

BUILDING AN INCLUSIVE CULTURE

 **dsw**
Case Study : —



Challenge

Wrekin Housing Group was refreshing and relaunching its Equality, Diversity and Inclusion (EDI) policies to reflect the growth and changing needs of the organisation. A key part of this was ensuring that EDI was understood and brought to life by more than 1,000 employees working across its Housing and Care Services teams in Shropshire and Staffordshire.

The challenge was to create an engaging and thought-provoking learning experience that would make EDI relevant to people across different roles and parts of the organisation. The programme needed to encourage participants to think differently, explore what diversity and inclusion meant in their own working environment and build confidence in discussing potentially sensitive issues.

Approach

Working with our clients, we designed a highly interactive half-day workshop that connected EDI principles directly with the organisation, its people and their everyday experiences.

Rather than delivering generic EDI training, the programme incorporated Wrekin's own policies alongside real-life case studies, experiences and perspectives from within the organisation. This created an authentic learning experience that encouraged participants to explore different viewpoints, understand each other's roles and responsibilities and consider how their own behaviours could contribute to a more inclusive workplace.

The workshop was designed to work effectively with large groups while retaining participation, discussion and practical application throughout.

Delivery

We consulted, designed and delivered the programme to more than 1,000 Wrekin Housing Group employees, including Managers and Board Members, across a seven-month period.

To help sustain the learning beyond the initial rollout, we also delivered a Train-the-Trainer programme for Wrekin's internal L&D team, enabling the organisation to continue delivering the training to new starters.

The reach of the programme was extended further through the development of a complementary online learning module for involved residents, giving them the flexibility to engage with the key EDI messages in their own time.

Outcomes

The programme brought together colleagues from different parts and levels of Wrekin Housing Group, helping to strengthen understanding of different roles, responsibilities and perspectives across the organisation.

It also supported the development of stronger internal networks and encouraged a more positive and confident approach to potentially sensitive conversations around equality, diversity and inclusion.

Importantly, the combination of organisation-wide workshops, Train-the-Trainer development and online learning created a more sustainable approach, enabling Wrekin to continue sharing its key EDI messages with new colleagues and involved residents beyond the initial programme.



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we will know a way or create one