

Bridgend County Borough Council

Cyngor Bwrdeistref Sirol Pen-y-bont ar Ogwr



www.bridgend.gov.uk



Strategic Equality Plan 2016 – 2020

Action Plan

This action plan has been developed to support achieving the seven objectives within the council's strategic equality plan which was approved by the council's Cabinet in March 2016 following a period of consultation with the public and representative groups during February 2016. The feedback from this consultation was primarily focussed on setting the overall objectives for the council but was also used to help shape draft actions (where relevant) when we developed the first draft of this plan. Key statistics/points from this consultation have been highlighted in the 'Why is this an important issue' section of this plan for relevant objectives.

A second phase of consultation was carried out on the draft action plan during May and June 2016 and the feedback gained from this exercise has been used to shape the final actions which are detailed within this plan. The consultation report which details the feedback can be found [here](#).

We will use this plan to monitor and report on progress at the council's Cabinet Equalities Committee. The work associated with these actions will be delivered with our partners where appropriate. Each of these objectives relates to and promotes inclusivity within one or more of the protected characteristics which are:

- Age
- Gender reassignment
- Sex
- Race
- Religion or belief
- Disability
- Pregnancy and maternity
- Sexual orientation
- Marriage and civil partnership

It is important to note that these are our key actions to support our strategic equality plan. Our other business and service objectives continue to be delivered and offer access to services for all. The action plan outlines the work the council is doing to ensure equality of opportunity to all our customers, citizens, residents and visitors from 2016 to 2020.

| Objective 1: Transportation | |
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| What are we trying to achieve? | We will help to provide an accessible, cost effective, all-inclusive transport network within Bridgend County Borough. |
| Why this is an important issue: | <ul style="list-style-type: none"> • Transportation continues to be highlighted as an issue by local disability groups who require reliable and accessible transportation helping them maintain community links and access local facilities; • Progress has been made in this area e.g. increasing the number of raised and dropped kerbs but there is still work to be done around accessible taxis and improving the transport network; • 76% of people agreed with this objective as part of the consultation on the strategic equality plan. |
| How will this support the delivery of our other objectives? | <p>This objective has a clear link to the council's corporate priorities:</p> <ul style="list-style-type: none"> • Priority 1: Supporting a successful economy • Priority 2: Helping people to be more self-reliant • Priority 3: Smarter use of resources |
| The performance indicators we will use: | <ul style="list-style-type: none"> ➤ The feedback and complaints we receive from groups and individuals on transport issues relating to equality and hate crime; ➤ The number of raised and/or dropped kerbs being provided as part of improvement works; ➤ The number of wheelchair accessible taxis in the county borough; ➤ The routes and costs of fares provided by Bridgend Community Transport; ➤ The number of DDA compliant 'Active Travel' routes developed; ➤ The number of 'Safer Routes to School' identified. |
| Which Protected Characteristic Groups will be impacted? | <p>Transportation will impact all protected characteristic groups but mainly:</p> <ul style="list-style-type: none"> ➤ Age ➤ Disability ➤ Pregnancy and maternity |
| What difference will this objective make to people that live and work in Bridgend County Borough? | Providing an accessible, cost effective, all-inclusive transport network will help ensure that people working and living in Bridgend County Borough are able to access services and maintain their community links. |

| What we will do to achieve this objective | How we will we do this | How we will know we've succeeded / what data will be collected? | Target date | Lead Service |
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| Increase provision of raised kerbs at bus stops | Where bus stops feature as a part of highways works, new developments or an infrastructure review, we will endeavour to ensure that raised kerbs are provided. | We will gather information relating to the works that have been concluded and will report on whether raised kerbs were provided. | Ongoing development to be reported annually. | Highways Services – Tony Godsall |
| Progress the implementation of our dropped kerb programme | Where highway works, new developments or infrastructure redevelopments are undertaken, we will endeavour to ensure that, where possible, dropped kerbs are included. | We will gather information relating to the works that have been concluded and will report on whether dropped kerbs were provided. | Ongoing development to be reported annually. | Highways Services – Jason Jenkins |
| Increase the number of wheelchair accessible taxis | We will liaise with our taxi licensing department and the taxi trade to consider whether more can be done to increase the number of wheelchair accessible taxis in Bridgend County Borough. | We will monitor the number of wheelchair accessible taxis and whether this is increasing. | Ongoing development to be monitored annually – | Shared Service Collaboration Project – Will Lane, Operational Manager |
| Work towards a more integrated bus network by supporting the provision of community transport. | We have a Bridgend Community Transport (BCT) strategy in place and we will continue to encourage BCT to make applications for grant funding to introduce new routes and improve the frequency of existing routes. The council meets the BCT Business Development Manager to monitor progress and the increase in miles travelled as a result of the grant funding. | BCT is required to produce an annual report on the strategy, detailing the number of journeys made, costs of fares and increase in routes. We will use this to monitor service provided. | Ongoing development to be monitored annually. | Highways Services – Tony Godsall |

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| <p>Work with transport providers to monitor equality related complaints and devise systems to report abuse experienced or witnessed on buses, as well as ensuring their employees are aware of and are sensitive to equality issues</p> | <p>We will request that the Bridgend Equality Forum becomes a member of the First Cymru Customer Panel to feed in any equality related issues and concerns the forum becomes aware of. We will also encourage all bus operators in Bridgend County Borough to raise awareness on buses of hate crime and hate crime reporting. We will also encourage bus operators to use and support Bus Users Cymru Campaigns.</p> | <p>We will gather, on a bimonthly basis, information and feedback from the protected characteristic groups and Bridgend Equality Forum with whom we work in Bridgend County Borough and use this to monitor incidents and issues, feeding back to the panel accordingly.</p> | <p>Ongoing development to be monitored biannually.</p> | <p>Highways Services – Tony Godsall</p> |
| <p>Provide DDA compliant routes as part of our Active Travel scheme</p> | <p>We will ensure that we undertake robust and meaningful stakeholder consultation and engagement and use the information to support the development of DDA compliant routes.</p> | <p>The design of Active Travel schemes will take account of the views of stakeholders and the outcome of the stakeholder consultations will be recorded and monitored.</p> | <p>Ongoing development to be monitored on a scheme by scheme basis and reported on annually.</p> | <p>Highways Services – Tony Godsall</p> |
| <p>Assess routes to school as part of our Learner Travel Safer Routes work and work towards improving road safety around schools.</p> | <p>We will ensure that, with the reduction in home to school transport provision, regular risk assessments of routes to school are undertaken to assess elements such as pavement widths and any social danger.</p> | <p>We will report on the number of risk assessments carried out annually and make recommendations on improving these routes on an ongoing basis.</p> | <p>Ongoing development to be monitored annually.</p> | <p>Highways Services – Tony Godsall</p> |

| Objective 2: Fostering good relations and awareness raising | |
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| What are we trying to achieve? | We will positively promote a fairer society in the county borough by increasing public awareness of the issues faced by people with protected characteristics and increasing our efforts to help tackle issues such as hate crime and domestic abuse. We will also improve the ways in which we communicate, consult and engage with those who share a protected characteristic. |
| Why this is an important issue: | <ul style="list-style-type: none"> • We know that the county borough is becoming increasingly diverse e.g. the council has taken the decision to be involved in the Syrian Resettlement Programme; • We know from our work with CalanDVS that the incidences of domestic abuse, violence against women and sexual violence are increasing in the county borough and that children can easily become emotional and physical victims; • We know that between April and December 2015 there were 86 recorded hate crimes in Bridgend County Borough and we want to help encourage more reporting to tackle these issues; • We want to involve people and representative groups in planning and shaping services by giving them a voice in decisions that may impact on their lives; • As the council looks to reduce its spending, services are being reviewed and we need to consult and engage with people on many of these changes. We want the views we use that help inform our decision-making to be representative of the people of the county borough; • 83% of people agreed with this objective as part of the consultation; |
| How will this support the delivery of our other objectives? | <p>This objective links to the following council's corporate priorities:</p> <ul style="list-style-type: none"> • Priority 2: Helping people to be more self-reliant • Priority 3: Smarter use of resources |

| The performance indicators we will use: | <ul style="list-style-type: none"> ▪ An analysis of the hate crime figures for Bridgend County Borough; ▪ Consultation data; ▪ Levels of engagement on social media and event feedback; ▪ External recognition for our services; ▪ Numbers of domestic abuse reports. | | | |
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| Which Protected Characteristic Groups will be impacted? | All of the protected characteristic groups will be impacted. | | | |
| What difference will this objective make to people that live and work in Bridgend County Borough? | Fostering good relations will improve the way our citizens live together by better understanding issues faced. Increasing hate crime reporting will improve the lives and experiences of all our citizens. We know that, when hate crime occurs, it can have a damaging impact on victims and on our communities. People can feel unsafe and isolated from community life which can impact health, housing, education and economic wellbeing. Raising awareness of different issues and or events will improve citizens understanding of their communities. Citizens will feel that their voices and opinions are helping to shape council's services. | | | |
| What we will do to achieve this objective | How we will do this | How we will know we've succeeded. What data will be collected? | Target date | Lead Service |
| Continue with promoting awareness campaigns around protected characteristics and advertising/attending events e.g. Cardiff Mardi Gras | We will demonstrate our support for local, national and international awareness raising campaigns such as LGBT History Month, International Women's Day and Step out for Stroke etc by sharing information relating to these events and, where relevant, holding/attending local events. We will also promote events and campaigns via social media. | We will collate feedback from events, event attendance and monitor reach and engagement on social media. | Ongoing development to be monitored annually. | Communications, Marketing and Engagement Team |

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| Ensure we mark Holocaust Memorial Day | We will ensure that our annual Holocaust Memorial Day event recognises that the victims of the holocaust were not restricted to the Jewish Faith. We will ensure that our HMD events reflect international, national and local themes. | Following each HMD event we will gather information and feedback from those attending regarding the success of the events. | HMD is an annual event, feedback will be monitored annually. | Communications, Marketing and Engagement team |
| Raise awareness of hate crime and mate crime amongst our staff, citizens and our partner agencies | We will work with Victim Support to design a hate crime 'train the trainer' session for our staff and partners in Bridgend. Trained staff will deliver three hate crime/mate crime sessions per annum to our staff and partner agencies such as Registered Social Landlords to raise and increase the reporting of hate/mate crime awareness in the county borough. | An increase in the number of reports made to police. Training is targeted in the areas identified within the gap and need assessment. | Ongoing development to be monitored quarterly. | Social Care Workforce Development Programme and Workforce Development Team |
| Work with the Community Safety Partnership and South Wales Police to increase the reporting of hate crime | We will work with the Community Cohesion Group to support campaigns such as 'Stop the Hate' and other awareness raising campaigns in the county borough's main towns to increase the level of hate crime reporting. Links are established with safeguarding boards (adults and children) on work to tackle hate crime, including across disability hate crime and mate crime. We will also use the taxi forum to raise awareness of hate crime/incident reporting amongst the taxi trade and taxi drivers. | At each event we will gather information and feedback from those attending regarding the level of awareness before and after attendance. We will also monitor the level of hate crime reporting published by South Wales Police to understand if further work is required. | Feedback at events will be monitored on an ongoing basis. Campaigns, activities and communication will be co-ordinated during hate crime awareness week to increase understanding and reporting. | Community Safety Partnership. |

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| <p>Increase awareness of domestic abuse issues and support and address violence, abuse and threats to personal safety experienced by people in Bridgend County Borough</p> | <p>We will work with our partners to ensure that Bridgend town retains its White Ribbon Status and will promote annually the November White Ribbon Campaign. We will continue to develop the domestic abuse one-stop-shop (Assia Suite). We will progress the elements contained in Welsh Government's guidance on violence against women, domestic abuse and sexual violence.</p> | <p>Success will be measured by Bridgend retaining its White Ribbon status and wide publicity around the White Ribbon Campaign. We will monitor data from the Multi Agency Risk Assessment Conferences (MARAC) on high risk victims of domestic abuse and collect reported data of people accessing support in Bridgend County Borough.</p> | <p>Ongoing developments to be monitored annually.</p> | <p>Community Safety Partnership - Bethan Lindsay-Gaylard and Calan DVS – Kathryn Fox</p> |
| <p>Raising awareness of changes to housing benefit entitlement</p> | <p>We will raise awareness of the impact of changes affecting claimants for housing benefits as soon as we become aware of them.</p> | <p>We will collate information relating to the number of claimants contact annually.</p> | <p>Ongoing activity to be monitored annually.</p> | <p>Benefits team – Janice Jenkins</p> |
| <p>Recognising, responding to and addressing community tensions</p> | <p>We will ensure we have tension monitoring structures and processes in place and are evidencing processes to solve problems.</p> | <p>The number of potential incidents identified through tension monitoring systems.</p> | <p>Ongoing activity to be monitored on a six monthly basis</p> | <p>Community Safety Partnership.</p> |
| <p>Ensure consultation and engagement activities are robust whilst encouraging participation that is representative of the community</p> | <p>We will use the council's consultation and engagement toolkit and processes to raise awareness amongst the general public of developments within our services whilst aiming that the feedback we receive is representative of the communities we serve.</p> | <p>We already publish consultations on our website (open and closed). We will collate, on an annual basis, a summary of our consultations and the</p> | <p>Ongoing development to be monitored annually.</p> | <p>Communications, Marketing and Engagement team</p> |

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| | | associated data available. | | |
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| Objective 3: Our role as an employer | |
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| What are we trying to achieve? | We will build on our efforts to be an inclusive, supportive employer promoting diversity and equality within our workforce, enabling all employees who have a protected characteristic to fulfil their potential. |
| Why this is an important issue: | <ul style="list-style-type: none"> • The council has a role within the wider community to lead the way on equality and diversity; • Raising awareness of equality and diversity of employees, many of whom live in the county borough, will also impact positively on the community; • 73% of people agreed with this objective as part of the strategic equality plan consultation. The top suggestion related to more staff training at all levels. |
| How will this support the delivery of our other objectives? | <p>This objective links to the following council priorities:</p> <ul style="list-style-type: none"> • Priority 2: Helping people to be more self-reliant • Priority 3: Smarter use of resources |
| The performance indicators we will use: | <ul style="list-style-type: none"> ➤ Baseline equality data on our employees; ➤ Frequency of online access to employee information packs; ➤ Completed e-learning and face to face learning activities; ➤ Membership of staff networks. |
| Which Protected Characteristic Groups will be impacted? | <ul style="list-style-type: none"> ➤ All of the protected characteristic groups will be impacted. |
| What difference will this objective make to people that live and work in Bridgend County Borough? | Raising awareness of equality and diversity issues within the workforce will encourage and enable employees to fulfil their potential in an inclusive working environment |

| What we will do to achieve this objective | How we will do this | How we will know we've succeeded. What data will be collected? | Target date | Lead Service |
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| Increase support for all employees in the workplace by continuing to develop information packs for employees with protected characteristics | Develop packs for disabled employees, those identifying as LGBT and those from different faith groups to signpost them to sources of information, advice and support with a view to developing a more inclusive working environment. | We will monitor the frequency of online access to these packs and regularly raise awareness amongst our employees of them. | 31 August 2016 | Communications, Marketing and Engagement team – Paul Williams |
| Provide targeted groups of employees with equality and diversity training | <p>Update and promote the equalities and diversity section within the corporate e-learning module.</p> <p>Update the introduction to equality and diversity e-learning module and target front line employees.</p> <p>Develop and promote specific e-learning modules e.g. mental health, domestic abuse.</p> | <p>We will monitor training completion and evaluations in order to identify further training needs.</p> <p>Monitor equality and diversity complaints from employees and our customers.</p> | Ongoing development to be monitored quarterly. | <p>Human Resources and Organisational Development - Nikki Flower</p> <p>Communications, Marketing and Engagement team – Paul Williams</p> |
| Provide senior managers with training and support in completing robust EIAs | Update the EIA e-learning module and roll out to target group of employees who are responsible for carrying out EIAs. This will include support materials such as toolkits and case studies. | We will monitor training completion and evaluations in order to identify further training needs. | Ongoing development to be monitored quarterly. | <p>Human Resources and Organisational Development - Nikki Flower</p> <p>Communications, Marketing and Engagement team – Paul Williams</p> |

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| Increase support for employees by developing further staff networks for those employees sharing a protected characteristic | During the last SEP we developed a network for LGBT employees. We will develop further networks, initially developing one for disabled staff to assist them with gaining advice and guidance on everyday living and employment. | Network established with representative members | Ongoing | Communications, Marketing and Engagement team – Paul Williams |
| Review our pay and grading structure every three years | An independent body will carry out an EIA every three years to ensure our pay and grading structure remains fit for purpose. | Robust pay and grading structure in place. | 2016 and 2019 | Human Resources and Organisational Development |
| Review the recruitment and selection processes to take account of the government's Disability Confident campaign | Update our recruitment and selection guidelines and e-learning to ensure that the principles of the Disability Confident campaign are reflected. | Updated guidelines and e-learning in place. We will also continue to monitor our workforce information. | 31 July 2016. Six monthly monitoring. | Workforce Development team – Nikki Flower |
| Take a range of actions to ensure that employees have an awareness and understanding of the variety and extent support available through the Employee Assistance Programme, available from Care First. | We will raise awareness of the health and wellbeing advice, guidance and support available for our employees by providing quarterly updates signposting them to Care First (an organisation providing counselling related services). | Employees are aware of the support available and are able to access this as needed. We will collect data relating to the frequency of access to the Care First website. | Ongoing development to be monitored quarterly. | Communications, Marketing and Engagement team – Paul Williams Workforce Development team – Ian Vaughan |

| Objective 4: Mental health | |
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| What are we trying to achieve? | Our Adult Social Care service will build on its partnership work with the third (voluntary) sector to provide mental health support and services. |
| Why this is an important issue: | <ul style="list-style-type: none"> • Raising awareness of mental health issues will help to reduce stigma; • Accessible services for people with mental health and substance misuse issues are important so that they can get the support they need when they need it; • 86% of people agreed with this objective as part of the consultation. The top suggestion was to support easier and quicker access to specialists. |
| How will this support the delivery of our other objectives? | <p>This objective links to the following council corporate priorities:</p> <ul style="list-style-type: none"> • Priority 2: Helping people to be more self-reliant • Priority 3: Smarter use of resources |
| The performance indicators we will use: | <ul style="list-style-type: none"> • A measureable increase in the level of support for citizens with co-occurring mental health and substance misuse issues; • An increase in the range of robust information and advice available; • Progress with the implementation of the Time to Change Wales Action Plan. |
| Which Protected Characteristic Groups will be impacted? | All of the protected characteristic groups will be impacted |
| What difference will this objective make to people that live and work in Bridgend County Borough? | Within this objective the council will develop and improve services so that they are more accessible, more responsive in the provision of help, capable of involving service users and carers in all aspects of planning and effective in using care processes. |

| What we will do to achieve this objective | How we will do this | How we will know we've succeeded. What data will be collected? | Target date | Lead Service |
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| Improve the provision of multi-agency support for people in the county borough including provision for people (including carers and family) experiencing mental health issues | The council is required to comply with new responsibilities under the new Social Services and Wellbeing (Wales) Act. We will develop stronger links with the health board to develop better integration in our day to day services. | We will assess the provision of multi-agency support to ensure we provide a 'joined up' social services and health service. | April 2017 | Adult Social Care – Jackie Davies |
| Improving accessibility of / to information, advice and guidance | We will develop systems to enable people to source robust information and advice in order for them to meet their own needs. | We will work with our health and third sector partners for feedback on the effectiveness of the information and advice available. | April 2017 | Adult Social Care – Jackie Davies |
| Continue working towards increasing the level of support for people with mental health issues by supporting the Time to Change Wales project and the Western Bay Action Plan | The council signed the Time to Change Wales organisational pledge in February 2016. The pledge requires the council to meet a number of commitments e.g. to provide management development training and raise awareness of the importance of mental health and wellbeing amongst employees. | We will monitor the council's progress in meeting the commitments outlined within the Time to Change Wales action plan. | On a quarterly basis and ongoing. | Adult Social Care and Human Resources and Organisational Development. |

| Objective 5: Children | |
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| What are we trying to achieve? | We will positively promote and support the emotional and educational attainment of children in the county borough and address the issues children face such as bullying. |
| Why this is an important issue: | <ul style="list-style-type: none"> • We know that bullying and identity related incidents occur in our schools and we must do all we can to address this. We have an anti-bullying task group in place to assist with this; • We know that the number of NEETs (Not in Education, Employment or Training) leaving secondary school is unacceptable and that life expectancy and the opportunity to achieve can be reduced as a result; • Due to their high levels of mobility, some children in our county borough e.g. from Gypsies and Traveller communities do not attend school regularly which can prevent them from reaching their full potential. We must work with these families to encourage them to attend and remain within the education system; • 93% of people agreed with this objective as part of the consultation. Top suggestion was to have more training and support for anti-bullying programmes including anti-cyber bullying in schools. |
| How will this support the delivery of our other objectives? | <p>This objective links to the following council's corporate priorities:</p> <ul style="list-style-type: none"> • Priority 2: Helping people to be more self-reliant • Priority 3: Smarter use of resources |
| The performance indicators we will use: | <ul style="list-style-type: none"> • The number of children from Gypsy and Traveller families regularly attending primary and secondary schools; • The number of disabled children and those with complex medical needs regularly attending primary and secondary schools; • The number of reported incidents of identity related bullying at school and the nature of the incidents; • The number of children electing for alternative education. |
| Which Protected Characteristic Groups will be impacted? | All of the protected characteristic groups will be impacted. |

| What difference will this objective make to people that live and work in Bridgend County Borough? | | Within this objective the council will develop and improve support services through a partnership approach working with parents, health and other partners to support and promote the attendance of children at school, identify opportunities for them to develop socially and academically and deal with school bullying issues. | | |
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| What we will do to achieve this objective | How we will do this | How we will know we've succeeded. What data will be collected? | Target date | Lead Service |
| Continue to develop our Vulnerable Groups Strategy | The Vulnerable Groups Strategy is a joint strategy between our Education and Transformation and Social Services and Wellbeing Directorates and external partners to ensure that, by working collaboratively, the educational ambitions, aspirations and outcomes of children who are deemed to be 'vulnerable' can be raised to equip them for further learning and the world of work. | We will monitor the educational performance of specific groups of pupils such as looked after children and special educational needs and compare this against their more advantaged peers. | On a quarterly basis and ongoing. | School Improvement Service |
| Work with the families of children such as Gypsies and Travellers, Syrian refugees and other asylum seekers to encourage them to attend and remain within the education system | We will continue to work in partnership with education welfare officers, family engagement officers and Early Help teams to encourage families of these children to increase their regular attendance within the education system. | School attendance will be monitored on a half term basis and levels of individual and class based support will continue to be collated on a weekly basis. | On a quarterly basis and ongoing. Weekly and ongoing. | Inclusion Service |

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| <p>Develop systems to monitor school bullying (victims and perpetrators) by protected characteristic</p> | <p>A priority of our anti-bullying network is to develop a consistent approach to identifying, recording and therefore reducing incidences of bullying. The network will utilise internal systems to record and monitor incidences of bullying against the protected characteristics. Schools reporting mechanisms are being considered with a view to developing a single bullying reporting and recording framework.</p> | <p>The reporting of school bullying (perpetrators and victims) in primary and secondary schools will increase. Schools will use this data to effectively address incidences and deliver appropriate interventions against the type of bullying being reported.</p> | <p>September 2016</p> | <p>Integrated Working team</p> |
| <p>Raise awareness of the impact of school bullying amongst teachers and support staff</p> | <p>Training will continue to be delivered to teachers and school staff based on identified need. We will continue to work with Actus Education to deliver training to school based staff and teachers including (but not limited to); digital literacy, leadership and management, personal social education, mentoring and coaching – all of which are specific and tailored to bullying.</p> <p>We will continue to work with Show Racism the Red Card to provide school based training for teachers, support staff and pupils. Our Gypsy and Traveller Education Service will continue to build capacity in individual schools as required.</p> | <p>The recording of incidences of school bullying will increase as a result of learners feeling more confident in identifying and addressing these. Core staff in each school will be trained in restorative approaches and mediation skills therefore utilising a consistent approach to addressing incidences of bullying.</p> <p>We will monitor the feedback from pupils and teachers following the Show Racism the Red Card workshops.</p> | <p>Ongoing</p> | <p>Integrated Working team</p> |

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| <p>Work with parents, schools and the local health board to maximise the potential attendance of children at school</p> | <p>We are aware that some children have complex medical needs and/or are disabled which means that a multi -agency approach is needed. The Education Welfare Service will continue to work closely with health and education professionals in order to agree to an appropriate education plan.</p> | <p>We will monitor the attendance of children with complex medical needs and/or disabilities.</p> | <p>On a half termly basis.</p> | <p>Inclusion Service</p> |
| <p>Consider the alternative forms of schooling and tuition available within the education system to enable children to remain within the system</p> | <p>Where a child is not attending school for reasons other than complex needs or disability, we will work collaboratively to identify the most suitable model of tuition for the child. This will involve considering provisions such as:</p> <ul style="list-style-type: none"> • Elective home tuition; • Educated other than school (EOTS); and • Building to progress. <p>Schools will continue to review the cases of non-attendance at school via teacher interventions and will engage with the education welfare officer service for advice and further intervention.</p> | <p>We will monitor the attendance of children who, for reasons other than complex needs or disability, do not attend school regularly.</p> | <p>On a half termly basis.</p> | <p>Inclusion Service</p> |

| Objective 6: Leisure, Arts and Culture | |
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| What are we trying to achieve? | We will work with our partners to help to promote fair and equal access to participation in sport and recreation services as well as in the arts and culture services to all members of the community. |
| Why this is an important issue: | <ul style="list-style-type: none"> • Increasing participation in affordable and accessible sporting facilities/activities amongst residents will improve health and wellbeing; • Improving access to affordable and accessible arts and culture facilities amongst people from all protected characteristic groups will promote inclusion and improve their cultural development and wellbeing in these activities; • 84% of people agreed with this objective as part of the consultation highlighting affordability and opportunities of services as the top suggestions. |
| How will this support the delivery of our other objectives? | <p>This objective links to the following corporate priorities:</p> <ul style="list-style-type: none"> • Priority 2: Helping people to be more self-reliant • Priority 3: Smarter use of resources |
| The performance indicators we will use: | <ul style="list-style-type: none"> ➤ A measureable increase in the numbers of people from protected characteristic groups accessing sport, recreation and culture services with a specific focus on age, disability, gender, race, religion and belief; ➤ An increase in the number of EIAs undertaken; ➤ Sharing of broader, key data with partners. |
| Which Protected Characteristic Groups will be impacted? | All of the protected characteristic groups will be impacted. |
| What difference will this objective make to people that live and work in Bridgend County Borough? | There will be an increased number of people participating in sport, recreation and culture activities resulting in improved health and wellbeing and an increase in awareness of local and regional culture. The council will still own its leisure and culture facilities and will ensure that all remain easily accessible and affordable to everyone in the county borough, regardless of their personal circumstances. |

| What we will do to achieve this objective | How we will do this | How we will know we've succeeded. What data will be collected? | Target date | Lead Service |
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| Increase access to opportunities for older people | We will respond to the 'Ageing Well Plan for Bridgend' and develop services and activities that reduce loneliness and isolation, develop skills and employability and help to make Bridgend an age-friendly county. We will link with national programmes designed for older people and also listen to older voices when designing opportunities. | More people aged 50 plus participating in sport, leisure and cultural activities including on a multi-generational basis. | Ongoing development. Annual monitoring. | Social Services and Wellbeing – Andrew Thomas |
| Improve access for under-represented groups to sport and leisure opportunities | We will support the development of new community groups and organisations and also build confidence and capability within existing opportunities to be inclusive and engage under-represented groups. | More people with a protected characteristic engaging in community groups and organisations. | Ongoing development. Annual monitoring. | Social Services and Wellbeing – Andrew Thomas |
| Review of pricing structures to increase access for marginalised groups | We will ensure that a range of low cost and no cost opportunities are available to support access for hard to reach groups and reduce poverty as a barrier to participation in sport, leisure and cultural activities. | An increase in usage of facilities and services by customers with protected characteristics. | Annual monitoring. | Social Services and Wellbeing – Andrew Thomas |
| Improve our Equality Impact Assessments | We will continue to improve our use of EIAs when changing or reviewing our approaches to services. Our contracted partners (e.g. GLL/Halo Leisure and Awen Cultural Trust) will also conduct such assessments and provide them to ourselves for approval. Our focus on EIAs will be enhanced by increasing knowledge of the different protected characteristics and also people with more than one characteristic. | A record of ongoing EIAs based on data (where it exists) and supplemented by public engagement and consultation approaches. | Review bi annually. | Social Services and Wellbeing – Andrew Thomas |

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| <p>Using existing data to plan services effectively</p> | <p>We will continue to use secondary data collated by partners (e.g. Sport Wales, Arts Council, Welsh Health Survey) but also progressively develop primary data at a county and, where possible, locality level to support planning for services (e.g. membership, postcodes of users, types of protected characteristic). Certain key data will be built into performance monitoring systems including those operated by contracted partners (GLL/Halo and Awen Trust).</p> | <p>Broader data will be available on protected characteristic groups and their participation and engagement with sport, leisure and cultural opportunities. Increased collaboration between partners on agreed themes and issues.</p> | <p>Annual data service reviews.</p> | <p>Social Services and Wellbeing – Andrew Thomas</p> |
| <p>Work with our partners (GLL/Halo Leisure and Awen Trust) to better understand the diversity of people using leisure, arts and culture services</p> | <p>We will progressively improve our insight into gaps in provision for groups with a protected characteristic and to determine capability to meet needs and who may be best placed to do so. This recognises the importance of the third sector and supporting its ability to meet local needs. We will improve our understanding of diversity within protected characteristics (e.g. disability) via ongoing consultation and engagement and development of our workforce.</p> | <p>Increased understanding of the sport, leisure and cultural needs of people with a protected characteristic that is built into the planning and delivery of services.</p> <p>Sharing of key data between partners will improve the accessibility of local opportunities.</p> | <p>Annual performance review with partners.</p> | <p>Social Services and Wellbeing – Andrew Thomas</p> |
| <p>Work with our partners (GLL/Halo Leisure and Awen Trust) to identify any gaps in employees' knowledge and identify training solutions</p> | <p>Equality and diversity training will be available to a range of staff via formal training programmes and e-learning approaches which will be integrated within partner training frameworks as well. Core training will be supplemented by specific, more detailed modules where appropriate.</p> | <p>More of the workforce will be competent and confident to support people with a protected characteristic to access sport, leisure and cultural opportunities.</p> | <p>Annual training and development planning/review.</p> | <p>Social Services and Wellbeing – Andrew Thomas</p> |

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| <p>Work with our partners (GLL/Halo Leisure and Awen Trust) to identify any marketing and promotion opportunities to better promote services within our communities</p> | <p>We will use traditional and digital marketing approaches to improve communication with people with a protected characteristic. In particular we will continue to develop our use of social media and web based information whilst recognising those who are digitally excluded. We will build on direct marketing approaches, improve our database of community partners and further develop relations with our communities.</p> | <p>Greater numbers of people with a protected characteristic accessing delivered services or engaging with partner led activities.</p> | <p>Annual marketing planning and review.</p> | <p>Social Services and Wellbeing – Andrew Thomas</p> |
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| Objective 7: Data | |
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| What are we trying to achieve? | We will continue to develop systems to collect, collate, monitor and publish equalities data on our service users and employees as well as improve our equality impact assessments. |
| Why this is an important issue: | <ul style="list-style-type: none"> • By collecting and analysing data we can better understand the demographics of our employees and our service users; • We need to be able to identify any gaps in service provision where, perhaps, a particular group's needs are not being fully met; • We will be able to make evidence based, informed decisions on service developments outlined within the council's Medium Term Financial Strategy. |
| How will this support the delivery of our other objectives? | The data objective underpins all of the council's corporate priorities. |
| The performance indicators we will use: | <ul style="list-style-type: none"> ➤ An increase in the number of employees disclosing sensitive data; ➤ An increase in service user data and personal information, and feedback from key managers and staff on the accuracy and reliability of existing data and information; ➤ An increase in the number of EIAs and reports using robust, meaningful data; ➤ Improved data sharing and feedback from public consultations. |
| Which Protected Characteristic Groups will be impacted? | All of the protected characteristic groups will be impacted. |
| What difference will this objective make to people that live and work in Bridgend County Borough? | A better understanding of the data relating to our service users, customers and employees will help the council to ensure that it is providing fair and accessible services. |

| What we will do to achieve this objective | How we will do this | How we will know we've succeeded. What data will be collected? | Target date | Lead Service |
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| <p>Ensure that our staff are aware of and use relevant internal data e.g. customer databases and consultation feedback as well as relevant external data e.g. the National Survey for Wales and the Census when drafting Equality Impact Assessments (EIAs) and other relevant / annual reports</p> | <p>We will ensure that our managers and staff responsible for producing EIAs are fully aware of the need to use robust and reliable internal and external data. This will help the council to make informed decisions and ensure reports we produce accurately represent the services we provide and those who receive them. We will also produce a concise list of data sources which will be published internally and made accessible to all staff.</p> | <p>The robustness of EIAs will improve. This will be monitored continuously and all completed full EIAs will be published.</p> | <p>Ongoing process.</p> | <p>All service areas</p> |

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| Collect and analyse equality data as part of all public consultations | We will ensure the equality monitoring questions we use (based on Welsh Governments standards) are used in every public consultation exercise. We will use the equality data we collect to identify the protected characteristics of those that engage with us and also to identify where the gaps in our engagement lie. | The data disclosed to us will increase both in volume and detail. Data collated will strengthen our understanding of the views of people with protected characteristics. Future consultation and engagement exercises can be more targeted to identify any gaps in representation. | Quarterly and ongoing. | Communications, Marketing and Engagement Team. |
| Collect equality data as part of our complaints processes | We will ensure that our equalities monitoring questions continue to be based on the standards set by Welsh Government. We will ensure they remain relevant and that they are used in our complaints processes. | We will collate and monitor this data and use this in our EIAs and any relevant service reviews. We will also use this data to identify any issues. | Quarterly and ongoing. | Designated complaints officers. |
| Undertake EIAs whenever we review, or introduce a new policy | We will undertake robust and meaningful EIAs using accurate, up to date and relevant data, to ensure that the likely impact (positive, negative or neutral) is clear and can be addressed. | There will be an increase in the number of robust EIAs being produced That inform decision-making. | Ongoing process | All service areas |
| Ensure feedback is available to all consultees | We will ensure that people with whom we consult and engage with are able to access the outcome of the consultation (positive or negative) e.g. on our website. Consultees will be able to see how their feedback has influenced the decision making process. | Consultees will have a better understanding of how their views have helped to shape services and influence decisions. More people will engage with us. | Ongoing/post consultation exercises | Communications, Marketing and Engagement team. |

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| Improve the collection of employee equality data | We will take actions to enable and encourage employees to complete and or update their personal data (being mindful that they are under no obligation to respond). | We will report on equalities data and monitor the progress being made. | Six monthly and ongoing. | HR Transactional Manager |
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