

Directorate of the Urban Environment

Draft Annual Equality and Diversity Action Plan 2006/07

1. Introduction

- 1.1 The Equality and Diversity Action Plan sets out the Directorate of the Urban Environment's objectives for the year 2006-2007 for implementing the Council's Equality and Diversity Policy. It includes both corporate priorities (identified in Appendix 1 of the Action Plan), and the Directorate's objectives (identified in Appendix 2 of the Action Plan), as well as addressing equality and diversity issues existent due to relevant legislation.
- 1.2 All of the targets within the Action Plan relate, and contribute to, the six themes contained within the Council Plan.
- 1.3 The Directorate of the Urban Environment is a large Directorate, carrying out a number of diverse functions, which are:

Economic Regeneration

Resources and Partnerships
Traffic Management and Road Safety
Engineering and Transportation
Design and Projects
Future Skills Dudley

Environmental Management

Street Care
Green Care
Waste Care

Cultural and Community Services

Sport and Recreation
Arts, Heritage and Parks
Bereavement Services

Development and Environmental Protection

Development Services
Public Protection

Underpinning these functions, are the relevant policy and support services, a number of which are included within the Policy and Executive Support Team.

- 1.4 A review of the Directorate's achievements against the objectives detailed in its 2005/2006 Action Plan will be included in the Equality and Diversity Annual Report, submitted to Select Committee for Culture and Recreation in summer of this year.

2 Relationship with other plans

- 2.1 The Directorate's Action Plan forms part of the Authority's response to how it will deal with equality and diversity objectives. It incorporates the corporate equality and diversity objectives agreed by the Select Committee on Economic Regeneration in March 2006, which will be reflected in the Council Plan for 2006/07. In addition, the Authority's approach to Race Equality is set out in the Council's Race Equality Scheme (which was revised in May 2005), whilst a combined Equality Scheme will be published by December 2006.
- 2.2 The principles and objectives of the Action Plan are also integrated into Service Plans within the Directorate of the Urban Environment, and may be subject to scrutiny as part of external inspection processes.

3 Visions and Values

- 3.1 The Directorate supports all aspects of the Council's Equality and Diversity policy, and will take action to implement the policy both in terms of employment practices and service provision.
- 3.2 All employees of the Directorate have an individual responsibility to comply with the relevant legislation, policies and procedures relating to equality and diversity. This responsibility is applied in the Directorate's dealings with Members, other employees, job applicants, residents, service users, other members of the public and external organisations. Specific responsibilities for ensuring equality and diversity, in both employment and service provision, rests with the Directorate's Management Team, and all Heads of Service, with the support of the Directorate's Principal Personnel Officer. The Head of Policy and Executive Support, a member of the Directorate's Management Team, has the responsibility for co-ordinating this work across the Directorate.
- 3.3 In attempting to ensure that equality and diversity is mainstreamed into service provision, employees of the Directorate undertake relevant training and development in these areas. Information is initially provided as part of an on-site Induction, so that employees are immediately made aware of equality and diversity issues, and the role individuals play in extending it into service provision. Other training and development for employees includes recruitment and selection training (which includes information on equality and diversity issues). Refresher training is also offered, ensuring that such employees remain updated in their knowledge and skills. In addition, as indicated in the proposed Action Plan for 2006-2007, Senior Managers will receive briefings regarding employment law matters, relating to the main strands of Equality

and Diversity (see point DUE 10 in Appendix 2 of the attached Action Plan for 2006-2007).

4 Key issues and targets for 2006/2007

- 4.1 The Council's equality and diversity objectives for the forthcoming municipal year are set out below, and also detailed in Appendix 1 of the attached Action Plan. In addition to being agreed by Select Committee for Economic Regeneration, they have also received support from the Council's Community Representatives Panel. The priorities are:

(1) Equality Scheme

The Cabinet has agreed to the production of a combined Equality Scheme, which will bring together the current Race Equality Scheme with the legal requirement to have in place within the Council a Disability Equality Scheme by early December 2006. Pending duties under the Equality Bill can also be taken into account. The legislation contains a range of requirements in terms of equality impact assessments relating to the impact of the Council's policies and services.

- Complete the impact assessments listed in the revised Race Equality Scheme by 31 May 2006;
- Assess the implications of the Equalities Bill;
- Launch equality impact assessment guidance and develop a programme of assessments across all Directorates to feed into the Scheme's Action Plan;
- Maintain or increase the score against Best Value Performance Indicator 2b on race equality;
- Publish the combined Equality Scheme by 4 December 2006.

(2) Equality Standard for Local Government

The Equality and Diversity Officers Advisory Group has already undertaken a scoping exercise to assess the requirements of Level 3 of the Equality Standard for Local Government, which is the national framework for assessing and progressing equality work in local authorities. This scoping exercise has resulted in an action plan, with the aim of achieving Level 3 of the Standard. A target of 31 March has been determined.

- Implement the action plan to achieve Level 3 of the Standard by March 2007.

(3) People Management Strategy for 2006-2008

A people management strategy for 2006-2008 is currently being developed to ensure that the Council has employees, with the necessary skills and abilities, to deliver the Council's vision and

priorities over the next three years. Promoting equality and diversity is a key component of the strategy, and the objectives highlight issues from the strategy previously identified by select committee as priorities.

- Implement the Equality and Diversity elements of the strategy;
- Produce and implement an age and employment policy and procedure to comply with the new legislation;
- Establish a full framework of flexible working policies by mid-2006;
- Achieve an increase in the number of disabled employees working for the Council.

(4) **Disability Access Strategy**

The Select Committee has now considered a number of reports on the Council's Disability Access Strategy. The duty to promote disability equality within the Disability Discrimination Act 2005 will come into force on 4 December 2006, and the Council's strategy will therefore play an important part in the Council's Equality Scheme. Both the strategy and the Act cover more than purely physical access to building but the best value performance indicator on access to buildings provides an important measure of progress.

- Continue to implement the actions contained within the Council's Disability Access Strategy;
- Achieve an improvement in the score against Best Value Performance Indicator 156 on access to buildings.

- 4.2 Detailed actions/targets, milestones and planned outcomes regarding the above are detailed in Appendix 1 of the attached Action Plan. The Directorate's specific objectives relating to equality and diversity are detailed in Appendix 2 of the Action Plan.

5 **Consultation**

Members of the Community Representatives Panel, and participants to the Directorate's Disability Consultation Group, have been consulted regarding the proposed Action Plan. The Action for Disabled People and Carers Group have also received copies of the Action Plan for their comments.

6 **Monitoring**

- 6.1 Progress regarding the achievement of the objectives detailed in the Action Plan will be monitored, and reported to the Continuing Improvement Group and the Directorate's Management Team, along with other performance management issues.

DIRECTORATE OF THE URBAN ENVIRONMENT: EQUALITY AND DIVERSITY ACTION PLAN 2006-2007

Appendix 1

Directorate Contribution to the Corporate Equality and Diversity Action Plan for 2006-2007

Objective (and lead officer)	Council plan theme	Detailed action/target	Status	Target date/ milestones	Planned outcome/ performance indicator
CP1. <u>Equality Scheme</u>					
(a) Complete the impact assessments listed in the revised Race Equality Scheme by 31 May 2006. (DL, AW, SC, JW, JB.)	Quality Service Matters.	Complete the impact assessments required from the Directorate: Sport and Recreation Bereavement Services Community Regeneration.	New target.	31 May 2006.	Impact Assessments complete by deadline. Assessments will inform the Directorate of required action planning for future years. Integration of identified actions into Service Plans. Achievements of the Council's Race Equality Scheme objectives.
(b) Assess the implications of the Equality Bill. (HJE.)	Quality Service Matters.	Through the Equality and Diversity Action Group (EDAG) assess the implications of the Equality Bill for the authority, and specifically for the Directorate of the Urban Environment. Build requirements into the Equality Scheme.	New target.	Report to EDAG – July 2006 Complete by November 2006	Assist in the promotion of good practice in equality and diversity; the elimination of discriminatory practice (especially in the areas of religion and belief, and sex discrimination); and promotion of equal opportunities. Scheme published by deadline.

Objective (and lead officer)	Council plan theme	Detailed action/target	Status	Target date/ milestones	Planned outcome/performance indicator
(c) Launch Equality Impact Assessment guidance and develop a programme of assessments across all directorates to feed into the Scheme's Action Plan. (HJE.)	Quality Service Matters.	Through the Equality and Diversity Advisory Group (EDAG) determine equality impact assessment guidance, to be utilised within the Directorate of the Urban Environment, to feed into the Equality Scheme.	New target	Guidance launched – April 2006. Programme by October 2006.	Establishment of Equality Impact Assessment guidance. Assessments undertaken by the Directorate will feed into the corporate Action Plan, and also be integrated into Directorate service planning.
(d) Maintain or increase the score against Best Value Performance Indicator (BVPI) 2b on race equality. (HJE.)	Quality Service Matters.	Support corporate work through participation in the Equality and Diversity Advisory Group to maintain or increase the score against the BVPI.	New target.	March 2007.	Maintained or improved score against the Performance Indicator.
(e) Publish the combined Equality Scheme by 4 December 2006. (HJE.)	Quality Service Matters.	Through the Equality and Diversity Advisory Group, support the development and publication of the Equality Scheme.	New target.	Consultation Plan by April 2006. Scheme published by December 2006.	Establishment of the Equality Scheme.
CP2. <u>Equality Standard for Local Government</u> . Implement the Action Plan to achieve Level 3 of the Standard. (HJE)	Quality Services Matters.	Identify and produce information within the Directorate of the Urban Environment required to achieve Level 3 of the Standard.	New target	March 2007.	Attainment of Level 3 of the Standard.

Objective (and lead officer)	Council plan theme	Detailed action/target	Status	Target date/ milestones	Planned outcome/performance indicator
CP3. <u>People Management Strategy.</u> (a) Implement the Equality and Diversity elements of the strategy. (KJ, HJE.)	Quality Service Matters.	Implement the equality and diversity elements contained within the People Management Strategy, relating to both employees and members of the community.	New target.	2008.	Improved data in terms of gender, age, disability, race, and religion or belief. Improved information about the perception of the Authority as an Equal Opportunities employer. New or updated policies and procedures relating to equalities legislation.
(b) Produce and implement an age and employment policy and procedure to comply with the new legislation. (KJ, HJE.)	Quality Service Matters.	Support corporate activity in the development of the policy and procedure.	New target.	Mid-2006.	Production and implementation of the new policy and procedure.

Objective (and lead officer)	Council plan theme	Detailed action/target	Status	Target date/ milestones	Planned outcome/performance indicator
(c) Establish a full framework of flexible working policies by mid-2006. (KJ, HJE.) (d) Achieve an increase in the number of disabled employees working for the Council. (HJE)	Quality Service Matters.	Support corporate activity in the development and production of the policies.	New target.	Mid-2006	Production and implementation of the policies and procedures. No of employees taking up the options.
	Quality Service Matters.	Carry out an audit of Directorate employees to determine those who wish to indicate if they have a disability. Through the Corporate Personnel function and Equality and Diversity Working Group, determine initiatives to assist in increasing the numbers of disabled employees within the workforce.	New target.	December 2006.	Accurate data regarding employees with a disability. Increase in people with a disability employed by the Council.

Objective (and lead officer)	Council plan theme	Detailed action/target	Status	Target date/ milestones	Planned outcome/performance indicator
CP4. <u>Disability Access Strategy.</u> (a) Implement the actions contained within the Council's Disability Access Strategy. (NF, HJE.)	Quality Service Matters.	Continue to implement within the Directorate the Disability Access Improvement Plan contained with the Strategy. Monitoring of the Action Plan to continue to be undertaken on a regular and sustained basis, and reported to Directorate Management Team on a quarterly basis. Link with the development of the Equality Scheme,	New target	Six monthly monitoring by EDAG; targets set out in Strategy.	Raised awareness by employees to the needs and requirements of people with a disability, enhancing service provision. Improved access to relevant buildings for people with a disability. Actions achieved by deadlines.
(b) Achieve an improvement in the score against BVPI 156 on access to buildings (NF, HJE.)	Quality Service Matters.	Support corporate activity as required.	New target.	By March 2007.	Improved access to services. Increase in BVPI 156 score.

Appendix 2

Urban Environment Directorate – Equality and Diversity Action Plan for 2006-2007

Objective (and lead officer)	Council plan theme	Detailed action/target	Status	Target date/ milestones	Planned outcome/performance indicator
DUE1. <u>Complete full impact assessments as listed in the revised Race Equality Scheme.</u> (DL, AW, SC, JW, JB.)	Quality Service Matters.	Complete impact assessments: - Sport and Recreation - Bereavement Services - Community Regeneration	New Target	May 2006.	Impact Assessments complete by deadline. Assessments will inform the Directorate of required action planning for future years. Integration of identified actions into Service Plans. Achievement of the Council's Race Equality Scheme objectives.
DUE2. <u>To promote the services offered by the Culture and Community Division's Sports and Recreation Section to the black and ethnic minority (BME) community.</u> (DL, AW.)	Quality Service Matters.	Provision of presentations and relevant literature, as appropriate, to raise awareness to members of the black and minority ethnic community of the services available from the Sports and Recreation Section.	New target.	September 2006.	Increased awareness of services offered, contributing to a healthier lifestyle. Greater uptake of services offered by the Service by members of the black and minority ethnic community.

Objective (and lead officer)	Council plan theme	Detailed action/target	Status	Target Date/ milestones	Planned outcome/performance indicator
DUE 3. <u>Utilisation of the Workers' Educational Association's 'Tandrusti' project to promote health and activity for members of the black and minority ethnic (BME) community.</u> (DL, AW.)	Quality Service Matters.	Pilot Scheme to be offered at a Leisure Centre within the Borough.	New target.	December 2006.	Improvement in the health and activities of members of the black and minority ethnic community participating in the Pilot Scheme. Evaluation report of the success of the Pilot Scheme.
DUE 4. <u>Promotion of the Culture and Community Division's 'Smartcard' for Leisure Centre Users.</u> (DL, AW.)	Quality Service Matters.	Relevant Leisure Centre employees to promote the use of the 'Smartcard', and encourage full completion of the application form.	New target.	March 2007.	Increased 'Smartcard' users. Improved collection of ethnicity and disability data, enabling analysis of information which will assist in service targeting and planning.
DUE 5. <u>Disability Accessibility Audits to be undertaken in 'Liveability' parks within the Borough.</u> (SO)	Caring Matters.	To work with representatives from 'Access in Dudley' to undertake accessibility audits in specified Parks within the Borough.	New target.	December 2006.	Identify and undertake necessary enhancements required to improve access for disabled people within Parks in the Borough.
DUE 6. <u>Presentation of information regarding Street Cleansing service provision to black and minority ethnic (BME) groups.</u> (DW, DR.)	Environment Matters.	Visiting BME community groups to deliver PowerPoint presentations regarding the legislative requirements relating to street cleansing services. Presentation to include Question and Answer sessions to assist	New target.	March 2007.	Greater understanding of the community in service provision. Identification of needs of the BME community in the service area.

Objective (and lead officer)	Council plan theme	Detailed action/target	Status	Target date/ milestones	Planned outcome/performance indicator
DUE 7. <u>Investigation into the feasibility of implementing Customer Focus training (to include an Equality and Diversity Section) for all employees in Environmental Management.</u> (MW and SW).	Quality Service Matters.	the community further in understanding service provision, and to identify expectations. Investigate the possibility of a bespoke programme of Customer Focus training (to include a specific section on Equality and Diversity) for all employees of the Environmental Management Division (approximately 500 employees).	New target.	December 2006.	Identification of training needs relating to Customer Focus and Equality and Diversity for all employees within the Division. Information to be utilised to ensure an appropriate service provision to all Customers of the Division.
DUE 8. <u>Prince's Trust. Promotion of the Prince's Trust.</u> (JB)	Regeneration Matters.	To actively promote the Prince's Trust Team, Business Programme and XL clubs to young people from ethnic minority communities, and disabled clients.	New target.	May 2006.	Black and minority ethnic, and disabled clients, recruited onto the Prince's Trust Programmes.
DUE 9. <u>Participation in the Consumer Challenge Competition by pupils of Special Needs Schools.</u> (SH, LI)	Quality Service Matters.	To raise awareness of Consumer Rights with pupils of three Special Schools within the Borough, resulting in one school representing the Borough in the Trading Standards Institute's National Competition.	New target.	July 2006.	Raised awareness of pupils attending Special Needs Schools to the rights of the Consumer. Participation in the National Competition organised by the Trading Standards Institute.

Objective (and lead officer)	Council plan theme	Detailed action/target	Status	Target date/ milestones	Planned outcome/performance indicator
<p>DUE 10. <u>Briefing of Senior Managers within the Directorate of the Urban Environment in Employment Law matters, relating to employment, regarding the main strands of Equality and Diversity.</u> (KJ, HJE).</p>	<p>Learning Matters.</p>	<p>To brief Senior Managers within DUE about relevant employment legislation relating to equality and diversity, and its impact on employees.</p>	<p>New target</p>	<p>March 2007</p>	<p>Increased awareness of the legislation. Prevention of discriminatory action in employment.</p>

Key to Initials

DL	=	Duncan Lowndes
AW	=	Andy Webb
SC	=	Stuart Connelly
JB	=	Jean Brayshay
NF	=	Nick Ford
MW	=	Matt Williams
SH	=	Sue Holmyard
JW	=	John Woodall
SO	=	Sally Orton
DW	=	Dave Wesson
DR	=	Donna Rogers
SW	=	Sarah Washington
LI	=	Lorraine Ingram
KJ	=	Karen Jesson
HJE	=	Hazel Elliott