

Shropshire Council Corporate Equality Objectives Action Plan 2016/2020 APPROVED

Overall Strategic Action A: publish more visibly

Key Action	By whom	By when	Commentary
<p>A. i.) Organise online resource materials on equalities, diversity and social inclusion into one location on the external website at www.shropshire.gov.uk, so that information is presented as logically and visibly as possible, with links to further material that may be helpful, and keep under review to ensure timeliness and relevance.</p>	<p>Rurality and Equalities Specialist, Performance Intelligence and Policy Team; Digital Services Officer</p>	<p>July 2014, with review every three months thereafter</p>	<p>The focus is on the internet, for internal and external audiences alike, whilst efforts continue to aid digital inclusion and offer alternatives such as support and advice via telephone.</p> <p>Initial reorganisation and revision of online materials on equality, diversity and social inclusion completed July 2014, together with updated contextual information about equality, diversity and social inclusion. Further material added around Holocaust Memorial Day activities February 2015 and 2016.</p> <p>The web location for content is badged: “equality, diversity and social inclusion”</p>
<p>A. ii.) Publish examples of Equality and Social Inclusion Impact Assessments (ESIAs) in one place on the website together with the refreshed guidance, in order to help internal and external audiences to understand what is expected and why, and in order to show use made of these impact assessments in decision making</p>	<p>Rurality and Equalities Specialist, Performance Intelligence and Policy Team; Digital Services Officer</p>	<p>Ongoing, with annual reviews in September linked to annual service user diversity report</p>	<p>Equality impact assessment materials revised August 2014, as part of production of a single Equality, Diversity and Social Inclusion Strategy to pull together policy documentation and associated practical guidance materials. These ESIAs combine guidance and evidence template into one document for ease of access and usage.</p>

Key Action	By whom	By when	Commentary
A. iii.) Publish and present contextual equality information in a range of ways and through local, national and European opportunities that arise, in order to enable use to be made in corporate and service area policy and strategy development of all opportunities to aid social inclusion.	Commissioning Unit Manager; Performance Intelligence and Policy Team; Communications Team; Service Areas	Ongoing	Examples collated and online presence utilised, including partner organisation websites and Marches LEP website. An example would be Census profiles, and the annual service user and workforce diversity monitoring reports.
A. iv.) Utilise appropriate communication channels including social media and face to face, in order to promote opportunities to foster good relations between people from diverse communities of place and interest as well as people with Protected Characteristics.	Commissioning Unit Manager; Digital Services Manager; Community Enablement Team; Customer Service Team; Communications Team	Ongoing	Examples collated and online presence utilised, including partner organisation websites and Marches LEP website. An example would be detail about Holocaust Memorial Day activities, published as press releases, and as a mini-site on the Council website, featured in local media and recorded on the national Holocaust Memorial Day Trust website. Other examples would be linkages being made to support corporate work to welcome Syrian refugees to the county.

Overall Strategic Action B: collect and analyse more proactively

Key Action	By whom	By when	Commentary
<p>B. i.) Analyse service user and community profile evidence base and report back in annual service user diversity reports, in order to prioritise where the gaps are in the evidence base and seek to fill them.</p>	<p>Commissioning Unit Manager; Rurality and Equalities Specialist; Performance Intelligence and Policy Team; Service Areas</p>	<p>September 2016; reviews each year linked to annual service user diversity report</p>	<p>Comparison work undertaken into Cornwall, Cumbria, Gloucestershire, Leicestershire and Warwickshire approaches. Research underway into projected population shift in specific locations eg increasingly elderly population in rural areas</p>
<p>B. ii.) Collect data about service user participation in service area activity and about participation by partner organisations and the wider community in service area activity and in public events including consultation opportunities</p>	<p>Commissioning Unit Manager; Rurality and Equalities Specialist; Performance Intelligence and Policy Team; Service Areas; Community and Voluntary Sector Assembly</p>		<p>Collection involves usage of a standard monitoring chart at public events. The Voluntary and Community Sector Assembly (VCSA) has kindly acted as a pilot in this regard, and will continue to use it at public events. The chart has previously been used as an interactive and non-intrusive way to gather such information from members of the community in upwards of 40 community toolkit events within rural parishes and market towns. It was also adapted for use in adult social care consultation event involving service users and carers, where again it was used as an interactive tool with use of stickers.</p> <p>The leisure service area has agreed to act as a pilot for 2016 and 2017 in more extensive recording of equality data, using the diversity chart where possible.</p>

Key Action	By Whom	By When	Commentary
B. iii.) Analyse internal information on workforce, and compare with good practice authorities, in order to identify and comment on trends and prioritise where the gaps may be in representation within the workforce of groups with Protected Characteristics.	Human Resources Team; Rurality and Equalities Specialist, Performance Intelligence and Policy Team	September 2016; reviews each year linked to annual workforce diversity report	Comparison work undertaken. Positive approaches towards recruitment and retention link to research into projected population shift in specific locations eg influx of students to new university in Shrewsbury
B. iv.) Identify good practice in training and guidance around discrimination, harassment or victimisation, including around recruitment, induction and retention, and where appropriate introduce this as part of Shropshire Council training programmes and briefings for officers and elected Members.	Human Resources Team; Rurality and Equalities Specialist, Performance Intelligence and Policy Team	March 2016; reviews each March linked to preparation of annual workforce diversity report	Research undertaken into how other rural authorities, public sector organisations eg NHS Foundation Trusts, and the private sector and voluntary and community sector approach training and guidance. This is shared with Human Resources and with Employment Services, to particularly aid in appointing officer training, linked to safeguarding; in one-off support and guidance; in induction of new employees and elected Members; and in preparation of annual workforce diversity report.
B. v.) Evaluate perceived effectiveness of briefings and training programmes, in order to ensure officers and Members feel equipped and encouraged to come forward where any such incidents occur	Human Resources Team; Performance Intelligence and Policy Team; Communications Team	March 2017	Initial review in March 2016; further discussions to be undertaken into how this may best also be achieved for town and parish councils and other partner organisations

Key Action	By whom	By when	Commentary
<p>B. vi.) Evaluate perceived effectiveness of communication methods for people experiencing or observing discrimination, harassment or victimisation, in order to ensure that service users and members of the public feel equipped to come forward where any such incidents occur, including perceived hate crime</p>	<p>Joint Agency Hate Crime Reporting Group; Community Safety Team; Feedback and Insight Team; Communications Team; Shropshire Council Service Areas</p>	<p>September 2016</p>	<p>Easy-to-understand hate crime reporting forms are an action to be progressed.</p> <p>Corporate evaluation links to corporate research into projected population shift in specific locations eg influx of students to new university in Shrewsbury, and to support for corporate work to welcome Syrian refugees to the county.</p> <p>Service area evaluation will be sought for 2016 annual service user diversity report</p>
<p>B. vii.) Evaluate perceived effectiveness of refreshed inter agency hate crime reporting materials, in order to ensure officers and Members feel equipped and encouraged to make use of these and refer the community to these where any such incidents occur</p>	<p>Joint Agency Hate Crime Reporting Group; Community Safety Team; Feedback and Insight Team; Communications Team; Shropshire Council Service Areas</p>	<p>March 2017</p>	<p>Launch of refreshed inter agency hate crime material, including leaflets, cards and posters with updated list of local reporting centres, formed part of Cultural and Diversity Day in Shrewsbury on 25th July 2015. Further discussions to be undertaken into how training and support may best be achieved for Shropshire Council officers and Members, town and parish councils and other partner organisations</p>
<p>B. viii.) Establish current patterns of hate crime incident reporting, in order to help target inter agency efforts to collect and monitor such data, and to publicise reporting channels including online</p>	<p>Joint Agency Hate Crime Reporting Group; Community Safety Team; Communications Team</p>	<p>Ongoing</p>	<p>Efforts are underway to estimate the number of people who experience hate incidents or crimes, and explore the feasibility of further research to analyse levels of hate crime under reporting in the county. Progress reports are made to the Hate Crime Reporting Group</p>

Overall Strategic Action C: work more jointly

Key Action	By whom	By when	Commentary
<p>C. i.) Share materials across sectors, in order to pool resources for maximum effect and increase understanding amongst the general public, service users and communities of the challenges faced by people with Protected Characteristics and people at risk of social exclusion.</p>	<p>Commissioning Unit; Communications Team; Community Enablement Team; Marches LEP Social Inclusion Mini Group; Shropshire Voluntary and Community Sector Assembly; other strategic and collaborative partnership working arrangements</p>	<p>Ongoing; actions to be planned for 2016/2017</p>	<p>Explore feasibility of running joint sub-regional local events on specific topics, supported by officers in the Commissioning Unit to aid linkages across sectors and organisational boundaries eg mental well-being and employment, eg digital skills.</p> <p>Explore potential actions through the Marches LEP Social Inclusion Mini Group, to follow up on activity already completed.</p>
<p>C. ii.) Promote Holocaust Memorial Day, 27th January each year across the county and more widely</p>	<p>Commissioning Unit; Inter Faith Forums; Communications Team; Community Enablement Team; Digital Services Team; Outdoor Recreation Team; libraries; primary and secondary schools and colleges; town and parish councils.</p>	<p>January each year</p>	<p>Activities are focussed on work with primary schools and interfaith forums. In January 2016, this comprised cherry tree planting at Woodside Academy; and measuring of first cherry tree at Mereside CE Primary School, with inter faith services, plus sharing of Mereside resource pack with all primary schools.</p> <p>Further work is planned to link with national work on Holocaust Education Details about activities are published as press releases, as a mini-site on the Council website, and via the national Holocaust Memorial Day Trust website.</p>

Key Action	By Whom	By When	Commentary
C. iii.) Continue to promote national events, in order to pool resources for maximum effect and increase understanding amongst the general public, service users and communities of the challenges faced by people with Protected Characteristics and people at risk of social exclusion.	Commissioning Unit; Service Areas; Communications Team; other strategic and collaborative partnership working arrangements	Ongoing	Commissioning Unit officers monitor calendar details of key dates and events, and disseminate to Members and senior officers with relevant briefing as appropriate, eg World Mental Health Day, 10 th October each year
C. iv.) Evaluate perceived effectiveness of joint local events and initiatives and joint promotion of national events in helping service users and communities to feel better equipped to recognise discrimination, harassment and victimisation against groups and individuals, and to feel better able to know what to do next.	Commissioning Unit; Service Areas; Communications Team; Voluntary and Community Sector Assembly; Marches LEP; other strategic and collaborative partnership working arrangements,	March 2017	Evaluation will involve elected Members, and relevant external organisations and partnerships. An example would be Holocaust Memorial Day: this includes the South Shropshire Interfaith Forum and the Shrewsbury Interfaith Forum, who are linked into the VCSA (Voluntary and Community Sector Assembly); local primary schools, and local Members for the schools involved
C. v.) Identify good partnership practices at local and national level in achieving progress towards the three national equality aims, ie.: eliminating discrimination, harassment and victimisation; advancing equality of opportunity; and fostering good relations, in order to aid Shropshire Council to meet its general equality duty under the Public Sector Equality Duty and to monitor application of the new corporate value of "Equality and Inclusion".	Rurality and Equalities Specialist, Performance Intelligence and Policy Team	March 2017	Utilise examples such as the new NHS workforce race equality standard to develop an equality and inclusion outcomes framework that will draw upon corporate and partnership measures of the impact on the community of local and joint work on equality and inclusion, and in so doing help meet the three equality aims as well as monitor application of corporate values. This is anticipated to feature support to staff in understanding the PSED and in making use of ESIIAs for service changes.

Key Action	By whom	By when	Commentary
<p>C. vi.) Identify good practice in training and guidance on developing and maintaining good relations, including around recruitment, induction and retention, and where appropriate, introduce this as part of Shropshire Council training programmes and briefings for officers and elected Members.</p>	<p>Human Resources Team; Rurality and Equalities Specialist, Performance Intelligence and Policy Team</p>	<p>March 2016; reviews each March linked to preparation of annual workforce diversity report</p>	<p>Research undertaken into how other rural authorities, public sector organisations eg NHS Foundation Trusts, and the private sector and voluntary and community sector approach training and guidance.</p> <p>This is shared with Human Resources and with Employment Services, to particularly aid in appointing officer training, linked to safeguarding; in one-off support and guidance; in induction of new employees and elected Members; and in preparation of annual workforce diversity report.</p>
<p>C. vii.) Evaluate increased understanding amongst officers and elected Members about the challenges faced by people with Protected Characteristics and people at risk of social exclusion</p>	<p>Human Resources Team; Rurality and Equalities Specialist, Performance Intelligence and Policy Team</p>	<p>March 2017</p>	<p>Initial review in March 2016; further discussions to be undertaken into how this may best also be achieved for town and parish councils and other partner organisations.</p> <p>eg Community Enablement Teams have an ongoing role to support elected Members in engaging and reaching all sections of their local community, in liaison with town and parish councils through mechanisms including Local Joint Committees.</p>

Key Action	By whom	By when	Commentary
C. viii.) Support positive joint approaches towards recruitment and retention of young people in local businesses across the sub region	Human Resources Team; Funding Team; Marches LEP Social Inclusion Mini Group	Ongoing, in line with corporate and partnership objectives	<p>Examples include HR Team support for the Marches Grad for Business (Growing Talent funded) placed graduates with local businesses across Shropshire, Telford & Wrekin and Herefordshire. A graduate scheme also ran at Shropshire Council, where 21 graduates were placed between 2011 and 2015</p> <p>Work was also carried out with County Training to implement a pilot Mentoring of Traineeships amongst Shropshire Council Graduates from April 2015</p>
C. ix.) Utilise appropriate communication channels including social media and face to face, in order to promote opportunities to foster good relations between people from diverse communities of place and interest and people with protected characteristics	Commissioning Unit; Community Enablement Team; Customer Service Team; Communications Team	Ongoing	<p>Examples are collated and online presence utilised, including partner organisation and Marches LEP websites. One example is Holocaust Memorial Day (HMD), which includes mini-site on the Council website, features on local media, and publicity and recording of activities on the national HMD Trust website, thereby raising the profile of Shropshire as a welcoming place as well as providing opportunity for young people to work with representatives of a range of faith communities.</p>