

FAQs

Equality and Diversity data collection survey

From the end of June to the end of September 2022, we're going to be carrying out an equality and diversity data collection survey, with support from a specialist independent market research agency, IFF Research.

Equality data includes characteristics such as your ethnicity, gender and religion or belief.

The key aim of this survey is to help us better understand you, our customers. This will help us improve the services we provide to you, making them more efficient and accessible.

We'll be asking IFF to get in touch with all our customers. You don't have to respond to the survey, but if you did it would be a big help. It'll mean we can make sure we're providing the right services in the right places. And we'll be able to suggest new ways to support our customers and communities, that work for you.

We understand you might have some questions, so we've put together the below FAQs.

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Why are you asking me for this information?

Abri is committed to improving equality, diversity and inclusion. That includes making sure our services are right for you, our customers. But to do that, we need to have a better understanding of who our customers are. Sharing your equality data will help us do just that.

For example, if we found that a growing number of our customers had a disability, we'd be able to consult with you on how we might tailor our services to provide additional support.

Or, if we knew there were lots of people who held a certain religion belief, we could better understand how our services might be able to adapt to those high and holy days - like not organising consultation events during periods of fasting, or significant holy days.

And we want to make sure our homes and communities are safe spaces for everyone to live. So by sharing your equality and diversity data with us, for instance your race and sexual orientation, we'll be able to make sure your voice is heard.

By understanding who our customers are, we'll be able to invest our money where it's needed most. **Check out some examples at the bottom of this document for more ways that the Equality and Diversity survey will benefit you, our customers.**

Why are you working with IFF Research?

Abri covers a big geographical area and we serve around 100,000 customers. It's important we get in touch with as many of our customers as possible, but to do this, we need a little help.

IFF Research is an independent social and market research agency with a strong reputation for delivering high quality research. Simply put, they're great at what they do. We've appointed IFF to

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carry out the survey on our behalf, so they can do what they're best at, and we can keep focused on delivering our services for you.

We have a contract in place with IFF that safeguards customer rights and you can be sure that the information you provide will be treated with the utmost security and respect.

Who will be contacting me?

IFF Research will be getting in touch with you. This could happen a few ways:

- Email - this will come from Opinions@iffresearch-dm.com
- Phone call - the number will be 02393878604
- Letter
- Text message - this will be sent from IFF Research

When will they contact me?

The survey is running from the end of June until the end of September. IFF will be contacting Abri customers in batches over this period.

You'll be sent an email by IFF Research with more information about the survey, and a link to complete this online in your own time.

If we don't receive an email response to the survey, IFF will give you a call. To give you flexibility around when you take part, any follow up phone calls will be between 9am to 7pm Monday to Friday, 10am to 6pm on Saturday and 11am to 6pm on Sunday.

Do I have to complete the survey?

No, you don't need to disclose your equality information if you don't want to. Most questions have an option of 'prefer not to say'. If you don't want to disclose any information, we would be grateful if you could complete the survey selecting the 'prefer not to say' options, so that we know that this is your preference.

How will my data be used and stored?

All information collected in this survey will be treated in accordance to Abri's Privacy Statement. You can view this online at www.abri.co.uk/privacy. You have a right to a copy of your data, change your data or withdraw from the survey at any point. The data will be primarily looked at collectively as a whole so we can better understand our customers.

Once the survey is done, IFF will pass the information to Abri and will delete it completely from their systems. Customer data will always be treated with the utmost respect and security.

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I have a question - who can I ask?

You can contact the IFF team via email - AbriCustomerSurvey@iffresearch.com if you have any questions or queries about the survey. Or, you can call 020 7250 3035 and quote the reference number at the top of your survey.

You can also get in touch with us by sending a message on the customer portal, or calling 0300 123 1567.

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Protected characteristic	Why are we asking customers for this?
Age	<p>Age is just a number - but it's one that's really useful. It can help us understand what the future needs of our customers might be, so we can develop specialised and care services ready for when they're needed. That's why we're asking you to share your age as part of our Equality and Diversity survey.</p> <p>The more we understand you, the better we can help you. By sharing your age as part of our Equality and Diversity survey, you'll help us develop services that are led by customers' needs.</p>
Disability	<p>We're here to empower the lives of our customers. But to do that, we need to get to know you a bit better. By letting us know if you have a disability as part of our Equality and Diversity survey, we'll be able to develop services that are led by the needs of our customers and work for you.</p> <p>It's really important that all our customers feel safe in their homes. And if that's not the case, we'd like to know so we can support you. By letting us know a bit more about you through our Equality and Diversity survey, we'll be able to understand how we can make our homes and communities safer for everyone.</p> <p>We believe everyone has a right to a safe, warm and affordable home. By letting us know if you have a disability as part of our Equality and Diversity survey, we'll be able to better support you better and make sure you have access to any services you need.</p> <p>They say home is where the heart is. And we want to provide homes that are yours for life. Sharing if you have a disability as part of our Equality and Diversity survey will help us design our properties in the right way, so they're places you can spend with the ones you love.</p>

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	<p>We're here to support you, our customers. But to do that - and do it well - we need to know a bit more about you. By sharing if you have a disability in our Equality and Diversity survey, we'll know if we need to consult with customers on how we might tailor our services to provide extra support.</p>
Sex (gender identity)	<p>We serve around 100,000 customers - that's a really big and diverse range of people. In our Equality and Diversity survey, we're asking you to share your sex (gender identity), so we can better understand who lives in our homes.</p>
Sexual orientation	<p>We're committed to improving equality, diversity and inclusion for our customers. We want our homes and communities to be places where all our customers feel comfortable in being their true authentic selves. By letting us know your sexual orientation in our Equality and Diversity survey, we'll have a better understanding of how we're doing in achieving this, and what more we have to do.</p> <p>It's really important to us that all our customers' voices are heard. And we want to make sure our homes and neighbourhoods are safe spaces for members of the LGBTQ+ community. To do this, we're asking you to share your sexual orientation with us as part of our Equality and Diversity survey.</p> <p>We want all our customers to feel safe and secure in their homes. Sadly, we understand that sometimes this isn't always the case. As part of our Equality and Diversity survey, we're asking you to share your sexual orientation with us, so we'll be able to respond more effectively to any incidences of hate crime.</p>
Gender Reassignment	<p>We want all our customers to feel safe and secure in their homes. Sadly, we understand that sometimes this isn't always the case. As part of our Equality and Diversity survey, we're asking you to share some information with us, especially if you're in the process of undergoing gender reassignment, are fully transitioned or just living in the gender which you wish to be known. This will help us respond more effectively to any incidences of hate crime and provide specific support where it's needed.</p>

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	<p>We serve around 100,000 customers - and we want to make sure everyone's needs are met. To do that, and do it well, we need to understand you a bit better. As part of our Equality and Diversity survey, we're asking you to share if you've gone through gender reassignment with us, so we'll be able to make sure you're supported in the best possible way.</p>
Race	<p>We're lucky to serve a really diverse range of customers, from lots of different race/ethnicities. We want everyone to have equal access to the services we provide - in some cases that might mean sharing information in different languages or providing interpretation services to help you understand your rights. To help us do that, we're asking you to share your race in our Equality and Diversity survey.</p> <p>We want to make sure our communities are safe spaces, for customers from all backgrounds. To help us do that, we're asking you to share your race in our Equality and Diversity survey, so we can better address any racism or disparity that might be faced.</p> <p>We want all our customers to feel safe and secure in their homes. Sadly, we understand that sometimes this isn't always the case. As part of our Equality and Diversity survey, we're asking you to share your race with us, so we'll be able to respond more effectively to any incidences of hate crime.</p>
Religion or Belief	<p>We love to celebrate the many different religions and beliefs held by our customers. And we're also keen to understand how our services might be able to adapt to high days and holy days - for example not organising consultation events during periods of fasting. To help us do that, we're asking you to share your religion or belief in our Equality and Diversity survey.</p> <p>We want all our customers to feel safe and secure in their homes. Sadly, we understand that sometimes this isn't always the case. As part of our Equality and Diversity survey, we're asking you to share your religion or belief with us, so we'll be able to respond more effectively to any incidences of hate crime.</p>
Financial inclusion - Household income	<p>We're here to provide safe, warm and affordable homes for all our customers. But we're also here to help anyone who's struggling financially. We know it can be tough to talk about money sometimes, but by sharing your household income as part of our Equality and Diversity survey, we'll be better placed to provide support when it's needed.</p>

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	<p>To help us create thriving communities and empower the lives of our customers, we first need to know a bit more about you. By sharing your household income as part of our Equality and Diversity survey, we'll be able to better support equal life chances for all.</p> <p>We know things are really tough at the moment, for lots of people, including some of our customers. We're here to support those who are struggling, but to do that we first need to understand a bit more about your household income. By sharing this information in our Equality and Diversity survey, you'll help us develop initiatives like hardship funds that can support those in need to get through financial difficulty.</p>
Digital Inclusion	<p>We're always looking for ways to improve our services. To help us understand what our customers need, we're asking you to share a bit more about your digital inclusion status, as part of our Equality and Diversity survey.</p> <p>We want to make sure all of our customers have equal access to our services. So, we're asking you to share your digital inclusion status as part of our Equality and Diversity survey.</p>
Employment status	<p>We're really proud to have an Employment Support team who can help our customers find a job they love. To help us tailor this service, we're asking you to share your employment status in our Equality and Diversity survey, so we can keep getting people into work that's right for them.</p> <p>We're always looking for ways to provide better support for our customers. And that includes how we can help with employment and training opportunities. So we can understand how much and where this is needed most, we're asking you to share your employment status with us as part of our Equality and Diversity survey.</p>
Primary Language	<p>It's important that all of our customers are able to understand our communications, but we know that English isn't everyone's primary language. So, to help us identify language and interpretation needs, we're asking you to share your primary language (this can include sign language) as part of our Equality and Diversity survey.</p>

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	<p>We want to make sure all of our customers' voices are heard - no matter what language they might speak. To help us do that, we're asking you to share your primary language as part of our Equality and Diversity survey.</p>
Specific support needs (communication, care, mobility)	<p>We're here to help all our customers - no matter their needs. But to do that, we first need to understand what specific support needs you might have. We're asking you for this information as part of our Equality and Diversity survey, so we can tailor our services and provide the best assistance possible.</p>
Ex-military personnel or veteran	<p>As part of our Equality and Diversity survey, we're asking customers if you're ex-military or a veteran. Why? Because we want to support fair treatment of anyone who served in the UK armed forces. By letting us know if you're ex-military or veteran in our Equality and Diversity survey, we'll be better placed to provide employment support and set up a tailored pathway to new work for service leavers.</p>

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