

**Select Committee on Regeneration, Culture and Adult Education –
3 March 2010**

Report of the Director of the Urban Environment

**Directorate of the Urban Environment's Equality and Diversity Action
Plan for 2010/2011**

Purpose of the Report

1. To consider the annual equality and diversity action plan for 2010/2011 for the Directorate of the Urban Environment.

Background

2. The production of an annual equality and diversity action plan by each directorate is an important commitment in the Council's Equality and Diversity Policy. The action plan sets out details of how a Directorate will promote equality in relation to its areas of responsibility during the coming year and responds to the three year framework established by the Council's Equality Scheme 2007-2010 (currently being revised).
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 2010/2011 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 2009/2010 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

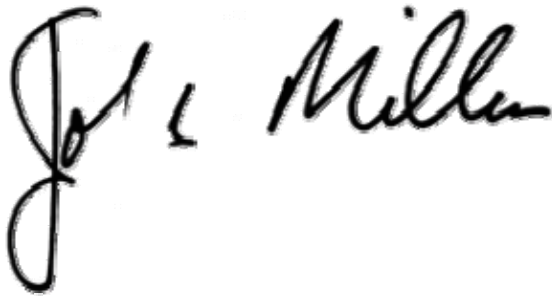
8. The wide range of relevant equality legislation includes:
 - The Race Relations (Amendment) Act 2000 places a general duty on public authorities to work towards the elimination of unlawful discrimination and promote equality of opportunity and good relations between persons of different racial groups.
 - 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 introduced a duty on public authorities to promote disability equality.
 - The Sex Discrimination Act 1975 renders unlawful certain kinds of sex discrimination. A duty on public authorities to promote gender equality under the Equality Act 2006 came into force on 6 April 2007.
 - Other legislation is in place relating to discrimination on the basis of age, religion or belief and sexual orientation.
9. 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

10. The action plan sets out proposed actions for promoting and progressing equality and diversity work in the Directorate of the Urban Environment during 2010/2011. 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 2010/2011.

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 2010/2011

Directorate of the Urban Environment

Annual Equality and Diversity Action Plan for 2010/2011

1. Introduction

- 1.1 The equality and diversity action plan sets out the Directorate of the Urban Environment's objectives for the year 2010/2011, 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:

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 2009/2010 action plan will be included in the equality and diversity annual report produced at the end of the 2009-2010 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 3 year Council Plan and the Borough's refreshed 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 Equality Scheme, published in April 2007, which brings together the statutory disability, gender and race equality schemes for the Council, provides the overall three-year equality strategy and action plan. A supplement covering age, religion or belief, sexual orientation and transgender equality was approved by the Cabinet in June 2009. The disability equality scheme was revised in December 2009 and the gender equality scheme is currently being reviewed.
- 2.4 Council-wide progress in implementing the Equality Scheme 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 2010/2011**

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 2010/2011 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. Our identified actions for 2010/2011 therefore look to help achieve and develop some key priorities identified within the Equality Scheme.

(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 2010/ 2011 (one for each division of the Directorate) (**priority 1 – action plan for 2010/2011**), with a further ongoing prioritised programme of impact assessments to be determined for future

years. The Equality Impact Assessments to take place between April 2010 and March 2011 are:

- Environmental Protection
- Street Lighting
- Tourism
- Landscape and Urban Design

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**

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

- 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 2010/2011 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; in particular we will support action plans

put in place to progress with the Equality Framework 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 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, and reported to the Continuing Improvement Group, 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 2010

Directorate of the Urban Environment – Equality and Diversity Action Plan for 2010/2011

Objective (and Lead Officer)	Detailed Action/ Target	Target Date/ Milestones	Planned Outcome/Performance Indicator
<p style="text-align: center;">Priority 1</p> <p>Complete equality impact assessments in the following areas:</p> <p>Lead Officer – Tim Glews</p> <p>Lead Officer – Mel Harwood</p> <p>Lead Officer – Penny Russell</p> <p>Lead Officer – Chris Green</p>	<p>Complete impact assessments in the following areas:</p> <p>Environmental Protection</p> <p>Street Lighting</p> <p>Tourism</p> <p>Landscape and Urban Design</p>	<p>March 2011</p> <p>March 2011</p> <p>March 2011</p> <p>March 2011</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 2010/2011

Objective (and Lead Officer)	Detailed Action/ Target	Target Date/ Milestones	Planned Outcome/Performance Indicator
<p style="text-align: center;">Priority 2</p> <p>Engage with BME Groups having members who may be food business proprietors to identify further their needs in achieving compliance with food safety legislation</p> <p>Lead Officer – Dolores Nellany</p>	<p>Identify BME groups and correspond with them to request invitations to their meetings</p> <p>Attend meetings by invite of the Dudley Chinese Association and The Guild of Bangladeshi Restaurateurs</p> <p>Attend meetings by invite of other BME groups identified who may have members connected with the food trade</p> <p>Work with DACHS Development Officers to provide information for food handlers and food business proprietors through community group surgeries</p>	<p>April 2010</p> <p>Sept 2010</p> <p>March 2011</p> <p>March 2011</p>	<p>Meetings attended, talks given, needs assessed and actioned wherever possible</p> <p>DACHS Development Officers briefed on food safety enforcement. Presentation and flyer produced for dissemination through surgeries</p>

Directorate of the Urban Environment – Equality and Diversity Action Plan for 2010/2011

Objective (and Lead Officer)	Detailed Action/ Target	Target Date/ Milestones	Planned Outcome/Performance Indicator
<p style="text-align: center;">Priority 3</p> <p>Deliver Flexible New Deal across Dudley Borough and the Black Country</p> <p>Flexible New Deal is an individually tailored programme of support over a 12 month period to help individuals get back into employment.</p> <p>Lead Officer – Susanna Robinson</p>	<p>Future Skills Dudley will deliver Flexible New Deal in accordance with a contract awarded by the Department for Work and Pensions.</p> <p>Ensure participation in the Flexible New Deal programme from Priority Groups including Lone Parents, BME groups, individuals with disabilities and long term unemployed.</p> <p>Utilise Specialist Provision as built in as part of the Flexible New Deal Contract.</p> <p>Available provision includes:</p> <ul style="list-style-type: none"> • BME Mentoring service • Lone Parents telephone line booking and motivation courses • Lone Parent Marketing material 	<p>March 2011</p> <p>March 2011</p> <p>March 2011</p>	<p>1200 customers will commence on provision in Dudley Borough by March 2011.</p> <p>Participation rates for priority groups.</p>

Directorate of the Urban Environment – Equality and Diversity Action Plan for 2010/2011

Objective (and Lead Officer)	Detailed Action/ Target	Target Date/ Milestones	Planned Outcome/Performance Indicator
<p style="text-align: center;">Priority 4</p> <p>To improve the overall condition of the boroughs highways and footways in order to improve access for the elderly and people with a disability, including wheelchair users and people who are visually impaired.</p> <p>Lead Officer – Mike Bosworth</p>	<p>To review the existing policy on responding to defects with the boroughs highways and footways, in order to improve how the Council targets and therefore reduces defects and potholes</p>	<p>March 2011</p>	<p>Reduce the area / quantity of outstanding highway defects</p> <p>Contributes to the Councils Transport Strategy and Transport Asset Management Plan</p>

Directorate of the Urban Environment – Equality and Diversity Action Plan for 2010/2011

Objective (and Lead Officer)	Detailed Action/ Target	Target Date/ Milestones	Planned Outcome/Performance Indicator
<p style="text-align: center;">Priority 5</p> <p>Joint work with local communities, multi cultural organisations and stakeholder groups to clean and improve their local environment</p> <p>Lead Officer – Dave Wesson</p>	<p>Liaise with community and multi cultural organisations to co-ordinate local area based litter picks</p> <p>Support the litter picks in the provision of materials and equipment and also the removal of collected waste from site</p>	<p>March 2011</p>	<p>25 Community Litter picks by March 2011</p> <p>Direct impact on Local Environment cleanliness indicators NI195 and NI 196</p>

Directorate of the Urban Environment – Equality and Diversity Action Plan for 2010/2011

Objective (and Lead Officer)	Detailed Action/ Target	Target Date/ Milestones	Planned Outcome/Performance Indicator
<p style="text-align: center;">Priority 6</p> <p>Examine the options for creating guidance notes for the design and implementation works, within parks and open spaces, with a view to improving access for all</p> <p style="text-align: center;">Lead Officer – Sally Orton</p>	<p>Consult with Access in Dudley in developing guidance notes for Park Design</p> <p>Create the guidance notes for the design and implementation works, within parks and open spaces, with a view to improving access for all</p>	<p style="text-align: center;">September 2010</p> <p style="text-align: center;">March 2011</p>	<p style="text-align: center;">Guidance notes for the design and implementation works, within parks and open spaces created</p> <p style="text-align: center;">Guidance notes for the design and implementation works, within parks and open spaces adopted.</p>

Directorate of the Urban Environment – Equality and Diversity Action Plan for 2010/2011

Objective (and Lead Officer)	Detailed Action/ Target	Target Date/ Milestones	Planned Outcome/Performance Indicator
<p style="text-align: center;">Priority 7</p> <p>Coordinate the creation and implementation of Future Jobs Fund opportunities across the Council and with external partners</p> <p>Lead Officer – Jean Brayshay</p>	<p>The Future Jobs Fund is part of the Government’s Backing Young Britain Campaign to create work based training opportunities for 18-24 year olds who have been registered with Jobcentre Plus as unemployed for at least 6 months.</p> <p>It is proposed, subject to funding being awarded, to create 360 Future Jobs Fund opportunities within the Council and external partners between April 2010 and March 2011.</p>	<p style="text-align: center;">March 2011</p>	<p style="text-align: center;">All 360 Future Jobs Fund opportunities recruited to by March 2011</p>

Directorate of the Urban Environment – Equality and Diversity Action Plan for 2010/2011

Objective (and Lead Officer)	Detailed Action/ Target	Target Date/ Milestones	Planned Outcome/Performance Indicator
<p style="text-align: center;">Priority 8</p> <p>Complete and publish the remaining access guides to publicly accessible Council buildings</p> <p style="text-align: center;">Lead Officer – Mark Walton</p>	<p>Complete and publish access guides for all publicly accessible council buildings</p>	<p style="text-align: center;">December 2011</p>	<p style="text-align: center;">Part completion/publication of access guides by March 2011. (Completion programmed for December 2011)</p>