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Equality Pledge Plus

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Llywodraeth Cymru
Welsh Government



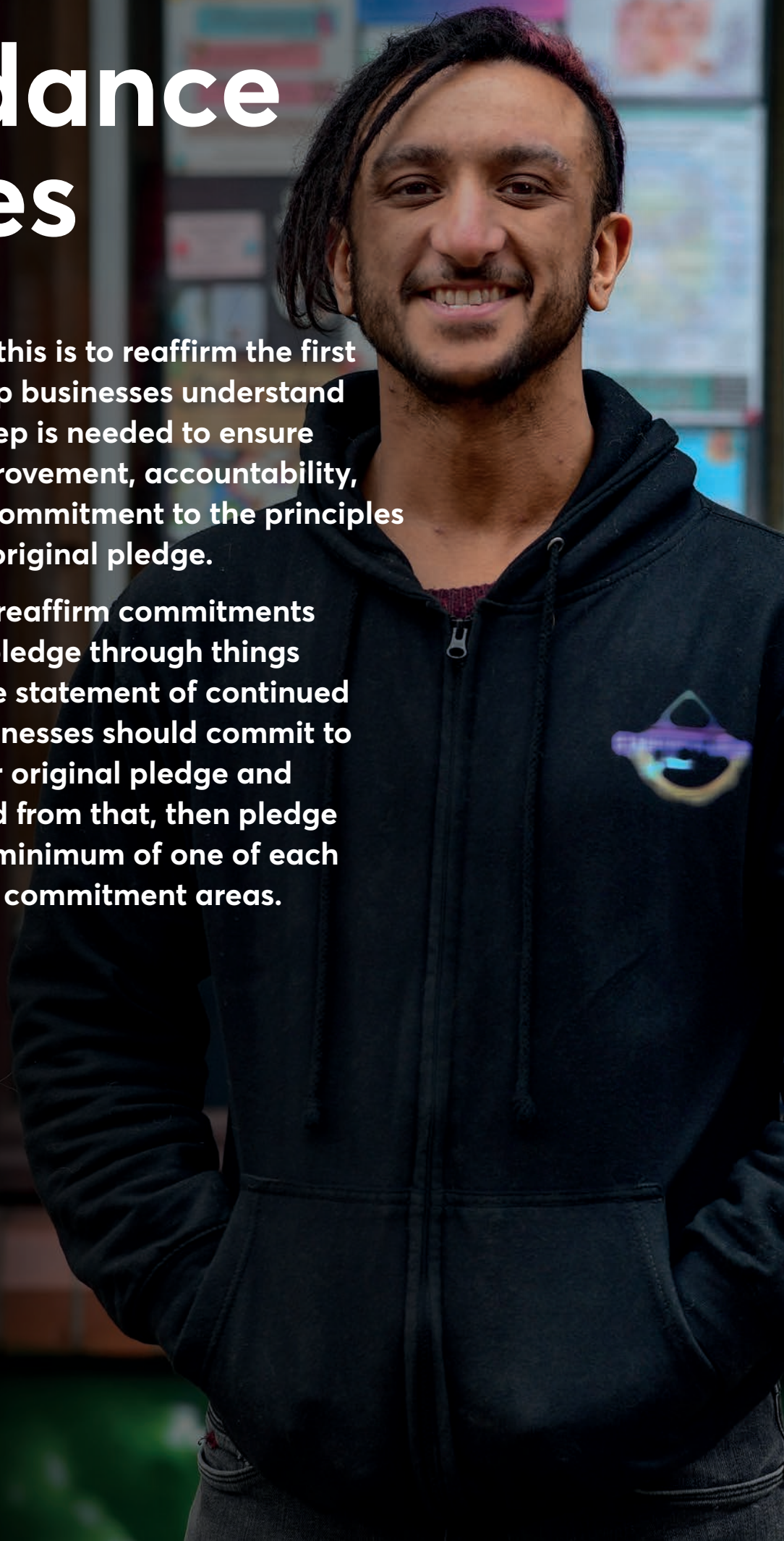


The Equality Pledge Plus is the next step in the Equality Pledge process, and it offers enhanced ways in which Welsh businesses can take pro-active steps towards creating an inclusive, fair and diverse workplace, demonstrating their commitment to their employees and the wider community.

Guidance Notes

The purpose of this is to reaffirm the first pledge, and help businesses understand why this next step is needed to ensure continuous improvement, accountability, and sustained commitment to the principles outlined in the original pledge.

Businesses can reaffirm commitments to the original pledge through things such as a simple statement of continued adherence. Businesses should commit to a review of their original pledge and activity required from that, then pledge to commit to a minimum of one of each of the following commitment areas.



01

Equality activities to benefit, attract and retain staff

Fair Reward and Pay

- Review salaries annually to ensure pay remains in line with the cost of living.
- Adopt the Fair Work Fair Reward approach by providing pay that meets basic needs and offering enhanced benefits such as annual leave, sick pay, and pensions above statutory minimums.
- Foster a workplace where all employees are fairly rewarded and valued, ensuring equity in pay and recognition.



Inclusive and Fair Recruitment

- Advertise all vacancies widely to attract a diverse range of applicants.
- Ensure job descriptions and recruitment materials are free from discriminatory language and practices.
- Address unconscious bias in recruitment by attracting broad talent pools and using anonymised applications where possible.
- Commit to attending the Inclusive Recruitment and Onboarding Webinar delivered by Business Wales.
- Promote involvement in the Business Wales Equality & Diversity Pledges through everyday actions.
- Progress through the Disability Confident Scheme, aiming to become a Disability Confident Employer (Level 2) or Leader (Level 3).





Security and Flexibility

- Offer flexible working arrangements in line with the Employment Rights Act 1996 to support work-life balance.
- Promote job and income security through clear contracts, predictable hours, and supportive workplace practices.
- Maintain family-friendly policies, including compassionate or domestic leave, to support staff in balancing personal and professional responsibilities.

Employee Development and Support

- Provide contracts of employment to all staff and maintain a transparent appraisal process.
 - Link appraisals to personalised development plans to support individual growth and career progression.
 - Implement inclusive policies to support a diverse team, such as:
 - Neurodiversity Policy
 - Mental Health Policy
 - Reasonable Adjustments Policy
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Safe and Inclusive Workplaces

- Foster a neurodiverse workplace by offering tailored support, inclusive practices, and training to help neurodivergent employees thrive.
- Work toward becoming a Disability Confident Leader (Level 3 of the Disability Confident Scheme).
- Adopt a Fair Work approach to create a safe, inclusive work environment by focusing on at least one of the following:
 - Collect and use workforce diversity data to improve representation
 - Maintain and review health and safety measures with staff involvement
 - Address under-representation and reduce gender, race, and disability pay gaps
 - Prevent bullying, harassment, and discrimination through strong policies and procedures



Legal Rights and Compliance

- Conduct right to work checks for all employees to meet legal obligations and promote fair treatment.
 - Commit to upholding workers' legal rights through clear, compliant practices.
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02

Promote your commitment to delivering an inclusive service



Disability Inclusion and Accessibility

- Promote your registration as a Disability Confident Committed Employer (Level 1) across all marketing channels.
- Undertake an annual accessibility review from the customer perspective, covering both online platforms and physical premises.
- Ensure your business remains adaptable to the needs of all customers.
- Offer alternative formats and arrangements to meet the accessibility needs of your customer base.
- Progress within the Disability Confident Scheme, with the aim to become a Level 2 (Employer) or Level 3 (Leader) participant.





Employee Voice and Representation

- Adopt a Fair Work approach by creating an environment that supports Employee Voice and Collective Representation.
- Enable open communication where employees can share views, concerns, and suggestions that influence workplace decisions.
- Facilitate access to Trade Unions and honour any existing collective agreements.
- Establish clear, effective channels for both individual and collective voice, recognising Trade Unions as valuable partners.



Commitment to Equality and Positive Promotion

- Sign up to the Business Wales Equality Pledge Plus to demonstrate your commitment to inclusion and diversity.
- Use the marketing toolkit and logos provided to promote the positive steps your business has taken.
- Showcase your equality commitments through promotional materials and public engagement.



03

Deliver an Accessible Service



Businesses need to ensure that they provide customers with goods and services they require in a way that they can access.

Accessible Digital and Physical Services

- Conduct regular audits of physical sites, websites, and services to assess accessibility and user experience.
- Ensure all websites and mobile applications are fully functional and accessible across mobile devices.
- Commit to making all digital platforms and services accessible to disabled users in line with best practice and accessibility standards.



Inclusive Communication and Continuous Improvement

- Share success stories that highlight how your services or products promote inclusivity.
- Carry out regular reviews of services and implement updates based on customer feedback to improve experience and accessibility.
- Collaborate with community organisations to drive inclusion, support engagement, and strengthen your impact within the community.



04

Consider Social Accessibility

Are your business premises and physical premises accessible to all?

- Review existing facilities to identify and remove barriers that may prevent people with disabilities from accessing your services.
- Provide disability awareness training to all employees to foster understanding and inclusive practices.
- Carry out an annual Accessibility Audit to ensure your spaces and services remain inclusive and accessible to all.



05

Recognising and promoting the use of the Welsh Language



Your business respects and recognises the bilingual nature of Welsh communities, recognising and where possible, promoting the use of the Welsh language.

- Increase the use of the Welsh language in the workplace in line with the Well-being of Future Generations (Wales) Act 2015.
 - Encourage employees to attend Welsh language lessons through Welsh Government schemes, enabling them to greet and support customers in Welsh.
 - Work towards certification through schemes like Cynnig Cymraeg to demonstrate your commitment to providing services in Welsh.
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06

Delivering equality and good practise through your suppliers

Equality and Diversity in the Supply Chain

- Regularly review and update supplier compliance with equal opportunity practices to maintain accountability and drive continuous improvement.
- Review supplier Equal Opportunities Forms to ensure alignment with your company's diversity and inclusion standards.
- Encourage suppliers to eradicate unlawful and unethical practices by promoting the Legal Rights Respected principle from the Fair Work Agenda.

Transparency and Accountability

- Publicly report on supply chain practices and progress towards ethical employment goals, including through your website and other public-facing platforms.



Equality Pledge Plus Sign Up



The Equality Pledge Plus provides a practical way for businesses to demonstrate their commitment to creating an inclusive, fair and diverse workplace, while offering accessible products and services to all. By signing up to the Pledge, your company is undertaking to take action against **one or more** commitments.

You will gain access to an exclusive marketing toolkit specifically designed to provide practical information, guides and logos to help you promote the positive actions your business has taken to become fairer, more inclusive and improve individual and collective well-being.

Welsh Government's Economic Contract

The Welsh Government's Economic Action Plan drives change in policy and delivery to create an economy of inclusive growth that boosts our wealth and well-being, and narrows inequalities. The Economic Contract frames a new relationship with business based upon the principle of public investment with a social purpose to help businesses respond to the challenges of the future.

Parts of this Pledge will help businesses demonstrate commitment to two of the pillars of the Economic Contract, which encourage Welsh businesses to improve their skills base and ensure work is fairly rewarded.

Business Name: **Williams Estates Direct Limited**

Description of your Business:

Estates and Lettings

Strategy/Action Plan

This action plan aims to set out the steps your business needs to take and the timescale, in order to achieve your commitment to the Equality Pledge Plus.

This action plan will be reviewed annually, however a business wanting to achieve their goals will continually review their actions and commitments.

Action	By when	Carried out by	Date completed
Implement contracts of employment	12 months	OC	
Paying a fair salary	12 months	OC	
Promote flexibility where appropriate	12 months	OC	

Approved by: Owain Colwell

Date: 14.9.26

Role: Director

Signed:



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This document is also available in Welsh.
We welcome correspondence and telephone calls in Welsh.

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