EQUALITY DIVERSITY & INCLUSION (EDI) STRATEGY 2025

Our EDI Vision 👁

Our vision is for our employees, residents, volunteers and trustees to reflect the community that we are a part of.

Our EDI Mission ♡

At Sheffcare we are committed to inclusivity, we believe that all our residents, employees and volunteers should feel respected, accepted and included. We recognise the importance of a diverse workforce, and the breadth of knowledge and experience a diverse workforce can bring in all aspects of providing care. We identify the positive contribution that diversity brings to our care homes.

We believe that everyone has the right to be who they truly are, without fear or prejudice regardless of their gender identity, age, sex, race, religion or belief, sexual orientation, marriage and civil partnership status, pregnancy and maternity status or disability. We want to help tackle inequality and ensure everyone feels valued. We are also committed to ensuring that we embed equality, diversity and inclusion into all aspects of our work to align with our values.

Our Values

Our core values are integral to achieving this goal.

Kindness: We listen to others whilst demonstrating empathy and warmth in every interaction, always ensuring we remain compassionate and thoughtful.

Dignity: We uphold the inherent worth and individuality of our employees, trustees, volunteers and those within our care homes.

Respect: We honour diversity and treat everyone with fairness and consideration whilst ensuring we remain respectful of individual differences.

Independence: We empower individuals to make their own choices and lead fulfilling lives. We are open and transparent and value the individuality of others.

Choices: We recognise and support the autonomy of our employees, volunteers and those within our care homes.

What Matters to us

We provide expert care to anyone who needs our services regardless of ethnicity, sex, beliefs, gender, sexual orientation, disability or age. We work hard to achieve excellence in care and we are always looking to improve our service experience so that everyone feels safe and can be their authentic self.

We provide training and support, and we listen to and represent the different values and beliefs of the people within our society. We also understand the importance of learning from each other and maximising the skills and experience of a diverse and inclusive workforce of employees and volunteers.

What is Equality?

We are working to ensure the fair treatment of our employees, residents, volunteers and trustees. We can achieve this by ensuring we exclude discrimination, harassment or victimisation based on the nine protected characteristics as outlined in The Equality Act 2010: age, disability, gender reassignment, sex, marriage and civil partnership, sexual orientation, race, religion or belief and pregnancy and maternity.

What is Equity?

Equity recognises that each person has different circumstances and allocates the resources and opportunities needed to reach an equal outcome. By recognising equity, we can focus on fairness. To ensure that equity is achieved we need to focus on removing barriers that get in the way of people's capacity to work to the best of their abilities and to understand that the barriers faced by others will differ between individuals.

What is Diversity?

Diversity means having a workforce inclusive of the range of human differences and characteristics. As well as differing characteristics, a diverse workforce can bring together employees from different backgrounds, with diverse experiences and skillsets. These differences are valued within our workplace as they bring a range of diverse skills, knowledge and abilities.

What is Inclusion?

Inclusion means helping people to feel respected, valued and heard. An inclusive workplace empowers employees to share their experiences and perspectives, which is a key driver for improvement, development and engagement. We are focusing on developing a culture in which all people feel valued, respected, and comfortable to be themselves
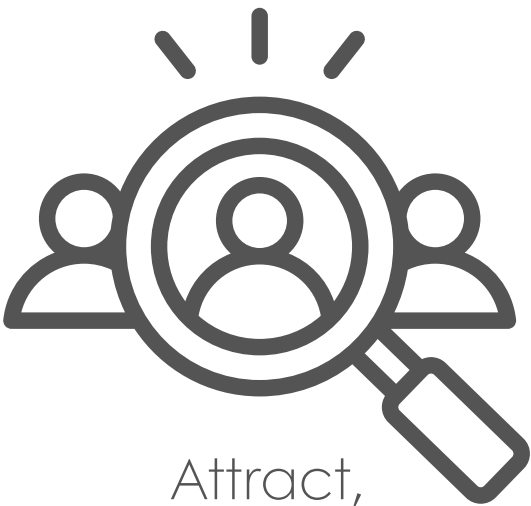
Our Strategy

Our EDI strategy identifies strategic objectives that will help us to champion inclusion, we want our employees, residents and volunteers to reflect the community that they are a part of. Our strategy identifies the following 4 strategic aims.

Develop Awareness and Knowledge
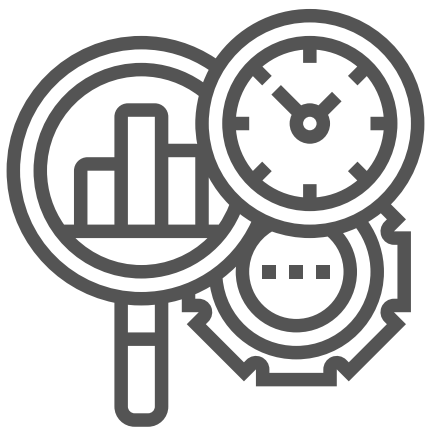
Measure and monitor progress

Attract, recruit and retain diverse talent

Provide an accessible and inclusive service and workplace

Objective 1

Develop awareness and knowledge

We will provide training and resources to all employees and volunteers to develop both their knowledge and awareness. We will ensure our communications have a greater awareness of the diverse communities we work within and for. We will promote our services to the communities we provide care for, to ensure anyone who needs us knows we are here for them.
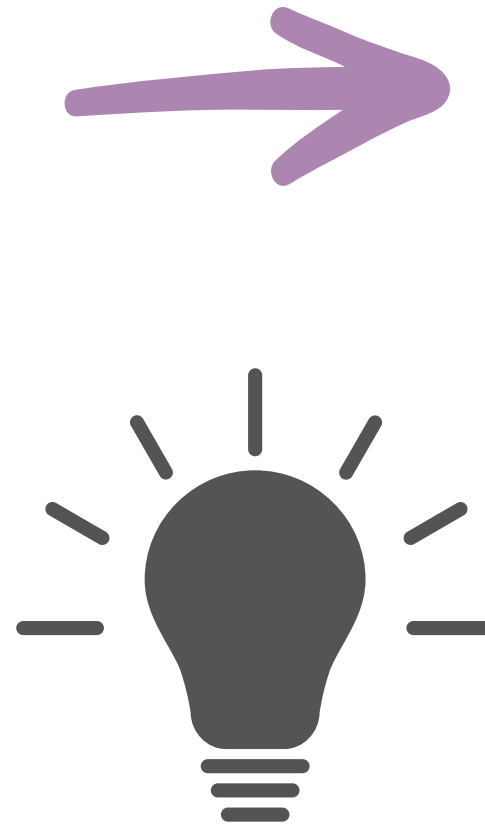
Actions

1.1 Deliver EDI training to all employees
- To ensure employees are able to develop both their awareness and knowledge of the importance of EDI all employees will now receive this training.

1.2 Create a Mental Health library
- To increase awareness, reduce stigma and provide resources for employees to improve their wellbeing, whilst also developing a supportive workplace culture.

1.3 Celebrate diverse cultures and practices
- To create and share an EDI calendar amongst all employees to help create a greater awareness of the importance of understanding and celebrating different cultural holidays and practices.

Objective 2

Attract, recruit and retain diverse talent

We will enhance the diversity of our workforce to reflect the communities that we work in. A more diverse workforce enables us to better understand our communities and increases our ability to deliver positive outcomes for our employees, volunteers, residents and trustees. By enhancing diversity we will allow for a broader range of skills, experiences and perspectives within our workforce which will greatly benefit the care we are able to provide.
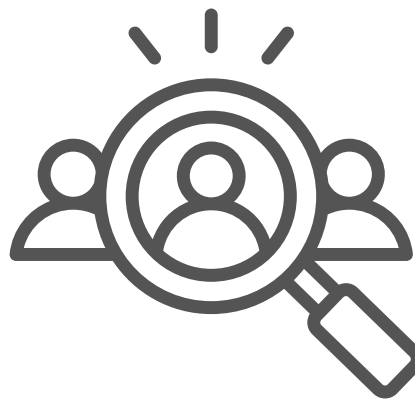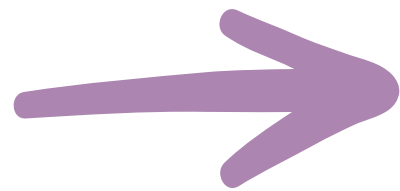
Actions

2.1 Develop and improve inclusive recruitment practices
- To ensure that we continue to develop recruitment practices, ensure role requirements are clear and specific and allow for reasonable adjustments.

2.2 Analyse and monitor data insights
- To monitor our employee satisfaction surveys to understand the experience of different employee groups. To also ensure that we are benchmarking EDI data against the local community and across other care providers.

2.3 To increase a sense of belonging for all employees
- To ensure our internal communications and engagement strategies both champion and promote EDI and to encourage an inclusive workplace culture.

Objective 3

Provide an accessible and inclusive service and workplace

Creating an inclusive organisation involves promoting a welcoming environment where all individuals feel respected, valued, and included. We will treat all individuals with respect and dignity, regardless of their background, identity, or characteristics. We will ensure that our language is inclusive, accessible and that we are striving to become more aware and able to remove barriers that may prevent people from accessing our workplace or services.

Actions

3.1 Ensure our services meet the needs of those within the local community

- To continue to review our language, tone and style to ensure it reflects our employees and residents.

3.2 Provide opportunities for employees to share their voices

- To restructure our 'Everyone Matters' meetings to ensure that all employers have an opportunity for their voices to be heard.

3.3 Embed an approach that delivers fair access to all

- To ensure that we are using alternative formats when possible, use clear and accessible language and promote accessible recruitment practices.

Objective 4

Actions

Measure and monitor progress

We will measure progress by assessing the impact across what matters to us:

Equity – the extent to which policies, procedures, initiatives and analyses help to better create a fair and accessible workplace for all.

Inclusion – the extent to which employees, volunteers and residents feel heard, valued, respected and understood. We want to ensure that everyone feels appreciated and ensure that they can collaborate effectively and contribute positively to the care home.

Diversity – the extent to which our workforce reflects the community they're in. We also want to ensure that this diversity is reflected at every level of employment.

We will use the following methods to track our progress:

- The positive outcomes of each of the 4 strategic aims
- The results of annual employee, volunteer and residents surveys
- Regular feedback from our 'Everyone Matters' meeting
- An annual analysis of employee and residents EDI data and what this shows
- An annual analysis of the local communities EDI data and what this show
- Positive changes in our workforce EDI profiles
- Any positive feedback from residents, their families and the wider community

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