



All Different, All Equal

# Single Equality Scheme 2010/2013



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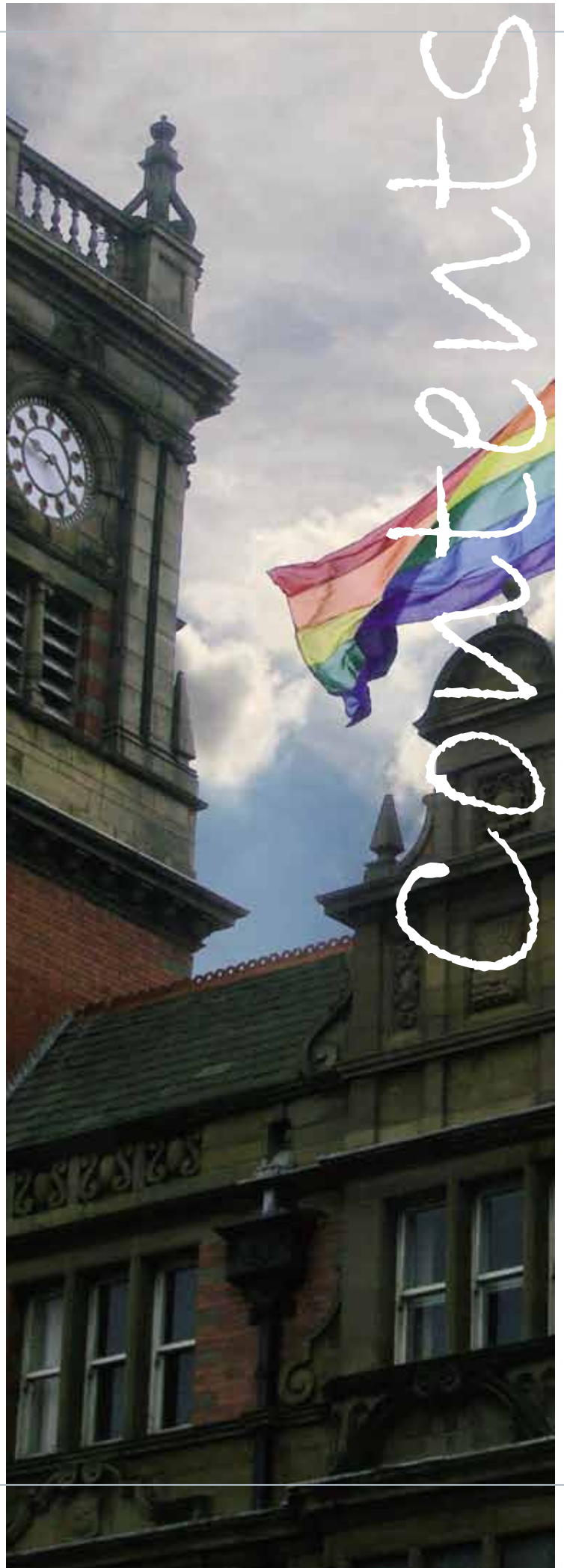
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*Building a better community for all*

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## Foreword

Blackpool is a truly great, unique and richly diverse place, an internationally famous resort where millions of people have come for rest and recreation over many generations. However, whilst Blackpool is still the most visited tourist resort in the UK, it continues to face many challenges, economically, socially and environmentally that affects key equalities groups.

Blackpool is driving forward a regeneration programme that is changing the physical infrastructure of the town. In taking forward this programme we are working to ensure that regeneration positively impacts on key equality groups. This builds on the issues identified through consultation and involvement with a range of key stakeholders, in developing this Single Equalities Scheme. Details are set out in Appendix 1, which shows how the feedback was incorporated.

This document is the Council's first Single Equality Scheme, and we believe an important step towards a Fairer Blackpool. It sets out a broad picture of our town's changing communities. Its purpose is to ensure that all the services that we provide are accessible; that we have a workforce that reflects the diversity of Blackpool's communities; and that we go beyond our legal requirements to celebrate Blackpool's diversity, and the benefits that it brings to all of us.

The Council has a vital leadership role in driving forward equality but the strategy, to be successful, needs commitment. We shall work with our key partners in the Strategic Partnership to help make Blackpool a better, fairer place.



**Cllr Ian Fowler**



**Carmel McKeogh**  
Assistant Chief Executive  
(Human Resources and  
Organisational Development)

A handwritten signature in black ink that reads "Ian Fowler".

A handwritten signature in black ink that reads "Carmel McKeogh".

# 1. Introduction

This is Blackpool Council's first single equality scheme, building on previous policies, in particular the Comprehensive Equality Policy and Delivery Plan, published in 2007, together with our statutory Equality Schemes for Race, Gender and Disability. We are committed to promoting equality of opportunity, combating discrimination and promoting inclusion and good community relations within our organisation and across Blackpool.

To support our aims in equality and diversity, we have established policies, procedures, staff training and monitoring arrangements to ensure that people are treated fairly regardless of their gender, age, ethnicity, disability, religion or belief or sexual orientation and can access what they need.

This Single Equality Scheme focuses on the main equality protected characteristics, which are now the focus of UK Equality law. These are age, marriage and civil partnership, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

The Council recognises that discrimination can affect people in complex ways including multiple discrimination and issues that occur outside the main diversity strands, and we are committed to challenging all forms of inequality and promoting inclusion.

## Links to the Corporate Plan

The Single Equalities Scheme supports the delivery of all of the Corporate Plan Goals, but particularly Goal 5: To ensure Blackpool Council is an efficient and high performing organisation.

The Council has also developed a set of core values that underpin the way we work. These are:

- › We put our citizens needs first, delivering **quality** today and improvements for the future
- › We **respect** everyone's differences and look to meet individual's needs
- › We aim to **work together better**
- › We want to continually **improve** our services and deliver quality and value for money
- › We aim to **share the information** to do the job right.

## Equality Law

In 2010, the Government legislated to consolidate UK discrimination law and extend the scope of responsibilities in promoting equality and diversity. This scheme will help tackle Blackpool's key issues through the six local objectives we have determined to be Blackpool's equality priorities.

In addition, this scheme acknowledges and replaces the existing statutory plans for race, disability and gender. The actions support the Council in meeting its specific and general equality duties. The scheme also describes the main strategic actions to advance the objectives. In addition to these we will ensure through our mainstream business planning processes that each department and service within the Council implements equality actions linked to these overall objectives.

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## Human Rights

The Council has legal duties as a public authority to comply with the Human Rights Act, along with the related duties in relation to equality and anti-discrimination laws. Human Rights should be borne in mind when planning, reporting, policy, day-to-day decision-making and practise.

The Human Rights Act should mean that people across our communities in Blackpool are reassured that public authorities, such as the Council, will respect their human rights. This means promoting the values that underpin this Scheme, including dignity, fairness, equality and respect.

## Application of the Scheme

This Scheme applies to all elected Members and staff, who have a key part to play in challenging discrimination and promoting inclusion through implementation of the scheme.

## Specific Responsibilities

The Lead Member champion for equality and diversity is Councillor Ian Fowler, while the Assistant Chief Executive (HR and OD) acts as a champion in the senior management team.

Other elected Members have been identified as Champions for Equality Strands. Their role is to work with the respective equality strands and champion their needs to the Council. The Member Champions are:

**Sexual Orientation Equality Champion:**  
**Cllr Ron Bell**

**Race and Gender Equality Champion:**  
**Cllr Susan Fowler**

**Age Equality Champion:**  
**Cllr Tony Lee**

**Disability Equality Champion:**  
**Cllr Lilly Henderson**

**Religion and Belief Equality Champion:**  
**Cllr Tim Cox**

The Chief Executive and Executive Directors are responsible for ensuring the scheme; its principles and commitments are implemented within their service areas, with the support of their management teams.

The Equality and Diversity Unit, within the Chief Executives department have responsibility to enable, facilitate, advise and support the equalities process throughout the Council and the Primary Care Trust.

Unions and Staff representative groups, including focus groups, have a responsibility for representing the views and concerns of staff on equalities issues and in supporting the continuous improvement of equalities policy and practice.

## 2. Our commitments

### To service users

The Council has made the following commitments to our service users:

- › To receive appropriate, accessible services that are free from discrimination, harassment and victimisation;
- › To be treated with respect and provided with accurate and up to date information about our services
- › To be consulted when appropriate on the way we plan and deliver services
- › To give feedback or raise complaints about services through clear and easy to use complaints procedures
- › To feel able to contribute to the decision-making process. This includes all user groups and community groups, and those who historically have been underrepresented

We also recognise that equal treatment is not always sufficient to ensure access for all, where appropriate reasonable adjustments will always be considered and we acknowledge service users own responsibility to be fair and treat others with respect and dignity, including our employees

### As an Employer

Blackpool Council directly employs more than 7,000 people and through our contractual commitments our reach also extends to many areas of the private and third sectors. We aim to ensure equalities underpin all aspects of employment policy and practice. We also recognise that promoting equalities also makes good business sense and have made the following commitments:

- › We are an equal opportunities employer committed to a policy of equal access to employment opportunities, training and development, at all levels of the organisation;
- › We aim to recruit and retain a workforce that reflects the expertise and diversity of our community and ensure that recruitment and selection procedures are in place to attract the best applicants to Blackpool;
- › We will support staff in increasing their understanding of equalities issues through regular staff development programmes;
- › Create a safe working environment where any form of discrimination and harassment is dealt with quickly, appropriately and effectively, and where staff feel supported in challenging discrimination and harassment;
- › Promote and further develop work life balance policies to ensure that we maximise employment opportunities for all;
- › We will maintain robust equality monitoring of all relevant aspects of the Council's workforce.

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### 3. What we have achieved so far

In the last three years the Council has made progress across a wide range of equality and diversity issues. We are very pleased to have reached Level 2 of the Equality Standard for Local Government. Furthermore, our external assessors have also acknowledged our progress in this complex agenda. We now have a set a key target to move up to the 'Achieving' level of the new Equality Framework for Local Government.

This section of the scheme records some of our key successes over the recent period demonstrating our commitment in action, and laying the foundations to build on this in the period ahead through this Single Equality Scheme. A more comprehensive list of developments, itemised by each of the six equality Strands, is contained at Appendix 2.

#### Some of the most significant developments have been:

- › **Stonewall Equality Index.** In January 2010, for the second year running the Council was rated by Stonewall as one of the top employer in the country for LGB staff. The top 100 employers are ranked according to criteria ranging from implementation of effective equality policies to practical demonstration of good practice in recruitment and mentoring and how they engage with lesbian and gay staff, customers and service users, Blackpool Council was ranked 97th best employer in the UK.
  - › In March 2009 Lancashire County Council and the Council was awarded **Beacon status** for 'Cohesive and Resilient Communities' The bid reflected the strength and depth of work on cohesion across Lancashire.
  - › **Established a robust Hate Crime reporting system** achieving 100% follow up on all reported incidents. The system continues to develop, with increased levels of reporting, and plans for more reporting centres in the future.
- The development and multi agency approach to recording hate crime in Blackpool has recently been showcased as best practice in a national conference on Hate Crime during March 2010.
- › **Member Diversity champions** for each of the six diversity strands and an Equality and Diversity training programme for all Elected Members. To-date 50% of all Elected Members have received a bespoke training seminar related to Diversity.
  - › **The Council has established a number of staff focus groups**, which meet several times a year and comprise members from key strands of diversity. The groups currently include an LGB Group, a BME Group and a Disability Group. The groups were established to ensure that staff experiences inform service development and improvement across the council. During October 2009, the groups held a joint workshop together with Senior HR staff to explore ways of improving Recruitment and Retention to achieve a more diverse workforce
  - › A two-day, intensive **Management training programme** has been implemented for Equality and Diversity. The course has received good feedback and over 180 senior/middle managers have now been through the programme.
  - › **Consolidating our structure of Equality engagement and consultation** – through the Equalities forum. A key engagement body, which brings together representatives from some of the most hard to reach groups across all equality strands The Forum has hosted a series of well regarded themed events and specific consultation for local public agencies. For example the changes to access at the Blackpool North Train Station and an Equality Audit and mystery shopping exercise for tourism information and Customer First services.

## 4. Population Key Facts

This section outlines the state of our knowledge on the key demographics of Blackpool's communities on different key equalities groups.

### Age

**Table: Percentage share of population by sex and age.**

Age	Blackpool Mid-2008 population estimate	Blackpool %	UK %
Under 15	24,100	17%	17.5%
15 to 24	18,600	13.1%	13.4%
25 to 39	24,000	16.9%	20.1%
40 to 49	21,300	15%	14.8%
50 to 59	17,800	12.5%	12.1%
60 to 64	9,300	6.6%	5.9%
65 and over	26,900	18.9%	16.2%

**Source: Mid year 2008 population estimates. ONS. Crown Copyright**

The table above shows the age breakdown of Blackpool's population based on the mid-2008 population estimates. The profile broadly matches the national age distribution.

The proportion of Blackpool's population aged over 65 years (18.9%) is higher than the rest of the UK (16.2%). This percentage is predicted to rise to 23% by 2031 in Blackpool, with the UK at 22%.

### Gender

**Table: Percentage share of population by sex and age.**

Age	% Male	% Female
Under 15	8.6	8.3
15 to 24	6.7	6.3
25 to 39	8.5	8.5
40 to 49	7.5	7.5
50 to 59	6.3	6.2
60 to 64	3.3	3.2
65 and over	8.3	10.7

**Source: Mid year 2008 population estimates. ONS. Crown Copyright**

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The mid-2008 estimates indicate that the gender split in Blackpool is broadly even for all age groups, excluding the 65 and over group where females outnumber males. This can most likely be attributed to differences in life expectancy between males and females.

In Blackpool, life expectancy is 73.6 years for males, and 78.2 years for females. Compared to the UK averages for life expectancy, this is poor for both sexes although the gap in life expectancy between males and females (4.6 years) is only slightly wider than the equivalent national gap (4.2 years).

The Annual Survey of Hours and Earnings by the Office of National Statistics (ONS) identifies that the median Gross Weekly Pay for all jobs in Blackpool is lower for females (£274) than for males (£364).

## Domestic Violence

Domestic Abuse is a gender equality issue, as it disproportionately affects women, with an estimated 1 in 4 women having endured some form of abuse. The data below indicates the level of increased reporting of Domestic Abuse incidents within Blackpool over the last two years:

- The number of reported incidents for 2008/09 was 4,732. This represents an increase of 11% (484 incidents) for the same period 2007/08.
- The Multi-Agency Risk Assessment Conference has reviewed 408 very high-risk families (at risk of murder) during 2008/09 and this has included 536 children. During the past 6 months, analysis of MARAC data has concluded that 70% of referrals into MARAC are for families who have been in the Blackpool area for less than 6 months.

From data collection we know that 17% of very high risk (MARAC) families feature in at least one of the six main diversity strands:

## Disability

**Table: Limiting Long-term illness in Blackpool**

Population	2001 Population	%
With a Limiting Long-Term Illness	36,184	25.4%
Without a Limiting Long-Term Illness	106,099	74.6%

**Source: Census 2001, ONS, Crown Copyright**

Blackpool has a very large population of people with a long-term limiting illness (25.43%); they make up a much greater proportion of the total population than the estimates for England (17.93%) and the UK (18.47%).

HIV and AIDS are now covered by the Disability Discrimination Act. According to data from the North West Health Observatory, Blackpool accounted for more than one third of all new HIV cases diagnosed in Lancashire and Cumbria in 2008.

There were 1,592 people with severe mental health problems being followed up in primary care in 2004/5, representing more than 1% of Blackpool's total population.

**Race**

Blackpool UA	2001 Census
White British	137,335
White Irish	1,381
Other White	1,308
White and Black Caribbean	298
White and Black African	99
White and Asian	258
Other Mixed	157
Indian	257
Pakistani	191
Bangladeshi	174
Other Asian	84
Black Caribbean	81
Black African	114
Other Black	36
Chinese	361
Other Ethnic	166
<b>All Groups</b>	<b>142,300</b>

**Source: Census 2001, ONS, Crown Copyright**

At the time of the Census, Blackpool had a small Black and Minority Ethnic population both in overall numbers and percentage terms (1.7%). Recent population estimates for 2007 from ONS suggest this has grown but remains a relatively small proportion of the population to (3.9%). These are considered experimental statistics and subject to future change or review.

During 2008/09, 155 racially aggravated crimes were recorded in Blackpool, compared with 147 in 2007/08. The detection rate for these crimes during the year 2008/9 was 58.7% compared with 54.4% the previous year.

Gypsies and Travellers are recognised under the Race Relations (Amendment) Act 2000 as racial groups. Currently there are limited statistics on the local population. Caravan counts take place each year and in January 2009 there were 65 caravans on both private and council operated Gypsy/Traveller sites. There is no measure on how many individuals are occupied in the caravans, or information on travellers who have settled. In Blackpool there are two main permanent Gypsy / Traveller sites. One site is Council-owned and managed by Blackpool Coastal Housing.

Evidence from the Home Office and Department for Work and Pensions points to a large inward migration of workers from the EU accession countries into Blackpool since 2004. There were 1,380 non-UK National Insurance registrations in Blackpool during 2006/07, including 990 from Poland. There is no measure on whether these individuals have chosen to remain in Blackpool or move elsewhere.

Police and Communities Together meetings for the Polish community in Blackpool have revealed that many Polish and EU migrant workers are subject to bullying and harassment in their places of work.

<sup>1</sup> Detection is achieved when an offender is located and one of the following occurs: the offender is issued with a fixed penalty notice; receives a reprimand, final warning or caution; is reported for summons; or is charged with the offence.

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## Religion and Belief

**Table: Identified Religion**

Religion	Blackpool Total
Christian	111,875
None	16,201
Muslim	629
Other	325
Jewish	306
Buddhist	243
Hindu	177
Sikh	39
Unstated	12,499

**Source: Census 2001, ONS, Crown Copyright**

The Census highlighted Christianity as the largest religion in Blackpool at 79% of the population. A large percentage identified no religion (11.39%).

Blackpool has an active and increasingly diverse faith community with over 70 distinctive faith groups recognised. Developments include a new Mosque, and Buddhist centre; two well established Synagogues (Orthodox and Reformed) active Fylde Hindu groups and churches that contain the full range of Christian denominations.

## Sexual Orientation

There is no nationally collected data on sexual orientation. Research estimates that the lesbian, gay and bisexual population in the UK ranges between 5% and 7% of the total population. The Lesbian and Gay Foundation believes that Blackpool may have the largest lesbian, gay, bisexual and transgender population in Lancashire, so the local population potentially could be higher than the national average.

During 2008/09 60 Homophobic crimes were recorded by Lancashire Constabulary Western Division with a detection rate of 40%.

Blackpool also welcomes large numbers of LGBT visitors, with the thriving gay entertainment scene, and has also seen the growth in important events, such as Blackpool Pride.

<sup>2</sup> Sources of estimates include Stonewall, LGF and Government Equalities Office

## 5. Key Objectives

### **Objective 1: People experience fair and equitable treatment by our services**

**Lead Officer: Assistant Chief Executive (HR and Organisational Development)**

The Council is committed to ensuring that everyone is able to access quality public services, regardless of their background. To support this objective, we will:

#### **Continued Engagement**

The Council will continue to work with people in the community to establish engagement groups, and empower these groups to help us with feedback and scrutiny of our services. The principal groups that relate to key equality strands are:

- › Equalities Forum
- › Faith Forum
- › Lesbian Gay Bisexual and Transgender Forum
- › Race Equality Forum
- › Senior Voice Forum
- › Disability Partnership
- › Young Peoples Council

#### **Policy and Service development**

Equality Impact Assessments are a management tool that the Council uses to assess equality issues in the development of new policies and in reviewing existing services. A standard template and guidance paper, together with associated training has been developed to assist service managers fulfil these important requirements. A list of the assessments completed by each department is published on the Blackpool Council web site.

#### **Performance management**

To further embed our equality work, all service and business plans will include an analysis of the key diversity issues for them, and actions and targets linked to the priorities set out in this Scheme.

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## Key Improvement Actions

ACTION	MILESTONE	DATE	LEAD
Implement programme of Equality Audit and Mystery Shopping exercise.	Streetscene Audit exercise conducted	December 2010	Assistant Director (Neighbourhoods)
	New Service area identified and programme developed	March 2011	Head of Equality and Diversity
Use the Research and Intelligence Framework to consider the development of corporate approach to gathering research by equality strand.	Pilot exercise of reformed Blackpool Figures for E/D information:		Head of Equality and Diversity
	Content agreed	June 2010	Research manager
	Implementation	September 2010	
Launch and Develop new Disability Partnership for Blackpool.	Evaluation including user Focus groups	December 2010	
	Launch new Disability Partnership	March/June 2010	Head of Equality and Diversity
	Annual Community event in place	July 2010	
Active programme of engagement with new partnership		Dec 2010	
	Produce a baseline Diversity In Employment Report for the Council	Report and associated action plans completed	By September 2010
Public Procurement and Equalities	Ensure implementation of new requirements on public procurement arising from Single Equalities Bill	October 2010	Head of Procurement

## Key Measures

INDICATOR (disaggregated by Equality Strand)	BASELINE	TARGET 2010 / 2011	TARGET 2011 / 2012	LEAD
NI 140 Fair treatment by local services.	68.4%			ACE Human Resources and Organisation Development
Equality Audit Mystery shopping exercises completed	1 pilot exercise completed.	1 programmed EA's completed	2 programmed EA's completed	Head of Equality and Diversity
Local Government Equality Framework level reached.	Level 2 of the Equality Standard	Self assessment at <b>Developing</b> level	Self assessment at <b>Achieving</b> level	Head of Equality and Diversity

## Objective 2: Achieve a representative workforce and recognised as an employer of choice

### Lead Officer: ACE Human Resources and Organisation Development

The Council aims to have a workforce that is representative of the communities it serves. The table below illustrates current demographic make-up of the workforce, and where possible is compared with the wider population. The Council will develop and retain a workforce that feels valued and is treated fairly and equally, regardless of their age, disability, ethnicity, gender, religion or belief and sexual orientation.

To support this objective, we have established a number of staff focus groups to advise us on policy, service and HR issues. There are now three employee groups – Black Minority Ethnic (BME), Lesbian, Gay, Bi-Sexual and Transgender (LGBT) and Disability group. These groups formally meet 3 times a year and their issues are fed into the Corporate Equality and Diversity Group – led by the Assistant Chief Executive (Human Resources and Organisation Development.)

### Blackpool Council – Workforce analysis by key equality strand (based on Corporate survey results 2007)

Gender	Staff Numbers	%	Blackpool population %
Female	5761	73.44	52
Male	2084	26.56	48

Ethnicity	Staff Numbers	%	Blackpool population %
White	6375	81.26	96
Minority Ethnic	74	1.18	4
Unknown	1378	17.56	

Disability	Staff Numbers	%	Blackpool population %
Not Disabled	6005	76.54	75
Disabled	234	2.98	25
Unknown	1606	20.47	

Sexual Orientation	Staff Numbers	%
Heterosexual	2935	37.40
Lesbian, Gay, Bisexual	72	0.94
Unknown	4838	61.66

Religion/Belief	Staff Numbers	%
Christian	2369	30.19
All others	661	8.45
Unknown/ Declined	4815	61.36

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## Key Improvement Actions

ACTION	MILESTONE	DATE	LEAD
Implement key development areas from feedback from Stonewall workplace equality index.	Workplace Index published	Jan 2010	ACE Human Resources and Organisation Development
	Action Plan developed	March 2010	
	Bid for WEI 2011 prepared and submitted	August/September 2010	
Implement Pay Review and undertake Equal Pay Audit.	Equality Impact Assessment and Equal Pay Audit	March/ April 2010	ACE Human Resources and Organisation Development
	New Pay line implementation	April 2010 onwards	
Workforce Diversity	New Corporate employee equality monitoring survey And publicity campaign Equality monitoring Staff awareness publicity campaign	By September 2010	Head of Equality and Diversity
	New corporate survey	Delivered by December 2010	
	Develop programme of HR initiatives to ensure greater workforce diversity	Implemented and Delivered 2010/12	
Implement awareness training programme for all staff	Online package developed.	March 2010	Head of Organisation and Workforce Development
	Implementation of diversity manager programme.	April 2011	

## Key Measures

INDICATOR (disaggregated by Equality Strand)	BASELINE	TARGET 2010 / 2011	TARGET 2011 / 2012	LEAD
Number of top 3 tier earners from key equality strands	0	1	2	ACE Human Resources and Organisation Development
% of strand representation of workforce	BME 1.2% Disability 2.9% LGBT 0.9%	BME 1.5% Disability 3.5 % LGBT 1.5 %	BME 2% Disability 4% LGBT 2%	ACE Human Resources and Organisation Development
Stonewall Workplace Equality Index ranking	68 out of 100	Within top 100 employers	Increased overall Index score	Head of Equality and Diversity

**Objective 3: Achieve a step change in attitudes to discrimination for future generations and increase respect and cohesion for all**

**Lead Officers:** Future Generations: Head of EBSD, Children's and YP Services  
Cohesion – Director of Blackpool Services

Our service and strategic responsibilities for children and young people mean we are uniquely placed to positively influence social attitudes to discrimination and prejudice. We aim to ensure all our children and young people grow up and thrive in a society with dignity and respect for all.

Our Children's Trust has recently adopted an Equality and Diversity policy statement and strategy. The policy statement commits the authority to:

- › Raise awareness of equality and diversity issues to empower children and staff to treat one another with dignity and respect
- › Promote equality and diversity in working environments to ensure integration with their local area

- › Increase the take up of services by all children, parents and carers from different backgrounds
- › Ensure that all staff fully aware of their duties of care and are provided with a practice framework.

**Cohesion**

In Blackpool, we know we have a number of challenges to cohesion, including high levels of deprivation and transience. In Blackpool, in 2008, 74% of people agree or strongly agreed that people from different backgrounds get on well together.

To provide an overall framework for our work in Blackpool, we have developed a community cohesion strategy, which establishes key principles and actions to support them.

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## Key Improvement Actions

ACTION	MILESTONE	DATE	LEAD
Manage and implement the key actions within the Community Cohesion Strategy.	Set out in the Community Cohesion Strategy	2010 - 2013	Head of Equality and Diversity
Plan and deliver Diversity Fortnight for schools	Diversity Fortnight held annually	November 2010, 2011,2012	Head of EBSD & EOTAS
Implement the Children's Trust Equality and Diversity Strategy	Effective dissemination across Children's Trust. Department Action Plan in place	Commence implementation April 2010	Head of EBSD & EOTAS
Develop Stonewall Education Champions Programme	Action Plan in place, communicated and implemented	Commence implementation April 2010	Head of EBSD & EOTAS

## Key Measures

INDICATOR (disaggregated by Equality Strand)	BASELINE	TARGET 2011 / 2012	TARGET 2010 / 2011	LEAD
Fixed term exclusion due to bullying and verbal and physical abuse	404	380	360	Head of EBSD & EOTAS
Tell us Survey: Children and Young People feel very safe from being hurt by other people in school	58% (08/09)	65%	70%	Head of EBSD & EOTAS
NI 23 Perception that people treat one another with dignity and respect	36.9%			Head of Equality and Diversity
NI 1 The extent to which people from different backgrounds get on well together.	74%		75%	Head of Equality and Diversity
<b>Contextual indicators:<sup>3</sup></b>				
Racially aggravated crimes	155 (2008/9)			Head of Equality and Diversity
Homophobic crimes	60 (2008/9)			Head of Equality and Diversity
Disability related	12 (2008/09)			Head of Equality and Diversity

<sup>33</sup> **Note:** Hate Crimes and Incidents are key measure of levels of Community Cohesion and tensions. However, setting targets for Hate Crime is not appropriate as there is widespread underreporting of these crimes/ incidents and the current focus of the Council, Police and other agencies is to both encourage reporting, and ensure that all such incidents are dealt with effectively.

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## **Objective 4: Reduce Economic Inequalities**

### **Lead Officer Champion: Assistant Director Enterprise and Business Development**

Poverty and economic inequality often affects people within the equality strands more than the rest of the community. For example, only 45.2% of working age disabled people in the North West were in work in 2007 compared with four in five of the non-disabled working age population. 19 year olds with a disability or health problem are three times more likely to be not in employment, education or training. The overall BME employment rate in the North West is 54.2% compared to 60.3% in England.

The key to ensuring a reduction in economic inequalities here will be to ensure action is mainstreamed into all our programmes, and that we measure progress, wherever possible by the key equality strands.

A number of employment and enterprise programmes are being delivered by Blackpool Council in partnership locally to assist longer term unemployed residents to improve their skills and confidence and ultimately access employment or self employment. All programmes add value to mainstream employment and enterprise support provided by central government.

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## Key Actions

ACTION	MILESTONE	DATE	LEAD
<i>Positive Steps</i> – outreach employment advice service for unemployed in areas of highest unemployment	On-going engagement and employment targets. Service operating since April 2009. Assisted 172 people into work in 2008/9.	March 2011	Head of Enterprise and Employment
<i>Working4Health</i> – 6 month paid training programme for former incapacity claimants wishing to access jobs in the health and social care sector.	Pilot programme completed March 09. 48 places delivered from Jan-Dec 09. 71% gained post programme employment. Continuation funding being sought for 2010.	March 2010 onwards	Head of Enterprise and Employment
<i>Blackpool Build Up</i> – entry level construction skills for unemployed seeking work with local construction firms	Achieving a National Skills Award in 2009 Assist at least 300+ people helped into jobs Open up opportunities via public sector funded regeneration contracts as they arise.	March 2011	Head of Enterprise and Employment
<i>Future Jobs Fund</i> – creating temporary jobs for long term unemployed young people (aged 18-24)	Create 184 jobs by April 2010 Seek funding to create a further 200 jobs by March 2011	April 2010 onwards	Head of Enterprise and Employment
<i>Volunteering Works</i> – provide structured volunteering experiences and linked vocational skills for unemployed residents	Set up/launch project in 2009 Engage 150 clients, 60 to complete a 6-month programme & Level 2 qualification, 45 into jobs, sign up 50 host organisations.	March 2011	Head of Enterprise and Employment
Through the Future Jobs Fund initiative ensure that young long term unemployed people and other groups that are farthest away from the jobs market have an opportunity through paid employment to gain experience within the Council as an employer	Develop proposals April 2010 – June 2010  Begin implementation – December 2010 to March 2011	Programme implemented during 2010/11	Assistant Director Regeneration and ACE Human Resources and Organisation Development
Embrace other employment initiatives such as Valued in Public, Looked After Children Employment and work experience programmes, Apprenticeship Programmes etc are developed to ensure that Blackpool Council plays its part as an exemplar employer in terms of supporting the most vulnerable people into work	Monitor take up of employment initiatives: VIP employees LAC employees Apprentices	Produce new recruitment policy by October 2010	ACE Human Resources and Organisation Development

**Please note** above activities are guaranteed to continue until March 2011, with exception of Working4Health which is subject to review and continuation funding.

## Key Measures – National Indicators

INDICATOR (disaggregated by Equality Strand)	BASELINE	TARGET 2010 / 2011	TARGET 2011 / 2012	LEAD
NI 116 Proportion of children in poverty * New definition & data set expected for April 2010	27.5%	22% Target subject to review as above	No target set yet	Commence implementation April 2010
NI 117 16 to 18 year olds who are not in education, training of employment (NEETS)	7.3% (2007/08 measuring point)	6.3%	No target set yet	Head of Integrated Youth
NI153 Working age people claiming benefits in worst performing neighbourhoods	27.5% DWP, 2007	22% Target subject to review due to impact of recession	No target set yet	Head of Enterprise and Employment
NI 163 Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 2 or higher	58% ONS APS 2006	67.3% (at Dec 2011) +9.3% Dec 2006 to Dec 2011	No target set yet	Head of Enterprise and Employment
NI 166 Average earnings	£357.90 Earning ratio as a % of NW region 84.5% (1997-2006)	86.5% 2% increase on baseline (2007-11) Target subject to review due to impact of recession	No target set yet	Head of Enterprise and Employment

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## Objective 5: Reduce Health Inequalities

### Lead Officer Champion: Director of Children, Adults and Families

Compared to England, the health of the people of Blackpool is poor with reduced numbers of years of good health and early death. There are also significant inequalities within Blackpool itself; people living in some areas live substantially longer than those from adjacent areas.

Inequalities in health cannot be viewed in isolation from social inequalities more generally. These factors interact in complex ways with socioeconomic position in shaping people's health status. For example, people with severe mental health problems are more likely to suffer from discrimination, have poor access to preventative health services, worse unemployment and smoke. All of these impact upon people's health. Tobacco and Alcohol, and access to these, play a major contributory factor in worsening the health of some groups living in Blackpool.

#### Key statistics:

- › The lowest male life expectancy in the country
- › Suicide rates at twice the national average for men
- › The death rate from smoking is higher in Blackpool than in the North West and England
- › The highest alcohol-related death rate in the UK
- › High levels of multiple drug use with the highest problematic heroin/cocaine use in the North West
- › The seventh highest teenage pregnancy rates in England and Wales
- › Lower than regional and national average percentage of babies are breastfed in the first 6-8 weeks from birth

## Key Improvement Actions

ACTION	MILESTONE	DATE	LEAD
Increase the number of supported employment places for people with severe and enduring mental health problems.	Ensure effective links to employment initiatives within Blackpool relating to the worklessness agenda - Making space - Workforce development - Progress recruitment	Ongoing	Assistant Director of Commissioning, Blackpool NHS
Establish a programme of sexual health outreach screening to reduce the incidence of HIV and other Infections.	Develop an agreed role out timetable in discussion with venue owners/ managers.	April/May 2010	Public Health Specialist Blackpool NHS
Implement key Equality and Diversity actions highlighted within the Domestic Abuse Strategy	Implementation of actions identified within Joint Strategic Needs Assessment	By March 2011	Assistant Director Community Family and Specialist Services
Utilise Joint Strategic Needs Assessment (JSNA) to further extend understanding of health inequalities in Blackpool and inform commissioning activity	JSNA dataset contains health inequalities data Consultation event with commissioners to inform further development of JSNA takes place	Ongoing Sept 2010	Director of Children, Adults and Families
Promote equalities and inclusion in social care service provision by embedding consideration of these issues in: - Refreshed Commissioning Strategies - Service specifications and contract monitoring	Commissioning Strategies refreshed Service specifications reviewed	March 2011 Timescales based on work programme	Director of Children, Adults and Families

## Key Measures

INDICATOR (disaggregated by Equality Strand)	BASELINE	TARGET 2010 / 2011	TARGET 2011 / 2012	LEAD
NI 119 Self reported wellbeing	65.0%	66.0%	67.0%	Health Development Manager – Health Inequalities
NI 150 Adults receiving secondary mental health services in employment	150			Assistant Director of Commissioning
NI 32 Domestic violence (Measuring repeat incidents at MARAC,)	34%		5%	Assistant Director Community Family and Specialist Services

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## Objective 6: Achieve representative local governance

**Suggested Lead Officer Champion:** Head of Legal Services/ Democratic Services Manager

Local governance concerns the broad range of institutions that have decision-making powers that impact on people's lives. For example elected public authorities, like the Council and other public appointments such as school governors.

Although progress has been made in more equal gender representation, inequalities remain across all key equality strands.

### Key Improvement Actions

ACTION	MILESTONE	DATE	LEAD
Secure all party commitment to actively seeking and encouraging candidates from diverse backgrounds.	Send letter to all local Party leaders.	Sept 2010	Head of Legal Services/ Democratic Services Manager
	Update information packs for all prospective local candidates to include key equality issues ahead of next local elections.	Dec 2010	
Develop and implement programme of equality training for all Elected Members, Senior Council Officers, BSP Board Members	Three training events per annum	Commencing June 2010	Head of Equality and Diversity
Undertake targeted programme of awareness raising of opportunities for engaging in public life	Rolling programme of promotion work through local democracy week, Elections and Annual canvass, and geographic and Community of Interest forums.	Commencing May 2010	Head of Legal Services/ Democratic Services Manager

### Key Measures

INDICATOR (disaggregated by Equality Strand)	BASELINE	TARGET 2010 / 2011	TARGET 2011 / 2012	LEAD
NI 3 Civic participation	12.2%			Head of Legal Services/ Democratic Services Manager
NI 4 % perception of influencing decision making	25.3%			Head of Legal Services/ Democratic Services Manager
NI 32 Domestic violence No of Councillors and LSP Members, trained in Equality and Diversity	21	12	12	Head of Equality and Diversity

# Appendix 1 Consultation and Involvement

## Background

During the development of this draft SES a number of consultation and engagement events have taken place. This paper summaries these and sets out the ways in which issues raised have been incorporated into the draft document.

An initial period of pre consultation took place during the summer and autumn of 2008, where presentation and discussions were held in the Equality engagement forums on the expected changes to Equality law and what a Single Equality Scheme could mean for Blackpool.

During January/ February 2009 initial working draft document was prepared which provided the focus for two principal engagement conference held in late February and March. The first conference was specifically targeted at securing the involvement of disabled people and organisations representing disabled people in the development of this plan. Around 35 people across a broad range of disabilities and services were able to attend and contribute to this.

The second conference was aimed at a broad range of stakeholders and included representatives from staff and community equality forums, a Elected Member equality champion, trade unions, key Council Managers, key partner agencies such as the Police, Primary care Trust, and Blackpool coastal housing. The focus of this event was action planning around the emerging priority themes within the scheme.

Detailed output from both of these conferences is contained below together with the summary output and findings from the public consultation on the draft scheme this was conducted during the summer of 2009, and generated 70 Diversity questionnaire responses from Council Managers, and over 300 responses to a public on line survey.

## Disability Community Focus Group

Single Equality Scheme Consultation event

Tuesday 24 February 2009, City Learning Centre, Grange Park, Blackpool

Draft Single Equality Scheme (SES) Objectives

1. Achieve a representative workforce and recognised as an employer of choice
2. Achieve a step change in attitudes to discrimination for future generations
3. Increase respect and cohesion for all, irrespective of age, disability, gender, race, religion or sexual orientation
4. Reduce economic inequalities
5. Reduce health inequalities
6. People experience fair and equitable treatment by our services
7. Achieve representative local governance

Workshop 1 Rank the seven SES Draft Objectives in order of priority – and explain why?

Group 1

- › 1 is broader than Council and NHS. They could be leaders of best practice across the town.
- › Combine 2 and 3 – need ideas for involvement
- › 4, 5, 6, 7 – linked. Issues about joined-up services

Group 2

- › 6 + 1 – issues can make a difference
- › 2 + 3 – cohesion and future generations more than the Council
- › 7 - governance
- › 4 + 5 – lead by example

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### Group 3

- › 6+7
- › 5
- › 2+3
- › 1
- › 4

Workshop 2 What are our top Five Disability key “must do” actions 2009-12?

### Group 1

- › Communication – getting timely responses from the Council (switchboard, email, certain specific disabilities are disproportionately affected)
- › Involvement groups – being part of the process of change – schools, access, workplace, awards, best practice
- › Reducing pamphlets, one book not 500
- › Some centralised support in Customer First – a person who knows where to go...
- › Best practice – award, accessibility - shops etc

### Group 2

- › Support volunteer sector
- › Disability awareness event, co-ordinate Fylde wide
- › Transforming the resort
- › Communication
- › Themed days – annual event

### Group 3

- › Access
- › Social opportunities
- › Clear information
- › Consultation and engagement

All groups agreed that objectives 2 and 3, *Achieve a step change in attitudes to discrimination for future generations and Increase respect and cohesion for all, irrespective of age, disability, gender, race, religion or sexual orientation*, should be linked. They were also ranked within the top 3. Objectives 6 and 1, *People experience fair and equitable treatment by our services and Achieve a representative workforce and recognised as an employer of choice* were also highly ranked, with both being chosen by two groups as the top objectives.

There was commonality among the priorities chosen by the groups as their ‘must do’ actions. These broadly fall into the following 5 key themes:

- › Communication and information
- › Consultation, engagement and involvement, volunteer sector
- › Annual disability event, themed days
- › Access, best practise, awards
- › Transforming resort

Blackpool Single Equality Scheme consultation workshop 11-3-09 CLC

### Priority 1 – Representative workforce

1. Review current recruitment / retention practices to reflect an inclusive approach across all equality strands and local needs.
2. Continue to develop and support participation of the community / Blackpool employees representing equality strands, as one equality group!
3. Systems in place to record relevant data audit and respond.
4. Promote the (Blackpool Council) brand to community groups / Schools e.g. jobs, benefits, values
5. Continue learning and development programme within existing workforce, driven by supervision / IPA / disciplinary/ grievances etc

### **Priority 2 and 3 Future generations and cohesion**

1. Develop E/D education / awareness raising initiative across Blackpool schools
2. Ongoing programme of intergenerational, multicultural events to bring communities together, and outside schools and community groups (positive activities for young people)
3. Develop inclusive cross-organisational participation forums for different community groups
4. Increase community satisfactions by developing cultural capital audit
5. Develop media strategy

### **Priority 4 Reduce Economic Inequalities**

1. Putting policies into practice on the ground (awareness raising!)
2. Look at why people leave the authority (e.g. exit interviews, HR guidance, analysed and changes made as appropriate)
3. As part of Council led developments, through contracts /tenders keep jobs in Blackpool for local people
4. Promotion of the Council as an employer, esp. to young people
5. Involve third sector partners e.g. providing work placements written into SLA's

### **Priority 5 Health Inequalities**

1. Tightening of licensing rules to reduce access to alcohol
2. Expand and enhance the Councils healthy workforce programme policies to intervene where health problems have started
3. Regeneration of Blackpool but not in away that has a negative impact on population's health

### **Priority 6 Services**

1. Mystery shopping exercises including community representatives
2. Language/ communication barriers – key area for improvement
3. E&D awareness training involving community members
4. Polling skills / volunteers from community e.g. BSL interpreters
5. Improving access / safe spaces for people with hidden disabilities and vulnerable people

### **Priority 7 Representative governance**

1. Create a cross party women Councillors group to promote involvement
2. Encourage proactive involvement / engagement in all aspects of local governance through LSP, Area panels etc
3. Focus on accessibility of information relating to local governance structures with underrepresented communities
4. Improved consultation with specific communities – through LSP theme groups
5. Full programme of Equality training for all elected members, Senior Council Officers, NHS Blackpool, / Police – Senior Officers and Board Members

### **Conclusions and changes adopted**

The draft scheme has been amended to reflect the feedback by amalgamating the future generations and cohesion priorities into one.

The order of the list of priorities has also been amended to place services and workforce issues first.

Finally, the key actions from both the conferences have been built into the suggested action priorities in the scheme.

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# Appendix 2

## Key Achievements

### Age

- ✓ **Diversity Fortnight**, An Annual two weeks of events for secondary schools. During autumn 2008 this including an interactive road show with a petition to end discrimination, a consultation conference asking young people how they felt about discrimination, produced a booklet for young people and created a teachers resource pack with educational assemblies and lesson plans. Over the two weeks a total of 8 schools and 3078 young people engaged in Diversity Fortnight.
- ✓ The development of the first Blackpool older adults strategy - **Celebrating Age; Experience and Aspiration** is a 10-year plan published in 2007. Older people are a diverse and growing group, aged between 50 to 100+and thereby spanning three generations with a wealth of experience and knowledge. This new strategy is aimed at service providers but has been shaped and influenced by Blackpool's older people. To captures the main areas of concern for people living in Blackpool aged over 50 as:
  - Equality and involvement
  - Community Safety
  - Transport and access
  - Housing and neighbourhoods
  - Leisure, lifelong learning work and economic activity
- ✓ Health and social care
- ✓ The plan contains a set of short, medium and long-term actions to take these themes forward.

### Disability

- ✓ Publication of **Blackpool Council's Disability Equality Scheme** in December 2006. Progress on implementing the 90 key actions identified in the scheme – two thirds of all the actions have now been completed.
- ✓ Regular 6 monthly meetings of **Disability focus group**, enabling local people to feedback to the Council and PCT on progressing actions from our Disability Equality scheme
- ✓ Engagement and Involvement - Service Level Agreement agreed with Disability Information Service to jointly develop and run a broad Disability Partnership for Blackpool, which will actively include a voice for disabled children and young people.
- ✓ Development of focus group involvement in mystery shopping type exercises including Tourism, Blackpool North Train Station and Customer First services. Future exercises will include Street Scene / street environment.

### Gender

- ✓ Publication of Blackpool Council's **Gender Equality Scheme** in May 2007
- ✓ Progress on **implementing Equal Pay agreement**
- ✓ Developed a highly regarded **Domestic Violence multi agency strategy**
- ✓ Formation of **Trans sub groups through the LGBT forum**

### Race

- ✓ Establishment of a Council and public agency senior **Officer working group on Eastern European migration**. Development of cross agency information material for migrant workers, and help in the establishment and launch of the new community centre social enterprise EUROPA.

- ✓ Developed and implemented a **Service level agreement with Preston and West Lancs. Race Equality Council**
- ✓ Specifically for Polish residents/visitors in Blackpool, the library service currently has about 800 titles - mainly fiction and some dual language materials (English-Polish) for children. Several Polish magazines are also subscribed to. A Polish story time for children is held on Saturday mornings at the Central Library - but this is open to all comers as stories are also read in English.
- ✓ Developed a major exhibition to **commemorate the 200th Anniversary of the abolition of slavery**
- ✓ Developed, consulted on and reproduced our **Race Equality Scheme during 2008**.
- ✓ During July 2009, re launch of the **Blackpool Race Equality Forum** and doubled the number of Ethnic minority community groups networked into the Forum

#### Religion and belief

- ✓ An Interfaith project - which has become widely recognised as good practice in faith engagement, across Lancashire and beyond. The initiative has involved working with the Blackpool Faith Forum to develop a **Interfaith plan** for the town
- ✓ Development of a forum for young people of faith known as **BIFFY (Blackpool Inter Faith Forum for Youth)**
- ✓ Helping the Faith communities engage in the regeneration of Blackpool, the development of **the Blackpool Theology group and the publication of the Blackpool Theology paper**, together with a local resource pack for churches and faith groups to engage in regeneration.

- ✓ Commitment to develop a **multi faith prayer facility** room in the new Civic buildings developed with the Talbot gateway regeneration project
- ✓ National recognition for our interfaith partnership work in the Governments **Interfaith Strategy “ Face to face and side to side”**

#### Sexual orientation

- ✓ **Engagement forum** - Development of and support for the Lesbian Gay Bisexual and Trans Forum (LGBT) – which has achieved a step change in community relations, particularly between the Police, Council and LGBT community. The forum also supports several community-specific sub-groups for the different strands of the LGBT community; an Older 55+ Group, a Girls (gay and bisexual) Group and a Younger Men’s Group, all of which meet on a monthly basis.
- ✓ **Middle walk safety project** - A successful initiative to improve safety through ensured lighting in the middle walk.
- ✓ **Blackpool Pride**. In May 2009 Blackpool staged it’s fourth annual LGBT Pride festival weekend which Blackpool Council supported in a number of ways including the provision of a £5,000 grant. This event has made staggering leaps forward in a short space of time and is expected to grow bigger and better each year, and has become a key event in Blackpool’s tourism calendar.

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✓ **Stonewall Diversity Champion.**

Stonewall is a professional campaigning and lobbying group on LGB equality issues who work with a range of agencies to address the needs of LGB people in the wider community. Stonewall's Diversity Champions programme is Britain's good practice forum for sexual orientation where employers can work with Stonewall, and each other, to promote diversity in the workplace. The council is now a Diversity Champion, and therefore has access to exclusive online features and access to best practice sharing, networking opportunities and research from other Diversity Champions programmes.

- ✓ The Council's senior officers and Members have released a personal statement publicising that the council is now a Diversity Champion and that we will be working with Stonewall and other members of the programme to improve our working environment for our LGB staff. This is to send a strong signal to our LGB staff, providing reassurance that their contribution will be valued and their sexual orientation respected in a positive working environment. It is also to demonstrate our firm commitment to equality to our service users.

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