

Equality Analysis Equality Impact Assessment (EIA) Form 'Knowing your customers needs'

Background

An Equality Analysis is a way of making sure that equality considerations are embedded into our decision-making processes and that equality is considered when we are developing key policy & services etc.

One tool to help you do this is an Equality Impact Assessment or EIA. It will assist you in ensuring that “due regard” has been given to identify any potential or actual impact (Positive or Negative) that our policies/services/functions*etc., have on differing groups of people.

EIAs also provide a systematic approach to identifying and recording gaps and actions in relation to ensuring equal access when providing functions.

The purpose of the Equality Analysis is to:

- make us focus on the needs, experiences and circumstances of everyone who will be affected by the decisions the Council makes
- direct us to seek alternative ways of achieving our aims and avoiding inequality
- enhance our credibility with our service users to have greater confidence in our performance
- improve our policy making procedures and services

* Note: For simplicity we have sometimes referred to the following (listed below) as 'Functions'. This includes: Services, Employment Practices, Projects, Strategy, Processes, Systems, Practices, Procedures, Protocols and Guidelines.

Legislation - Equality duty

As a local authority that provides services to the public, Melton has a legal responsibility to ensure that we can demonstrate having paid due regard to the need to:

- Eliminate discrimination, harassment and victimisation
- Advance Equality of Opportunity
- Foster good relations

For the following protected characteristics:

1. Age
2. Disability
3. Gender reassignment
4. Marriage and civil partnership
5. Pregnancy and maternity
6. Race
7. Religion and belief
8. Sex
9. Sexual orientation

When completing the Equality Impact Assessment you are encouraged to consider other disadvantaged or socially excluded communities or groups e.g. carers, the homeless, rural communities, priority neighborhoods, ex-forces personnel etc., who are likely to be affected by the proposal. The evidence also needs recording to demonstrate that consideration has been given.

| | |
|---|--|
| Title of the policy | Corporate Strategy 2020-2024 |
| Is it new or existing? | The previous Current Corporate Strategy (Corporate Delivery Plan) ran from 2015-2020 |
| Date | 08 September 2020 |
| Officer undertaking EIA | Martyn Bowen |
| Who else is involved in undertaking this assessment? | Bradley Fox |

1. Overview of policy/function being assessed

- A. Outline: What is the purpose of this policy? (Specify the aims and objectives.) Please also state why the policy has been introduced or changed.**

Our current Corporate Strategy was approved in 2015 and runs until 2020. Following the election in May, it is time for us to consider what we should focus on over the course of the next 4 years.

Our new Corporate Strategy sets out the Council's Mission, Vision, Core Values, Priorities and Key actions over the next 4 years. The strategy has been developed to take into account the challenges facing the Council and the community over the next 4 years, including the severe financial challenges affecting Local Government.

The new Strategy has been informed by a variety of sources and in particular our 2019 resident survey and is intended to demonstrate that Melton Borough Council acts in a way that responds to the real issues that matter most within our community.

We have developed a range of priority objectives which seek a balance between affordability and ambition, a balance between investing in core services and in new initiatives.

In developing our new strategic priorities, we have made key investment decisions that we need to make to deliver these priorities, and will have to take difficult decisions to be able to balance the books whilst ensuring we deliver for our communities.

Following the Covid-19 pandemic, the new strategic plan has been examined through a new lens to ensure that the Borough of Melton continues to thrive throughout the uncertainty and into the future. Elements have been refreshed and refined to address some of the new challenges we are going to face.

Our mission of Helping People, Shaping Places remains unchanged.

Six new priority themes have been identified. Each priority has a particular focus within the theme and key actions to deliver the priority theme. (Appendix 1 identifies all of these but the six priority themes are set out below)

Helping People

- Positively impacting our communities through service excellence
- Providing high quality council homes and landlord services

Shaping Places

- Delivering sustainable and inclusive growth in Melton
- Protect and enhance our rural, natural environment

Great Council

- Ensuring the right conditions to support delivery
- Connected with and led by our community

B. Who are the people/groups affected and what is the intended change or outcome for them?

The new Strategy potentially has and should have an impact on all residents and businesses within the Borough, Council staff and people who work and visit the Borough.

The new Strategy will provide the focus and clarity for the Council over the next 4 years. In a time of significant financial pressures the strategy has been developed to address what the Council and our communities are facing and how we should respond to meet these challenges. Various challenges we face have been brought about due to Covid-19. The Strategy will lead to improve services across the whole Council , improve council homes and landlord services, address environmental issues and support jobs and businesses in the Borough. It will also ensure that the community is at the heart of what we do, leading our work.

C. Equality implications/obligations.

Will this proposal/policy/service etc., meet the Equality Act requirement to have ‘due regard’ to the need to meet any of the following duties? In this question, consider both the new/current service and the proposed changes.

| Equality Duty. | Is the equality duty listed in the left hand column relevant to your policy/service etc? | | Comments on how it meets the duty or why is not relevant |
|---|--|----|--|
| | Yes | No | |
| (1) Eliminate unlawful discrimination, harassment and victimisation – please complete section 4 of the template. | | | |

| Equality Duty. | Is the equality duty listed in the left hand column relevant to your policy/service etc? | Comments on how it meets the duty or why is not relevant |
|---|--|---|
| <p>(2) Advance equality of opportunity between different groups How does the proposal/policy/service etc ensure that the intended outcomes promote equality of opportunity for users who have protected characteristics?</p> <p>This includes:</p> <ul style="list-style-type: none"> • Removing or minimising disadvantages for protected groups of people • Taking steps to meet the needs of people from protected groups where these are different from the needs of other people • Encouraging people from protected groups to participate in public life or in other activities where there participation is disproportionately low e.g. are stakeholders engaged in the process and are there any barriers? | <p>YES</p> | <p>Priorities within the Corporate Strategy are focussed on improving service delivery for all residents and for visitors to the Borough.</p> <p>There are a number of areas of focus, including supporting vulnerable people, improving our council properties and priority neighbourhood areas and working with police and other partners to tackle crime and its causes.</p> <p>We will integrate and relaunch services to those with multiple-complex needs and encourage independence.</p> <p>The Strategy has a specific priority to improve engagement across the Borough: 'Connected with and led by our community'. A focus of this priority is to improve community involvement in the decisions that the Council makes. The launch of a new 'deal' will allow for all residents to shape our work. It will ensure that under-represented groups are not only heard, but listened to.</p> |

| Equality Duty. | Is the equality duty listed in the left hand column relevant to your policy/service etc? | Comments on how it meets the duty or why is not relevant |
|--|--|---|
| <p>(3) Foster good relations between different groups (tackling prejudice and promoting understanding). Does the service contribute to good relations or to broader community cohesion objectives? How does it achieve this aim?</p> <p>This could include: <i>(The following are examples and so you do not need to answer all the bullet points below.)</i></p> <ul style="list-style-type: none"> • Building services around people and communities and involving them • Considering if there are strong and positive relationships between groups/communities affected by this policy. Does the policy/service bring together groups of people not used to interacting with each other? If so will it raise any issues that need to be addressed? • Tackling myths and misinformation. If the service is seen as unfair by certain groups, how do you tackle the myths and communicate this? | <p>YES</p> | <p>In addition to above, we are going to put the community that surrounds us at the heart of what we do.</p> <p>A new 'deal' between the council and the community will allow for the co-creation of our plans and community-led action. This should also build on our reputation and relationship within our local communities through a sense of shared purpose.</p> <p>We will foster strong relationships with the parish councils so that we can work together for our communities. This will allow for our policies and services to reach those that need them.</p> <p>This strategy will allow for service users to be at the heart of what we do, there will be a share sense of ownership whilst continuing the community cohesion we have seen during Covid-19.</p> |

D. Which groups have been consulted as part of the creation or review of the policy? Did they identify any barriers?

A resident survey was sent to 5,000 random households within the Borough in June 2019. In addition approximately 200 18-34 year olds were interviewed face-to-face. A total of 1,708 surveys were returned. The surveys were sent using the Royal Mail address listing and stratified to ward level to ensure that there was good coverage of the whole of the Borough. The results of the survey were weighted by age to ensure that no one age group had a disproportionate effect on the results. The purpose of the survey was to understand residents views on the Borough as a place to live

(including community safety issues); the Council (including trust in the Council and how well the Council runs things) and how the residents are informed and communicated with. The purpose of this was to understand how people wanted to find out about Council services/policies etc in the future. So while 18-34 years are more interested in digital communications, 75+ want to be communicated with in writing. The survey also asked questions around 16 specific Council services to determine satisfaction/dissatisfaction with these services. This identified 3 services had a net dissatisfaction (i.e the % dissatisfied was higher than the % satisfied with the service).

These services are:

- Enforcement action against dog fouling
- Enforcement against litter
- Tackling nuisance and anti-social behaviour.
- This will allow the Council to focus on services which are of most concern to residents.

The results of the survey are able to be analysed by a number of respondent profiles including; Age; Gender; Transgender; Health problem/disability; ethnicity, faith, belief or religion, sexual orientation and ward level to enable services to more fully understand concerns of residents and plan new policies.

The survey gives the Council a baseline to be able to monitor performance of the new corporate strategy and address areas of concern.

In addition to resident's survey, internal consultation has taken place with Staff, tier 3 managers and the Senior Leadership Team. Workshops have been held with Cabinet members and all Councillors through a development day.

We have also used a variety of different evidence bases to help identify the areas of focus within the development of the Corporate Strategy. These have included: (Sport England, Corporate Performance Measures, and the Council's Narrative Statement as part of the Statement of Accounts)

Following the development of the Corporate Strategy, a further consultation took place on the draft Corporate Strategy. The six priority themes (see Section 1), the key investment decisions to deliver on these themes and the difficult decisions that need to be taken to help finance these investments were part of a public consultation that ran between 16 December 2019 and 6 January 2020. This consultation included the proposal to increase car parking charges which is subject to a separate EIA. The outcome of this consultation was strong and a conclusion can be made that the community generally supports the direction the Council is heading in.

The public consultation attracted 253 responses over the period it was live. When looking at the six priority themes 64% of the respondents said that they either strongly or tended to agree with these themes. It is important to note that only 13% percent said that they either strongly or trending to disagree with these themes. This evidences the support from our local community for what we want to focus on in the coming years. Vulnerable people were mentioned in the comments about the support for them and this has been addressed in the Corporate Strategy under Priority 1. It was a similar story for the Key Investment Proposals, as 74% of respondents said that either strongly or tended to agree with the proposals. This time, 12% disagreed with the proposals again showing the support. Finally, when looking at the consultation on proposed changes, there was still a large amount of support with 54% of respondents agreeing with the direction. However, this time there was 28% that disagreed with what was being proposed.

There is clear support for the plan that has been produced and the direction that we are going in. From this consultation there were comments that we can use for our future work with elements that we can build into the implementation of the Corporate Strategy over the next couple of years. As mentioned above, there is a separate consultation going on for the car parking changes. Now that the general steer is in support of the work, the Corporate Strategy can launch and work can begin on ensure all sections of the community are being positively impacted.

2. What we already know and where there are gaps?

A. What existing information/data do you have/monitor about different diverse groups in relation to this policy?

This could consist of previous EIA's, reports, consultation, surveys, demographic profiles etc.

| | |
|----------------------|--|
| Population: Approx | 50K |
| Education and Skills | 21% of people have no qualifications compared to 22% across England |
| Vulnerable Groups | 10% of Children live in poverty compared to 17% across England |
| Economy | 42% 16-74 year old are in full employment compared with 39% across England |
| Access and Transport | 15% of households in Melton have no car compared to 20% across England |
| Crime and Safety | All crimes (Mar18-Feb19) 74.1/ 1,000 population (117.4) |
| Health and Wellbeing | 16% of people have a limiting illness compared with 18% across England |
| Age and Gender | 22% of the population is over 65 years compared to 18% across England |
| Ethnicity | 95% of the population as White British cf 79.8% across England 2.9% of the population as Non-White cf 5.7% across England |
| Religion | 68% of the population – Christian. 24.4% Non-Religion 0.2% Buddhist; 0.4% Hindu; |
| | 0.1% Muslim; 0.1% Sikh |
| People out of work | working-age working claimless 1,420 = 4.6% c.f. 7.4% across England |
| Housing Type | Detached 40.6% (22.3%); Semi-detached 35.9 (30.7%) Terraced 15.7% (24.5%) |

B. What does this information/data tell you about diverse groups?

If you do not hold or have access to any data/information on certain/all diverse groups, what do you need to begin collating/monitoring? (please list)

There is a very small Black and Minority Ethnic (BME) community within the Borough which is typical of rural area. There are more people of pensionable age compared to the rest of England. Although the area is considered affluent there are pockets of deprivation. Employment is higher than the national average, but a lot of jobs are low skilled and low wages compared to other parts of the Country. A high proportion of people do not hold qualifications which makes access to high paid jobs difficult. The crime rate is low compared to other areas but the concern over crime remains.

Feedback from Residents' survey

Age: 70% of over 75s prefer to find out about the Council and the services it provides through printed information compared to 40% of 18-34 year olds

31% of 18-34 year olds would prefer to hear about the Council and its services through social media compared to 2% of 75+ year olds.

Gender: 53.6% females thinks that the Council acts on the concerns of local residents compared to 47.6% of males.

People with a health issue/disability lasting longer than 12 months: 36.7% of people with a health issue lasting longer than 12 months were very or fairly satisfy with the support MBC gave to vulnerable people compared to 30.5% who do not have a long-term health/disability issue.

Sexual Orientation: 7.8% of heterosexuals were fairly or very dissatisfied with Melton as a place to live compared to 23.1% gay men; 13.2% gay women and 14.9% of bisexuals.

3. Do we need to seek the views of others and if so, who?

A. In light of the answers you have given in question 1D & 2 do you need to consult with specific groups? If not please explain why.

Further consultation has already taken place to ensure that the views of the community have been embedded in this work.

4. Assessing the impacts

In light of any data/consultation/information and your own knowledge and awareness, please identify whether the policy has an actual or potential positive or negative impact on the groups specified and whether there is evidence of discrimination. Please read the guidance that accompanies this template.

If you have identified actual or potential negative impact or discrimination that is illegal, you are required to take action to remedy this immediately.

If you have identified negative impact or discrimination that is justifiable or legitimate please give your reasons. You will need to consider what can be done to mitigate its effect on those groups of people.

Provide an explanation for your decisions.

| Diversity Groups | Positive impacts (Actual or Potential) | Negative impacts (Including any barriers) (Actual or Potential) | Is there evidence of direct/indirect discrimination? (Is it illegal or legitimate/justifiable?) | Mitigation Where there are potential barriers, negative impacts identified and/or the barriers or impacts are unknown, please outline how you propose to minimise or remove all negative impact or discrimination. |
|------------------|---|---|--|---|
| Age | The new Corporate Strategy aims to improve the quality of lives for all residents within the Borough. | The major barrier is being able to finance the key investments to support the delivery of the strategy over the 4 years | | <p>The Council will use evidence from the resident's survey, mosaic customer segmentation tool to ensure of effective engagement with all Members of the Community.</p> <p>To ensure that the new strategy can be assimilated, consideration has to be taken into platforms and methods used to disseminate. Digital literacy is not as common in older generations, so there must be physical, accessible copies for those that need them.</p> |

| Diversity Groups | Positive impacts | Negative impacts | Is there evidence of direct/indirect discrimination? | Mitigation |
|---|--|--|--|---|
| <p>Disability (physical, visual, hearing, learning disability, mental health)</p> | <p>The new Corporate Strategy aims to improve the quality of lives for all residents within the Borough.</p> | <p>The major barrier is being able to finance the key investments to support the delivery of the strategy over the 4 years</p> | | <p>The Council will use evidence from the resident's survey, mosaic customer segmentation tool to ensure of effective engagement with all Members of the Community.</p> <p>Alternative copies of the strategy and future documents should be made available. Copies in large print and braille to be made so that they are accessible to all residents.</p> |
| <p>Gender / Sex</p> | <p>The new Corporate Strategy aims to improve the quality of lives for all residents within the Borough.</p> | <p>The major barrier is being able to finance the key investments to support the delivery of the strategy over the 4 years</p> | | <p>The Council will use evidence from the resident's survey, mosaic customer segmentation tool to ensure of effective engagement with all Members of the Community.</p> <p>To ensure that all people feel a sense of affinity to the plan and the Council, avoid using gendered language as this can be a barrier.</p> |
| <p>Religious Belief</p> | <p>The new Corporate Strategy aims to improve the quality of lives for all residents within the Borough.</p> | <p>The major barrier is being able to finance the key investments to support the delivery of the strategy over the 4 years</p> | | <p>The Council will use evidence from the resident's survey, mosaic customer segmentation tool to ensure of effective engagement with all Members of the Community</p> |

| Diversity Groups | Positive impacts | Negative impacts | Is there evidence of direct/indirect discrimination? | Mitigation |
|---|---|---|---|---|
| Racial Group | The new Corporate Strategy aims to improve the quality of lives for all residents within the Borough. | The major barrier is being able to finance the key investments to support the delivery of the strategy over the 4 years | | <p>The Council will use evidence from the resident's survey, mosaic customer segmentation tool to ensure of effective engagement with all Members of the Community.</p> <p>A potential barrier is that individuals could feel marginalised as a small section of the community. To overcome this, thought can be given to imagery used to make it as representative for all residents to ensure all feel part of a community.</p> |
| Sexual Orientation | The new Corporate Strategy aims to improve the quality of lives for all residents within the Borough. | The major barrier is being able to finance the key investments to support the delivery of the strategy over the 4 years | | The Council will use evidence from the resident's survey, mosaic customer segmentation tool to ensure of effective engagement with all Members of the Community |
| Gender reassignment/ Transgender | The new Corporate Strategy aims to improve the quality of lives for all residents within the Borough. | The major barrier is being able to finance the key investments to support the delivery of the strategy over the 4 years | | <p>The Council will use evidence from the resident's survey, mosaic customer segmentation tool to ensure of effective engagement with all Members of the Community.</p> <p>To ensure that all people feel a sense of affinity to the plan and the Council, avoid using gendered language as this can be a barrier.</p> |

| Diversity Groups | Positive impacts | Negative impacts | Is there evidence of direct/indirect discrimination? | Mitigation |
|--|---|---|--|--|
| Other protected groups (pregnancy & maternity, marriage & civil partnership) | The new Corporate Strategy aims to improve the quality of lives for all residents within the Borough. | The major barrier is being able to finance the key investments to support the delivery of the strategy over the 4 years | | The Council will use evidence from the resident's survey, mosaic customer segmentation tool to ensure of effective engagement with all Members of the Community |
| Other socially excluded groups (low literacy, offenders, priority neighbourhoods, ex forces personnel etc) | The new Corporate Strategy aims to improve the quality of lives for all residents within the Borough. | The major barrier is being able to finance the key investments to support the delivery of the strategy over the 4 years | | The Council will use evidence from the resident's survey, mosaic customer segmentation tool to ensure of effective engagement with all Members of the Community . To avoid misunderstandings and misconceptions, avoid using jargon/council speak within the document so that it can be readily understood. |

5. Action Plan

Please include any identified concerns/actions/issues in this action plan:

The issues identified should inform your 'One Council Delivery Plan' and, if appropriate, your Consultation Plan.

| Action Number | Action | Responsible Officer | Target Date |
|---------------|---|---------------------|-----------------|
| 1 | Further consultation on the Corporate Strategy between 16/12/19 and 06/01/20. | Martyn Bowen | 06/01/20 |
| 2 | Analysis of consultation to cabinet briefing | Martyn Bowen | 06/01/20 |
| 3 | Corporate Strategy report to Scrutiny committee | Martyn Bowen | 21/01/20 |
| 4 | Corporate Strategy report to Cabinet | Martyn Bowen | 22/01/20 |
| 5 | Corporate Strategy report to Full Council | Martyn Bowen | 12/02/20 |
| 6 | Corporate Strategy revised due to Covid-19 | Martyn Bowen | Mar 20 – Sep 20 |
| 7 | Corporate Strategy report to Full Council | Martyn Bowen | 23/09/20 |
| 8 | Approved Corporate Strategy publicised | Martyn Bowen | 24/09/20 |
| 8 | Monitor equality implications and affect on people with protected characteristics | Martyn Bowen | Sep onwards |

6. Who needs to know about the outcomes of this assessment and how they will they be informed

| | Who needs to know (Please tick) | How they will be informed (we have a legal duty to publish EIA's) |
|---|------------------------------------|--|
| Internally (employees & Check & Challenge group) | √ | Check and Challenge Process |
| Externally (service users, stakeholders, private sector householders, landlords etc) | √ | EIA published on MBC website |
| Others | Elected Members SLT | Committee report |
| To ensure ease of access, what other communication needs/concerns are there? | | |

7. Internal Scrutiny

To be completed and signed by a **member of the check and challenge group**.

Please delete as appropriate.

I agree with this assessment/action plan

If disagree, state action/s required

Signed (Check and challenge): Carolyn Appleby

Date: 19.10.20

8. Conclusion

To be completed and signed by the **Head of Service**.

Please delete as appropriate.

I agree with this assessment/action plan

If disagree, state action/s required, reasons and details of who is to carry them out with timescales:

Signed (Head of Service): Aysha Rahman

Date: 19.10.20

Once approved by Head of Service please pass to person responsible for Equalities to publish on the internet