and support those that need it most, in a meaningful way at the right time.

Choice

It is entirely up to the individual customer whether they choose to share their personal EDI data with us.

United Welsh uses it to ensure we provide the right services to the right people in the right way. We are committed to being an inclusive housing provider and the data helps us to do this effectively and understand who our customers are.

Privacy Notice for our Contracts

Our Privacy Notice further outlines how United Welsh handles personal data for our core business, explaining why we need data and the legal bases for collection. You can read our Privacy Notice in full [here](#).

Proud to be part of the United Welsh Group

We build homes, create communities and transform lives.