

Strategic Equalities Plan

Consultation report

Date of issue: June 2016

Contents

1. Overview	3
2. Introduction	3
3. Promotional tools and engagement methods	3
4. Response rate	4
5. How effective was the consultation?	4
6. Headline figures	5
7. Question and Analysis - Consultation Survey	6

1. Overview

A public consultation reviewing Bridgend County Borough Council's action plan for its strategic equality plan 2016 - 2020 was undertaken over a six week period from 12 May 2016 and 22 June 2016. The consultation engaged with 315 residents from a combination of the consultation survey and engagement events held with nine Bridgend Equality Forum groups. This paper details the analysis associated with the consultation.

2. Introduction

A public survey based on Bridgend County Borough Council's action plan for its strategic equality plan 2016 - 2020 was undertaken over a six week period between 12 May 2016 and 22 June 2016. The survey was available to complete online through a link on the consultations page of the council's website¹. Paper copies of the consultation were also made available at local libraries, or alternatively, they could be sent directly to the residents upon request in either English or Welsh.

In total there were seven objectives relating to associated actions which would be undertaken by the council should the proposed actions be accepted. There were potentially 39 questions in the survey, which were all optional and all survey responses offered the option of anonymity. Comments regarding the consultation were also invited via letter, email, phone call or via an interpreter (e.g. BSL).

The objectives used within the plan were created based on an initial consultation held between 4 February and 25 February 2016 which received 101 responses in total.

3. Promotional tools and engagement methods

Details of the consultation were sent as part of a direct mail campaign to all Bridgend Equality Forum (BEF) members, SACRE (Standard Advisory Committee on Religious Education), Parc Prison LGBT forum, Mental Health Matters Wales, Calan DVS and the Bridgend County Borough Youth Council. The survey was also promoted to the general public through the authority's website and social media outlets.

A message to all staff was sent through Bridgend's mail on 25 May 2016 encouraging members of staff to complete the survey followed by a reminder email on 17 June 2016.

3.1 Social media

The council tweeted its 7,162 @Bridgend CBC followers and posted to its 4,950 Facebook followers about the consultation on several occasions during the consultation period to help raise awareness. A Facebook advertisement was run between 31 May – 4 June and 9 June – 11 June 2016.

¹<http://www1.bridgend.gov.uk/consultation>

3.2 Online and paper survey

The survey gave respondents the ability to share their views either by post or online - including the use of mobile devices.

3.3 Engagement events

Nine engagement events were attended by council officers for Bridgend Equality Forum (BEF) members and other local groups. The engagement events were used to explain the proposed actions in greater detail allowing for a more in-depth discussion on actions that may impact on protected characteristics.

Group	Date	Attendees
Bridgend Carers Centre	25 May 2016	29
Bridgend BridgeVis	3 June 2016	22
Bridgend Stroke Association	16 May 2016	21
Bridgend People First	24 May 2016	18
Bridgend Deaf Club	24 May 2016	12
Bridgend Youth Council	1 June 2016	12
Bridgend Shout	15 June 2016	7
Aberkenfig Mosque	13 May 2016	6
Bridgend ABFABB	9 June 2016	6

4. Response rate

Overall there were 315 interactions regarding the consultation. The response rate has been segregated into the consultation survey responses and engagement event attendance.

- 184 survey responses in total with 157 online submissions and 27 paper versions returned. No comments were received by letter or telephone call.
- There were 133 attendees across the nine engagement events held in the borough.
- During two social media advertisements promoting the survey there were 137 click throughs reaching 6,337 different users.

5. Headline figures

5.1 Overall feedback for the breadth of the objectives was agreeable. Of the seven objectives, transport (26%), mental health (21%), employer (19%) and children (17%) were the most popular objectives when considering if there were any gaps in the actions put forward.

Objective	Number of respondents	Respondents identifying a gap in objective
Objective one: transportation	167	25.7%
Objective four: mental health	153	20.9%
Objective three: employer	161	18.6%
Objective five: children	155	17.4%

5.2 Feedback received for all actions were agreeable, only five actions were considered as disagreeable by more than 7.5 per cent of respondents. Three were under 'relations' and both 'transportation' and 'employer' received one each.

Objective	Action	Number of respondents	Respondents disagreeing with action
Objective two: relations	Develop a library of publicity images displaying local people	182	14.8%
Objective two: relations	Raise awareness of relevant awards and achievements	181	11.1%
Objective two: relations	Continue with promoting awareness campaigns around protected characteristics	181	9.4%
Objective one: transportation	Increase provision of raised kerbs at bus stops	182	8.2%
Objective three: employer	Review our pay and grading structure every three years	179	7.8%

6. Question and analysis - consultation survey

Section seven of the report looks at the questions asked in the consultation survey – with 184 responses in total.

6.1 Please select a language to begin the survey.

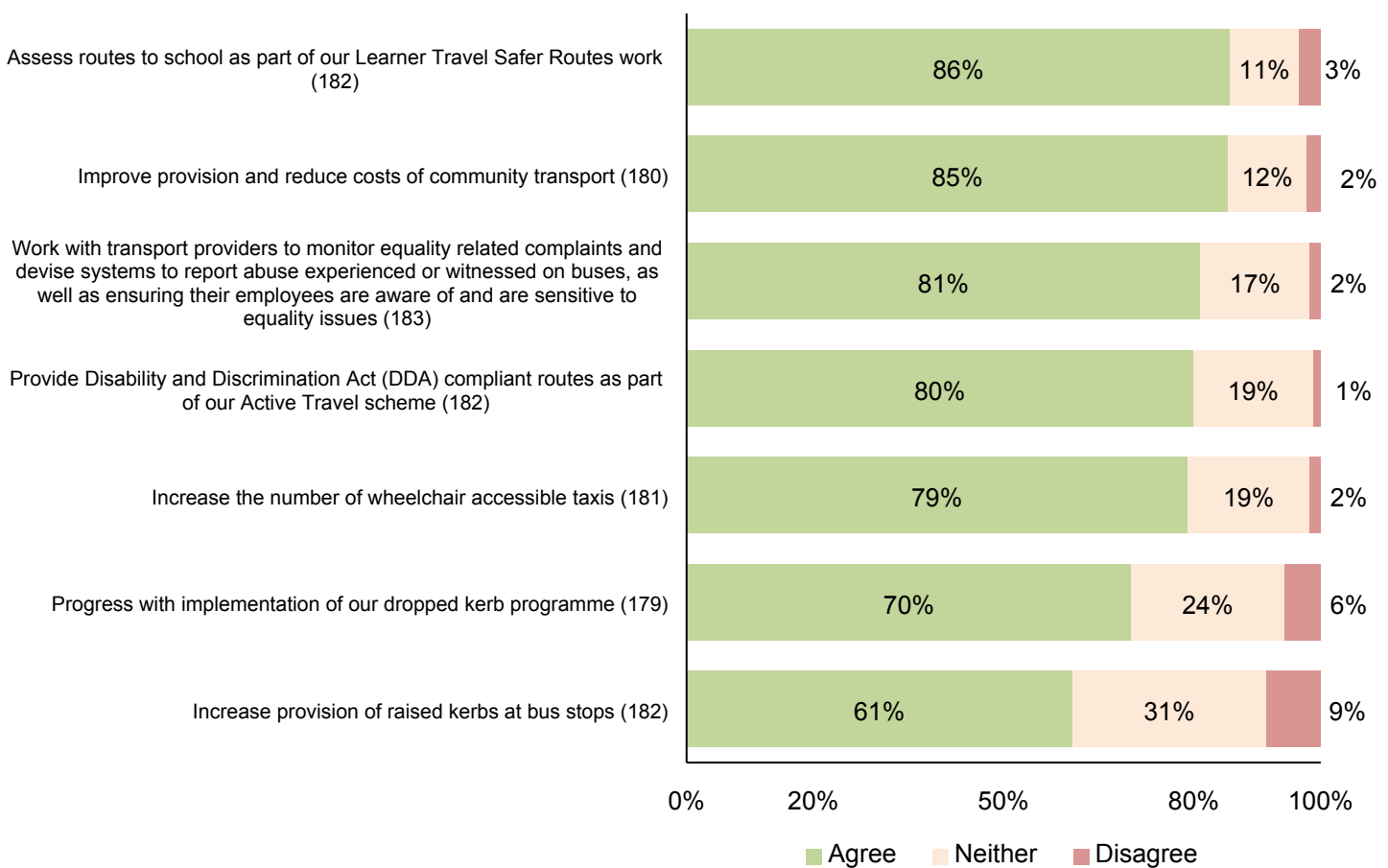
Respondents to the consultation survey were initially asked which language they would like to complete the survey in. Overall 99 per cent of respondents selected English with one per cent selecting to complete the survey in Welsh.

Language	#	%
English	182	98.9
Welsh	2	1.1
Total	184	100.0

6.2 Objective one: transportation

All actions were supported by the respondents with agreement levels ranging from 61 per cent to 86 per cent. The least supported action was regarding ‘increasing provision of raised kerbs at bus stops’ with nine per cent opposing the action and 31 per cent neither agreeing or disagreeing. The most supported action was ‘assess routes to school as part of our Learner Travel Safer Routes work’.

Figure 1: Objective one: transportation (all responses)



Unweighted sample base in brackets

Those who disagreed with any of the actions were given the opportunity to provide a response in a free text box. There were 15 responses in total.

Objective one: transportation – disagreement with actions	#	%
Waste of money/prioritise tasks	4	27%
Incompatible with council's transport policy	2	13%
Other concerns are more pressing	2	13%
Don't use public transport	1	7%
No children	1	7%
EIA towards Active Travel should cover this area	1	7%
More dropped curbs are needed for wheelchair access	1	7%
Enough is being done to meet this need already	1	7%
Difficult for visually impaired people	1	7%
Do not have adequate information to comment on whether this is value for money or required	1	7%

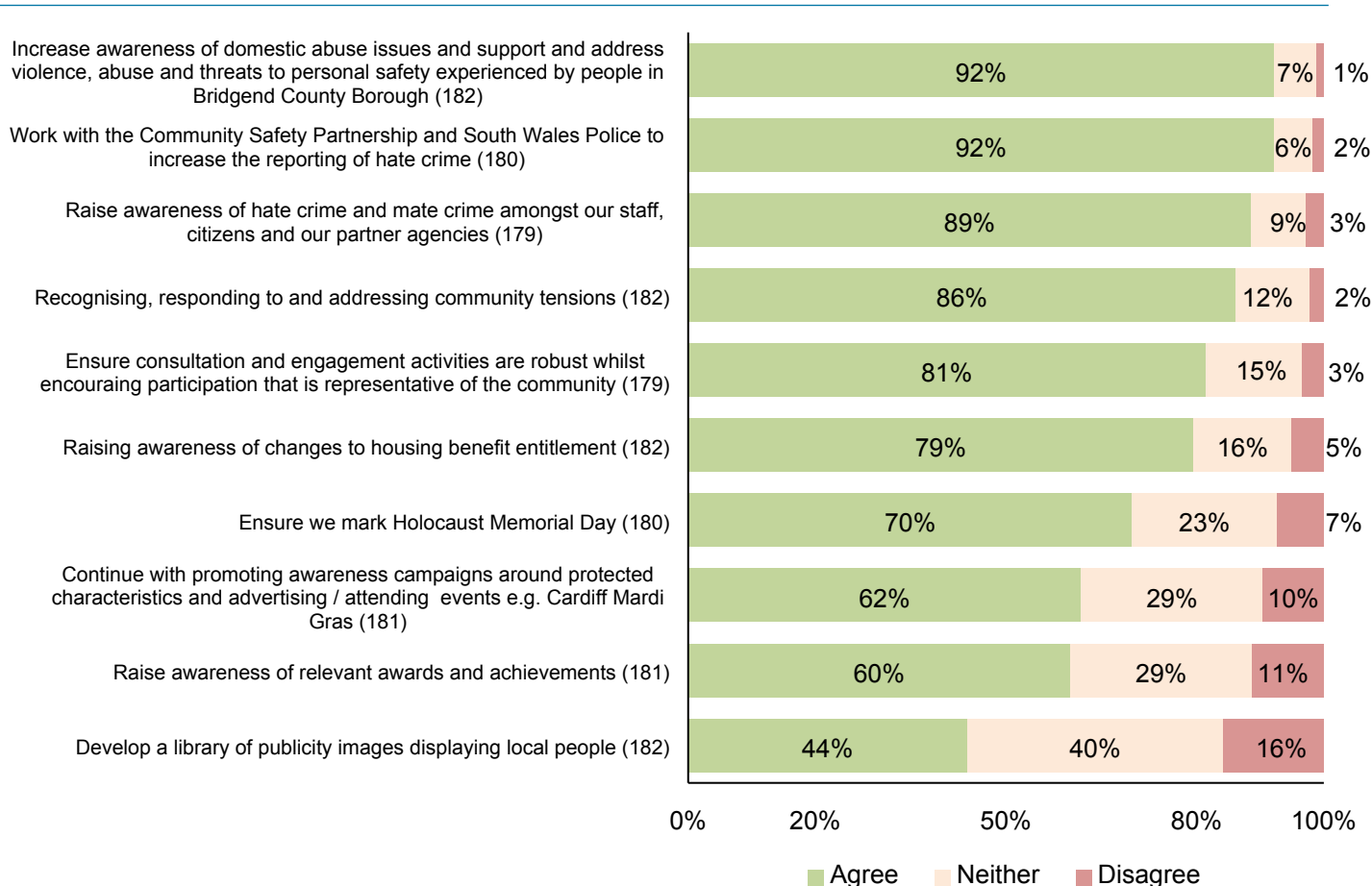
Respondents were then asked if they thought there were any gaps in the transportation objective. In total one in four (26%) believed there to be gaps in the actions. The 26 per cent were then asked what they believed were missing.

Objective one: transportation actions - gap analysis	#	%
Work towards a more integrated bus network	8	20%
Increase disabled access within public transport	8	20%
Increase staff to provide / carry out safe routes eg street lights, wider paths etc	6	15%
Improve road safety / reduction in traffic surrounding schools	4	10%
Support for people with disabilities to understand and gain assistance with 'access to work' and other agency support packages	3	8%
Increase financial help	2	5%
Provide free travel for pensioners / children	2	5%
Drop down curbs	1	3%
Removal and re-evaluation of the damage caused by council initiated speed ramps and cameras	1	3%
Provision for pushchairs, prams and wheelchairs	1	3%
Increase staff training / awareness eg Training in deaf awareness	1	3%
Raising awareness of ASD for bus drivers, taxi drivers etc	1	3%
Improve cycle safety / routes etc	1	3%

6.3 Objective two: relations

All actions were supported by the respondents with agreement levels ranging from 44 per cent to 92 per cent. The least supported action was regarding ‘develop a library of publicity images displaying local people’ with 16 per cent opposing the action and 40 per cent neither agreeing nor disagreeing. The most supported action was ‘increase awareness of domestic abuse issues and support and address violence, abuse and threats’ with 92 per cent agreement.

Figure 2: Objective two: relations (all responses)



Unweighted sample base in brackets

Those who disagreed with any of the actions were given the opportunity to provide a response in a free text box. There were 24 responses referencing nine topics.

Objective two: relations – disagreement with actions	#	%
Waste of tax payers money	14	58%
Not a priority based on other areas of importance	3	13%
More emphasis on the future not focusing on negative historical events	2	8%
Budget restraints across the authority should prioritise spending in a different manner	2	8%
Awareness campaigns should be promoted by organisers	1	4%
Some of these items only affect a small minority	1	4%
Too much publicity on information	1	4%

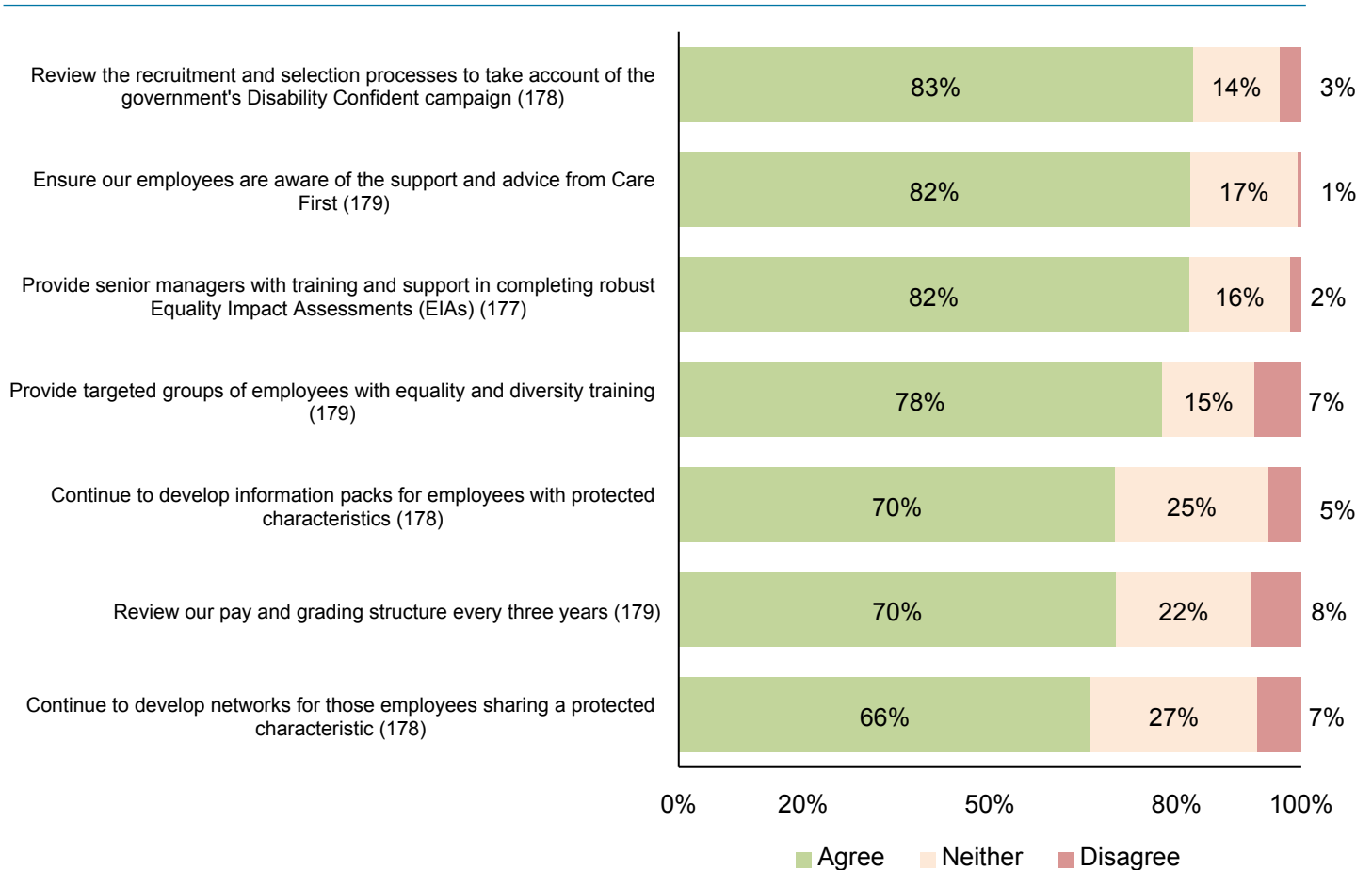
Respondents were then asked if they thought there were any gaps in the relations objective. In total 86 per cent believed there were no gaps in the objective. The remaining 14 per cent were then asked what they believed were missing.

Objective two: relations actions - gap analysis	#	%
More open communication between the council and the community	4	25%
Proactive linking, partnership working etc to established sports and activity events	1	6%
ASD awareness among the public and employers	1	6%
Raising awareness alone will not solve the problem	1	6%
Council needs to promote racial diversity and be inclusive. Anti-racism campaign is needed	1	6%
Increase finance to do any of this properly	1	6%
Raising awareness / support of domestic violence	1	6%
Raising awareness / support of mental health	1	6%
More training should be offered to staff with examples of real life situations	1	6%

6.4 Objective three: employer

All actions were supported by the respondents with agreement levels ranging from 66 per cent to 83 per cent. The least supported action was regarding 'continue to develop networks for those employees sharing protected characteristics with under one in ten (7%) opposing the action and 27 per cent neither agreeing nor disagreeing. The most supported action was 'review the recruitment and selection process to take account of the Government's Disability Confident campaign'.

Figure 3: Objective three: employer (all responses)



Unweighted sample base in brackets

Those who disagreed with any of the actions were given the opportunity to provide a response in a free text box. There were 21 comments in total.

Objective three: employer – disagreement with actions	#	%
All employees should be treated equally	5	24%
Equality and diversity training should be provided for all staff	4	19%
Equal support regardless of what characteristics we may or may not have.	3	14%
People should be awarded their job based on their skills and what they can bring to the role	2	10%
Pay should be reviewed annually	2	10%
No need for this objective	1	10%
Reviews will become a mechanism for reducing costs rather than ensuring fairness and equality of salary / grading provisions	1	5%
Pay and grades need reviewing every three years	1	5%
Staff consultation to ensure fair and consistent treatment	1	5%
Information packs waste of resources	1	5%

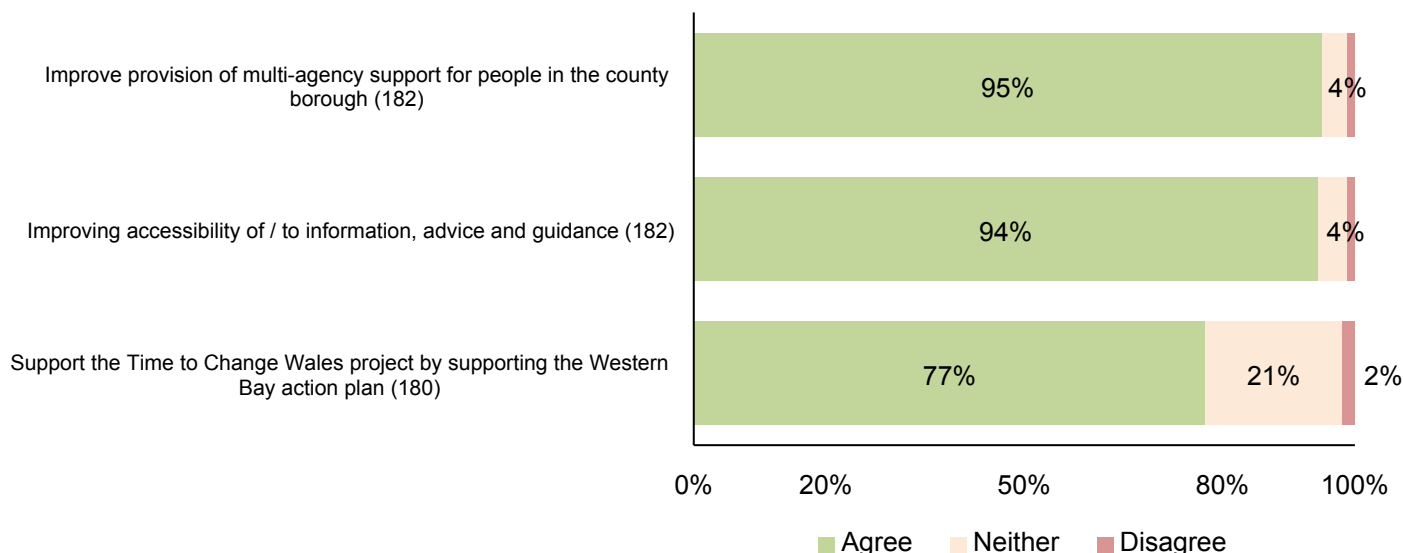
Respondents were then asked if they thought there were any gaps in the transportation objective. In total two in ten (19%) believed there to be gaps in the actions. The 19 per cent were then asked what they believed were missing.

Objective three: employer actions - gap analysis	#	%
Up to date training for all	8	30%
More support in workplace for all employees	6	22%
Re-evaluate pay grades for support staff	3	11%
Promote awareness of resources available for employees with disabilities.	2	7%
The council should ensure fair recruitment and selection happens fairly	2	7%
Increase the number of ethnic minority employees	1	4%
More information in regards to employees rights on sick leave	1	4%
Packs waste of money as all information needs to be up to date	1	4%
Increase budgets to improve all areas / schemes mentioned	1	4%
Provide support for employees who are getting bullied in the workplace	1	4%
Give employees the ability to gain further qualifications within the workplace	1	4%

6.5 Objective four: mental health

All actions were supported by the respondents with agreement levels ranging from 77 per cent to 95 per cent. The least supported action was regarding ‘Support the Time to Change Wales project by supporting the Western Bay action plan’ with 77 per cent supporting the action and 21 per cent neither agreeing nor disagreeing. The most supported action was ‘Improve provision of multi-agency support for people in the county borough’.

Figure 4: Objective four: mental health (all responses)



Unweighted sample base in brackets

Those who disagreed with any of the actions were given the opportunity to provide a response in a free text box. Three comments were received.

Objective four: mental health – disagreement with actions	#	%
More important priorities	1	33%
The support that is already there is ineffective - why waste more money on it?	1	33%
BCBC only cares about BCBC	1	33%

Respondents were then asked if they thought there were any gaps in the transportation objective. In total over one in five (21%) believed there to be gaps in the actions. The 21 per cent were then asked what they believed were missing.

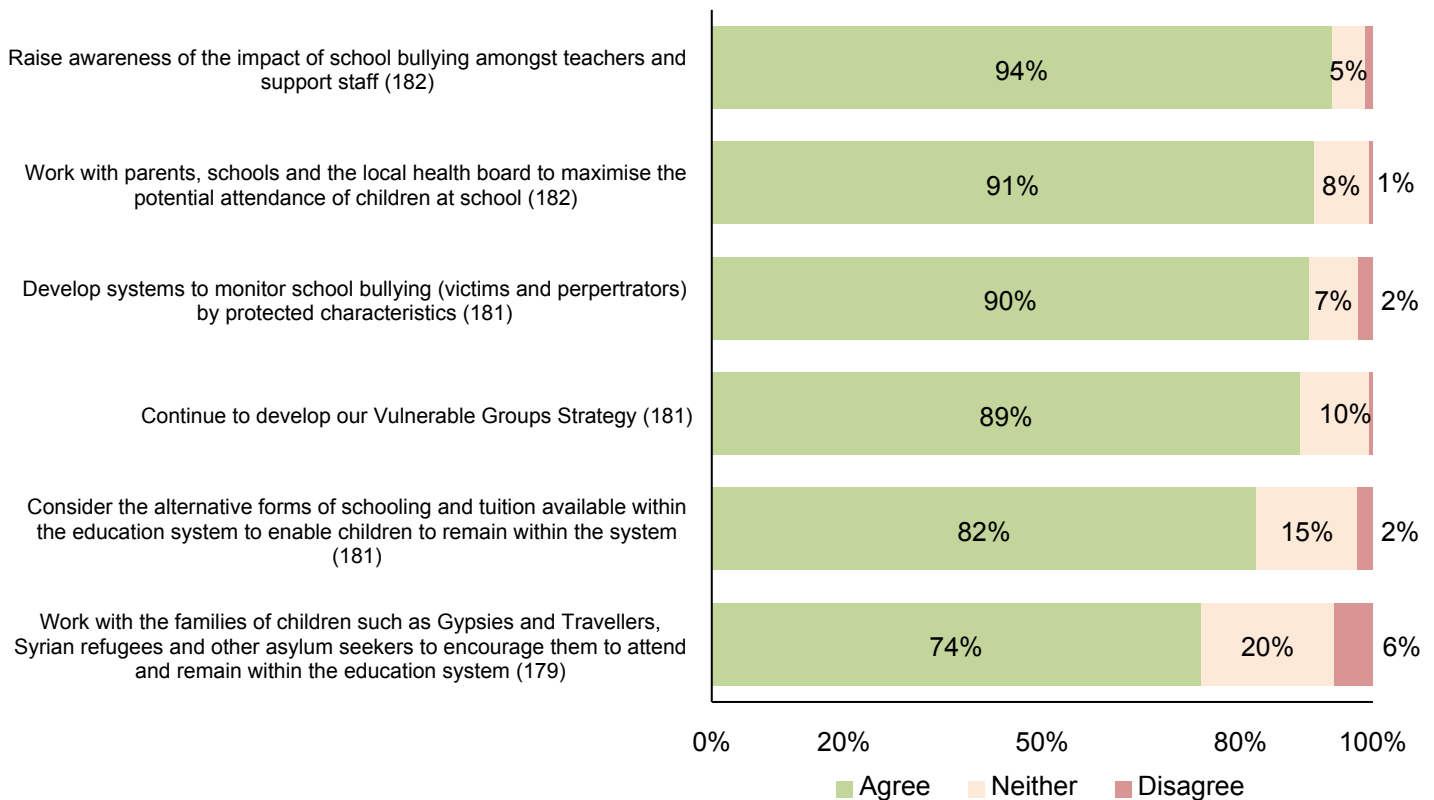
Objective four: mental health actions - gap analysis # %

Increase support mechanisms / counselling	14	48%
More support provided for people with mental health issues	5	17%
Increase funding	2	17%
Additional communication within BCBC and with public and funding from WAG to implement	2	7%
Increase working with multi agencies to provide rapid support for individuals with mental health problems	2	7%
Lower waiting times for GP referrals regarding metal health	1	3%
Advocates should be readily available	1	3%
No clear actions re provision	1	3%

6.6 Objective five: children

All actions were supported by the respondents with agreement levels ranging from 74 per cent to 94 per cent. The least supported action was regarding working with travellers etc. to encourage their children to remain in education with six per cent opposing the action and 7 per cent neither agreeing nor disagreeing. The most supported action was 'raise awareness of the impact of school bullying amongst teachers and support staff'.

Figure 5: Objective five: children (all responses)



Unweighted sample base in brackets

Those who disagreed with any of the actions were given the opportunity to provide a response in a free text box. There were 12 comments in total.

Objective five: children – disagreement with actions	#	%
Bullying actions should be monitored	2	17%
Create database of children who are not schooled	2	17%
Let teachers handle bullying	2	17%
Not highest priority	2	17%
Highlighting bullying of teachers / staff will make future recruiting difficult	1	8%
Home schooling should not be encouraged	1	8%
Why should we have to pay for those who choose not to contribute?	1	8%
Concentrate on our children that want to be in school	1	8%

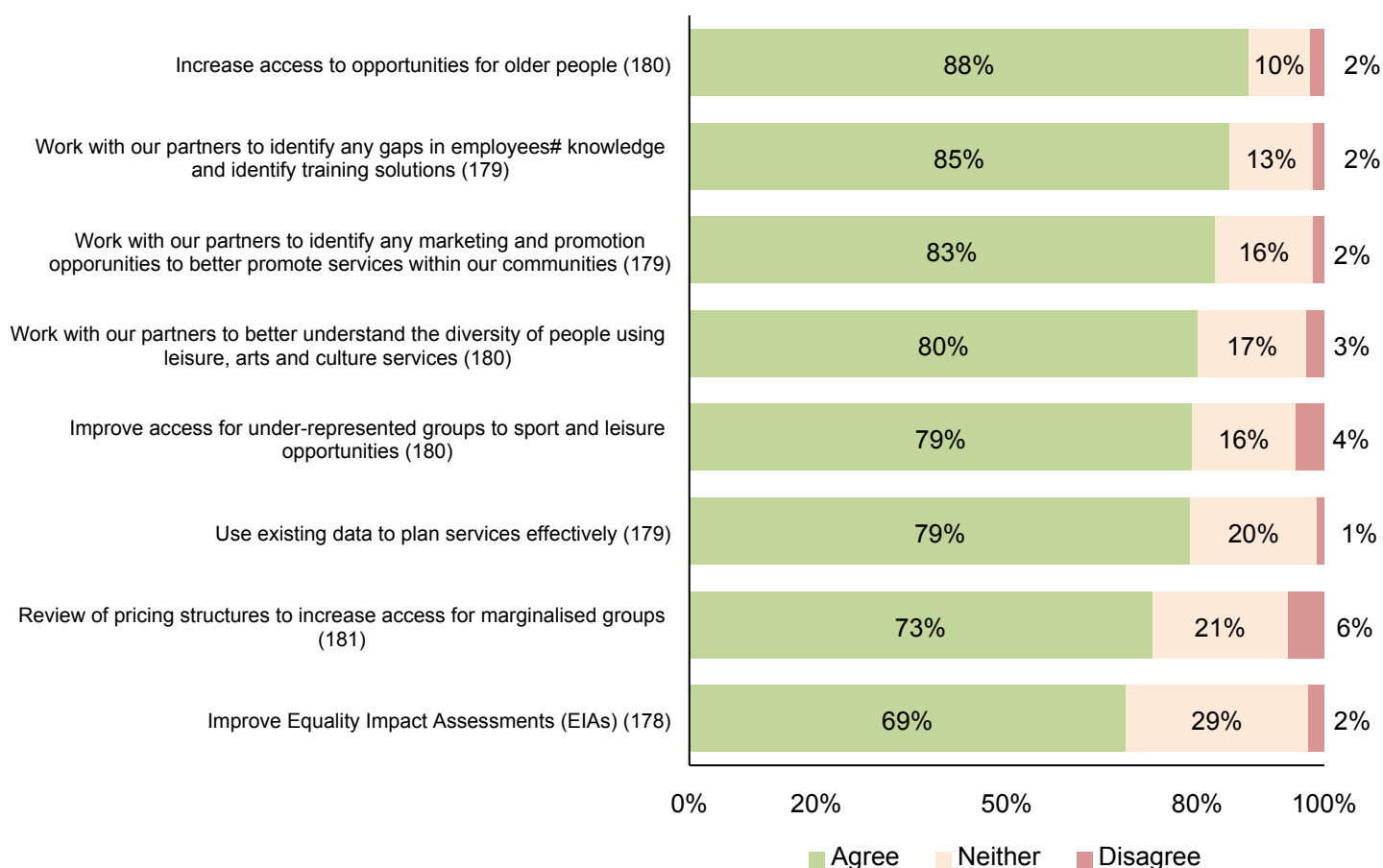
Respondents were then asked if they thought there were any gaps in the transportation objective. In total approaching one in six (17%) believed there to be gaps in the actions. The 17 per cent were then asked what they believed were missing.

Objective five: children actions - gap analysis	#	%
System in place for all forms of bullying not just 'protected characteristics'.	5	22%
Provide suitable education for all	5	22%
Establish impartial support in school that is not geared towards targets	3	13%
Good quality play provision	2	9%
Raise awareness of Young Carers and the difficulties they face	2	9%
Attendance being more rigorously controlled by the council	2	9%
Need to separate asylum seekers from gypsies. They are not in the same category.	1	4%
Raise the awareness of the issues / difficulties children in care face	1	4%
Develop and encourage the greater number and take-up of vocational training and apprenticeship opportunities	1	4%
Equality of school transport policy	1	4%

6.7 Objective six: leisure, arts and culture

All actions were supported by the respondents with agreement levels ranging from 69 per cent to 88 per cent. The least supported action was regarding ‘improve Equality Impact Assessments (EIAs)’ with two per cent opposing the action and 29 per cent neither agreeing nor disagreeing. The most supported action was ‘increase access to opportunities for older people’.

Figure 6: Objective six: leisure, arts and culture (all responses)



Unweighted sample base in brackets

Those who disagreed with any of the actions were given the opportunity to provide a response in a free text box. There were 11 comments in total.

Objective six: leisure, arts and culture – disagreement with actions	#	%
Fair access and prices should be offered to all	6	55%
Leave the promotional and marketing to Halo	1	9%
Everyone should be treated equally and these assessments should already be in place	1	9%
Look at current services for elderly people as they are venerable	1	9%
Budgets better well spent	1	9%
Keep all info up to date	1	9%

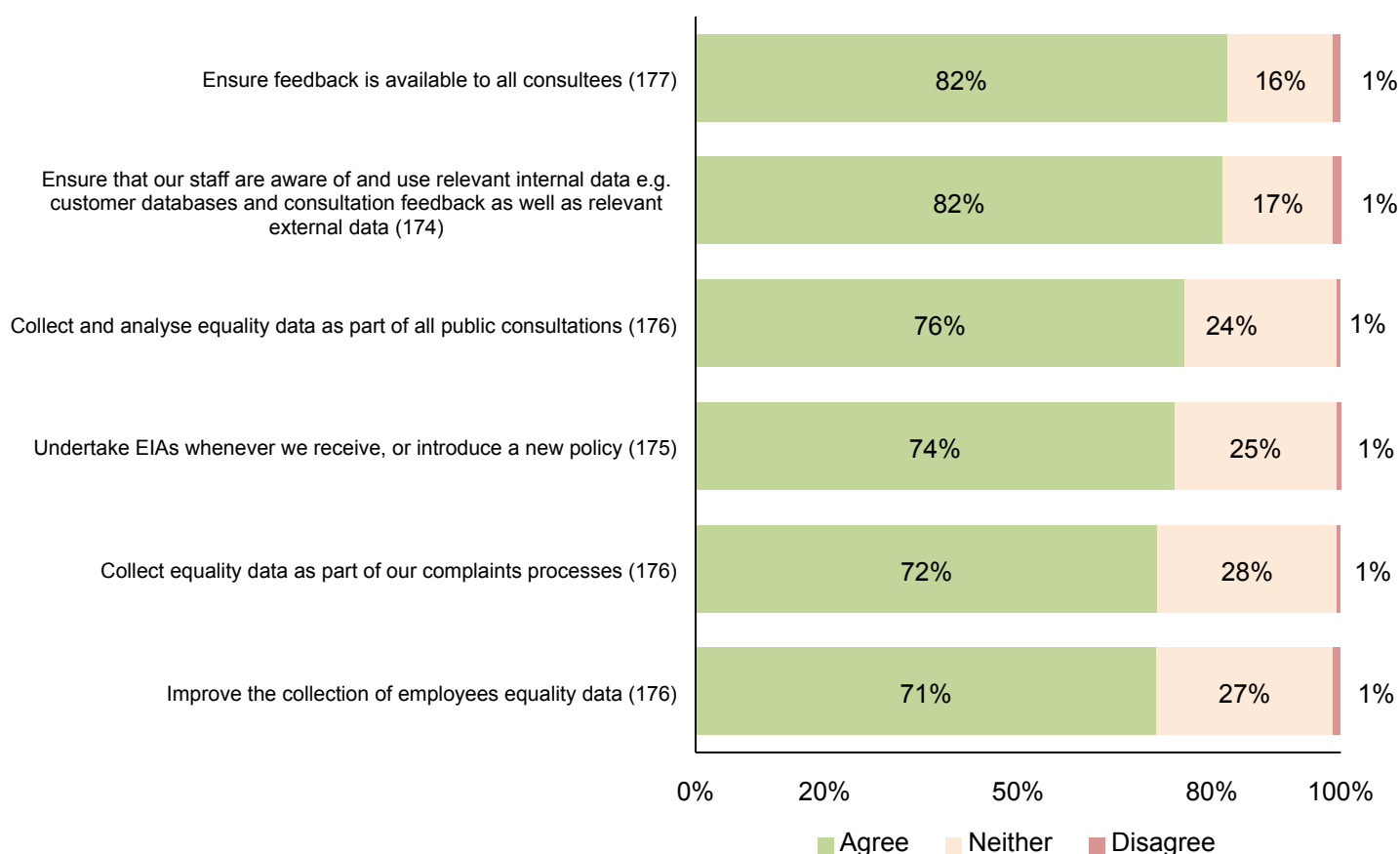
Respondents were then asked if they thought there were any gaps in the leisure, arts and culture objective. In total one in ten (10%) believed there to be gaps in the actions. The ten per cent were then asked what they believed were missing.

Objective six: leisure, arts and culture actions - gap analysis	#	%
Improve advertising and availability for these activities	3	20%
Equalities should be looking at access and participation from all sectors	2	13%
Understand the needs of Bridgend and financial constraints	1	7%
Allocate budgets equally to groups that need it	1	7%
Reaching out to minority groups	1	7%
Free transport for young and elderly	1	7%
Lack of recreational facilities for disabled persons	1	7%
Less writing and tests in schools and more sports and gardening	1	7%

6.8 Objective seven: data

All actions were supported by the respondents with agreement levels ranging from 71 per cent to 82 per cent. The least supported action was regarding 'improve the collection of employees equality data' with one per cent opposing the action and 27 per cent neither agreeing or disagreeing. The most supported action was 'ensure feedback is available to all consultees'.

Figure 6: Objective seven: data (all responses)



Unweighted sample base in brackets

Those who disagreed with any of the actions were given the opportunity to provide a response in a free text box. Three comments referenced the same topic.

Objective seven: data – disagreement with actions	#	%
Use resources to improve services.	3	100%

Respondents were then asked if they thought there were any gaps in the data objective. In total six per cent believed there to be gaps in the actions. The six per cent were then asked what they believed were missing.

Objective seven: data - gap analysis	#	%
Ensure staff are aware of the UNCRC and article 12	1	17%
Up to date relevant data needs to be obtained and analysed	1	17%
Have a glossary to define words like EI	1	17%
Ensure equality for Welsh	1	17%
Improve communication with Welsh Government	1	17%
Understand the pressure your staff are under and the bullying going on in BCBC	1	17%

6.9 Qualitative responses

A final free text section allowed all respondents to add any additional comments relating to the survey. Other comments included raising the awareness of Welsh within the area and stopping bullying in the workplace.

Themes	#	%
Listen to public's views (relevant data) and act on concerns	7	24%
Improve disability facilities in Bridgend	6	21%
Waste of resources	3	10%
Improve facilities within Bridgend	3	10%
Work harder to make Bridgend inclusive and to reflect and promote diversity	2	7%
Awareness of ASD / UNCRC needs to be raised across the borough	2	7%
No discussions on frail-older and disabled people	2	7%
Other	4	13%