



Deeds not Words 2.0 – Pledge

One of the key streams of our Colleague and Culture Strategy is equality. We are committed to:

Improving colleague feelings of belonging and shared purpose

and

Ensuring equity of opportunity but also celebrating differences

In 2021 we signed up to Tai Pawb's Deeds not Words pledge. With growing resistance to Equality, Diversity and Inclusion work, staying committed to anti-racist action is essential. Tai Pawb asks us to protect progress, highlight calls for justice, and ensure communities remain connected.

By signing this pledge, Valleys to Coast commit's to a shared mission: to dismantle racism in housing through bold leadership, meaningful accountability, and making real life impact.



The pledge has been mapped by Tai Pawb alongside the Anti Racism Wales Action Plan – Homes and Places, and meets either fully or partially meet its requirements

We pledge to:

Stand against racism and harmful narratives;

- Anti Racism Training for all colleagues and Board Members
- Challenge racist and anti social behaviour for both colleagues and customers

Tackle racial disparities in social housing;

- Foster good practice and inclusion by design

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Advance fair representation and champion career progression;

- Report on Gender Pay Gap
- Champion apprenticeship and graduate opportunities

Use data and engagement to drive racial equity and diversity;

- Engage with customers using data to help identify any disparities

Shared Commitment

As signatories to Deeds Not Words 2.0, we commit to:

- Reporting transparently on our actions and progress each year.
- Applying top level oversight and scrutiny of our anti-racist commitments at board/committee level.
- Defending and advance anti-racist work across the sector, even in a hostile climate.



- Collaborate across the housing sector to ensure every person in Wales can access a safe, decent and dignified home—free from racism.

Together, we commit to real change – not just in policy, but in people’s lived experiences. Actions to achieve our pledge will be embedded in our QED action plan.

ACTION PLAN

Pledge	Commitment	Action
Stand against racism and harmful narratives;	<ul style="list-style-type: none">● Anti Racism Training for all colleagues and Board Members● Challenge racist and anti social behaviour for both colleagues and customers	Colleague training in “Working Together: Stand Against Racism” highlights how to challenge and report any behaviour that is unacceptable. Formal processes are used when needed Customers are encouraged to report Anti Social behaviour, our new Housing



		Management system allows for better recording and reporting on any such matters. Issues highlighted are dealt with and taken seriously.
Tackle racial disparities in social housing;	<ul style="list-style-type: none">• Foster good practice and inclusion by design	Engage with customers through the Equal Voice Group, encouraging the conversation
Advance fair representation and champion career progression;	<ul style="list-style-type: none">• Report on Gender Pay Gap• Champion apprenticeship and graduate opportunities	We report on gender pay gap here We currently have 9 apprentices and 3 graduates in the organisation in a range of roles including trades, housing and Learning & Development.
Use data and engagement to drive racial equity and diversity;	<ul style="list-style-type: none">• Engage with customers using data to help identify any disparities	Our customer data journey has led to improvements in data collection and retention, our new housing management system allows for greater interrogation of data, this helps to really know our customers and the issues they



		are facing, linking knowledge across departments
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