

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

### Key Objectives

	Action	Milestone	Date	Progress
1.1	Implement programme of Equality Audit and Mystery Shopping exercise.	Evaluation of Customer First pilot.  Corporate programme developed.	Dec 2009  March 2010	Street Scene audit suspended due to restructure of Neighbourhood Services. Equality Audit of Benefits Services identified as next to be commenced after April 2011
1.2	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 : Scope agreed  Implementation  Evaluation , including user Focus groups	Feb 2010  June 2010  September 2010	E&D data source and research information resource has now been developed for incorporation into Blackpool Figures and will be advertised to all officers undertaking Equality Impact Assessments
1.3	Launch Disability Partnership.	Agree partnership with SLA and DIS Launch new Disability Partnership  Active programme of engagement with new partnership  Annual event in place	Dec 2009  March 2010  Dec 2010	Partnership successfully launched and first annual event held September 2010. Widespread positive feedback and a step change in the councils approach to engaging with the community on disability achieved.
1.4	Produce a baseline Diversity In Employment Report for the Council	Report and associated action plans completed	By September 2010	Timelines have had to be adjusted to reflect the Pay Review workload. Report to be drafted by end of December 2010.

1.5	Deliver new Corporate priority programme of Equality Impact Assessments.	Design and agree new 3 year programme of Equality Impact assessments related to new Management structure	May 2010	New requirements in the Equality Act and the new Public Duty's approach have substantially changed what is needed here. Guidance on equality impact assessments and Proforma have been updated to reflect this.
1.6	Public Procurement and Equalities	Ensure implementation of new requirements on public procurement arising from Single Equalities Bill	July 2010	New approach agreed with Procurement. New Public Duty requirements may now change what is required to a lighter touch.

### Key Measures

Indicator (disaggregated by Equality Strand)	Baseline	Target 2010 / 2011	Target 2011 / 2012	Progress
NI 140 Fair treatment by local services.	68.4%			Places Survey indicator. Now abolished.
Equality Audit Mystery shopping exercises completed	1 pilot exercise completed.	2 programmed EA's completed	3 programmed EA's completed	See action 1.1 above
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	Now assessed at 87.5% of Achieving level

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

**Key Objectives**

	Action	Milestone	Date	Progress
2.1	Implement key development areas from feedback from Stonewall workplace equality index.	Workplace Index published Action Plan developed	Jan 2010 March 2010	Achieved a new bid for WEI 2011 developed and submitted to Stonewall. New index published January 2011.
2.2	Implement Pay Review and undertake Equal Pay Audit.	Equality Impact Assessment and Equal Pay Audit New Pay line implementation	Feb 2010 March 2010	Pay review near completion. Equality Impact Assessment and Equal Pay Audit now scheduled for Feb 2011.
2.3	Workforce Diversity	New Corporate employee equality monitoring survey And publicity campaign Equality monitor Staff awareness publicity campaign  New corporate survey  Develop programme of HR initiatives to ensure greater workforce diversity	  by September 2010  By December 2010  Developed by May 2010  Delivered 2010/12	Small pilot exercise for positive action on recruitment commenced under Workforce Health Programme funding.  New equality monitoring exercise in development, scheduled for completion by March 2011.

2.4	Implement awareness training programme for all staff	Online package developed.  Implementation of diversity manager programme.	March 2010  April 2011	Online package of E&D training developed and launched as part of the Learning Pool.  New In-house manager and Member course in development and will be available from April 2011.
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### Key Measures

Indicator (disaggregated by Equality Strand)	Baseline	Target 2010 / 2011	Target 2011 / 2012	Progress
Number of top 3 tier earners from key equality strands	0	1	2	Workforce diversity report to go to CLT Feb 2011
% of strand representation of workforce	BME 1% Disability 2.6% LGBT 0.8%	BME 1.5% Disability 3. % LGBT 1.5 %	BME 2% Disability 4% LGBT 2%	Workforce diversity report to go to CLT Feb 2011
Stonewall Workplace Equality Index ranking	68 out of 100	Within top 100 employers	Overall improvement in WEI score	Current ranking 116 <sup>th</sup> for 2011/12

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

**Key Objectives**

	Action	Milestone	Date	Progress
3.1	Manage and implement the key actions within the Community Cohesion Strategy.	Set out in the Community Cohesion Strategy	By end of 2013	New approach from lead officers agreed to tackling cohesion due to the ending of Area Based Grant funding. New Cohesion framework developed for the council, and due to be taken through formal approval process by Dec 2010.
3.2	Plan and deliver Diversity Fortnight for schools	Diversity Fortnight held annually		Diversity fortnight 2010 was successfully delivered. This involved delivering assemblies within schools and providing training to staff on challenging homophobic language. 5 high schools, 18 primaries, all Special schools and the PRU took part. 140 staff attended the training.
3.3	Implement the Children's Trust Equality and Diversity Strategy	Effective dissemination across Children's Trust. Department Action Plan in place		The Children's Trust Equality and Diversity strategy has been implemented and a departmental group established to monitor and review the strategy. A statement of intent for Equity in Life and Learning has been produced and adopted for use across the CAF Directorate to underpin the strategy.

3.4	Develop Stonewall Education Champions Programme	Action Plan in place, communicated and implemented		The action plan has been approved by Stonewall and is monitored by the Anti-bullying Steering group. The guidance for challenging homophobic language has been endorsed by the Children's Trust and has been disseminated to all schools and settings. The training for staff was delivered as part of Diversity Fortnight. The plan is to apply to be part of Stonewall's Education Champion's Equality Index.
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### Key Measures

Indicator (disaggregated by Equality Strand)	Baseline	Target 2010 / 2011	Target 2011 / 2012	Progress
Fixed term exclusion due to bullying and verbal and physical abuse	404	380	360	2007/08 - 370 2008/09 - 293 2009/10 - 312
Tell us Survey: Children and Young People feel very safe from being hurt by other people in school	58% (08/09)	65%	70%	TellUs4 – 53%

NI 23 Perception that people treat one another with dignity and respect	36.9%			Places Survey has been abolished by Central Government
NI 1 The extent to which people from different backgrounds get on well together.	74%		75%	Places Survey has been abolished by Central Government
<b>Contextual indicators:<sup>1</sup></b>				
Racially aggravated crimes	155 (2008/9)			
Homophobic crimes	60 (2008/9)			
Disability related	12 (2008/09)			

#### Objective 4: Reduce Economic Inequalities

##### Key Objectives

	Action	Milestone	Date	Progress
4.1	<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	<ul style="list-style-type: none"> <li>To end Q2, 2010/11, a further 88 have gained employment.</li> <li><u>Over 2.5 years</u>, this initiative has: -</li> <li>Engaged with 1,259 residents;</li> <li>Assisted 502 people to move into employment; 368 (79%) of these sustaining work for at least 13 weeks.</li> <li>Encouraged 242 to access FE or further training.</li> <li>Helped 45 people take up volunteering.</li> <li>Engaged with 145 local employers who</li> </ul>

				<p>have used the service to recruit staff.</p> <ul style="list-style-type: none"> <li>• Hosted 4 large scale Jobs Fairs with an average attendance of over 1,000 people. Achieved a customer satisfaction rate of over 90% (clients and employers).</li> </ul>
4.2	<p><i>Working4Health</i> – 6 month paid training programme for former incapacity claimants wishing to access jobs in the health and social care sector.</p>	<p>Pilot programme completed March 09. 48 places delivered from Jan-Dec 09. 71% gained post programme employment. Continuation funding being sought for 2010.</p>	March 2010	<ul style="list-style-type: none"> <li>• Of the 48 participants in the 3 programmes between Jan and Dec 2009, 79% (38) completed the 6 months job placement.</li> <li>• Of the completers, 32 (71%) went on to secure permanent employment.</li> <li>• The final 14 participants that the Council &amp; NHS Blackpool are able to fund commenced in July 2010</li> <li>• To date, 2 participants have left the programme, 12 are due to complete in Jan/Feb 2011.</li> </ul> <p>2 have Special Educational Needs and are being supported on placement within Blackpool Council; remaining participants are on placement within either Third Sector organisations or within the health sector.</p>
4.3	<p><i>Blackpool Build Up</i> – entry level construction skills for unemployed seeking work with local construction firms</p>	<p>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.</p>	March 2011	<ul style="list-style-type: none"> <li>• Since January 2008, 1278 residents have been assisted into employment post training (approx. 42% of which were in construction /manual labour related jobs.)</li> <li>• Regional Winner of Construction Excellence Award – <i>Local People Local Jobs category</i>, 2010</li> </ul>
4.4	<p><i>Future Jobs Fund</i> – creating temporary jobs for long term unemployed young people (aged</p>	<p>Create 184 jobs by April 2010 Seek funding to create a</p>	April 2010	<ul style="list-style-type: none"> <li>• Job creation target re-profiled from 184 to 159 jobs in March 2010.</li> <li>• 100% job creation target achieved by June</li> </ul>

	18-24)	further 200 jobs by March 2011		<p>2010 (63 jobs created within Blackpool Council).</p> <p>Of those young people who completed their Future Jobs Fund 6 months job;</p> <ul style="list-style-type: none"> <li>➤ 75 have gone on to other employment (48 %),</li> <li>➤ 9 on to further training (6% )</li> <li>➤ 23 returning to unemployment (15% ).</li> <li>➤ To date, 46 are of unknown destination (to be tracked) (29% )</li> </ul> <p>There are currently 3 young people still on programme (3%) and will complete in Dec 2010.</p>
4.5	<i>Volunteering Works</i> – provide structured volunteering experiences and linked vocational skills for unemployed residents	<p>Set up/launch project in 2009</p> <p>Engage 150 clients, 60 to complete a 6 month programme &amp; Level 2 qualification, 45 into jobs, sign up 50 host organisations.</p>	March 2011	<ul style="list-style-type: none"> <li>• Project commenced in autumn 2009, launched in December</li> <li>• £40k funding made available to convert South Lodge, Stanley Park, into a HQ for the project.</li> </ul> <p><u>As of November 2010).</u></p> <ul style="list-style-type: none"> <li>• No. of clients engaged – 134</li> <li>• No. completing 6 month programme – 10</li> <li>• No. achieving Level 2 NVQ – 1</li> <li>• No into employment – 11</li> </ul> <p>No. of host organisations signed up – 64</p>
4.6	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	<p>Develop proposals April 2010 – June 2010</p> <p>Begin implementation – December 2010 to March 2011</p>	Programme implemented during 2010/11	<p>A second bid to create an additional 238 jobs was developed and submitted to DWP in January 2010. Unfortunately the scheme was cancelled by the incoming government in June, preferring to invest in apprenticeship programmes. All FJF schemes nationally will</p>

	employment to gain experience within the Council as an employer			end in March 2011. <i>Please note 4.4.&amp; 4.6 refer to FJF.</i>
4.7	Embrace and develop employment and work experience programmes, Apprenticeship Programmes etc 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	Recruitment Policy currently under review.

#### Key Measures – National Indicators

Indicator (disaggregated by Equality Strand)	Baseline	Target 2010 / 2011	Target 2011 / 2012	Progress
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	The target was set as to “narrow the gap between the Blackpool figure and the regional average” – no exact figure was put on it. (the latest child poverty figure for Blackpool is 29.3%). Now that the Child Poverty Needs Assessment has been completed work will commence on our approach to child poverty.
NI 117 16 to 18 year olds who are not in education, training or employment	7.3% (2007/08 measuring point)	6.3%	No target set yet	

(NEETS)				
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	Latest data shows a worsening picture at 39% (Feb 2010)
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	Latest data shows 64.1%, performing below target.
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	81.6% of median regional earnings (£375.40, Oct 09). Slightly above target.

## Objective 5: Reduce Health Inequalities

### Key Objectives

	Action	Milestone	Date	Progress
5.1	Consider minimum pricing for alcohol	Research options		Scrutiny Committee event 8 <sup>th</sup> October to deliberate on topic. Resulting policy direction awaited.
5.2	Increase the level of licensing enforcement for underage sales and illicit sales of tobacco and alcohol	Explore options and implement during 2010-11		
5.3	Increase the number of supported employment places for	Ensure effective links to employment	Ongoing	Successfully supported the Positive Steps Programme starting with 64 candidates; currently 25, with 19 leaving

	people with severe and enduring mental health problems.	initiatives within Blackpool relating to the worklessness agenda <ul style="list-style-type: none"> <li>- Making space</li> <li>- Workforce development</li> <li>- - Progress recruitment</li> </ul>		at the end of October and the remainder leaving over a staggered period up until end of December. Supported 2 placements for people with learning disabilities through the working for health programme
5.4	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.	31/3/2010	Achieved. Been delivering for 12 months in sauna's, swingers hotels, other high risk venues (advice on middle walk) sex workers.
5.5	Implement key Equality and Diversity actions highlighted within the Domestic Abuse Strategy	Implementation of actions identified within Joint Strategic Needs Assessment	By March 2011	<ul style="list-style-type: none"> <li>• Implementation of actions from FM/HBA Action Plan underway, with procedures captured for children within TriX Procedures for BSCB.</li> <li>• Staff HR Domestic Abuse Policy produced and to be implemented during February 2011.</li> <li>• Consultation with LGBT community completed and evaluation commenced. Stakeholder Event postponed until Spring 2011.</li> <li>• DA Schools Campaign Phase II commenced and will run throughout 2011/12.</li> <li>• Training delivered to over 1,000 staff across partnership.</li> <li>• IDVA Service gained Leading Lights National Accreditation – only 1 of 7 services to achieve the standard.</li> </ul>
5.6	Utilise Joint Strategic Needs Assessment (JSNA) to further extend understanding of health	JSNA dataset contains health inequalities data	Ongoing	Achieved. JSNA published and now jointly available via intranet and Websites for council and PCT

	inequalities in Blackpool and inform commissioning activity	Consultation event with commissioners to inform further development of JSNA takes place	December 2009	
5.7	Promote equalities and inclusion in social care service provision by embedding consideration of these issues in: <ul style="list-style-type: none"> <li>Refreshed Commissioning Strategies</li> <li>Service specifications and contract monitoring</li> </ul>	Commissioning Strategies refreshed  Service specifications reviewed	March 2010  Timescales based on work programme	An Equal Opportunity clause is in all contracts. The service provider is asked to take into account the Every Child Matters Outcomes which incorporate health aspects. Expected health outcomes are specified in the contracts.

### Key Measures

Indicator (disaggregated by Equality Strand)	Baseline	Target 2010 / 2011	Target 2011 / 2012	Progress
NI 119 Self reported wellbeing	65.0%	66.0%	67.0%	
NI 120 All age cause mortality rate Directly Age-standardised mortality rate per 100,000 population Source - NHS Blackpool Informatics Server performance_sub_dril	Males 786.00  Females 569.00	Males 756.00  Females 553.00		Male AAACM rate not falling and NST interventions unlikely to have sufficient impact, Female AAACM rate are falling and predictions suggest interventions will deliver to meet target

ldown				
NI 150 Adults receiving secondary mental health services in employment	150	150		Not sure this is an NI 150 or 150 is the number? For 09/10 we achieved 179 so exceeded the target
NI 32 Domestic violence (Measuring repeat incidents at MARAC,)	34%		5%	2009/10 – 17%
NI 39 Reducing alcohol related emergency hospital admissions  Source  NHS Blackpool Informatics Server performance_sub_drilldown	2277.51 per 100,000 (2009/10)	2578.00 per 100,000		Note this is a reduction in the rate rise not a reduction. Current status as of October 2010 is amber. Difficult to predict year end. Work underway to reduce emergency admissions that will reduce rate rise

## Objective 6: Achieve representative local governance

### Key Objectives

	Action	Milestone	Date	Progress
6.1	Secure all party commitment to actively seeking and encouraging candidates from diverse backgrounds.	Send letter to all Party leaders.  Update information packs for all prospective local candidates to include key equality issues ahead of next local elections.	Sept 2010  Dec 2010	Meeting with Group leaders on election arrangements to take place in late January 2011. Prospective candidates meetings to be arranged for March 2011 – packs will include reference to key equality issues.
6.2	Develop and implement programme of equality training for all elected members, Senior Council Officers, NHS Blackpool, and Police Senior Officers and Board Members	Three training events per annum	Commencing April 2010	Member training to be incorporated into new in-house Diversity Training Portfolio and rolled out for new/existing Elected Members from May 2011
6.3	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 March 2010	Advert in 'Your Blackpool' November 2011, seeking members of the community to become Community Partners for the 7 Area Panels. Elections for these places to sit on the Area Panels in January 2011.  Your Blackpool in February will have a similar article promoting the local elections in May 2011

## Key Measures

Indicator (disaggregated by Equality Strand)	Baseline	Target 2010 / 2011	Target 2011 / 2012	Progress
NI 3 Civic participation	12.2%			
NI 4 % perception of influencing decision making	25.3%			
No of Councillors and LSP Members, trained in Equality and Diversity	21	12	12	E&D Unit currently developing new manager/Member training course to be launched April 2011