

ADASS Equity, Equality, Diversity and Inclusion (EEDI) Vision

ADASS is a charity which aims to promote higher standards in social care services, and influence policies and decision-makers so that anyone needing care and support can live the lives they want.

The principles of equity, equality, diversity and inclusion are central to our work as a charity, and as a leading independent voice of adult social care. These are the principles which form the foundations of adult social care and are the reasons many of us chose to work in the sector.

- We are committed to fostering an inclusive, equitable, and diverse environment where every individual feels valued, respected, and empowered.
- We want to create a more diverse, equal and inclusive organisation, and do all we can to create social care leadership which is more aware and representative of the members and communities we serve.
- We lead by example, promoting fair opportunities and ensuring that the views of everyone, from all communities, are recognised, valued, and actively involved in shaping our work and policies.

This vision is:

- For us as an employer and to our employees who we want to feel valued, appreciated and free to be who they are at work. We support a zero-tolerance approach to discrimination of any form in relation to any aspect which makes a person unique. We strive to create a workplace that reflects the communities we serve and where everyone feels empowered to bring their full, authentic selves to work.
- For our trustees, members and partners, and our expectation that they demonstrate inclusive leadership in their role within their own local authority or organisation, and in terms of the care and support they deliver.

In delivering this vision we will:

- **Champion Equity:** Promote fair access to opportunities, recognising and addressing systemic barriers that impact those who are disadvantaged or underrepresented in the adult social care workforce and leadership roles.
- **Foster Equality:** Strive to create a culture where every individual has equal opportunities to thrive and succeed.
- **Celebrate Diversity:** Recognise and honour the rich diversity of individuals and communities we serve. By celebrating differences, we will enrich the support and services we provide, ensuring they reflect the unique needs and aspirations of the people who use them.

- **Promote Inclusion:** Build an environment where everyone feels they belong and where differences are embraced. We will actively engage with individuals at all levels to listen, understand, learn, and act to create an inclusive culture within the organisation and throughout the sector.
- **Lead by Example:** As a voice for the sector, we will consistently model inclusive practices, challenge discrimination, and provide thought leadership to guide the sector towards creating a fairer, more inclusive future.

We believe that by embedding EEDI into the heart of everything we do, we will improve outcomes for individuals and communities we represent, build stronger, more resilient organisations, and create a social care system that is just, compassionate, and truly reflective of the diverse society we serve.

We recognise we have work to do and have developed an action plan to support our journey on this vision. This is centred around actions we will do for our staff and our members.