

**Select Committee on Regeneration, Culture and Adult Education–
6 March 2007**

Report of the Director of the Urban Environment

**Directorate of the Urban Environment's Equality and Diversity Action
Plan 2007/2008**

Purpose of the Report

1. To consider the Directorate of the Urban Environment's annual Equality and Diversity Action Plan for 2007/2008.

Background

2. The Council's Equality and Diversity Policy requires all Directorate's to produce, on an annual basis, an Equality and Diversity Action Plan.
3. The Directorate of the Urban Environment's Action Plan is presented for scrutiny in two parts. The first part, which is the Action Plan itself, is required to be submitted to this Select Committee and covers:
 - Relationship with other plans;
 - Visions and values;
 - Key issues and targets;
 - Action plan summary.
4. The second part is the Annual Report, which will be presented for scrutiny to this Select Committee in the new municipal year. The Annual Report will cover achievements against the previous year's Equality and Diversity Action Plan.
5. 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.
6. The draft Equality and Diversity Action Plan has been considered by the Directorate Management Team. Following scrutiny it will be approved by the appropriate cabinet member before publication.

Finance

7. Any costs associated with implementing the Action Plan will be met from existing Directorate budgets.

Law

8. The Race Relations (Amendment) Act 2000 replaces 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.
9. The Disability Discrimination Act 1995 makes it unlawful to discriminate against disabled people in connection with employment, the provision of goods, facilities and services and the disposal or management of premises. The Disability Discrimination Act 2005 has extended this Act with a duty on public authorities to promote disability equality.
10. The Sex Discrimination Act 1975 renders unlawful certain kinds of sex discrimination. In particular, Section 29 makes it unlawful for the Council, in providing activities 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. A new duty on public authorities to promote gender equality under the Equality Act 2006 comes into force on 6 April 2007.
11. Under Section 111 of the Local Government Act 1972 the Council is empowered to do anything which is calculated to facilitate, or is conducive to, or incidental to the discharge of its functions.

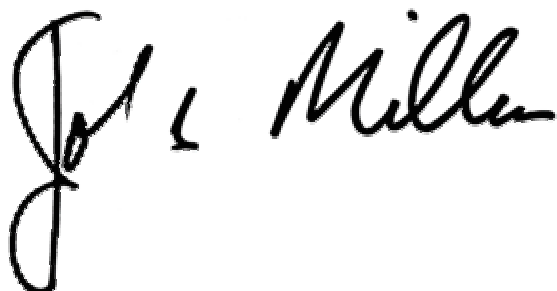
Equality Impact

12. The Action Plan sets out proposed actions for promoting and progressing equality and diversity work in the Directorate of the Urban Environment during 2007/08. Performance indicators or outcomes are identified against each target so that progress in achieving the action plan can be monitored and reviewed. Issues relating to children and young people are covered in more detail in the Directorate of Children's Services action plan.

Recommendation

13. It is recommended that:

- 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 2007/2008.
- Any outstanding actions arising from the review of the Equality and Diversity Action Plan for 2006/07 are incorporated into the 2007/08 Equality and Diversity Action Plan.
- Receive, in mid-2008 (date yet to be confirmed), from the Directorate of the Urban Environment an Equality and Diversity Annual Report for 2007/2008 detailing information on the implementation of the objectives outlined in the attached Action Plan.

A handwritten signature in black ink, appearing to read 'John Millar'. The signature is fluid and cursive, with the first name 'John' written in a large, stylized 'J' and the last name 'Millar' in a more standard cursive script.

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 2007/2008

Directorate of the Urban Environment

Annual Equality and Diversity Action Plan 2007/08

1. Introduction

- 1.1 The Equality and Diversity Action Plan sets out the Directorate of the Urban Environment's objectives for the year 2007-2008 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 the corporate objectives outlined in the Equality Scheme.
- 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
Engineering and Transportation
Design and Projects
Economic Wellbeing including 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 2006/2007 Action Plan will be included in the Equality and Diversity Annual Report, submitted to Select Committee on Regeneration, Culture and Adult Education 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. The priorities and targets relate and contribute, where relevant, to the Council Plan.
- 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.
- 2.3 This action plan will form part of the overall strategic plan for the Directorate of the Urban Environment.

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 Officers. 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 part of the Directorate's Action Plan for 2006-2007, Senior Managers received briefings regarding employment law matters, relating to the main strands of Equality and Diversity. Following the success of this initial briefing, it will be cascaded down to include relevant Middle Managers and Supervisors. The Directorate has also made a commitment to Equality and Diversity training to all employees in the form of a drama based workshop specifically designed to tackle issues relevant to our workforce. This will be initially piloted within Environmental Management (**Priority 2 of the Directorate's proposed Equality and Diversity Action Plan for 2007-2008**).

4 Key issues and targets for 2007/2008

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 2007-2008 action plan are based around the following key issues:

(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. Our identified actions for 2007-2008 therefore look to help achieve and develop some key priorities identified within the Equality Scheme:

- Improve consultation and engagement processes with BME communities
(priorities 3 & 8 2007-2008 action plan);
- Improve consultation and engagement processes with disabled people
(priorities 6, 7 & 8 2007-2008 action plan);
- Improve the cultural competencies of employees
(priorities 2 & 4 2007-2008 action plan);
- Improve the disability awareness of employees
(priority 2 2007-2008 action plan);
- Improving communications around what we do and why
(priorities 3 & 8 2007-2008 action plan).

(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 they impact on different groups in the community.

Further to the Race Equality Impact Assessments completed in previous years, the directorate has a programme of full impact assessments for 2007-2008 (***priority 1 2007-2008 action plan***), with a further ongoing prioritised programme of impact assessments to be determined for future years. The Equality Impact Assessments to take place between April 2007 and March 2008 are:

- Car Parking Management
- Bereavement Services
- Transport (Taxis)
- Fair Trading and Consumer/Trade Advice

These are services that have been prioritised for a full impact assessment as they have been identified as having a significant effect on the public.

(3) **Directorate Equality and Diversity Priorities for 2006-2009**

The Directorate has identified its overall Equality and Diversity Priorities for 2006-2009. Promoting equality and diversity and ensuring that the Directorate has employees who have the necessary skills and abilities to deliver the vision and priorities are key components, and the 2007-2008 Action Plan objectives reflect this.

- Seek to improve the number of employees in the Directorate with a disability, from a BME background or who are female
(priority 5 2007-2008 action plan);
- Continuation of the Directorate's Disability Consultation Group, which proactively seeks the involvement of the Borough's disabled residents in the delivery of Directorate services;
- To improve the usage of leisure and sports facilities by people with a disability
(priority 9 2007-2008 action plan);
- To continue to raise awareness of people from a BME background to the services offered by Trading Standards and Environmental Health
(priority 3 2007-2008 action plan);

- To increase the participation of young people from minority ethnic communities in the Prince's Trust Team, Business and XL clubs;
 - Briefing of all Senior Managers within the Directorate regarding relevant employment legislation relating to Equality and Diversity and its impact on employees.
- 4.2 The Directorate's specific objectives for 2007-2008 relating to equality and diversity are detailed in this Action Plan.
- 4.3 Particular priority will be assigned to progressing work through the corporate Equality and Diversity Advisory Group; in particular we will support action plans put in place to progress with the Equality Standard for Local Government and achieve the levels required.

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 have been consulted regarding the proposed Action Plan. 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, and reported to the Continuing Improvement Group and the Directorate's Management Team.

7 The Action Plan

- 7.1 The action plan is set out in the following tables. A new template for these has been adopted for the 2007/08 action plans to match that used for other strategic planning in the Council, particularly the Council Plan and directorate strategic plans, in order to promote integration and co-ordination of planning and performance management arrangements.

Directorate of the Urban Environment
February 2007

Directorate of the Urban Environment - Equality and Diversity Action Plan 2007/08

Priority 1						Action Plan 07/08	
Complete full equality impact assessments as listed in the Equality Scheme (ES 1.3)							
Quality service matters							
ref	Critical Success Factors <i>(key actions/initiatives that support the desired outcomes)</i>	Timescales		Linkages with other plans			Lead officer
		Start	Finish				
	Complete impact assessments in the following areas:			Equality Scheme			
1.1	Car Parking Management	April 07	March 08				Helen Jones
1.2	Bereavement Services	April 07	March 08				Stuart Connelly
1.3	Transport (Taxis)	April 07	March 08				Warner Faulkner
1.4	Fair Trading and Consumer/Trade Advice	April 07	March 08				Nick Powell
Key Performance Indicators Measure		2006/07 result /forecasted outturn	Targets			Reporting Directorate	
			2007/08	2008/09	2009/10		
	Full Impact assessments completed by deadline	n/a	100%			DUE	
	Integration of identified actions into service plans	n/a	n/a			DUE	
	Achievement of Equality Scheme objectives	n/a	n/a			DUE	
Risk Register	02B/06/1567 ‘Failure to achieve Equality and Diversity corporate objectives’						

Directorate of the Urban Environment - Equality and Diversity Action Plan 2007/08

Priority 2						Action Plan 07/08
Drama based Equality and Diversity training for all employees in Environmental Management						
Quality service matters						
Ref	Critical Success Factors <i>(key actions/initiatives that support the desired outcomes)</i>	Timescales		Linkages with other plans		Lead officer
		Start	Finish			
2.1	Ensure training is specifically focused to capture its target audience	April 07	March 08	Strategic Plan Service Plan		Matt Williams / Sarah Washington
2.2	A half day training session to be delivered to all employees in Environmental Management	April 07	March 08			Matt Williams / Sarah Washington
Key Performance Indicators Measure		2006/07 result /forecasted outturn	Targets			Reporting Directorate
			2007/08	2008/09	2009/10	
	Number of employees who have received drama based training	n/a	500			DUE
	Evaluation of training outcome	n/a	n/a			DUE
Risk Register	02B/06/1567 'Failure to achieve Equality and Diversity corporate objectives'					

Directorate of the Urban Environment - Equality and Diversity Action Plan 2007/08

Priority 3						Action Plan 07/08	
Raise awareness of Public Protection services to BME communities across the borough							
Quality service matters							
ref	Critical Success Factors <i>(key actions/initiatives that support the desired outcomes)</i>	Timescales		Linkages with other plans		Lead officer	
		Start	Finish				
3.1	Organise 'Educational Road Show' for BME communities	April 07	March 08	Service Plan		Nick Powell	
3.2	Provide more information in ethnic minority languages	April 07	March 08			Nick Powell	
Key Performance Indicators Measure		2006/07 result /forecasted outturn	Targets			Reporting Directorate	
			2007/08	2008/09	2009/10		
	Number of road shows arranged		4			DUE	
	Evaluate effectiveness of literature	n/a	n/a			DUE	
	Profile and understanding of service raised within BME communities	n/a	n/a			DUE	
Risk Register	02B/06/1567 'Failure to achieve Equality and Diversity corporate objectives'						

Directorate of the Urban Environment - Equality and Diversity Action Plan 2007/08

Priority 4						Action Plan 07/08
To improve and develop the understanding of employees in Bereavement Services of cultural and religious requirements that may affect service delivery						
Quality service matters						
ref	Critical Success Factors (key actions/initiatives that support the desired outcomes)	Timescales		Linkages with other plans		Lead officer
		Start	Finish			
4.1	Employee participation in regional and national forums ie attendance on Islam and Muslim culture course	April 07	March 08	Equality Scheme Race Equality Impact Assessment Service Plan		Stuart Connelly
4.2	Arrange employee visits to mosques/temples	April 07	March 08			Stuart Connelly
4.3	Invite representatives of relevant groups to speak to employees	April 07	March 08			Stuart Connelly
4.4	Ongoing consultation with community groups to ensure satisfactory service provision	April 07	March 08			Stuart Connelly
4.5	Gain details of ethnic background of service users	April 07	March 08			Stuart Connelly
Key Performance Indicators Measure		2006/07 result /forecasted outturn	Targets			Reporting Directorate
			2007/08	2008/09	2009/10	
	A representative from each Bereavement Services section participating in cultural awareness development	n/a	5			DUE
	Increased understanding of cultural issues relevant to Bereavement Services	n/a	n/a			DUE
	Improved information relating to ethnic background of service users	n/a	n/a			DUE
Risk Register	02B/06/1567 'Failure to achieve Equality and Diversity corporate objectives'					

Directorate of the Urban Environment - Equality and Diversity Action Plan 2007/08

Priority 5						Action Plan 07/08
Implement diverse recruitment panels within Environmental Management						
Quality service matters						
ref	Critical Success Factors (key actions/initiatives that support the desired outcomes)	Timescales		Linkages with other plans		Lead officer
		Start	Finish			
5.1	Ensure that all shortlisting and interview panels in Environmental Management have a representative from a BME group	April 07	June 07	Equality Scheme		Matt Williams / Emma Carver
Key Performance Indicators Measure		2006/07 result /forecasted outturn	Targets			Reporting Directorate
			2007/08	2008/09	2009/10	
	Number of interview panels in Environmental Management with a BME representative	n/a	100%			DUE
	Confirmation of non-discriminatory practices within the recruitment and selection process	n/a	n/a			DUE
	Review of the success and impact of the scheme	n/a	n/a			DUE
Risk Register	02B/06/1567 ‘Failure to achieve Equality and Diversity corporate objectives’					

Directorate of the Urban Environment - Equality and Diversity Action Plan 2007/08

Priority 6						Action Plan 07/08
Improvements to Street Lighting						
Safety matters						
ref	Critical Success Factors (key actions/initiatives that support the desired outcomes)	Timescales		Linkages with other plans		Lead officer
		Start	Finish			
6.1	Install new lighting columns at the rear of footpaths to make it easier for blind and partially sighted people and wheelchair users to negotiate the footway	April 07	March 08	Council Plan Community Plan Local Area Agreement Service Plan Wheelchair Services Review		Melvyn Harwood
6.2	Ensure that new lighting installations comply with BS EN 13201. This means that there will be a reduction in blind spots and visibility will be improved for partially sighted people.	April 07	March 08			Melvyn Harwood
Key Performance Indicators Measure		2006/07 result /forecasted outturn	Targets			Reporting Directorate
			2007/08	2008/09	2009/10	
	Number of lighting columns replaced with new equipment	2150	2500	2850	3200	DUE
	Number of installations complying with BS EN 13201	285	300	315	330	DUE
Risk Register	08D/25/3662 ‘Risk of collapse of ageing lamp columns’ 02B/06/1567 ‘Failure to achieve Equality and Diversity corporate objectives’					

Directorate of the Urban Environment - Equality and Diversity Action Plan 2007/08

Priority 7 Improvements to the Highways infrastructure Safety matters						Action Plan 07/08
ref	Critical Success Factors <i>(key actions/initiatives that support the desired outcomes)</i>	Timescales		Linkages with other plans		Lead officer
		Start	Finish			
7.1	Installation of disabled vehicular crossings to reduce vehicles parked on highways	April 07	March 08	Council Plan Community Plan Local Area Agreement Service Plan Wheelchair Service Review		John Crowther / Mike Bosworth
7.2	Installation of pram crossings to aid movement of the disabled	April 07	March 08			John Crowther / Mike Bosworth
7.3	Ongoing involvement in the wheelchair services review and application of recommendations associated with highway maintenance infrastructure	April 07	March 08			John Crowther / Mike Bosworth
Key Performance Indicators Measure		2006/07 result /forecasted outturn	Targets			Reporting Directorate
			2007/08	2008/09	2009/10	
	Number of disabled vehicular crossings	66	68			DUE
	Number of pram crossings installed	30	32			DUE
	Ongoing involvement of wheelchair services review	n/a				
Risk Register	02B/06/1567 'Failure to achieve Equality and Diversity corporate objectives'					

Directorate of the Urban Environment - Equality and Diversity Action Plan 2007/08

Priority 8						Action Plan 07/08	
Develop links between Job Centre Plus Advisors and Future Skills in order to promote Equality and Diversity							
Learning matters							
ref	Critical Success Factors <i>(key actions/initiatives that support the desired outcomes)</i>	Timescales		Linkages with other plans		Lead officer	
		Start	Finish				
8.1	Co-ordinate a programme of visits to relevant Jobcentre Plus advisors	April 07	March 08	Race Equality Impact Assessment Equality Scheme Equality Standard Future Skills Client Charter Service Plan		Sue Harris	
8.2	Promote construction opportunities available to under-represented groups and ensure JCP advisors aware of what is available	April 07	March 08			Sue Harris	
8.3	Explore with JCP the information that clients want and improve on the way that programme information is produced	April 07	March 08			Sue Harris	
8.4	Work with JCP advisors to explore ways to improve access to the service	April 07	March 08			Sue Harris	
8.5	Ensure JCP advisors are aware of the ‘client charter’	April 07	March 08			Sue Harris	
Key Performance Indicators Measure		2006/07 result /forecasted outturn		Targets			Reporting Directorate
				2007/08	2008/09	2009/10	
	Greater proportion of females in construction training	4% female participation		4.5%-5%	5/5%-6%		DUE
	Greater proportion of people from BME communities in construction training	14% BME participation		14.5%-15%	15.5%-16%		DUE
	Reduction in number of client complaints	48 client complaints		10% reduction	20% reduction		DUE

	Feedback from Jobcentre Plus advisors/client groups	n/a	n/a			DUE
Risk Register	02B/06/1567 'Failure to achieve Equality and Diversity corporate priorities'					

Directorate of the Urban Environment - Equality and Diversity Action Plan 2007/08

Priority 9						Action Plan 07/08
Promote Leisure Centre facilities to people with a disability						
Caring matters						
ref	Critical Success Factors <i>(key actions/initiatives that support the desired outcomes)</i>	Timescales		Linkages with other plans		Lead officer
		Start	Finish			
9.1	Implement the access audit recommendations and develop materials to highlight the improvements	April 07	September 07	Access Audits / Access in Dudley Reports – part of Service Plans QUEST Improvement Plan linking to Service Plan QUEST Sport Development Improvement Plan with link to PCT QUEST Sport Development Improvement Plan Based on NBS research and current levels of participation also reflected in CPA scores.		Andy Webb
9.2	Replace all internal signage to meet QUEST improvement plan	April 07	December 07			Andy Webb
9.3	Extension of Sportszone for young people with disabilities	April 07	March 08			Andy Webb
9.4	Seek to achieve ME2 accreditation for all programmes for young people with disabilities	April 07	March 08			Andy Webb
9.5	Develop programmes tailored to the needs of disabled people	April 07	March 08			Andy Webb
Key Performance Indicators Measure		2006/07 result /forecasted outturn	Targets			Reporting Directorate
			2007/08	2008/09	2009/10	
	Number of Leisure Centres fully DDA compliant	1	3	3	3	DUE
	Level of ME2 accreditation	4 programmes	8 programmes	12 programmes plus 1 facility	16 programmes plus 2 facilities	DUE
	Increased use of Leisure Centres by people with a disability	Halesowen score 0.87 Crystal score 6.78	Improve score to 4 Improve score to 8	Improve score to 6 Improve score to 10	Improve score to 8 Maintain score	DUE

		Dudley score 4.68 Coseley score 1.92	Improve score to 6 Improve score to 3	Improve score to 8 Improve score to 4	Improve score to 10 Maintain score	
	Number of facilities that deliver Sportszone	2	3	4		DUE
	Number of tailored Programmes available	1	2 sessions at 2 facilities	4 sessions at 3 facilities	5 sessions at 3 facilities	DUE
Risk Register	02B/06/1567 'Failure to achieve Equality and Diversity corporate objectives'					

Directorate of the Urban Environment - Equality and Diversity Action Plan 2007/08

Priority 10						Action Plan 07/08	
Examine the options for and feasibility of updating the access guides to publicly accessible buildings in DUE (ES 3.6)							
Quality service matters							
ref	Critical Success Factors <i>(key actions/initiatives that support the desired outcomes)</i>	Timescales		Linkages with other plans		Lead officer	
		Start	Finish				
10.1	Consult with Access in Dudley and the directorates Disability Consultation Group regarding the feasibility and form of future access guides	April 07	June 07	Service Plan Equality Scheme		Mark Walton	
10.2	Update the access guides to publicly accessible buildings for DUE	June 07	March 08			Mark Walton	
10.3	Look at the feasibility of updating access guides to other council buildings across the borough	June 07	March 08			Mark Walton	
Key Performance Indicators Measure		2006/07 result /forecasted outturn		Targets		Reporting Directorate	
				2007/08	2008/09		
	Access guides to DUE buildings updated	n/a		100%			DUE
	Access guides to DUE buildings published	n/a		100%			DUE
Risk Register	02B/06/1567 'Failure to achieve Equality and Diversity corporate objectives'						