

**Select Committee on Economic Regeneration – 8th June 2005**

**Report of the Chief Executive**

**Chief Executive's Directorate's Equality and Diversity Annual Report  
for 2004/05**

**1. Purpose**

- 1.1 To consider the Chief Executive's Directorate's equality and diversity annual report for 2004/05.

**2. Background**

- 2.1 The production of an annual equality and diversity action plan and annual report by each directorate is a requirement of the Council's equality and diversity policy. The select committee considered the directorate's action plan, which sets out equality and diversity targets for 2005/06, at its meeting held on 1st March 2005. Attached is the annual report which details progress on the targets agreed by the select committee in the directorate's action plan for 2004/05.
- 2.2 This Committee has agreed to take the lead select committee role on equality and diversity issues, although responsibility for scrutinising individual directorate's action plans and annual reports has been divided between the six select committees.

**3. Proposal**

- 3.1 That Members consider and comment on the Chief Executive's Directorate's equality and diversity annual report for 2004/05.

**4. Finance**

- 4.1 Any costs associated with the annual report will be met from within existing budgets.

**5. Law**

- 5.1 The Race Relations (Amendment) Act 2000 replaced Section 71 of the Race Relations Act 1976 with a general duty on public authorities to work towards

the elimination of unlawful discrimination and promote equality of opportunity and good relations between persons of different racial groups.

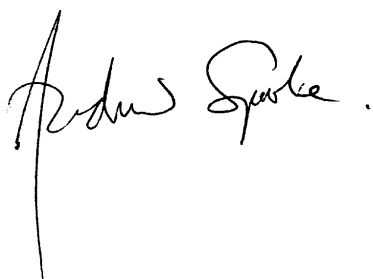
- 5.2 The Disability Discrimination Act 2005 introduced a new general duty on public authorities to promote disability equality.
- 5.3 The Sex Discrimination Act 1975 renders unlawful certain kinds of sex discrimination. In particular, Section 25 makes it unlawful for the Council in providing facilities or services (such as those arising pursuant to the statutory functions of the Council) to discriminate against any person seeking to obtain or use those facilities or services on the grounds of gender.
- 5.4 Under Section 111 of the Local Government Act 1972, the Council is empowered to do anything which is calculated to facilitate, or is conducive or incidental to the discharge of its functions.

## **6. Equal Opportunities**

- 6.1 The annual report contains details of initiatives undertaken in implementing the Council's equality and diversity policy.

## **7.0 Recommendation**

- 7.1 That Members consider and comment on the attached annual report.



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**Chief Executive**

Contact officer: Simon Manson, ext 4713

**Background papers:** Guidance for the preparation of directorates' annual equality and diversity action plans and annual reports

## **Chief Executive's Directorate**

### **Equality and Diversity Annual Report 2004/05**

#### **1. Introduction**

- 1.1 All directorates of the Council produce an annual equality and diversity action plan to develop their work in implementing the Council's equality and diversity policy in relation to their service areas and employment practices. All directorates also produce an annual report on implementation of the action plan. This is prepared after the end of March so that it can report on a full twelve months progress on action plan targets. The Chief Executive's Directorate's equality and diversity action plan was considered by the Select Committee on Economic Regeneration on 1st March 2005.
- 1.2 This document is the annual report and covers the period from April 2004 to March 2005. The report contains:
- Key facts about the directorate
  - Achievements against the directorate's equality and diversity action plan for 2004/05

#### **2. Key Facts**

- 2.1 The Chief Executive's Directorate produces an annual strategic plan which sets out its priorities, objectives and targets for the year and encompasses its equality and diversity action plan. The mission statement for the Directorate is:

'The role of the Chief Executive's Directorate is to promote a forward-looking Council, with accessible and responsive services. We aim to achieve this through: corporate leadership and direction, developing our staff, and developing partnerships with others.'

- 2.2 With effect from April 2005, the Directorate contains the following sections:
- Secretariat, Leader's and Mayor's office
  - Administration Services
  - Corporate Policy and Research Team - Policy Team, Emergency Planning, Strategic Research and Information and Community Safety

- Credit Union
- Customer Access to Services Team and customer services organisation
- Elections
- Health and Safety
- Marketing and Communications
- Personnel
- Training and Development

2.3 Recent changes to the Directorate's structure have involved the establishment of the new customer services organisation and the Managed Neighbourhood initiative transferring to the control of the Dudley Community Partnership

2.4 The directorate's annual report would usually contain a summary of employment information relating to the directorate, in comparison to Council-wide figures. However, the new personnel and payroll system for the Council is currently being introduced so the full range of employment monitoring data is not yet available for 2004/05. Therefore, data about employment in the Directorate, including that which meets the requirement for employment monitoring by racial group under race relations legislation, will be published alongside Council-wide data in the Annual Review of Equality and Diversity 2005 report which will be prepared for the Select Committee on Economic Regeneration and the Cabinet in September. This annual report should therefore be read in conjunction with the Council-wide review report.

### **3. Race Equality Scheme Reviews**

3.1 In accordance with the Council's Race Equality Scheme, a number of reviews of service or policy areas were undertaken during 2004/05 against the requirements of the Race Relations (Amendment) Act 2000. A summary of the outcomes of these year 2 and year 3 Race Equality Scheme reviews is set out below to meet our commitments in reporting on the reviews. Main action points were included in the directorate's action plan for 2005/06.

3.2 Corporate marketing and communications – the action plan arising from the review identifies the need to develop and promote equality and diversity marketing and communications guidelines relating to publications, campaigns, exhibitions, events and advertising to internal and external stakeholders. Work has been undertaken to ensure that 'Dudley Matters', the staff newsletter, and other key publications better represent the Borough's diverse communities. The review has also looked at ways of generating feedback about publications and events.

- 3.3 Employee grievances – data about employee grievances is now collected centrally and monitoring by racial group is undertaken through which an assessment of impact may be made. The data is included in the Annual review of equality and diversity. The grievance procedure is to be updated to take on board recent developments such as the production of the ‘Combating bullying and harassment procedure’.
- 3.4 Partnership/community leadership – a wider review of partnership activity across the Council has been undertaken and a set of guidance developed. A partnership assessment tool has been introduced which will be applied annually to all partnerships in which the Council is involved and includes questions on promoting equality.
- 3.5 Neighbourhood management – responsibility for managed neighbourhoods now rests with the Dudley Community Partnership to enable better cross-agency and community working. Monitoring the specific impact of the Managed Neighbourhood Initiative has proved difficult as the service acts largely as a facilitator in helping people to access services or to help individual agencies to work together to meet local needs. Also, accurate small area statistics for ethnic origin are not made available through the Census because of the sensitivity of this data. However, neighbourhood and community audits have been carried out across the managed neighbourhoods and, in the autumn of 2004, a community perceptions audit was commissioned. The objectives of this survey are to provide statistical evidence on the perceived overall quality of life of different communities within the neighbourhoods, to identify specific issues of concern, and to identify comparative need against the Borough as a whole.
- 3.6 Youth offending – all Youth Offending Teams across the country are now required to respond to a ‘Race audit and action planning toolkit’ prepared by the Youth Justice Board for England and Wales in November 2004 by completion of the audit and the production of an action plan by the end of June 2005. The audit covers a comprehensive range of information from which the impact of the youth justice system on different racial groups may be judged and this is currently being compiled by the Council’s team.
- 3.7 Elections/electoral registration – the electoral registration and elections processes are closely prescribed by law and therefore there is relatively little discretion in many aspects of the function. However, national research on the impact of race on registration and voting was reviewed, along with the Electoral Commission’s document ‘Equal access to electoral procedures’ (January 2004) which provides good practice guidance. This focuses largely

on access for disabled people but does provide some suggestions on promoting race equality, many of which have or are being taken on board by the Elections Section.

- 3.8 Emergency planning – the impact of the function can only really be assessed following a major emergency so the review focussed on information requirements and ensuring that the needs of different racial, and faith groups, can be met in the event of such an emergency e.g. in the event of fatalities.
- 3.9 Health and safety – external research on the impact of health and safety on race was reviewed with little evidence being found within the UK of any notable impact. Accident/incident reporting within the Council is now, with effect from the 2004/05 year, monitored by racial group and the data will be reviewed to assess whether there may be any significant impact on different racial groups locally.

#### **4. Achievements Against the Directorate's Equality and Diversity Action Plan for 2004/05**

- 4.1 The achievements against the Directorate's Equality and Diversity Action Plan for 2004/05 are set out in tables 1 and 2. Table 1 reports on progress against the Council-wide equality and diversity priorities and objectives in the action plan for 2004/05 and table 2 reports on those established for the directorate.

**Table 1. Chief Executive's Directorate – Progress Report on the Equality and Diversity Action Plan for 2004/05 - Directorate Contribution to the Council's Equality and Diversity Priorities for 2004/05**

<b>Objective (and lead officer)</b>	<b>Council Plan Priority</b>	<b>Target Date/ milestones</b>	<b>Planned outcome/ performance indicator</b>	<b>Progress/final outcome</b>
<p>CP1. Continue to implement the Council's Race Equality Scheme</p> <p>(a) Complete year 2 reviews for the directorate:  Competition and procurement (PS)  Corporate marketing and communications (JS)  Council Plan (GT)  Employee grievances (SW)  Industrial relations (SW)  Partnership/community leadership (GT)  Neighbourhood management (SMc)  Youth offending (MG)</p> <p>(b) Commence and progress year 3 directorate reviews:  Elections/electoral registration (SP)  Emergency planning (IS)</p>	Fairer	<p>(a) Complete by 31/05/04</p> <p>(b) Complete by 31/05/05</p>	<p>(a,b) Reviews complete by deadline</p> <p>Improved arrangements for ethnic monitoring, consultation, access to information and services</p> <p>Actions arising from reviews to be incorporated in the directorate's action</p>	<p>All year 2 reviews completed except: Competition and procurement – incorporated into wider review, the equality elements to be completed by 09/05; Council Plan/industrial relations – deleted from Scheme</p> <p>Completed reviews – see main body of report for summaries</p> <p>(b) All year 3 reviews completed by 31/03/05 and actions incorporated in 2005/06 action plan – see main body of report for summaries</p> <p>(c) Peer assessment undertaken and useful information gained, although CRE withdrew support before project concluded.</p>

<p>Health and safety (RF)</p> <p>(c) Commence review of the Scheme and coordinate with work on the Equality Standard (SM):</p> <ul style="list-style-type: none"> <li>- Undertake peer assessment of Scheme implementation across West Midlands local authorities through regional office of the CRE</li> <li>- Scope work required, identify timescales, mechanisms and resources</li> </ul>		<p>(c) Complete by 31/12/04</p> <p>By 31/12/04</p>	<p>plans for 2005/06 and 2006/07</p> <p>(c) Good practice identified; areas for further guidance from CRE identified</p> <p>Project plan for production of scheme in place</p>	<p>Scheme reviewed through Equality and Diversity Advisory Group and revised Scheme published in May 2005.</p>
<p>CP2. Equality Standard for Local Government – progress work and establish targets for achievement of the Standard (SM):</p> <ul style="list-style-type: none"> <li>- Undertake pilot equality needs/impact assessment to assist in scoping work</li> <li>- Establish targets for achievement</li> </ul>	Fairer	<p>By 31/05/04</p> <p>By 31/09/04</p>	<p>Achievement of levels in accordance with targets</p>	<p>Self-assessment against level 2 of the Standard under way to demonstrate achievement of level 2.</p> <p>Level 3 to be scoped and action plan produced by July 2005. Equality needs/impact assessment guide to be produced for October 2005.</p>



<p>CP3. Assess Disability Discrimination Bill (SM):</p> <ul style="list-style-type: none"> <li>- Assess likely implications of the Bill for the Council</li> <li>- Commence preparations for introduction of Act</li> </ul>	Fairer	By 31/03/05	<p>Bill assessed for impact</p> <p>Implications reported and fed into action planning process</p>	<p>Reports on the Bill (now the Disability Discrimination Act 2005) submitted to EDAG, Corporate Board and the Cabinet.</p> <p>Cabinet agreement to preparation of combined Equality Scheme by December 2006 (tbc) to take on board implications of the new Act.</p>
<p>CP4. Establish targets for the proportions of the workforce from black and minority ethnic groups in directorates and work towards increasing representation in areas where BME groups are underrepresented (SW):</p> <ul style="list-style-type: none"> <li>- Meet targets established for the directorate</li> <li>- Monitor and report progress with workforce targets across directorates</li> <li>- Provide advice to directorates in meeting targets</li> </ul>	Fairer	By 31/03/05 and annually	<p>Directorate targets achieved</p> <p>Increase in proportion of workforce from BME groups</p>	<p>Overall target established in Equality and Diversity Policy to match background population of Borough. Delay in developing interim target figures with some directorates due to staff shortages and introduction of new personnel and payroll system. However, will be addressed for production of Annual review in September, which will present details of workforce information for 2004/05.</p>

<p>CP5. Improve achievement against Best Value Performance Indicator 2b (duty to promote race equality) (SM):</p> <ul style="list-style-type: none"> <li>- Achieve score of 50%</li> <li>- Targets established for future years</li> </ul>	Fairer	<p>Improve processes/ establish systems for collection of relevant data where these currently do not exist</p>	By 31/03/05	<p>Score of 57.9% achieved for 2003/04; target for 2004/05 set at 63.2%, against which assessment currently being undertaken.</p> <p>Work undertaken across West Midlands authorities to define more clearly how to measure performance against the indicator.</p>
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**Table 2. Chief Executive's Directorate – Progress Report on the Equality and Diversity Action Plan for 2004/05 - Other Equality and Diversity Activities**

<b>Objective (and lead officer)</b>	<b>Council Plan Priority</b>	<b>Target Date/ milestones</b>	<b>Planned outcome/ performance indicator</b>	<b>Progress/final outcome</b>
<p>CE1. Assess the equality impact of implementing the customer access to services programme (KM):</p> <ul style="list-style-type: none"> <li>- Undertake impact assessment</li> <li>- Assess the impact of different channels of communication and their location</li> <li>- Engage with Action for Disabled People and Carers, BME, and other community groups throughout process</li> <li>- Implement communications plan to ensure information about changes to the way services can be accessed reaches all communities in Borough</li> </ul>	Fairer	<p>Provide training to programme team – May 2004</p> <p>Agree methodology with team – June 2004</p> <p>Complete assessment – March 2005</p> <p>Update plan for pilot – Sept.'04; review plan in light of pilot – Feb.'05</p>	<p>Assessment completed</p> <p>Needs of diverse communities identified and built into programme</p>	<p>Equality training provided to team in June/July 2004</p> <p>Range of consultation undertaken with community groups; 'Access in Dudley' closely involved in design of Dudley Council Plus centre. Arrangements for equality monitoring still being examined to ensure compliance with data protection requirements.</p> <p>Access Strategy being developed for October 2005 which includes a review of channels of communication.</p> <p>Communications plan reviewed and update completed by April 2005</p>

<p>CE2. Engagement, with partners, of diverse communities in production of Dudley Borough Challenge (community strategy) (GT/SM):</p> <ul style="list-style-type: none"> <li>- Investigate good practice in incorporating equality into community strategies</li> <li>- Assist partner efforts to arrange engagement events with range of groups/communities</li> </ul>	All	<p>May 2004</p> <p>Strategy published by 31/03/05</p>	<p>Range of groups involved in the process</p>	<p>Wide range of groups involved in engagement phase of strategy, coordinated through Dosti, the community empowerment network.</p> <p>Links made with LGIU community strategy network and 'community strategy and equality' event attended</p> <p>Consultation events involving wide range of groups under way during May – July 2005. Strategy now to be published in September 2005 to allow for full consultation.</p>
<p>CE3. Consult with diverse communities in the production of the new community safety strategy 2005-08 (AH)</p> <ul style="list-style-type: none"> <li>- Engage with diverse community groups based on the crime and disorder audit findings</li> <li>- Establish joint arrangements with Dudley Community Partnership's</li> </ul>	Safer/fairer	<p>Agree methodology and approach to consultation with steering group – April 2004</p> <p>Focus groups held by December 2004</p>	<p>New strategy to reflect outcomes of consultation</p>	<p>New strategy published in March 2005 – tackling anti-social behaviour identified as highest priority across all communities.</p> <p>Wide range of focus groups held by end of 2004.</p> <p>Links made with community strategy process to ensure findings are shared.</p>

community strategy consultative process		Consultation findings used to inform new strategy by March 2005		
<p>CE4. Contribute to development and implementation of community cohesion strategy (GT):</p> <ul style="list-style-type: none"> <li>- Obtain Executive approval of strategy</li> <li>- Develop pilot projects arising from strategy</li> <li>- Contribute to development of wider Dudley Community Partnership strategy</li> </ul>	Fairer/all	<p>April 2004</p> <p>By March 2005</p>	Pilot projects to identify outcome measures	<p>Commitment made to develop a joint strategy through Dudley Community Partnership. Underlying principles now being incorporated in the wider community strategy, to be prepared for September 2005.</p> <p>Pilot project being developed in schools to focus on promoting respect and understanding of different cultures using IT as a vehicle.</p>
<p>CE5. Implement the actions identified in the Race Equality Scheme review of the Neighbourhood Renewal Strategy and Fund (IJ)</p> <ul style="list-style-type: none"> <li>- Targets include: analyse Census and other sources of information to</li> </ul>	Fairer/all	By 31/03/05	Clearer assessment of impact of strategy and fund	<p>Census information analysed. 2003/04 NRF projects evaluated – at least 2,700 people from BME communities benefited directly</p> <p>Of 3 years of NRF to date 10.7% of money allocated to BME groups.</p>

establish new up-to-date baseline; improve ethnic monitoring of NRF funded projects				
<p>CE6. Implement the Local Compact with the voluntary and community sector (SM):</p> <ul style="list-style-type: none"> <li>- Introduce monitoring of the Compact: SLAs; funding and consultation</li> <li>- Prepare through the steering group a document to address the particular requirements of BME, faith-based and disabled people's groups</li> <li>- Provide improved information about the Compact including specific information aimed at BME groups</li> </ul>	Fairer	<p>From 2004/05</p> <p>By 31/03/05</p>	<p>BME groups have positive experiences of Compact operation</p> <p>Production of document</p> <p>Web pages and funding database launched</p> <p>At least 2 training/awareness sessions held</p>	<p>Compact 'champions' monitoring contacts with effect from 2005.</p> <p>Steering group agreed to develop 3 codes of practice during 2005/06 – on funding, volunteering and consultation. Therefore BME code postponed to 2006.</p> <p>Sample survey of voluntary and community groups to be carried out in autumn 2005.</p> <p>Compact document published on website. Summary leaflet with contact details produced. Funding database developed.</p> <p>2 training/awareness sessions held in 2003/04; events being planned for Compact Week in November 2005.</p>

CE7. Annual equality and diversity review (SM/SW):  - Produce review report for Select Committee on Economic Vitality and Jobs and Executive to include full range of employment monitoring by racial group required by RRA 1976 (Statutory Duties) Order 2001	Fairer	July 2004	Report completed by deadline  Monitoring and reporting arrangements of Order are met and baseline established	Annual equality and diversity review considered by select committee in July 2004 and Executive in September 2004.  Statutory employment monitoring information published by 31 May 2004.  New personnel and payroll system being introduced to assist process.
CE8. Develop the role of members of the Community Representatives Panel (SM):  - Run training and awareness sessions for panel members	Fairer	By 31/03/05	At least 3 sessions run	4 formal meetings of Panel held during 2004/05 and Panel members invited to range of other events; training and awareness held on Council structures and processes, the Equality Standard, employment monitoring.
CE9. Improve knowledge of who provides customer feedback in order to address any concerns of discrimination arising (SB):  - Establish baseline figure for customer	Fairer	Annual figures	Enable targets to be established to improve customer feedback and satisfaction levels across communities	Baseline information being collected from 2004/05.

feedback by ethnicity, disability and gender		to be produced for 2004/05		
<p>CE10. Provide financial support and other assistance to develop the role of Action on Disabled People and Carers (ADC) (network of disabled people's and carers' groups) (SM):</p> <ul style="list-style-type: none"> <li>- Involvement with other stakeholders in developing the group and preparing the group for independence</li> <li>- Engagement in the Customer Access to Services programme</li> <li>- Identification of areas for involvement of the group</li> </ul>	Fairer	<p>During 2004/05</p> <p>From April 2004</p> <p>By June 2004</p>	Engagement of ADC and network groups in range of consultation exercises	<p>ADC and groups supported by Council and PCTs, through Dudley Council for Voluntary Service., although independence not achieved.</p> <p>Groups involved e.g. in design of Dudley customer access centre; development of the community strategy and the Community safety audit.</p> <p>Work programme agreed with ADC for 2005/06.</p>
<p>CE11. Provide data to support equality impact assessments of services/ policies across directorates (AW):</p> <ul style="list-style-type: none"> <li>- Analyse and present relevant information for the Borough from 2001 Census</li> </ul>	Fairer	<p>Data on ethnicity – April 2004</p> <p>Data on disability - April 2004</p>	Data availability	Census 2001 - Dudley Borough Ethnicity Statistics produced April 2004; insufficient data for separate disability publication but further data published in 'deprivation' edition in April 2005.



CE12. Improve equality and diversity in marketing and communications (JJ)  - Produce an equality and diversity policy for marketing and communications	Fairer	By 31/05/04	Improved representation of diverse communities in corporate council publications	'Dudley Matters' and other corporate publications now include broader representation from diverse communities
CE13. Promote diversity through civic engagements (MAG):  -Undertake diversity monitoring of mayoral engagements  - Review invitation lists for key events.	Fairer	From 01/04/04  By 31/09/04	Diverse range of groups/ communities involved	Figures show wide range of communities involved.  Lists reviewed and updated.
CE14. Improve knowledge and awareness of equality and diversity amongst employees - (SW)  - Explore innovative ways to train or raise awareness of employees e.g. through e-training courses	Fairer	By 31/03/05	Nos. of employees involved	Number of potential packages for e-training on equality and diversity reviewed and meeting held with possible provider. Awaiting outcome of initial pilot of ECDL project to be completed before selecting appropriate package.

Glossary:

PS – Peter Sanford; JS – Jayne Surman; GT – Geoff Thomas; SW – Steve Woodall; SMc – Susan McGavin; MG – Mike Galikowski; SP – Sharon Pickersgill (now Alison Mason); IS- Ian Skidmore; RF – Ray Faulkner; SM – Simon Manson; Keith Mayou;

AH – Alex Hicks (now Dawn Hewitt); IJ – Ian Jeavons (now John Hods); SB – Sean Beckett; AW – Andy Wright; JJ – Jan Jennings;  
MAG – Margaret Gregory

ADC – Action on Disabled People and Carers  
CRE – Commission for Racial Equality  
ECDL – European Computer Driving Licence  
EDAG – Equality and Diversity Advisory Group  
LGIU – Local Government Information Unit  
PCTs – Primary Care Trusts  
RRA – Race Relations Act