



**West  
Granton**

Housing Co-op

sustaining and championing the co-operative way

## **West Granton Housing Cooperative**

### **Appropriate language use Policy**

#### **Produced by:**

This policy was developed jointly between West Granton Housing Co-operative and Doctor Stewart Montgomery, Montgomery Housing and Equality Services. If this document is copied, either in part or in full, then our joint authorship should be noted on any copy.

#### **Audit trail**

This policy was approved by the Committee of Management on 11<sup>th</sup> March 2020.

It should be reviewed again no later than 2024.

We can produce this document in different formats such as in larger print, etc where appropriate; please enquire at our office for further details.

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## **Section 1: Background**

## **1.1. Rationale for our appropriate language policy**

We have developed this policy to promote appropriate and positive language in line with our equality policy.

This document is also essential in meeting regulatory standards in respect of promoting respect for other individuals.

For instance, the Scottish Social Housing Charter, Outcome 1, specifies:

“Every tenant and other customer has their individual needs recognised, is treated fairly and with respect, and receives fair access to housing and housing services.”

In order to achieve this objective, using appropriate language is very important as this is central to promoting respect for other people.

This policy, it is emphasised, is part of our equality strategy and, as such, is a governance policy that applies to all organisational services.

This policy has practical implications, too, as language use is one of the issues that we evaluate as part of our organisational equality impact assessments.

Finally, this policy is implemented into practice through our appropriate language procedure (staff guide).

## **1.2. Summary**

Our appropriate language policy describes core objectives that we apply to promote positive language throughout all organisational documentation. This policy is translated into practice through our appropriate language procedure, as well as being central to the equality impact assessment process

## **Section 2: Policy objectives**

We promote appropriate language usage by:

- using quality standards to evaluate language usage as part of our equality impact assessment process;
- incorporating appropriate language throughout our public information;
- communicating with tenants using methods that reflect their stated preferences;
- promoting appropriate language with partner organisations with which we work;
- delivering staff training that encourages staff to reflect consciously on the importance of language in creating positive and/or negative views about other people;
- monitoring the implementation of this policy through our equality impact assessment process;
- addressing any complaints received relating to language use;
- consulting about this policy statement with tenants and service users through our Tenant Participation Strategy; and
- reviewing this policy regularly, as appropriate.

### **2.3. Summary**

Our appropriate language use policy statement sets out the principles that we use to develop appropriate language throughout all organisational services. This is achieved in practice through our equality impact assessment process taking account of our appropriate language guide.