



Equality, Diversity & Inclusion Strategy Dec 2025

Context

The Dove Service (TDS) aims to provide a counselling service that is available to all those experiencing issues around bereavement, loss and/or life-changing or limiting illness, and who are assessed as being able to make use of the service we offer. Thus our target population is 'according to need'.

We recognise the challenge in reaching our target population and we regularly review our organisation with a view to addressing any limitations in accessibility, inclusion, or diversity.

As an organisation we strive to provide everyone working for us, and with us, **equal opportunities**, free from any form of discrimination, regardless of who they are.

We acknowledge that a commitment to equity means acknowledging that people have different starting points, and that we have to be fair and impartial in all our processes, practices and interactions to address any imbalances.

We celebrate the **diversity** that exists within our organisation and communities, seeking to embrace a wide range of backgrounds, experiences, cultures and perspectives, all of which we believe will enable our organisation to live our values.

We value difference and want all of our members and clients to feel respected and welcomed. We aim to provide an environment in which all of our people feel **included** regardless of their gender, sexual orientation, marital/civil partner status, religion, belief system, race, disability, age, or any other visible or invisible differences.

We want all of our members to feel valued and celebrated for all they bring to our organisation.

Equal Opportunities information from anonymous client records and recruitment applications was reviewed as part of this strategy.

This strategy will be reviewed bi-annually.

Our Values

We are an organisation that is:

- **Supportive** – we are compassionate and supportive in all that we do, recognising the importance of the quality of care that our clients receive
- **Professional** – we strive to be excellent in all that we do, maintaining trust and confidence from our stakeholders, are committed to improving our skills and knowledge, and ensuring a professional image is portrayed at all times

- **Innovative** – we develop new ideas and ways of working, find creative solutions to problems and are not afraid to challenge expectations/convention
- **Respectful** – we value the individual and respect the ideas and opinions of others in all their diversity
- **Empowering** – we enable our staff and clients to achieve their potential and to develop resilience to manage life's challenges

We aim to achieve our values by behaving with **Integrity**, through leading by example as individuals, and as an organisation, by being transparent and ethical in our dealings with others.

As an organisation that includes a counselling service, TDS abides by the BACP Ethical Framework for the Counselling Professions and their values of counselling and psychotherapy in everything that we do.

Our Strategy

Our Board of Trustees and Management Team will review this strategy bi-annually to ensure it is still fit for purpose, and to agree any areas for improvement and review any potential barriers to accessing our organisation for either potential members, or clients. In addition we will:

- Review this strategy and associated policy every other year, or when there are changes to legislation or the BACP Ethical Framework for the Counselling Professions.
- Review relevant policies & procedures to ensure they continue to meet our standards for EDI, including but not exclusive of; Recruitment & Selection Policy & Procedure, Service Quality Policy, and Code of Conduct.
- Review our service delivery and use our 'Due diligence checklist' to ensure all new projects/developments fall in line with our commitment to EDI and our values.
- Be proactive in offering reasonable adjustments to our members & clients as appropriate
- Offer CPD to all members that relates to issues around EDI as appropriate and training to all managers to ensure that they are leading by example and challenging any unacceptable or offensive behaviour or language.

Identified areas for improvement & Actions

- 1) Previous analysis of our EDI strategy demonstrated that our base at the Dudson Centre was no longer fit for purpose as access had become restricted, clients had noted that they felt uncomfortable in the area due to safety concerns, and members of our team had similar safety concerns.

ACTION

TDS head office moved to Trent Vale to provide a safer and more accessible location. This has resulted in face-to-face counselling increasing to nearly 50% and a reduction in members of our team opting to work from home.