

# Outcomes

1. SMBC is recognised as a forward-thinking organisation that values an inclusive culture where fairness and diversity is valued
2. Solihull Borough enjoys a strong reputation as an inclusive place in which to live, work, study and visit
3. Local residents and visitors are satisfied with services and their experiences
4. Senior leaders feel more equipped to lead and drive an impactful and ambitious EDI agenda
5. SMBC makes the best use of talent and views of diverse staff and external partners to deliver the equality, diversity and inclusion agenda.

## Long Term Objectives



**PROTECT THE FAIRNESS, DIGNITY AND RESPECT OF INDIVIDUALS**

**PROMOTE SOLIHULL AS A SUSTAINABLE AND INCLUSIVE PLACE TO LIVE, WORK, STUDY AND VISIT**

**A DIVERSE AND INCLUSIVE ORGANISATION**

## Medium Term Goals by 2025/2027



**COMMISSION FOR EFFECTIVE SERVICE TRANSFORMATION**

- Deliver improved value and outcomes
- Design the services for the future
- Tailor support according to the needs of individuals to ensure resources are used effectively

**PROMOTE SOLIHULL AS A SUSTAINABLE AND INCLUSIVE PLACE TO LIVE, WORK, STUDY OR VISIT**

- Enable borough-wide conversations on the future of the borough
- Explore people's lived sense of place
- Provide affordable and accessible housing
- Improve health and wellbeing
- Reduce social deprivation and inequalities
- Use external communication platforms and social media to demonstrate our commitment to EDI

**PROMOTE THE COUNCIL'S ROLE AS A DIVERSE AND INCLUSIVE EMPLOYER**

- Grow current and future talent
- Nurture greater workforce diversity and representation, especially at most senior levels
- Audit and improve systems and processes for greater equality and diversity (eg. recruitment, appraisals)
- Develop EDI as a corporate competency

**PROMOTE SOLIHULL'S CULTURE AND VALUES OF FAIRNESS AND INCLUSION**

- Deliver an effective and diverse leadership role
- Implement corporate objectives and priorities
- Work with partners who supply or provide services on the Council's behalf
- Work with partners such as the West Midlands Race Equality Taskforce, community groups and networks

## Short Term Goals 2024/2025



**STRONG AND EFFECTIVE COMMUNITY ENGAGEMENT**

- Review the impact of current engagement strategies and approaches
- Use the latest Census data 2021 to help inform us on the diverse and changing nature of communities in the borough

**IMPROVE THE QUALITY OF LIFE FOR COMMUNITIES LIVING IN THE BOROUGH**

- Make the best use of the Council's powers and influence to drive inclusion and approaches
- Determine the gaps in understanding about communities in the borough
- Use Government initiatives, strategies policies and frameworks

**SHAPE AN INCLUSIVE COUNCIL CULTURE**

- A safe and inclusive culture where everyone is able to thrive, have a strong sense of belonging, wellbeing and can bring the true sense of themselves to the job.
- Implement an EDI workforce strategy to ensure the Council has a representative and diverse mix of skills and talent at all levels
- Everyone feels confident in calling out inappropriate conduct and behaviours
- People are encouraged to learn from their mistakes

**EDI STRATEGY AND ACTION PLAN**

- Communicates the Council's commitment and journey to advance EDI in the borough
- Acknowledges what we are doing well
- Revise the Council's Equality objectives
- Create a Solihull 'bank' of images and stories of 'real people'
- Create spaces for 'courageous conversations'
- Promote the use of the Inclusive Language Guide
- Develop key EDI data sets to measure and evaluate progress

## Challenges and Opportunities



**STRONG AND EFFECTIVE COMMUNITY ENGAGEMENT**

The borough is going through significant demographic changes with newcomers from Hong Kong, Afghanistan, and Ukraine. At the same time, people are increasingly choosing to self-define who they are. This raises questions about the extent to which the council has a sound understanding of who makes up its communities, what their needs are and how best to respond to the changing demography.

**TACKLING INEQUALITIES**

The perception of the borough as a wealthy, leafy place, belies the fact of social deprivation and inequalities in some parts of the borough. We need to understand what more we need to do to reduce inequalities that may affect localities in the borough differently.

**IMPROVE THE QUALITY OF LIFE FOR COMMUNITIES LIVING IN THE BOROUGH**

We fully recognise the need to have a diverse and inclusive workforce that allows more perspectives to be considered in the Council's role as a service provider, community leader and large employer. This includes considerations on the wider West Midlands region, from where people come to work, study or visit the borough and the added value of having a diverse representation of leaders in the Council.

**LANGUAGE AND UNDERSTANDING**

There is a lack of shared agreement about what we mean by equality, diversity and inclusion (EDI) and what success looks like. The new EDI Roadmap, coupled with the vigorous drive from senior leaders, provides us with the opportunity to set the tone and culture of fairness and inclusion.

# EDI Roadmap