Redditch Borough Council

Equality Strategy 2026 - 2028

Purpose

People

Pride

Performance

Redditch Borough Council

Working together for our communities

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Foreword

Redditch is a borough with proud communities, diverse experiences and a strong sense of place. As a Council, we want everyone to feel valued, respected and able to access the opportunities, services and support they need to thrive.

This Equality Strategy sets out our commitment to ensuring fairness, dignity and inclusion remain central to everything we do between 2026 and 2028. For our Council, equality means fair treatment and fair access for all residents. It builds on the progress already made across the Council and reflects what we have learned through working with residents, community organisations, partners and staff.

Equality is not a standalone activity. It is part of how we design services, make decisions, engage with communities and support our workforce. This strategy provides a practical framework for continuing that work while recognising the changing environment in which local government operates.



We know there is always more to do. By listening to people, understanding different experiences and considering the impact of our decisions, we can continue to improve services and strengthen community cohesion across the borough.

I am pleased to support this strategy and look forward to working with residents, community organisations, businesses, partners and colleagues to help deliver its objectives.

Councillor Matt Dormer
Leader of Redditch Borough Council

1. Purpose

At Redditch Borough Council, we want everyone to be treated with fairness, dignity and respect. This Equality Strategy sets out how we will continue to do that between 2026 and 2028.

Over recent years, we have listened to residents, community groups and staff to better understand the different needs, experiences and barriers people face. This learning has helped shape how services are delivered, how decisions are made and how we work as an employer. While positive progress has been made, we recognise that there is more to do.

This strategy builds on existing learning and sets a clear direction for continuing to embed equality into everyday Council activity. Our aim is to support a borough where people from all backgrounds can live, work and participate fully, and where individuals and communities feel valued, respected and included.

The strategy will also support the Council during any period of organisational change. By maintaining a clear focus on equality, we can better understand how decisions may affect different people and communities, helping to ensure services remain fair, accessible and responsive to local needs throughout any transitions moving forward.

2. Scope

This strategy applies to everyone who lives in, works in or visits Redditch. It covers all Council services and functions, the Council's workforce and Elected Members.

It reflects the protected characteristics set out in the Equality Act 2010 and supports a consistent approach to equality across all areas of Council activity, including during periods of change.

3. Our Legal Duties and Responsibilities

The Equality Act 2010 provides the legal framework for our work on equality. It protects people from discrimination based on nine protected characteristics and places duties on public bodies.

As a local authority, the Council is subject to the Public Sector Equality Duty. This requires us to:

- Eliminate discrimination, harassment and victimisation
- Advance equality of opportunity
- Foster good relations between different groups

While publishing this strategy helps meet our legal responsibilities, it also reflects our broader commitment to fairness and inclusion. We also recognise that poverty and socioeconomic disadvantage can significantly impact people's lives and opportunities. Although not a protected characteristic in law, this remains an important consideration in how we understand inequality locally.

4. Understanding Redditch Borough

Redditch is a diverse and evolving borough, home to over 87,000 residents, an increase of 3.4% between 2011 and 2021, living across a range of communities and neighbourhoods. Feckenham is the only parish within the Borough, providing a distinct rural community alongside the town's predominantly urban population.

Understanding who our residents are, how the population is changing and where different groups may experience barriers or inequalities is essential to delivering fair, accessible and inclusive services.

Here we have provided an overview of Redditch's population and communities, highlighting key demographic trends and equality-related characteristics. It draws together evidence on age, diversity, disability, caring responsibilities and wider inequalities to help inform decision-making, service planning and the Council's commitment to advancing equality of opportunity across the borough.

87,036 **Residents**	**10.2%** **Ethnic groups other than White**	**40%** **Report having no religion**
2% **Identify as LGBTQ+**	**+40.5%** **Growth in residents aged 65-74**	**16.6%** **Classified as disabled**

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Age and life stage

Redditch is home to people at all stages of life, with a median age of 40. The 40.5% increase in residents aged 65 to 74 highlights the borough's ageing population and the importance of accessibility, digital inclusion and wellbeing.

Disability, health and caring

Disability, long-term health conditions and caring responsibilities are an important part of many residents' lives. Redditch is home to 7,562 unpaid carers, representing 9.1% of residents aged 5 and over, with 2.9% providing 50 hours or more of care each week, supporting family members, friends and neighbours.

Socio-economic inequality

While Redditch has many strengths, opportunities and outcomes are not experienced equally across the borough. Differences in income, deprivation, housing, health and digital access can affect people's life chances, with some communities facing greater barriers than others.

Ethnicity and culture

Redditch is becoming more diverse, with more than 1 in 10 residents identifying with ethnic groups other than White. This diversity contributes to the borough's vibrant communities and reflects a range of cultural experiences, languages and perspectives that form an important part of community life.

Faith, belief and identity

A sizeable proportion of resident's report having no religion, alongside a range of faith communities, with 48.9% of residents identifying as Christian. This diversity of faith, belief and worldview forms an important part of Redditch's identity and community life.

Sexual orientation

Around 2.0% of residents aged 16 and over identify as LGBTQ+, while 8.1% preferred not to state their sexual orientation or did not answer the question. LGBTQ+ residents form an important part of Redditch's communities and contribute to the diversity of the borough.

Source: *ONS Census 2021 dataset via Nomis*

While Redditch benefits from diverse communities, strong local identities and a growing population, the data also demonstrates the importance of understanding how age, disability, caring responsibilities, ethnicity, faith, sexual orientation and wider socio-economic factors can influence people's experiences and opportunities. This evidence provides an important foundation for delivering fair, inclusive and accessible services and for shaping the priorities of the Equality Strategy.

5. Equality in Practice: What We Have Learned

Between 2022 and 2026, equality considerations increasingly informed how services were designed, delivered and reviewed across Redditch. Insight from residents, partners and staff supported improvements in access, fairness and service responsiveness.

The examples below show how equality has been embedded across key service areas, demonstrating a practical and joined-up approach rather than isolated initiatives.

5.1. Housing, Regeneration and Local Development

The Council made significant progress in improving access to affordable, secure and good quality homes while regenerating key community assets. This included the delivery of 19 new Council homes in Church Hill, providing accessible and affordable housing for families, older residents and those with the greatest need.

The transformation of the Town Hall into a modern community hub will bring NHS services, Council departments and community spaces together in one accessible location, reducing barriers to essential services and supporting joined-up delivery. A three-year financial plan protected key services and enabled continued investment in regeneration during periods of economic uncertainty.

Improvements to the Redditch Homes allocations system, including clearer guidance and eligibility criteria, strengthened fairness, transparency and access for vulnerable applicants.

5.2. Economy, Skills and Innovation

Investment in skills and innovation supported more inclusive economic growth. The Council secured over £16 million for the development of the Digital Manufacturing Innovation Centre, contributing to job creation, business growth and skills development for young people and small and medium-sized enterprises.

The introduction of a new Council Plan, with priorities focused on community, housing, green and safe spaces and prosperity, guided improvements to public spaces, access to skills and employability opportunities, particularly benefiting residents who face barriers to work or economic participation.

5.3. Community Engagement, Planning and Participation

The Council strengthened community voice through accessible engagement opportunities. The Local Plan roadshow, delivered across nine locations alongside an online platform, enabled residents to play an active role in shaping development up to 2043 and broadened participation among people less able to engage in traditional consultations.

Free family events, including the Arrow Valley Lights Trail, created inclusive opportunities for residents of all ages and backgrounds to participate in community life, supporting social cohesion and accessible leisure.

5.4. Cost of Living Support and Financial Resilience

Recognising the impact of the cost-of-living crisis, the Council delivered a coordinated response to provide accessible support and guidance. Through a multi-channel approach, including partnership leaflets, online resources, community outreach and work with local voluntary and community organisations, the Council helped residents, including those who may be digitally excluded, to access financial and practical support.

The Government's Household Support Fund (HSF), which operated until March 2026, provided targeted assistance to residents experiencing financial hardship. Working with Citizens Advice Bromsgrove and Redditch and local voluntary and community sector organisations, the Council helped distribute almost £348,000 of support during the final phase of the programme, including £124,000 through local community organisations and £220,000 in direct payments to eligible households. Support was delivered through a range of initiatives including foodbanks, food pantries, warm spaces and household support schemes, helping residents most affected by rising living costs.

Although HSF has now ended, the Council continues to work with Worcestershire County Council and local partners to help residents access support through the Crisis and Resilience Fund and other available assistance programmes.

5.5. Voluntary, Community and Partnership Support

The Council continued to champion voluntary and community organisations, recognising their vital role in promoting equality and supporting residents facing disadvantage. The Voluntary and Community Sector Grants Programme was expanded, offering grants of up to £10,000 to organisations including carers' services, debt advice providers, food pantries, older people's support and family services. Ring-fenced funding for smaller grassroots organisations improved equitable access to funding and ensured groups supporting protected and under-represented communities were not disadvantaged.

5.6. Health, Leisure and Inclusion

The Council worked to maintain and improve access to inclusive leisure and wellbeing services. The Council has continued to support and enhance access to inclusive leisure and wellbeing services. Through the Redditch Play Audit and Investment Strategy, work is underway to improve inclusive and accessibility across all play areas where possible, with Arrow Valley achieving elements of the PiPA (Plan Inclusive Play Areas) accreditation. Through Rubicon Leisure the Council offers a range of inclusive health and wellbeing activities including Cancer Rehab, Escape Pain and Exercise on Referral and offers financial inclusivity through the Active Redditch Card providing reductions up to 100%.

5.7. Workforce Development and Organisational Culture

The Council continues to promote a working environment based on fairness, dignity and respect. Learning and leadership activity, including Dignity at Work training, supports a culture where equality is part of everyday practice and service delivery. Further detail on the Council's approach as an employer is set out in section 8.

5.8. Impact and Learning

Taken together, this work shows how Redditch Borough Council has continued to embed equality, inclusion and fairness into everyday practice. The activity delivered between 2022 and 2026 reflects learning from previous strategies, engagement with residents, community organisations and staff, and a growing understanding of what helps people access services, opportunities and support in different ways.

This work demonstrates how equality considerations are increasingly embedded in how the Council plans, delivers services and works with partners.

The learning from this period provides a strong foundation for the Equality Objectives set out below and will continue to inform how the Council develops its approach in a proportionate and practical way.

6. Equality During Change

Local government continues to operate in a changing environment. Throughout any period of organisational change, equality will remain an important consideration in how services are planned, reviewed and delivered. Understanding how different residents and communities experience change will help ensure decisions are informed by local evidence, community insight and an awareness of potential barriers.

We recognise that change can affect people in different ways. Factors such as age, disability, health, caring responsibilities, income, language and digital access can influence how people access services, information and opportunities to participate in community life and local decision-making. Considering equality impacts at an early stage helps us better understand these differences and supports fair, accessible and inclusive outcomes.

We will continue to work with residents, community organisations, partners and staff to understand lived experiences and identify emerging issues as plans develop. This will help ensure that the diverse needs of Redditch's communities continue to be understood and considered throughout periods of change, while ensuring local insight helps inform future planning and decision-making.

Equality will also remain an important consideration for our workforce. As organisational arrangements evolve, we will continue to support staff through fair processes, clear communication and access to appropriate wellbeing, learning and development opportunities.

The Council will continue to make appropriate use of digital technology to support service delivery and decision-making. Where digital tools are used, they will be applied in a proportionate and transparent way, with appropriate safeguards, human oversight and consideration of accessibility and inclusion.

7. Equality in Service Delivery

The Council aims to deliver services that are fair, clear and accessible. This involves taking a proportionate and practical approach to equality when services are designed, reviewed and delivered, building on the learning outlined earlier in this strategy.

7.1. Thinking about Equality in Decisions

The Council has an established Equality Impact Assessment (EIA) process to help ensure equality considerations are taken into account when developing policies, reviewing services and making decisions. Equality Impact Assessments help the Council understand how proposals may affect different people and communities, identify potential barriers and consider opportunities to promote equality, inclusion and accessibility.

Equality Impact Assessments form part of the Council's decision-making framework and are completed for key decisions taken by Executive and Council, as well as for other proposals where there may be a significant impact on residents, communities or employees. The level of assessment undertaken will be proportionate to the scale, nature and potential impact of the proposal being considered.

The Council provides equality guidance, supporting templates and access to advice to help officers consider equality impacts in a practical and proportionate way. Rather than taking a rigid, one-size-fits-all approach, officers are expected to be able to explain how equality has been considered, drawing on available evidence, engagement findings, local knowledge and professional judgement where appropriate.

This reflects the Council's legal duties while recognising the realities of service delivery and decision-making.

Quality considerations are particularly important when services are reviewed, redesigned or reduced. Considering equality at an early stage helps the Council understand potential impacts on residents, communities and the workforce and ensures these are reflected in planning, decision-making and service delivery.

7.2. Using Equality Information and Learning

The Council publishes equality information each year to show how equality is being considered across its work. This includes information about the Council's workforce, such as the gender pay gap and, where appropriate, people who use its services.

Reviewing this information helps build understanding of how different groups experience employment and access services, and where barriers may exist. Equality monitoring also highlights gaps in understanding and where further insight could be helpful. Monitoring activity remains proportionate and focused on supporting learning and improvement rather than meeting targets for their own sake.

7.3. Equality in Commissioning and Procurement

Many services are delivered by partner organisations, and the way services are bought and commissioned can influence people's experiences. When procuring goods and services, whether delivered directly by the Council or on its behalf, the Council considers equality, fairness and accessibility in a proportionate way.

Suppliers and partners are expected to share a commitment to inclusive and respectful practice and to meet their responsibilities under equality law. By being clear about expectations and encouraging fair access to opportunities, including for local businesses and community organisations, the Council seeks to ensure public money is used responsibly and supports positive outcomes for people who live, work or visit the borough.

8. Equality as an Employer

Our workforce plays a vital role in delivering services. Creating an inclusive working environment helps staff feel respected, supported and able to do their best work.

During any period of change we will continue to support staff through fair processes, clear communication, opportunities to engage with change and access to wellbeing and development support. We recognise that organisational change can affect people differently and will continue to consider equality, diversity and inclusion throughout periods of change. This learning-based approach will help support staff wellbeing, resilience and fair decision-making.

Embedding equality within workplace culture helps ensure the Council remains a place where people feel respected, valued and supported to work collaboratively, contribute their skills and experience, and deliver inclusive, high-quality services for our communities.

8.1. Equality in Everyday Employment Practice

The Council has a range of employment policies that apply to all staff and prospective employees. These policies set shared expectations around behaviour, fairness, support and accountability, helping to create a working environment that is inclusive and respectful.

Rather than being viewed as standalone documents, these policies support everyday practice - guiding how people are treated, how issues are addressed and how decisions are made. They cover areas such as equality of opportunity, dignity at work, flexible working and work–life balance, and provide a framework for preventing and addressing discrimination, bullying and harassment. The Council keeps these policies under review to ensure they continue to reflect how the organisation works and evolves.

8.2. Learning and Support for an Inclusive Workplace

An inclusive working culture relies on people having the confidence, awareness and understanding to apply equality principles in their roles. Equality learning supports this by encouraging reflection on how behaviours and decisions affect colleagues and the communities the Council serves.

The Council's approach to learning is shaped by its wider values and culture, and is embedded through a range of activity, including Dignity at Work training, induction, refresher learning, targeted workshops and access to guidance and resources. This supports a consistent approach across the organisation, in the same way that equality learning informs service design and delivery.

This approach helps to:

- Promote fair and respectful behaviour at work
- Support inclusive leadership by managers and Members
- Recognise and value different perspectives and experiences
- Build confidence in addressing issues such as discrimination, bullying or harassment
- Maintain a working environment where people feel safe, valued and supported

Supporting an inclusive workplace will remain important throughout any periods of organisational change. We will continue to provide staff with learning, guidance and support that helps them understand and apply equality principles in their day-to-day roles. Maintaining a positive and inclusive culture will help support staff wellbeing, resilience and fair decision-making, while ensuring employees feel respected, valued and able to continue delivering high-quality services for our communities.

9. Engagement and Listening

Listening to residents, staff, service users and partners helps the Council make informed and inclusive decisions. Engagement is about learning what matters to people and understanding how Council decisions may affect them. By hearing from a wide range of voices, the Council can build a better picture of local needs and use this insight to help shape services, policies and partnership work where appropriate.

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9.1. How We Approach Engagement

The Council's Engagement Policy sets out how engagement is planned and delivered. It reflects learning from previous consultation activity and supports an approach that is flexible, proportionate and suited to different communities.

Engagement is planned based on who the Council needs to hear from and the most appropriate ways to involve them. In practice, this means the Council seeks to:

- Plan engagement proportionately and make effective use of available resources
- Encourage participation from a wide range of people, including those less likely to take part
- Provide suitable opportunities for involvement, recognising different needs and circumstances

Good engagement is not just about collecting feedback. It is also about being open and realistic about what can be influenced, and using what people tell us to improve understanding over time. The Council seeks to be clear about why engagement is taking place and how feedback will be used to help manage expectations.

Where appropriate, engagement insight is considered alongside other information to help inform decisions within available resources. Over time, this approach supports stronger relationships with communities and more meaningful ongoing conversations.

For Council tenants, engagement is supported through the Housing Services Tenant Engagement Policy and dedicated tenant engagement arrangements, which provide opportunities to influence housing services and decisions that affect them. These arrangements complement this Strategy and Engagement Policy, supporting the requirements of the Regulator of Social Housing. Alongside wider engagement activity, these arrangements help ensure that tenants' experiences and perspectives continue to inform service development and improvement.

By listening to people and learning from their experiences, we can continue to develop services and policies that are responsive to the communities we serve.

10. Measuring Progress

Measuring progress helps the Council understand how well it is meeting its commitment to equality, accessibility and inclusion. We use information, feedback and insight to understand how people experience our services, identify areas of good practice and highlight where further action may be needed. Sharing this information helps support openness, learning and informed decision-making.

The Equality Strategy 2026-2028 builds on the learning, achievements and experience gained through the Council's Equality Strategy 2022-2026, while responding to current priorities and future challenges.

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An annual update on progress against this strategy will be provided through the Council's reporting arrangements. This will include key achievements from both the current and previous Equality Strategy, helping to demonstrate the difference this work is making, support accountability and identify opportunities for further improvement.

As the strategy is implemented, we will continue to review and strengthen our activities in response to feedback, emerging needs, changing legislation and best practice. In terms of measuring success, we will develop a performance evaluation and reporting framework which will align with the priorities set out in the strategy.

11. Equality Objectives 2026-2028

The Council publishes equality objectives to guide its approach to equality, diversity and inclusion over the period 2026 to 2028. These objectives provide a clear focus for how the Council will continue to embed equality in its work.

Objective 1: Continue to Deliver Fair and Accessible Services

The Council will continue to ensure services are as fair and accessible as possible by identifying and addressing barriers where reasonable and proportionate to do so. Services will be kept under review to ensure they remain responsive to the needs of local communities.

Objective 2: Strengthen Inclusive Engagement and Communication

The Council will continue to develop its approach to engagement and communication so that people can stay informed and share their views. This will be delivered in line with the Council's engagement approach (Section 9), supporting fair opportunities for residents to participate in local decision-making.

Objective 3: Improve Understanding of Our Communities and Support Inclusion

The Council recognises the diversity of people, experiences and backgrounds within the borough. Building on existing insight, partnerships and community relationships, the Council aims to improve its understanding of how different people experience services and community life. This will help support inclusion, promote respect and strengthen community cohesion, contributing to a borough where people feel welcomed and valued.

Objective 4: Support an Inclusive and Representative Workforce

The Council will continue to support a working environment where employees feel respected, supported and able to contribute, promoting fairness across recruitment, development and progression and maintaining an inclusive workplace culture.

12. Equality Action Plan

The Equality Action Plan translates these objectives into practical actions. It focuses on continuing to embed equality into everyday work, supporting learning and preparing for future change. The plan will be kept under review to ensure it remains relevant, proportionate and effective.

13. Contact Us

We welcome feedback and involvement from residents, partners and community groups.

Email: **engagement&equalities@bromsgroveandredditch.gov.uk** Phone: 01527 548284

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Equality Action Plan 2026 - 2028		
Theme	**What we will continue to do**	**Examples of how these are being delivered**
Understanding Our Communities Better (Supports Objectives 1, 2 & 3)	• Use available information (including service feedback, engagement, complaints and partner insight) to understand how people experience services and identify any differences between groups. • Apply this understanding to inform service planning, review and improvement. • Where analytical tools or AIsupported insight are used, remain mindful of limitations and potential bias, and balance this with professional judgement and local knowledge. • Use available evidence to consider equality impacts linked to service change.	**Equality Impacts:** Equality considerations built into quarterly performance and service monitoring reports to support informed decision-making. **Service Feedback and Complaints Data:** Using feedback and complaints data to identify recurring themes and improve services, including understanding differing experiences across groups. **Equality Data and Evidence:** Using available data proportionately to inform service planning, policy development. **Family Hub Services:** Using tools such as pre and post questionnaires to measure the outcomes, understand impact and improve delivery. **Using Insight to Inform Strategy:** Applying consultation findings and local evidence to inform strategies including in our Shared Homelessness Strategy.

Equality Action Plan 2026 - 2028		
Making Our Services Easier to Access and Use (Supports Objectives 1 & 2)	• Apply the Council's approach to equality (Section 7) within service design and policy development. • Use feedback and insight to identify and address barriers to access where reasonable and proportionate • Communicate clearly with residents about service changes. • Where reasonably practicable, ensure public-facing information reflects accessibility guidance and good practice. • Keep services under review to help understand how changes may affect different residents and communities over time.	**Inclusive Play Audit:** Improving accessibility in public spaces by identifying and addressing barriers to access. **Town Hall Refurbishment:** Improving physical access, including face to face reception desk, to services following the reopening of the Town Hall. **Equality in Decision-Making:** Equality considerations embedded within committee reports to support transparent and informed decisions. **Consultation and Service Design:** Engagement activities such as the Local Plan consultation used to shape services and policies based on resident feedback. **Clear and Accessible Communication:** Providing information in plain English and accessible formats when services or policies change. **Family Hubs:** Offering tailored approaches e.g. 1:1, home visits to ensure services are accessible to a wider range of residents.
Listening to People and Supporting Their Involvement (Supports Objectives 2 & 3)	• Deliver engagement activity in line with the Council's approach (Section 9), providing opportunities for people to be involved in local decision-making • Work with voluntary, community, cultural and faith organisations to support dialogue and improve understanding • Where appropriate, use accessible communication tools to help widen participation. • Consider engagement findings alongside other information to help inform decisions and service development over time.	**Responsible Landlord:** Maintaining safe, secure and well-managed Council homes, while working with tenants through engagement activity, tenant satisfaction surveys and improvements to housing services and allocations processes to better understand and respond to need, supporting sustainable tenancies and fair access to housing. **Community Engagement Activity:** Delivering engagement linked to major programmes such as town centre regeneration, housing and service planning. **Inclusive Engagement Methods:** Using a mix of digital and non-digital approaches (e.g. online surveys, paper forms, face-to-face engagement) to reach diverse communities. **Corporate and Service Surveys:** Using surveys such as the annual Places and Budget Survey's and Tenant Satisfaction Surveys to inform service improvements. **Partnership Working:** Collaborating with voluntary, community, cultural and faith organisations (e.g. Redditch Community Wellbeing Trust, Family Hub Network). **Community Collaboration:** Working with residents and groups (e.g. allotment associations) to co-design services and improve local spaces.

Equality Action Plan 2026 - 2028		
Bringing Communities Together and Valuing Differences (Supports Objectives 2 & 3)	• Support inclusion and community cohesion through partnership-led activity, where resources and capacity allow. • Maintain awareness of hate crime reporting processes and use available information to help understand local issues and trends. • Continue to engage with voluntary and community sector organisations during periods of change. • Ensure Council communications are respectful and inclusive, including where AI-supported tools are used.	**Pride in Place:** Delivering long-term investment in Greenlands and Woodrow to improve community facilities, regenerate spaces and support inclusive, resident-led change. **Community Grants:** Supporting voluntary and community sector activity through local grant funding. **Community Safety and Prevention:** Delivering coordinated programmes to support inclusion and safety, including prevention activity, awareness campaigns, Designing Out Crime initiatives and partnership working through the Safer Redditch Partnership. **Neighbourhood Services and Local Environment:** Providing visible reassurance through Neighbourhood Wardens, helping to reduce anti-social behaviour and improve local environments, supported by Environmental Visual Audits. **Hate Crime Awareness and Reporting:** Promoting awareness, improving reporting and ensuring accessible systems through engagement and campaigns. **Community Engagement and Involvement:** Delivering events, outreach and engagement activity to raise awareness, alongside supporting volunteering, community-led initiatives and groups (including SEND networks) with resources, venues and connections.

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Equality Action Plan 2026 - 2028		
Supporting our Workforce and Building an Inclusive Workplace (Supports Objective 4)	• Use workforce equality information to understand staff experiences and identify patterns over time • Support managers and Elected Members to apply fair and inclusive leadership in practice • Build on existing learning and development activity to promote inclusive ways of working, support wellbeing and encourage fair treatment at work. • Where new technology is used in workforce-related processes, consider potential equality implications and maintain appropriate human oversight. • Continue to promote awareness of wellbeing support and encourage a working environment where staff feel able to seek support when needed.	**Workforce Data and Insight:** Improving equality data within HR systems to better understand staff experiences and inform workforce planning. **Training and Development:** Delivering equality, diversity and inclusion training to staff, managers and Members to support inclusive leadership. **Wellbeing Support:** Promoting the Employee Assistance Programme and wider wellbeing support to staff. **Inclusive Policies:** Ensuring HR policies reflect inclusive practice and support fairness. **Staff Engagement:** Delivering the annual Staff Survey and using findings to improve workplace culture and staff experience.

Version Control	
Title	Redditch Borough Council Equality Strategy 2026-2028
Description	This Strategy sets out our commitment for progressing equality over the next two years.
Created by	Engagement and Equalities Advisor
Date created	May 2026
Maintained by	Engagement and Equalities Advisor
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