

Deeds Not Words Pledge 2.0

Moving Towards Lasting Impact
2025-2030



Deeds Not
Words **2.0**



tai pawb

promoting equality in housing
hybu cydraddoldeb ym maes tai

Moving towards lasting impact

Five years after launching the original Deeds Not Words Pledge, we recognise and celebrate the progress made in governance, recruitment, awareness, and partnerships in response to our call for action and the Anti-Racist Wales Action Plan (ARWAP) 2030. Yet, systemic racism still affects our diverse communities - staff, tenants, and communities across Wales, with inequities in housing access, career progression, and lived experiences persisting — as shown by our recent sector survey.

With growing resistance to Equality, Diversity and Inclusion work, staying committed to anti-racist action is essential. We must protect progress, highlight calls for justice, and ensure communities remain connected.

Deeds Not Words 2.0 is a bold recommitment to dismantling racial inequalities in housing. Rooted in lived experience and aligned with the refreshed ARWAP 2030, it shifts us from statements to sustained, practical, and intersectional action.

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

The Pledge for 2025-2030

1

Stand against racism and harmful narratives

We will create safe environments for staff, tenants and communities, through:

- Enforcing zero-tolerance policies and practices with trusted, safe reporting systems for racism and hate incidents.
- Preventing and challenging scapegoating of migrant communities with facts, human stories, community and staff engagement, education or other relevant approaches.
- Regularly training and educating board, colleagues and (if relevant) tenants on anti-racism, unconscious bias and any other relevant topics.

2

Tackle racial disparities in housing conditions

We will work to ensure fair and equitable housing conditions for ethnic minority communities, through:

- Actively identifying and, where present, tackling racial disparities in any relevant areas, such as overcrowding, damp, mould, repairs, maintenance or homelessness ensuring prompt response to issues (stock holding organisations).
- Using our voice and influence to highlight and/or address racial disparities in any relevant areas such as overcrowding, damp, mould repairs, maintenance or homelessness (all organisations).

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3

Advance fair representation and champion career progression

We will remove barriers for ethnic minority colleagues and open pathways to management and leadership, through:

- Applying inclusive and targeted approaches in recruitment to achieve change in hiring and reflect community diversity including positive action where possible.
- Offering mentoring, sponsorship or other career development opportunities and pathways tailored to support progression and pipelines to management and leadership roles.
- Support and Equip HR teams with the knowledge to navigate immigration rules fairly and effectively, helping to remove barriers to employment for migrants.

4

Use data and engagement to drive racial equity and diversity

We will improve how we use data and engage with communities to inform anti-racist action, through:

- Closing data gaps and tracking ethnicity data across:
 - recruitment and all employee levels to ensure fair representation and progression (including preparing for ethnicity pay gap requirements)
 - housing conditions, repairs and maintenance (where relevant)
 - anti-racist, bias and other relevant training data
- Engaging, removing communication barriers and centering the lived experience and leadership of people affected by racism to shape service design and delivery.

Our Shared Commitment

We recognise that dismantling racism requires more than strategy—it requires courage, honesty, and sustained commitment.

In a climate where commitment to equality is sometimes questioned, this pledge asserts our unwavering dedication to fairness, togetherness and accountability.

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.

To sign up to this pledge: please email your name/organisation and signature to: evelyn@taipawb.org

Evelyn James – Anti-racism Manager – Tai Pawb

