

## **Chief Executive's Directorate**

### **Annual Equality and Diversity Action Plan 2010/11**

#### **1. Introduction**

- 1.1 The Council's equality and diversity policy requires all directorates to produce annual equality and diversity action plans and annual reports. The policy is supported by the detailed arrangements, priorities and actions set out in the Council's equality scheme. The directorate's action plan describes how it will implement the policy and the scheme in relation to its responsibilities, service areas and employment practices during the year.
- 1.2 The Chief Executive's Directorate's plan is submitted to the Select Committee on Regeneration, Culture and Adult Education, before being approved by the appropriate Cabinet Member.
- 1.3 Progress with implementing the action plan is reported in the directorate's equality and diversity annual report, which is prepared at the end of the financial year in order to reflect a full year's activity.
- 1.4 This action plan covers the period from April 2010 to March 2011 and contains:
  - an explanation of its relationship with other plans
  - a summary of the directorate's equality and diversity vision and values
  - key issues and targets for the plan
  - the action plan summary

#### **2. Relationship with other plans**

- 2.1 This action plan will be incorporated in the overall strategic plan for the Chief Executive's Directorate for 2010/11. The strategic plan in turn responds to the Borough's refreshed Community Strategy 2010-13 and the three year Council plan.
- 2.2 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.

- 2.3 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. Vision and Values**

- 3.1 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.”

- 3.2 The directorate maintains its commitment to implementing the Council's equality and diversity policy in relation to its services and employment practices through, for example, the action planning and reporting process, designating responsibility for actions to particular staff, reviewing policies and practices, its engagement processes and continuing training and development.

- 3.3 As at April 2010, the Chief Executive's Directorate includes the following sections:

- Community Safety
- Corporate Policy and Research
- Customer Access to Services
- Elections and Electoral Registration
- Marketing and Communications
- Secretariat, Leader's and Mayor's office

- 3.4 The Directorate takes a lead on corporate equality and diversity issues, incorporating overall policy development and the provision of advice and support, but working closely with the Directorate of Law, Property and Human

Resources on employment and training issues across the Council. It will continue to provide strategic information to support equality planning and impact assessment processes across the Council and be a key player in partnership work to promote equality.

- 3.5 Within the Directorate, all employees have a responsibility to comply with the requirements of the Council's equality and diversity policy in all dealings with Members, other employees, job applicants, residents, service users and other members of the public, and with other organisations. Training and development needs of employees in the directorate are identified in annual performance review and development discussions with their line managers.
- 3.6 The aim of the directorate is to mainstream equality so responsibility for promoting equality and diversity in employment and services rests with all heads of service. However, a principal officer within the Corporate Policy and Research Team is responsible for overall equality and diversity policy development work on behalf of both the Council and the Directorate. This includes the preparation, monitoring and review of the Directorate's annual equality and diversity action plan.

#### **4. Key Issues and Targets**

- 4.1 The Council's equality scheme is currently being revised – the disability equality scheme element of this was approved by the Cabinet in December 2009 and a report on the review of the gender equality scheme is being considered by the Cabinet at its March 2010 meeting.
- 4.2 The Cabinet approved a ten year equality and diversity vision for the Council in June 2009, alongside the equality scheme supplement.
- 4.3 The 2009 annual review of equality and diversity identified three priorities for the next twelve months, and these are also reflected in the directorate's action plan, namely:
- implementing actions aimed at increasing the proportion of the Council's employees who have a disability
  - ensuring equality impact assessments are completed where appropriate, with improved monitoring and reporting arrangements and training provision
  - reviewing the equality scheme, in the light of the implications for the Council and its partnerships of the forthcoming Equality Act

- progressing work against the Equality Framework and responding to any equality issues arising from the CAA.

More details are given in the annual review (available on the Council's website).

4.3 For the revised equality scheme, directorates have also identified overall equality and diversity priorities for their service areas linked to the three years of the Scheme which are to be reflected in its action plans. For the Chief Executive's Directorate these priorities are:

- assessing and implementing the forthcoming Equality Act (assuming this is passed)
- implementation of the community cohesion strategy and the hate crime strategy
- working with partners to tackle inequalities through community strategy implementation, engagement activities and improved identification of partnership equality objectives.

4.4 Whether as part of EIAs, or of other activities, the directorate undertakes a range of engagement which feeds into the action plan. The improved community engagement database and toolkit were launched in spring of 2009. These help to coordinate engagement and promote good practice. The directorate contributed to the Council-wide BME community consultation event in November 2009, the physical and sensory disability conference in July 2009 and the disabled people's user-led organisation conference in February 2010. Action for Disabled People and Carers continues to be supported through the directorate's funding of Dudley Council for Voluntary Service and is involved in helping to improve the directorate's services as well as in developing the disability equality scheme. The community safety team arrange annual 'face the people' events on behalf of the Safe and Sound Partnership. Directorate staff are involved in supporting the development of the Dudley Borough Interfaith Network, Dudley LGBT forum and a number other groups. Staff also undertake intergenerational work to bring young people and older people together (on which a report was considered by the Select Committee on Community Safety and Community Services in June 2009).

4.5 Where items in the attached action plan respond directly to the actions set out in the Equality Scheme, references to the corresponding action in the Scheme are included in brackets e.g. (ES1.3).

## **5. The Action Plan**

5.1 The detailed action plan for 2010/11 is set out at the attached appendix.

Chief Executive's Directorate  
February 2010

Chief Executive's Directorate – Equality and Diversity Action Plan for 2010/11

Appendix

Objective	Detailed action/target (and lead officer)	Target Date/ milestones	Planned outcome/performance indicator
<b>Priority 1 Policy development and performance management</b>			
CE1. Update the Equality Scheme	(1) Publish revised Gender Equality Scheme (SM)	April 2010	Meet legal requirements as a minimum Key priorities and actions identified Improved outcomes for equality groups
	(2) Revise remainder of scheme in light of requirements of the Equality Act (SM)	October 2010	
CE2. Assess the implications of the Equality Act for the Council and plan for implementation of the Act	(1) Report to CEDLG, Corporate Board and Cabinet (SM)	June 2010	
	(2) Identify 3 year equality objectives for Council (SM/CEDLG)	March 2011	
	(3) Revise promoting equality through procurement guidelines to reflect Equality Act duties and statutory guidance (SM)	November 2010	
CE3. Improve equality data and intelligence	(1) Undertake equality impact assessments of: Community cohesion strategy (RO) Hate crime strategy (RO) Community safety plan (DH) Drug strategy action plan (SH) Domestic abuse strategy (AB)	March 2011	EIAs completed within the timescales Improvement actions identified and scheduled

	(2) Work with Census field staff to engage with communities which evidence suggests are less likely to respond to the Census (NL)	March 2011	High response rates and accurate data
	(3) Adopt the Office for National Statistics guidance on data collection, as appropriate, for gathering information on the effect of policies and practices on disabled people in employment and services (DES3.22) (SM)	Once guidance issued during 2010	Improved data on disability
CE4. Improve equality performance management	Produce the Annual review of equality and diversity for the lead Select Committee on corporate equality issues and Cabinet by September each year to report on progress with implementing the Equality Scheme (ES1.6) (SM)	September 2010	Legal requirements met Clear presentation of key performance information to improve equality performance management
<b>Priority 2. Engagement</b>			
CE5. Improve engagement with disabled people as part of wider transforming social care agenda	(1) Work with DACHS in supporting the establishment of a user-led organisation (ULO) of disabled people (DES3.7) (SM)	December 2010	ULO(s) in place by due date

	(2) Map out during 2010 involvement and engagement mechanisms for disabled people to look at how these can be better publicised or coordinated and to achieve a greater diversity of people involved (DES3.8) (SM)	December 2010	Improved engagement mechanisms
CE6. Support development of existing key engagement mechanisms	(1) Support the promotion of the BME community consultation event in 2010 (JW)	September 2010	Successful event held in 2010. Feedback leading to service improvements
	(2) Develop new annual programme of involvement of Action for Disabled People and Carers (SM)	June 2010	Programme agreed Feedback leading to service improvements
	(3) Support LGB&T Forum (AB/NB/SM)	March 2011	Improved understanding of impact of services on these communities
	(4) Support development of Muslim women's network (JH)	March 2011	Increased engagement and involvement
CE7. Follow up other commitments in the Disability Equality Scheme	(1) Undertake further work with partners over the next three years on promoting disabled people's involvement in public life to build on that carried out in the first scheme (DES3.9) (SM/LP)	March 2011 and ongoing	Greater involvement of disabled people



	(2) Undertake work with disabled people to explore the issues and barriers around transport to try to find ways to address disabled people's concerns (DES3.3) (SM/CEDLG)	March 2011	Improvements identified
<b>Priority 3. Improve communications</b>			
CE8. Celebrate diversity of borough and workforce	Mark a range of culturally diverse events in support of the community cohesion strategy (JW)	March 2011	Increased awareness
CE9. Improve access to information	Develop a council-wide disabled people's communication/information policy to ensure good practice is applied consistently across the organisation (DES3.2) (SM/JW)	March 2011	Improved feedback from disabled people
<b>Priority 4. Employment</b>			
CE10. Improve employee competencies	Work with HR Division to complete review of equality training for employees (ES1.16/DES3.1) (SM)	During 2010 (revised target)	Increase in employees receiving training Improved feedback
CE11. Improve recruitment and retention of disabled employees	Work with HR Division to implement action plan arising from external auditors' review 'supporting people with a disability' (DES3.20) (SM)	Range of target dates included in the action plan	Increased % of employees with a disability
<b>Priority 6. Promote community safety and community cohesion</b>			
CE12. Improve analysis and understanding of anti-social behaviour (ASB) data in order	(1) Review regularly monitoring data and trends relating to ASBU activity (PB)	April 2010 and monthly	Targeted action Fewer repeat incidents

to target responses more effectively	(2) Link tension monitoring to ASBU data and activities (RO, PB and AW)	Quarterly reviews from April 2010	Fewer repeat incidents Joint action
	(3) Agree criteria relating to vulnerability with West Midlands Police in relation to ASB cases (AW)	April 2010	Improved outcomes for vulnerable people
CE13. Respond to violence against women and girls, and hate crime issues	(1) Review domestic abuse strategy (AB)	March 2011	Refreshed strategy in place
	(2) Develop actions to respond to the assessment of sexual violence in the borough (AB)	March 2011	Reduction in repeat offending
	(3) Develop a hate crime strategy during 2010 to include actions to raise awareness of and increase reporting of hate crime against disabled people (DES 3.18) (RO)	December 2010	Strategy in place  Increase in reporting
CE14. Respond to substance misuse issues amongst young people revealed by consultation and needs assessment	(1) Develop action plan on accessing specialist substance misuse treatment service (SH/AH)	June 2010	Improved targeting of provision appropriate to the needs of young people
	(2) Engage with young people aged 18-24 who misuse cocaine (DR/EH)	June 2010	Increased engagement of 18-24 year olds with drug treatment services, where appropriate.
	(3) Ensure that relevant services are provided through drug treatment services (DR/EH)		

<b>Priority 7. Access to elections process</b>			
CE15. Increase participation in electoral registration and elections	(1) Issue pictorial guide with all postal voters ballot packs (AM)	May 2010	Increased turnout
	(2) Place copy of pictorial guide to voting in all polling stations(AM)		
	(3) Produce guidance to voters in alternative languages for all polling stations (AM)		
<b>Priority 8. Contingency and disaster management</b>			
CE 16. Meet the needs of diverse communities in planning a disaster response (IS)	(1) Produce rest centre and crisis support leaflets in community languages	May 2010	Improved disaster response capability
	(2) Provide cultural awareness training to rest centre and crisis support staff	March 2011	
	(3) Continue efforts to involve different faith communities in response to extreme events	March 2011	

## **Glossary**

ASBU – Anti-social behaviour unit

CEDLG – Corporate Equality and Diversity Leadership Group (officers group)

DES – Disability Equality Scheme (revised scheme published in December 2009)

EIA – equality impact assessment (process to establish what impact a service or policy has on various equality groups)

ES – Equality Scheme (statutory strategic document on promoting equality)

HR – human resources

LGBT – Lesbian, Gay, Bisexual and Transgender

**Lead officers for actions**

NB – Nina Bahia; AB – Anne Boden; PB – Pete Burford; SH – Sue Haywood; AH – Audrey Heer; DH – Dawn Hewitt; JH – John Hodt; EH – Elaine Hopwood; NL - Neil Langford; SM – Simon Manson; AM – Alison Mason; RO - Rosina Ottewell; LP – Leighton Pendry; DR – Dee Russell; IS – Ian Skidmore; JW – Jason Whyley; AW – Andy Winning