

**Select Committee on Regeneration, Culture and Adult Education –  
10 March 2011**

**Report of the Director of the Urban Environment**

**Directorate of the Urban Environment's Equality and Diversity Action Plan for  
2011/2012**

**Purpose of the Report**

1. To consider the annual equality and diversity action plan for 2011/2012 for the Directorate of the Urban Environment.

**Background**

2. The production of directorate equality and diversity action plans is an important part of the Council's approach to promoting equality, ensuring that all directorates maintain a focus on planning work to deliver appropriate services, on ensuring employees are treated fairly and in meeting the requirements of equality legislation.
3. Overview and scrutiny of corporate equality and diversity issues is included in the terms of reference of the Select Committee on Regeneration, Culture and Adult Education. Select Committee chairmen have agreed that scrutiny of individual Directorate's action plans be split up amongst the five committees.
4. The Directorate of the Urban Environment's action plan for 2011/2012 is attached and covers:
  - its relationship with other plans
  - the Directorate's vision and values
  - key issues and targets in drawing up the plan, and
  - the detailed action plan.
5. The annual report setting out progress with the Directorate's action plan for 2010/2011 will be completed at the end of the year.

6. The draft action plan has been considered by the Directorate Management Team. Following scrutiny it will be approved by the appropriate cabinet members before publication.

### **Finance**

7. Any costs associated with implementing the action plan will be met from existing budgets.

### **Law**

8. The first parts of the Equality Act 2010 came into force on 1 October 2010. The Act replaces much of the previous discrimination law, putting it into a single Act.
9. Public sector equality duties set out in the Race Relations (Amendment) Act 2000, Disability Discrimination Act 2005 and the Equality Act 2006 remain in force until they are replaced on 6<sup>th</sup> April 2011 by general and specific duties requiring public authorities to pay due regard to the need to eliminate discrimination, harassment and victimisation, advance equality of opportunity and foster good relations covering the protected characteristics of age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

### **Equality Impact**

10. The action plan sets out proposed actions for promoting and progressing equality and diversity work in the Directorate of the Urban Environment during 2011/2012. Performance indicators or outcomes are identified against each target so that progress in achieving the action plan can be monitored and reviewed.
11. Issues relating to children and young people are covered in more detail in the Directorate of Children's Services equality and diversity action plan.

### **Recommendation**

12. It is recommended that the Select Committee on Regeneration, Culture and Adult Education considers and comments on the Directorate of the Urban Environment's equality and diversity action plan for 2011/2012.

A handwritten signature in black ink that reads "John Millar". The signature is written in a cursive style with a large, stylized initial 'J'.

John Millar  
Director of the Urban Environment

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**List of Background Papers**

Directorate of the Urban Environment's Equality and Diversity Action Plan for 2011/2012

## Directorate of the Urban Environment

### Annual Equality and Diversity Action Plan for 2011/2012

#### 1. Introduction

- 1.1 The equality and diversity action plan sets out the Directorate of the Urban Environment's objectives for the year 2011/2012, for implementing the Council's Equality and Diversity Policy. It includes the directorate's objectives, as well as addressing equality and diversity issues existent due to relevant legislation, and taking into consideration corporate objectives.
- 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:

#### Culture & Leisure

Culture & Tourism  
Sport & Physical Activity  
Museums, Parks & Amenities

#### Planning & Environmental Health

Planning  
Environmental Health & Trading Standards

#### Economic Regeneration & Transportation

Economic Regeneration Strategy  
Economic Regeneration Delivery  
Engineering, Traffic & Transportation

#### Environmental Management

Street & Green Care  
Waste Care

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 2010/2011 action plan will be included in the equality and diversity annual report produced at the end of the 2010/2011 municipal 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. The priorities and targets relate and contribute, where relevant, to the Council Plan and the Borough's revised Community Strategy 2010-2013.
- 2.2 The principles and objectives of the action plan are also integrated into service plans within the Directorate and the action plan will form part of the overall strategic approach for the Directorate of the Urban Environment.
- 2.3 The overall long-term, policy framework for equality and diversity is set out in the Equality and Diversity Policy. The council has in the past drawn up an Equality scheme which complies with legal requirements to frame its overall approach and key actions. While a specific document will no longer be a statutory requirement from April 2011, the overall equality scheme will be reframed to comply with the new requirements of the Equality Act 2010.
- 2.4 Council-wide progress in promoting equality is reported each year in the Annual review of equality and diversity, which is submitted to the Select Committee on Regeneration, Culture and Adult Education (as the select committee with responsibility for corporate equality and diversity issues) and the Cabinet for approval.

## **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 Principal Human Resources Officers who support the Directorate. 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.

#### 4 **Key issues and targets for 2011/2012**

The Council's overall equality and diversity commitment is set out in the Equality and Diversity Policy, and the Equality Scheme details the Council's action plan for promoting equality and diversity objectives.

- 4.1 The Directorate's priorities in formulating its 2011/2012 action plan are based around the following key issues (attached as appendix).

(1) **Equality Scheme**

The Directorate action plan is linked to the Corporate Equality Scheme, which sets out the Council's approach to promoting equality and diversity across all its services and employment. The Council's equality scheme is currently being revised and will take on board the requirements of the Equality Act 2010.

(2) **Equality Impact Assessments**

An impact assessment is a systematic and thorough way of appraising a service and the impact that it will have on different groups and communities. The aim of an impact assessment is to ensure that policies and services are not unfair or discriminatory in the way that they impact on different groups in the community.

The Directorate has a programme of full impact assessments for 2011/2012 (one for each division of the Directorate) (***priority 1 – action plan for 2011/2012***), with a further ongoing prioritised programme of impact assessments to be determined for future years. The Equality Impact Assessments to take place between April 2011 and March 2012 are:

- Himley Hall
- Green Care
- Development Control
- Traffic and Road Safety

(3) **Directorate Equality and Diversity Priorities**

The Directorate has identified its overall equality and diversity priorities which are highlighted in the Equality Scheme which runs from 2010 until 2013. The 2011/2012 action plan objectives contribute towards achieving some of these priorities. As these overall Directorate priorities run for several years, not all are reflected in the action plan for 2011/2012.

- Continue to ensure that services are accessible to all and that awareness of available services is promoted to minority groups;
- To continue and improve consultation and involvement with minority groups to ensure they have an input to changes/improvements to delivery of our services;
- Continue the improvements to the numbers of employees within the Directorate from under-represented groups i.e from BME communities or people with a disability;
- To ensure that a prioritised programme of Equality Impact Assessments is carried out for existing services and that an Equality Impact Assessment is a priority where services are undergoing development or change;
- To ensure that Equality Impact Assessments are used to feed into Directorate action plans / service plans and that any actions are achieved;
- To improve/develop available equality monitoring data to enable the impact of service delivery to be assessed.

4.2 The Directorate's specific objectives for 2011/2012 relating to equality and diversity are detailed in this action plan.

4.3 Particular priority will be assigned to supporting corporate actions where appropriate and progressing work through the corporate Equality and Diversity Advisory Group, particularly in relation to the Equality Act 2010. The first parts of the Act came into force in October 2010, with new public sector equality duties being brought in from April 2011 onwards.

## 5 **Consultation**

5.1 The Directorate undertakes or is involved in a wide range of consultation about its services and strategic priorities. Members of the Directorate's Disability Consultation Group continue to give an input into how we can improve the Directorate's services. The Directorate Management Team has been involved in determining the priorities identified in this Action Plan.

## 6 **Monitoring**

- 6.1 Progress regarding the achievement of the objectives detailed in the action plan will be monitored by the Directorate's Management Team and the Directorate's Equality and Diversity Working Group.

## 7 **The Action Plan**

- 7.1 The action plan is set out in the following tables.

Directorate of the Urban Environment  
February 2011

**Directorate of the Urban Environment – Equality and Diversity Action Plan for 2011/2012**

Objective (and Lead Officer)	Detailed Action/ Target	Target Date/ Milestones	Planned Outcome/Performance Indicator
<p style="text-align: center;"><b>Priority 1</b></p> <p>Complete equality impact assessments in the following areas:</p> <p><b>Lead Officer – Sally Newell</b></p> <p><b>Lead Officer – Tim Johnson</b></p> <p><b>Lead Officer – Sarah Willetts</b></p> <p><b>Lead Officer – Peter Vangeersdaele</b></p>	<p>Complete impact assessments in the following areas:</p> <p style="text-align: center;">Himley Hall</p> <p style="text-align: center;">Green Care</p> <p style="text-align: center;">Development Control</p> <p style="text-align: center;">Traffic and Road Safety</p>	<p style="text-align: center;">March 2012</p> <p style="text-align: center;">March 2012</p> <p style="text-align: center;">March 2012</p> <p style="text-align: center;">March 2012</p>	<p>Full impact assessments completed within the timescales</p> <p>Integration of identified actions into Service Plans</p> <p>Achievement of Equality Scheme objectives</p>



**Directorate of the Urban Environment – Equality and Diversity Action Plan for 2011/2012**

<b>Objective (and Lead Officer)</b>	<b>Detailed Action/ Target</b>	<b>Target Date/ Milestones</b>	<b>Planned Outcome/Performance Indicator</b>
<p style="text-align: center;"><b>Priority 3</b></p> <p>To enable access to the Fix A Home Approved Traders List by those with visual impairments</p> <p><b>Lead Officer – Mike Chambers</b></p>	<p>Create files via the 'Text aloud' software to be put on the Trading Standards website for people to download and listen to on their pc, burn on to a cd or save onto MP3 players.</p> <p>Create audio cd to be available by post from either Age UK Dudley or Trading Standards.</p> <p>Create a large print version of the Approved Traders List.</p>	<p>June 2011</p> <p>June 2011</p> <p>June 2011</p>	<p>Files to be accessed via the Fix A Home pages of the Trading Standards website.</p> <p>Audio cd available for circulation.</p> <p>Large print format available on request</p>

**Directorate of the Urban Environment – Equality and Diversity Action Plan for 2011/2012**

Objective (and Lead Officer)	Detailed Action/ Target	Target Date/ Milestones	Planned Outcome/Performance Indicator
<p style="text-align: center;"><b>Priority 4</b></p> <p>To review the assessment of need and process for 'assisted' collections for residents for collection of household waste, 'green' garden waste, and also for black recycling box collections.</p> <p><b>Lead Officer – Heidi Marsh Geyton</b></p>	<p>Complete an assessment of the 'assisted collections' operated within the wastecare service.</p> <p>Review the process for 'assisted collections' in light of the recent service changes.</p> <p>Build on the existing framework and implement any required changes to 'assisted collections' for residents of the borough that require this service</p>	<p>March 2012</p> <p>March 2012</p> <p>March 2012</p>	<p>Confirmed arrangements in place for operating 'assisted collections' within wastecare.</p> <p>The number of 'assisted collections' in each service area</p>

Objective (and Lead Officer)	Detailed Action/ Target	Target Date/ Milestones	Planned Outcome/Performance Indicator
<p style="text-align: center;"><b>Priority 5</b></p> <p>Engage with BME Groups in order to raise awareness about services offered by Environmental Protection, and ensure that the service we provide is meeting the needs of people from BME communities.</p> <p style="text-align: center;"><b>Lead Officer – Tim Glews</b></p>	<p>Improve forms used to capture equality monitoring information in order to improve the quality of information that we hold.</p> <p>Better use of available data to allow individual service analysis within Environmental Health</p> <p>Participation from Environmental Protection in the consultation and engagement initiatives ongoing with BME groups within the wider Environmental Health service</p>	<p>March 2012</p> <p>March 2012</p> <p>March 2012</p>	<p>Improved understanding of how the Environmental Protection service can better respond and meet the needs of BME communities.</p> <p>An increased understanding within BME communities of issues associated with Environmental Protection, such as air quality and contaminated land.</p> <p>Increased knowledge of the needs of BME communities in order to make the service we provide more effective.</p>

**Directorate of the Urban Environment – Equality and Diversity Action Plan for 2011/2012**

<b>Objective (and Lead Officer)</b>	<b>Detailed Action/ Target</b>	<b>Target Date/ Milestones</b>	<b>Planned Outcome/Performance Indicator</b>
<p style="text-align: center;"><b>Priority 6</b></p> <p>Run the Inclusive Sportszone programme during the holiday periods to offer disabled children and young people an opportunity to participate in various sports sessions at Leisure Centres in the borough. This is designed to encourage disabled youngsters to participate in sport.</p> <p><b>Lead Officer – Greg Southall</b></p>	<p>Target children at all of the special schools in the Dudley borough</p> <p>Advertise the programme using a variety of methods including specialist disability organisations</p> <p>Develop the new Sportszone introduced in October 2010 for 16 to 19 year olds which will give users the opportunity to continue with the programme.</p> <p>Engage in regular consultation with parents and carers</p>	<p>March 2012</p> <p>March 2012</p> <p>March 2012</p> <p>March 2012</p>	<p>Participation rates in the Inclusive Sportszone programme.</p> <p>Retention rates on the programme now this operates across different age ranges</p> <p>Participants of Sportszone programme that subsequently access other sport and physical activities services</p>



Objective (and Lead Officer)	Detailed Action/ Target	Target Date/ Milestones	Planned Outcome/Performance Indicator
<p style="text-align: center;"><b>Priority 8</b></p> <p>Support the Heritage, Culture and Leisure Partnership in its aim to increase the participation in leisure, recreational and cultural activities for learning, health, improvement, socialising and personal growth.</p> <p style="text-align: center;"><b>Lead Officer – Andy Webb</b></p>	<p>Support people with a disability in accessing leisure and recreational activities by providing services tailored to their needs.</p> <p>The Directorate aims to provide increased opportunities for people with a disability to participate in sport, through initiatives such as:</p> <ul style="list-style-type: none"> <li>• swimming lessons specifically tailored to people with a disability</li> <li>• the Friday Adaptive Club run at Crystal Leisure Centre which will provide a supportive environment that allows people with a disability to try different sporting activities.</li> <li>• Providing gym facilities within the 5 ‘healthy hubs’ where the equipment is adapted to the needs of people with a disability.</li> </ul>	<p style="text-align: center;">March 2012</p>	<p style="text-align: center;">Numbers of people with a disability that are accessing Sport and Physical Activity services run by the Culture and Leisure Division within the Directorate.</p>