

Select Committee on Regeneration, Culture and Adult Education
– 7th June 2006

Report of the Chief Executive

Chief Executive's Directorate's Equality and Diversity Annual Report for 2005/06

Purpose of Report

1. To consider the Chief Executive's Directorate's equality and diversity annual report for 2005/06.

Background

2. 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 former Select Committee on Economic Regeneration considered the Chief Executive's Directorate's action plan, which sets out its equality and diversity targets for 2006/07, at its meeting held on 16th February 2006. Attached is the annual report which details progress on the targets agreed by that select committee in the directorate's action plan for the previous year, 2005/06.
3. This Select Committee has within its terms of reference responsibility for corporate equality and diversity issues, although responsibility for scrutinising individual directorate's action plans and annual reports is divided between the five select committees.

Finance

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

Law

5. 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.
6. 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 will extend this Act by introducing a new duty on public authorities to promote disability equality.
7. The Sex Discrimination Act 1975 renders unlawful certain kinds of sex discrimination. In particular, Section 29 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 ground of gender. The Equality Act 2006 introduces a new duty on public authorities to promote gender equality.

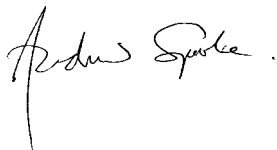
8. Under Section 111 of the Local Government Act 1972 the Council is empowered to do anything which is calculated to facilitate, or is conducive to, or incidental to the discharge of its functions.

Equality Impact

9. The annual report contains details of progress in implementing the Chief Executive's equality and diversity action plan. Performance indicators or outcomes were identified against each target so that progress in achieving the action plan can be monitored and reviewed. The Community Representatives Panel was involved in drawing up the action plan.
10. Children and young people were amongst the range of groups and communities that were involved in drawing up the Community Strategy (target CE3).

Recommendation

11. That Members consider and comment on the Chief Executive's Directorate's equality and diversity annual report for 2005/06.



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Chief Executive

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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 2005/06

1. Introduction

- 1.1 The Council's equality and diversity policy requires all directorates to 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 year's progress on action plan targets. The Chief Executive's Directorate's equality and diversity action plan for 2006/07 was considered by the Select Committee on Economic Regeneration on 16th February 2006.
- 1.2 This document is the annual report and covers the period from April 2005 to March 2006. The report contains:
- Key facts about the directorate
 - Progress on Race Equality Scheme reviews
 - Achievements against the directorate's equality and diversity action plan for 2005/06.

2. Key Facts

- 2.1 Each directorate produces a strategic plan which set out its priorities, objectives and targets for the year and encompasses its equality and diversity action plan. The strategic plan sets out the mission statement for the Directorate which is:

'The role of the Chief Executive's Directorate is to promote a high performing, customer focused Council, with accessible, quality public services that measurably improve the quality of life. We aim to achieve this through: corporate leadership and direction, developing our staff, and developing collaborative partnerships that make a difference.'

- 2.2 The Directorate contains the following sections:

- Administration Services
- Corporate Learning and Development
- Corporate Personnel
- Corporate Policy and Research Team
- Credit Union
- Dudley Council Plus and Customer Access to Services Team
- Elections and electoral registration
- Health and Safety
- Marketing and Communications
- Neighbourhood Management
- Secretariat, Leader's and Mayor's office

- 2.3 The Directorate employs 264 staff (as at 31 March 2006) and its workforce profile is set out in table 1(a) by grade breakdown and for all directorate employees. This can be compared with the Council's profile as a whole which is set out in table 1(b). From April 2006 individual directorates' personnel and marketing and communications functions have been incorporated into the central teams. This will be reflected in the directorate's annual reports in future years.

Table 1(a). Chief Executive's Directorate workforce profile 31 March 2006

Chief Executive's	Female (%)	Male (%)	BME (%)	Disabled (%)
Scale point 34 and above (higher grades)	59.7	40.3	6.0	1.5
Below scale point 34 (lower grades)	75.6	24.4	7.1	1.5
Total	71.9	28.4	6.8	1.5

Table 1(b). Dudley MBC workforce profile 31 March 2006

Dudley MBC	Female (%)	Male (%)	BME* (%)	Disabled (%)
Scale point 34 and above (excluding schools) [#]	48.0	52.0	8.0	2.0
Below scale point 34 (excluding schools) [#]	69.3	30.7	5.2	1.3
Total (excluding schools)	66.4	33.6	5.6	1.4
Total (including schools)	74.6	25.4	4.6	0.8

Notes: *BME figures exclude those employees for whom no ethnic origin data is held

[#]Grade breakdown excludes schools due to the different grading structure for teachers

- 2.4 The directorate recruited 16 employees in 2005/06 of which 81.3% were female, 6.3% were disabled and 6.3% were from a BME background.
- 2.5 Full data about employment across the Council, including that which meets the requirement for employment monitoring by racial group under race relations legislation, will be presented and analysed in the Annual Review of Equality and Diversity 2006. This will be prepared for the Select Committee on Regeneration, Culture and Adult Education 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 first Race Equality Scheme, a number of reviews of service/policy areas were undertaken during 2005/06 against the requirements of the

Race Relations (Amendment) Act 2000. In order to meet our commitments in reporting on the reviews, a summary of the outcomes of these year 3 Race Equality Scheme reviews was set out in last year's annual report as they had been completed ahead of schedule.

- 3.2 Assessments are currently under way on service areas within the directorate's responsibilities identified in the revised Race Equality Scheme (May 2005). The more detailed outcomes will be included in next year's action plan and annual report. Progress is briefly summarised below.

Anti-social behaviour – a strategic review of the approach to dealing with anti-social behaviour within the borough has been carried out for the Dudley Safe and Sound Partnership. This has provided some recommendations for moving forward, some of which are of relevance to promoting race equality. Some good examples of community engagement are apparent which could be rolled out to cover wider communities in key areas of the borough suffering from relatively high levels of anti-social behaviour. Monitoring of formal interventions on anti-social behaviour has not indicated an adverse impact on particular racial groups. The Directorate continues to coordinate the multi-agency Dudley Racist Incidents Group which monitors and responds to racist incidents within the Borough.

Credit Union – this is an independent limited company, receiving funding from the European Commission and supported by the Council to provide alternative financial services largely in priority areas in the Borough. Equality monitoring data on customers is now being collected and will be analysed to help understand the customer base and to target marketing information.

Harassment and bullying – the Council's combating harassment and bullying policy and procedure is being reviewed to take on board two years experience of the policy and procedure in operation, changes to the law, available monitoring information, feedback from the trained harassment support contacts who have been in place for around 12 months and responses to the 2005 employees survey which included relevant questions on harassment and bullying.

Recruitment – a revised recruitment policy and procedure is being developed as part of the corporate people management strategy. The Council produces a wide range of monitoring data relating to race equality in employment which is being use to inform the revision of the policy to ensure that the Council has fair recruitment policies and is able to attract and retain a diverse workforce.

4. Achievements Against the Directorate's Equality and Diversity Action Plan for 2005/06

- 4.1 The achievements against the Directorate's equality and diversity action plan for 2005/06 are set out in tables 2 and 3. Table 2 reports on progress against the Council-wide equality and diversity priorities and objectives in the action plan for 2005/06 and table 3 reports on those established for the directorate.

Chief Executive's Directorate
May 2006

<p>CP2. Progress work on the Equality Standard for Local Government (SM)</p> <p>(1) Achieve level 2 of the Standard</p> <p>(2) Develop an action plan for achieving level 3 of the Standard</p>	<p>Caring/ Local people matter</p>	<p>Target date to be set by EDAG</p> <p>July 2005</p>	<p>Level 2 achieved by directorate and corporately</p> <p>Action plan agreed through EDAG</p>	<p>Level 2 achieved by March 2005</p> <p>Level 3 action plan drafted by December 2005. However, revised Standard to be launched in June 2006.</p>
<p>CP3. Disability issues - improve access for disabled customers (SM)</p> <p>Implement the actions contained within the Council's Disability Access Strategy - directorate to contribute to achievement of strategy</p>	<p>Caring/ Local people matter</p>	<p>Six-monthly monitoring by EDAG; target dates set out in strategy</p>	<p>Actions achieved by deadlines</p>	<p>2 monitoring sessions held by EDAG. Access assessments completed for directorate buildings. Further services transferred to Dudley Council Plus to improve access. Consultation held with CRP, ADC and Employees with Disabilities Group. Strategy being incorporated into the Disability Equality Scheme.</p>
<p>CP4. Employment issues - increase representation from underrepresented groups in the workforce (SW)</p> <p>(1) Work towards targets established for employees from black and minority ethnic</p>	<p>Caring/ Local people matter</p>	<p>Review of recruitment to</p>	<p>Targets established and achieved in</p>	<p>Progress reported quarterly to Corporate Board and Cabinet. Full employment</p>

<p>communities and disabled employees in all directorates</p> <p>(2) Complete a further audit of employees to enable them to declare whether or not they regard themselves as meeting the statutory definition of disability</p> <p>(3) Achieve a figure of at least 96.5% of employees who have declared their ethnic origin</p>		<p>customer services organisation – June 2005</p> <p>Audit to be completed and data entered by March 2006</p>	<p>directorate</p> <p>Completion of audit with increase in no. of employees declaring a disability from 2004/05 baseline</p> <p>96.5% declaration achieved</p>	<p>monitoring report in Annual Review to select committee and the Cabinet. See table 1(a) for directorate profile.</p> <p>Employee audit rescheduled for completion by December 2006 following consultation on format – will now include full range of employee information alongside disability.</p> <p>Target to be achieved once employee audit completed. Current figure 95%.</p>
<p>CP5. Continuing improvement on Best value performance indicator (BVPI) 2b) (SM)</p> <p>Achievement of an improved score against the Best Value corporate health performance indicator on race equality BVPI 2b)</p>	<p>Caring/ Local people matter</p>	<p>Benchmarking/sharing good practice – April 2005</p> <p>Half-year review by EDAG – October 2005</p>	<p>Improvement on 2004/05 score</p>	<p>Benchmarking/sharing good practice undertaken with West Midlands authorities April 2005.</p> <p>Data currently being collected for 2005/06 score.</p> <p>Improved monitoring process to be implemented as part of Council's performance management system</p>

Table 3. Chief Executive's Directorate – Progress Report on the Equality and Diversity Action Plan for 2004/05 - Other Equality and Diversity Activities

Objective (and lead officer)	Council Plan Priority	Target Date/ milestones	Planned outcome/ performance indicator	Progress/final outcome
<p>CE1. Continue to develop and implement the equality aspects of the Customer Access to Services programme (KM)</p> <p>(1) Implement actions to be identified through the equality impact assessment carried out during 2004/05</p> <p>(2) Introduce monitoring arrangements to assess improvements to customer access to services</p> <p>(3) Continue to engage with Action for Disabled People and Carers, BME, and other community groups throughout process</p>	<p>Local people matter</p>	<p>Set out in assessment action plan</p> <p>Introduce during 2005/06</p> <p>During 2005/06</p>	<p>Needs of diverse communities identified and built into programme</p> <p>Improved access to services</p> <p>Range of consultation/ engagement opportunities</p>	<p>Range of actions introduced to assist in assessing the impact of Dudley Council Plus including monitoring and consultation – see below.</p> <p>Major satisfaction survey undertaken as part of LPSA process. Customer surveys also now undertaken quarterly – include equality monitoring questions.</p> <p>Engagement process continuing e.g. through BME consultation event in March 2006; Older People's conference attended in December 2005; Access in Dudley continue to be involved in development of Dudley Council Plus.</p>

<p>(4) Continue to implement the communications plan and promote the changes to customer access to services to the Borough's diverse communities</p> <p>(5) Encourage diverse communities to take up jobs with the customer services organisation</p>		<p>Ongoing during 2005/06</p> <p>Ongoing</p>	<p>Awareness of arrangements for customer access</p> <p>Diverse workforce in customer service centres</p>	<p>Range of communication used to promote changes to Members, employees and customers.</p> <p>Will be implemented for any future recruitment drives associated with any further centres.</p>
<p>CE2. Improve language support for customers (TH)</p> <p>With other directorates, develop plan for improving the provision of language support to customers across the Council</p>	<p>Local people matter</p>	<p>Report to Cabinet – June 2005</p>	<p>Language needs of customers are met</p>	<p>Completion of review led through DACHS delayed due to directorate remodelling – will be picked up in relation to development of services through Dudley Council Plus</p>
<p>CE3. Engage, with partners, with diverse communities in production of the community strategy (GT)</p> <p>Produce community strategy responding to input from diverse communities</p>	<p>Local people matter</p>	<p>Consultation – April – June 2005</p> <p>Launch – September 2005</p>	<p>Strategy published</p> <p>Involvement of diverse groups in consultation phase</p>	<p>Widespread consultation completed. Strategy published in December 2006 in order to allow for full consideration of consultation feedback from wide range of groups and individual respondents</p>

<p>CE4. Promote community cohesion (GT)</p> <p>(1) Adopt Council strategy on community cohesion</p> <p>(2) Review current practice in light of current government guidelines</p> <p>(3) Work in partnership with race and faith community cohesion alliance to identify community-led priorities</p> <p>(4) Develop education flagship project</p>	<p>Caring/ safety matters</p>	<p>September 2005</p> <p>December 2005</p> <p>December 2006</p> <p>December 2006</p>	<p>Strategy published</p> <p>Priorities identified</p> <p>Performance measures identified</p>	<p>Community cohesion elements now included in community strategy within stronger communities theme – stronger communities being incorporated in Local Area Agreement as cross-cutting theme</p> <p>Bishop of Dudley established multi-faith body to look at community cohesion issues</p> <p>Funding bid made for international project through Dudley Grid for Learning</p>
<p>CE5. Share good practice on recruitment of disabled people and people from BME communities (SW)</p> <p>(1) Hold good practice in recruitment event</p> <p>(2) Develop intranet resources to support managers e.g. FAQs</p>	<p>Caring/ local people matter</p>	<p>September 2005</p> <p>December 2005</p>	<p>Managers aware of and implement good practice</p>	<p>HR network established and meetings held e.g. on employment of disabled people. Revised comprehensive recruitment policy and procedure being drafted.</p> <p>Corporate HR intranet site developed to include policies, information and FAQs.</p>

<p>CE6. Improve levels of declaration of disability from employees (SW/SM)</p> <p>Work with Employees with Disabilities Group to publicise definition of disability and reasons for declaring</p>	<p>Caring/ local people matter</p>	<p>Meet with group – May 2005</p>	<p>Increase in declaration from 2004/05 baseline</p>	<p>Discussions held with Employees with Disabilities Group. Information on definition and explanation of reasons for declaring to be included with employee audit (see CP5)</p>
<p>CE7. Address any gender pay inequalities in the workforce (SW)</p> <p>Complete equal pay audit</p>	<p>Caring/ local people matter</p>	<p>By 31/03/06</p>	<p>Audit completed</p>	<p>Target carried forward into 2006/07 action plan – pay and grading review to be completed by March 2007</p>
<p>CE8. Provide support to any employees who might suffer bullying or harassment (JC)</p> <p>(1) Implement harassment support contacts across directorates</p> <p>(2) Review operation of the scheme</p>	<p>Caring/ local people matter</p>	<p>From April 2005</p> <p>March 2006</p>	<p>Support provided for employees</p> <p>Nos. of employees reporting incidents</p>	<p>Harassment support contact scheme in place from April 2005 and publicised through posters, 'message of the day' and leaflets to all employees - feedback indicates scheme is appreciated by staff.</p> <p>Review under way (see paragraph 3.2)</p>

<p>CE9. Provide training to employees to support them in implementing the equality and diversity policy (GB)</p> <p>Introduce new training courses for employees on 'Achieving work-life balance' and 'Understanding cultural differences'</p>	<p>Caring/ local people matter</p>	<p>From September 2005</p>	<p>No. of attendees</p>	<p>New training courses now provided through Corporate Learning and Development – 2 of each course held with over 40 participants since September 2005. Further courses programmed for 2006/07.</p>
<p>CE10. Improve equality and diversity in marketing and communications (JJ)</p> <p>Promote equality and diversity marketing and communications guidelines to internal and external stakeholders</p>	<p>Caring/ local people matter</p>	<p>September 2005</p>	<p>More effective marketing and communication of equality and diversity</p>	<p>Marketing and communications toolkit issued which includes sections on equality and diversity issues.</p>
<p>CE11. Action on Disabled People and Carers (SM)</p> <p>Continue to develop and work with the group in partnership with DCVS, other directorates and the PCTs</p>	<p>Caring/ local people matter</p>	<p>SLA in place – April 2005</p> <p>Quarterly stakeholder meetings</p>	<p>Input to CATS programme</p> <p>No. of meetings held Issues raised and responded to</p>	<p>SLA in place with DCVS to include ADC. Work programme agreed includes e.g. CATS programme. Quarterly stakeholders meetings held to manage programme. ADC being involved in drawing up Disability Equality Scheme.</p>

<p>(3) Improve involvement of BME/different faith communities through Crisis Support Team</p> <p>(4) Include appropriately translated public information on Emergency Planning through the website</p>			<p>Improved information availability for people with language needs</p>	<p>Team but interpreters made available as appropriate and 'When sudden death occurs' leaflet available in community languages.</p> <p>Link to Government 'Preparing for emergencies' booklet through website. Area for further development.</p>
<p>CE14. Improve access to elections and electoral registration (AM)</p> <p>(1) Commence a further review of disabled access provision at polling stations</p> <p>(2) Include a paragraph in community languages in reminder canvass notifications that assistance available and provide information to canvassers in community languages</p>	<p>Local people matter</p>	<p>During 2005/06</p> <p>By November 2005</p>	<p>Improved access</p> <p>Increase in electoral registration</p>	<p>Access surveys undertaken by presiding officers at 2005 elections. Sites for polling stations continually under review to ensure best possible access for all voters.</p> <p>No personal canvass undertaken in 2005 but telephone registration in community languages is now available.</p>

Glossary:

Lead officers:

GB – Gill Beards; JC- Joyce Carter; RF – Ray Faulkner; TH- Tony Hinckley; JJ – Jan Jennings; SM – Simon Manson; AM - Alison Mason; Keith Mayou; IS- Ian Skidmore; GT – Geoff Thomas; SW – Steve Woodall

Abbreviations:

ADC – Action on Disabled People and Carers
BME – black and minority ethnic
BVPI – Best value performance indicator
CATS – customer access to services programme
DCVS – Dudley Council for Voluntary Service
FAQs – frequently asked questions
HR – human resources
LPSA – Local Public Service Agreement
PCTs – Primary Care Trusts
SLA – service level agreement