



# Inclusion & Belonging Strategy

2025 - 2028

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Home





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Home

Our 'Feel at Home'  
Pride logo

Everyone is welcome  
at Curo, regardless of  
age, disability, gender,  
race, sexual orientation,  
religion or belief.

“ ”



## Our 10-year Vision:

Everyone feels proud about the quality of our homes.



To demonstrate our commitment to Inclusion and Belonging (I&B), we've developed the following strategy as it underpins all of these goals.



We'll bring this vision to life through five strategic objectives.

- Quality Homes
- Purposeful Culture
- Trusted Customer Services
- Collaboration and Growth
- Solid Foundations

## Purposeful Culture:

To create a high-performing and engaged organisation which attracts, develops and retains diverse and talented people.

Our key goals are to:

1. Recruit great talent because of our outstanding employer offer and clear social purpose.
2. Create a vibrant, inclusive work environment where skilled leaders ensure every colleague feels valued and invested in.
3. Celebrate our culture, where high performance delivers exceptional outcomes for customers.

## Why Inclusion and Belonging?

We have chosen to move to the term Inclusion and Belonging, from Equality, Diversity and Inclusion (EDI). This shift reflects our aim to be forward thinking and innovative in our approach using simple language to describe how we want everyone to feel. Sometimes language and terminology can make people feel awkward and unsure so we are removing that initial barrier. We want everyone to focus on meaningful behaviour, inclusive practices and impactful outcomes for everyone.

We want to build an environment where everyone has equal opportunity and feels genuinely valued and included with a true sense of belonging.

At Curo we want everyone to feel at home, and this commitment we promote within our recruitment and daily practice.

We recognise that improving diversity leads to a greater sense of belonging and encourages more innovation and creativity.



# What does Inclusion & Belonging mean at Curo?

Our Inclusion and Belonging strategy reflects our commitment to be a fair and inclusive organisation that supports our colleagues, customers, partners and stakeholders.

Our values underpin this commitment and allow our colleagues to work within and embed a truly inclusive environment where everyone feels a sense of belonging.



The housing sector has a broader social purpose, placing a responsibility on us to serve as a beacon for equity, diversity and inclusion. Diverse teams make better decisions for our customers, which is why this strategy is integral to the way we work at Curo. Inclusion and belonging is a key component of the Governance pillar of our Environmental, Social, and Governance (ESG) commitments.

Each year, we record and report our sustainable and ethical practices in line with the Sustainability Reporting Standard for Social Housing (SRS). The commitments outlined in this strategy will support us in driving, measuring and improving the inclusion and belonging metrics detailed in the report.

Curo has a legal duty under the Equality Act 2010 to eliminate all unlawful discrimination, harassment and victimisation to advance equity of opportunity.

- We recognise that improving diversity leads to a greater sense of belonging and encourages more innovation and creativity.
- We believe that diversity enriches our individual and collective experiences, as well as our performance, achievements and outcomes.
- We understand the importance of creating a Purposeful Culture where differences are celebrated, everyone feels supported, and everyone is valued and respected.
- We recognise the complexity and multi-layered aspects of intersectionality, where we're using different parts of our identity to create unique experiences - especially when it comes to equity and fairness.
- We want everyone to be able to thrive and to respect our differences. We will promote inclusive practices for for all our colleagues and make any further changes for those with unique needs to feel supported and valued.

# What do these terms mean to us?

## Equity

We are committed to fairness and justice, recognising that we all have different starting points and must make adjustments to address imbalances and remove barriers.

We champion equity, recognising it as distinct from equality, which involves treating everyone the same. By promoting co-production and inclusive design, we strive to ensure our approach and decision-making are both inclusive and representative.

## Diversity

We actively welcome different and innovative ideas and approaches from our colleagues. Their diverse range of characteristics enriches our organisation and our collective experiences, enhancing our performance and helping us achieve better outcomes

**We want to create a true sense of belonging and for everyone to feel connected, welcome and to 'feel at home' with Curo.**

## Inclusion

We create an environment where everyone feels respected, listened to, supported and valued - working together to develop an inclusive culture where everyone can thrive.

What does this mean in practice?

- We will build a vibrant and inclusive workplace, where every colleague feels valued, invested in and chooses to stay.
- Ensuring our customers trust our colleagues and feel heard.
- Celebrating our culture, where high performance delivers exceptional outcomes for customers.
- Supporting events to celebrate diversity and create a strong sense of belonging for our colleagues and customers.

**We recognise that everyone is unique.**



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Home**

## Our Commitments

We're committed to taking action. The first stage is to understand and educate, allowing us to measure monitor and continually grow and improve.



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## Leadership:

- We commit to being inclusive and actively champion equity, diversity and inclusion throughout Curo.
- Our leaders will champion inclusivity in their daily practices.
- We have zero tolerance for discrimination and inappropriate behaviour. We do not tolerate hate crime in any form.
- We will role model and reflect on our own behaviours performance and provide feedback to each other.
- Our decision-making will be based on diversity of voices, thoughts and lived experience.
- Using up-to-date data, information and insights we will continue to drive change and improvement.
- We will meet legal and sector-specific requirements as a minimum standard.

## Listening:

- We will actively listen to our colleagues and customers, ensuring that everyone feels a sense of belonging.
- Creating the conditions, channels and environment for our colleagues and customers to be heard.
- Developing meaningful action plans with measures to champion engagement, performance and improvement.

## Learning:

- Developing our learning curriculum and a culture of continuous growth to increase our understanding of all aspects of inclusion and belonging.
- We will develop and embed the skills and behaviours to educate our colleagues, enabling everyone to learn, understand, question and be curious.
- Encouraging everyone to speak up and call out behaviour that doesn't align with our commitment to inclusion and belonging.

## Living our CROFT values:

- Our CROFT values underpin everything we do at Curo, guiding us to be **Caring, Respectful, Open, Fair and Trusting.**
- We will promote our values and ensure they are embedded in all our policies, practices and processes.
- All our colleagues have a responsibility to live our values everyday to promote inclusion and belonging.
- We encourage everyone to be authentic.
- We welcome everyone at Curo, diverse experiences and backgrounds help us all to succeed.

## Data and insights:

- We will use data and insights to inform and influence our approach and decision-making.
- Continuing to develop how we get to know our colleagues and customers to build trusted and accurate data.
- Developing meaningful information to improve our understanding of our colleague and customer needs, experiences and expectations.
- We will promote and implement the use of tools and techniques which develop best practice and provide the opportunity to benchmark.

# Our Roadmap to Belonging

2025  
aims:

1. Communicate and launch our commitments in our Inclusion and Belonging Strategy and Policy.  
2. Relaunch and promote our Inclusion and Belonging Steering Group.  
3. Use data to inform our approach and set a baseline.  
4. Co-create our action plan with colleagues and customers.  
5. Introduce agreed targets and measures to improve diversity of our colleagues including women in trades and minority groups at all leadership levels.  
6. Focus on our pledges, memberships, charters and commitments to inclusion and belonging and to take meaningful actions.

UNDERSTANDING

2026  
aims:

1. Review our people processes through an inclusion and belonging lens.  
2. Develop and embed an inclusion and belonging learning curriculum that benefits all our colleagues.  
3. All leaders will have a meaningful inclusion and belonging commitment within our Inspiring Performance Framework.  
4. Create succession plans and positive action for underrepresented groups.  
5. Improve the gender balance within roles, with specific action for underrepresented groups.  
6. Monitor inclusion and belonging data through our colleague and customer committees and groups.

DEVELOPING

2027  
aims:

1. Our colleagues and customer groups are a valued and an integral part of our decision making.  
2. Inclusion and belonging is embedded in our learning curriculum and is reflected in our colleagues actions and our customer service.  
3. Our processes will reflect inclusive practice and we are recognised as an inclusive employer.  
4. Our colleagues and customers describe Curo as an inclusive employer.

BELONGING



Our ‘Feel at Home’ window stickers which are present throughout the Maltings and our satellite offices.

*This is our initial draft and we  
are evolving this work as we  
learn and grow.*

Book it, pay it, check it, report it, sort it  
- get things done quicker at MyCuro  
[curo-group.co.uk/mycuro](https://curo-group.co.uk/mycuro)

Live chat, Facebook, Twitter, email & more  
[curo-group.co.uk/contact](https://curo-group.co.uk/contact)

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If you would like this information in an  
alternative format please get in touch.

