

Chief Executive's Directorate

Equality and Diversity Annual Report 2009/10

1. Introduction

- 1.1 This annual report is produced in accordance with the Council's equality and diversity policy and reports on progress with implementing the Chief Executive's Directorate's equality and diversity action plan for 2009/10. The directorate's action plan for 2010/11 was considered by the Select Committee on Regeneration, Culture and Adult Education on 3rd March 2010 and has been approved by the Leader of the Council.
- 1.2 The annual report covers the period from April 2009 to March 2010 and contains:
- key facts about the directorate, including a workforce profile
 - issues from equality impact assessments
 - achievements against the directorate's equality and diversity action plan for 2009/10.

2. Key Facts

- 2.1 Each directorate produces a strategic plan which set out its priorities, objectives and targets for the year and provides the directorate context for its equality and diversity action plan. The strategic plan sets out the mission statement for the directorate which is:

"The role of the Chief Executive's Directorate is to promote a high performing, customer-focused council, with accessible, quality public services that measurably improve the quality of life. We aim to achieve this through: corporate leadership and direction, developing our staff, and developing collaborative partnerships that make a difference."

- 2.2 During 2009/10 the directorate contained the following sections:
- Administration services
 - Community safety
 - Corporate policy and research
 - Customer access to services
 - Elections and electoral registration

- Marketing and communications
- Secretariat, leader's and Mayor's office

2.3 The directorate employed 117 staff as at 31st March 2010, compared with 315 at 31 March 2009. This difference is largely accounted for by the transfer of human resources staff to the Directorate of Law, Property and Human Resources.

2.4 The directorate's workforce profile is set out in table 1(a) below, showing a breakdown by grade. This can be compared with the council's profile as a whole which is set out in table 1(b). The equivalent figures for 31 March 2009 and 31 March 2008 are set out in italics in tables 1(a) and (b). The directorate's figures are not directly comparable between the three years due to the substantial changes to the directorate's structure during the period covered. However, the directorate as at 31 March 2010 employed a higher proportion of BME and disabled employees than was the case for the council as a whole.

Table 1(a). Chief Executive's Directorate workforce profile 31 March 2010 (compared with previous two years)

Chief Executive's		Female (%)	Male (%)	BME (%)	Disabled (%)
Scale point 34⁺ and above (higher grades)	31/03/10	59.6	40.4	8.5	12.8
	<i>31/03/09</i>	<i>68.7</i>	<i>31.3</i>	<i>6.1</i>	<i>9.1</i>
	<i>31/03/08</i>	<i>67.3</i>	<i>32.7</i>	<i>7.1</i>	<i>8.0</i>
Below scale point 34 (lower grades)	31/03/10	74.5	25.7	7.1	1.4
	<i>31/03/09</i>	<i>78.2</i>	<i>21.8</i>	<i>6.9</i>	<i>2.8</i>
	<i>31/03/08</i>	<i>71.9</i>	<i>28.1</i>	<i>6.0</i>	<i>3.7</i>
Total	31/03/10	68.4	31.6	7.7	6.0
	<i>31/03/09</i>	<i>75.2</i>	<i>24.8</i>	<i>6.7</i>	<i>5.1</i>
	<i>31/03/08</i>	<i>70.3</i>	<i>29.7</i>	<i>6.4</i>	<i>5.5</i>

Table 1(b). Dudley MBC workforce profile 31 March 2010 (compared with previous two years)

Dudley MBC		Female (%)	Male (%)	BME*	Disabled (%)
Scale point 34 and above (higher grades) (excluding schools)[#]	31/03/10	51.3	48.7	8.8	4.5
	31/03/09	51.1	48.9	9.2	4.5
	31/03/08	50.3	49.7	9.1	4.6
Below scale point 34 (lower grades) (excluding schools)[#]	31/03/10	69.2	30.8	7.1	2.6
	31/03/09	69.3	30.7	6.3	2.6
	31/03/08	69.5	30.5	6.2	2.6
Total (excluding schools)	31/03/10	66.4	33.6	7.3	2.9
	31/03/09	66.5	33.5	6.8	2.9
	31/03/08	66.6	33.4	6.6	2.9
Total (including schools)	31/03/10	75.2	24.8	6.0	1.7
	31/03/09	75.0	25.0	5.6	1.8
	31/03/08	74.9	25.1	5.5	2.0

Notes: *Scale point 34 on 31 March 2010 equates to a salary of £28,600 approx.

*BME figures exclude those employees for whom no ethnic origin data is held

[#]Grade breakdown excludes schools due to the different grading structure for teachers

Table 2. Chief Executive's Directorate – recruitment activity 2009/10

Year	No. recruited	Female (%)	Male (%)	BME (%)	Disabled (%)
2009/10	3	66.7	33.3	33.3	66.7
2008/09	57	77.2	22.8	12.3	3.5
2007/08	9	55.6	44.4	22.2	0

Note: the relatively large numbers recruited in 2008/09 reflect the introduction of Temp Solutions, the in-house staffing agency, which provides temporary administration and clerical support across the Council. These figures are now included in the Directorate of Law, Property and Human Resources's recruitment statistics.

- 2.5 Table 2 sets out the Directorate's recruitment analysis for 2009/10 compared with the previous two years. The small number of employees recruited reflects both the reduction in the size of the directorate and the council-wide reduction in recruitment activity over the last twelve months. Little can be inferred from the 2009/10 figures given the small numbers involved.
- 2.6 Full data about employment across the Council, including that which meets the requirement for employment monitoring by racial group under race equality legislation, will be presented and analysed in the Annual review of equality and diversity 2010.

3. Equality Impact Assessments

- 3.1 In accordance with the council's equality scheme, a number of equality impact assessments (EIAs) of service/policy areas are being undertaken within the directorate. Actions arising from these are included in the directorate's equality and diversity action plans. A summary of issues raised in the areas looked during the year is set out below.
- 3.2 Community strategy – the revised community strategy for 2010-13 which was launched in March 2010 reflects the work done on equality impact assessment and identifies areas of inequality to be tackled through the revised strategy. Issues raised have also informed the revision of the council's disability and gender equality schemes, highlighting, for example, the importance of disability awareness training for staff and tackling language barriers faced by older women from some communities.
- 3.3 Alcohol strategy – an alcohol strategy for the borough was drawn up in 2009/10. The EIA highlighted that there were some clear differences in the levels and nature of alcohol abuse between different groups such as those defined by age, gender and religion, although there were some gaps in data which made it difficult to reach conclusions in some equality areas. There was a need to extend the annual needs assessment process to try to address these gaps in data and to ensure that the alcohol strategy action plan is delivered in a way so as to address what was known about alcohol misusers' background, for example, in information campaigns.
- 3.4 Domestic abuse – an initial impact assessment was carried out in order to inform a wider review of multi-agency domestic abuse services and the domestic abuse strategy which will take place during 2010/11. The EIA highlights, for example, that the large majority of domestic abuse victims are

female, although there is a significant number of male victims and substantial underreporting by men.

- 3.5 Adult Drug Treatment Service, Young Person's Substance Misuse Service and Drug Intervention Programme - these services had been put out to tender and a new contract let in 2009. An EIA of this agreement was carried out to ensure that the right data was being collected and the services can be judged as having the appropriate impact on different communities once sufficient monitoring data is available.

4. Achievements against the Directorate's Equality and Diversity Action Plan for 2009/10

- 4.1 The achievements against each of the targets set out in the Directorate's equality and diversity action plan for 2009/10 are set out at the Appendix to the report.

Chief Executive's Directorate
May 2010

Chief Executive's Directorate – Equality and Diversity Action Plan for 2009/10

Progress report

Objective	Detailed action/target (and lead officer)	Target Date/ milestones	Progress
Priority 1 Develop clearer targets and outcomes			
CE1. Undertake further equality impact assessments (EIAs) in the directorate	(1) Undertake EIAs of the following during 2009/10 (ES1.3): Sustainable Community Strategy (AWr) Community safety plan (DH) Borough wide alcohol strategy (SH) Drug strategy action plan (SH) Domestic abuse strategy (AB)	Complete by March 2010	Community strategy, domestic abuse and alcohol strategy EIAs undertaken – see section 3 for details Community safety & drug strategy carried forward to 2010/11
CE2. Improve the approach to EIAs across the Council	(1) Develop further the equality intranet site to give to staff clearer guidance and good practice in undertaking EIAs (ES1.5) (SM)	June 2009	Site updated with completed EIAs and guidance notes
	(2) Produce a guide to data sources and equality data collection (ES3.15; 4.13) (AWr/SM)	July 2009	Guide to equality monitoring drafted - ONS guidance had been awaited on sexual orientation and disability

CE3. Improve equality and diversity policy development and performance management	(1) Produce the Annual review of equality and diversity for the lead Select Committee on corporate equality issues and Cabinet by September each year to report on progress with implementing the Equality Scheme (ES1.6) SM)	September 2009	Completed – approved October Cabinet
	(2) Trial combined central directorates equality group (SM)	From April 2009	In place
	(3) Undertake initial self-assessment of all directorates against the new Equality Framework (ES1.10) (SM/EDAG)	April/May 2009	Work on initial self-assessment undertaken. Awaiting decision on external assessment as no additional resources identified to undertake work.
	(4) Prepare evidence portfolio following self-assessment (ES1.10) (SM/EDAG)	June/July 2009	
CE4. Assess the implications of the Equality Bill for the Council and prepare for the introduction of the Act	(1) Assess new duties and outline action required (SM)	Report to EDAG – June 2009; Corporate Board – July 2009	Reports taken to CEDLG and June Cabinet
	(2) Include other equality strands within the Equality Scheme (ES1.9) (SM/EDAG)	Draft April 2009 Cabinet – June 2009	Completed – Equality scheme supplement and vision approved by June Cabinet
	(3) Draw up revised Council vision for equality (SM/EDAG)		
Priority 2. Improve mechanisms for consultation and involvement			

CE5. Promote engagement with all communities in the Borough	(1) Launch community engagement toolkit and guidance (LP)	April 2009	Completed
	(2) Support the promotion of the BME community consultation event in 2009 (JW)	November 2009	Completed – event held on 14 th November
	(3) Develop new annual programme of involvement of Action for Disabled People and Carers in EIAs (SM)	June 2009	In place – ADC involved in transforming social care, reviewing the Disability equality scheme and a number of EIAs
	(4) Develop further routes for consultation on LGB&T issues (SM)	March 2010	Dudley LGBT Forum established
	(5) Develop engagement with young Muslim women across the borough through the PVE programme and plan and deliver capacity building events (RO)	March 2010	Muslim women's network meets - conference held in May 2009 and role modelling event in January 2010
Priority 3. Improve communications			
CE6. Celebrate diversity of borough and workforce	Support the local promotion of a range of culturally diverse events (JW/EDAG)	March 2010	Diversity calendar on website; events supported included: St George's day; International women's day; Gypsy, Roma and traveller history month; Carer's week; Ramadan; Black history month;

			Diwali; Christmas
CE7. Improve access to information	Incorporate findings from the marketing and communications EIA into the marketing and communications toolkit (BH/SM) (ES3.7; 3.16)	June 2009	Toolkit available on intranet site. Further work to be done in 2010/11 to develop clearer standards for information for disabled people.
Priority 4. Improve equality and diversity competencies of employees			
CE8. Implement new approaches to training to reach more employees	Work with Law and Property Directorate to design an e-diversity training course for employees (ES1.16) (SM)	During 2009/010 (revised target)	E-learning provider selected and training to be rolled out across directorates during 2010/11
Priority 5. Employment issues			
CE9. Increase % of employees with a disability	Work with Law and Property Directorate to implement action plan arising from external auditors' review 'supporting people with a disability' (SM)	Range of target dates included in the action plan	Actions in HR strategy approved by June Cabinet and being implemented e.g. guidance for managers drawn up. 'Yourself' personal access to personnel records being introduced. Figures not increased during 2009/10
Priority 6. Promote community safety and community cohesion			

CE10. Improve analysis and understanding of anti-social behaviour (ASB) data in order to target responses more effectively	(1) Review regularly monitoring data and trends relating to ASBU activity (PB)	Annual review – April 2009 Monthly reviews from May 2009	Commenced in line with 'Paragon' the police change programme. Developing minimum standards in light of Pilkington case. 4 ASB partnership officers now work for police.
	(2) Link tension monitoring information to ASBU data and activities (RO)	Quarterly reviews from April 2009	Regular informal liaison ongoing – looking to put formal structures in place
	(3) Respond to place survey results and ASB incident data with targeted activities (AWi)	From April 2009	Addressed via the joint advisory group of community safety partnership
CE11. Ensure that the domestic abuse strategy reflects the needs of all communities.	Equality impact assess all services that form part of the current domestic abuse strategy (AB)	Domestic abuse co-ordinators to be trained by June 2009 Individual services assessed by October 2009	Initial EIA undertaken. Strategy to be revised in 2010/11 and a comprehensive review of multi-agency services to be carried out in 2010/11.
CE12. Respond to the young persons substance misuse needs assessment by	(1) Undertake consultation with young women (SH/AH)	October 2009	Consultation with young people in Feb/March 2010 Action plan to be carried

establishing why fewer young women than young men access the specialist substance misuse treatment service	(2) Develop action plan following outcome of consultation (SH/AH)		forward to 2010/11 Number of young women with alcohol issues accessing the young persons specialist substance misuse service has increased
CE13. Respond to the adult drug treatment needs assessment by establishing why fewer young people aged 18-24 who misuse cocaine do not access drug treatment services	(1) Undertake consultation with client group (DR/EH)	October 2009	Formal consultation has not yet taken place although service user feedback has been used to inform the needs assessment and treatment plan for 2010/11
	(2) Ensure relevant services are provided through drug treatment services (DR/EH)	July 2009 and review after consultation	Service specifications were revised as part of the tendering process. Trends have been used to inform provision, criminal justice initiatives and campaigns e.g. the Christmas alcohol and cocaine campaign
CE14. Ensure new service level agreements (SLAs) for the adult drug treatment services,	(1) Convene group to undertake EIA of SLAs (SH/EH)	May 2009	EIA undertaken and early monitoring data being analysed

drug intervention programme and young persons specialist substance misuse service address equality issues	(2) Amend SLAs to respond to findings of the EIA (SH/EH)		
CE15. Progress community cohesion work	(1) Develop community cohesion delivery plan (RO)	Draft by May 2009	Plan approved by Community Safety Partnership in December
	(2) Work with the Directorate of Children's Services to develop a plan for engaging schools in PVE activity and consider how to use available funding (JH/RO)	October 2009	Helped facilitate conference for headteachers, role modelling event for girls (see 2.5) and Building Bridges workshops in schools.
Priority 7. Access to elections process			
CE16. Increase participation in electoral registration and elections	(1) Issue 18 th birthday cards with guide to elections to new electors as a reminder to vote (AM)	From December 2009	Introduced and ongoing
	(2) Distribute pictorial guide to voting to people with learning disabilities via leaning disability groups and services (AM)	May 2009	Guide introduced for 2010 local elections when budget available

Glossary

ASB – anti-social behaviour

ASBU - Anti-social behaviour unit

CEDLG – Corporate equality and diversity leadership group (officer steering group, replaced EDAG)

EDAG – Equality and diversity advisory group

EIA – equality impact assessment (process to establish what impact a service or policy has on various equality groups)

ES – Equality scheme (ES references e.g. ES3.7 refer to numbered action in the Equality scheme 2007-10)

HR – human resources

LGBT – Lesbian, Gay, Bisexual and Transgender

NI – national indicator (a new set of national indicators replaced the best value performance indicators from April 2009)

PVE – preventing violent extremism (the Council is a Pathfinder for the national PVE programme)

Lead officers for actions

AB – Anne Boden; PB – Peter Burford; SH – Sue Haywood; AH – Audrey Heer; DH – Dawn Hewitt; JH – John Hodt; BH – Barry Hutchinson; EH – Elaine Hopwood; SM – Simon Manson; AM – Alison Mason; RO - Rosina Ottewell; LP – Leighton Pendry; DR – Dee Russell; AWi – Andy Winning; AWr – Andy Wright; JW – Jason Whyley