

Rotherham Metropolitan Borough Council

Equality Framework for Local Government – Peer Review Challenge

The challenge

- The challenge focuses on the 5 headings contained within the equality framework :
- knowing your community and data mapping
- place shaping, leadership, partnership & organisational commitment
- community engagement & satisfaction
- responsive services & customer care
- modern & diverse workforce

Knowing your community & data mapping

- **Highlights:**
- using data and intelligence to map changes in communities –informs decision making – State of Borough reports – know equality profile of Borough
- shares data and intelligence with partners, stakeholders to affect positive outcomes
- area assemblies – use of local data & intelligence
- equality mapping seen as best practice - IDeA

Knowing your community & data mapping

Areas to develop:

- rationalisation of current systems
- enhance use and sharing of available data and intelligence to inform service provision

Place shaping, leadership, partnership and organisational commitment

Highlights:

- effective leadership and commitment from the Leader, Cabinet, Asst. Chief Executive; most Members and Senior Management
- Chief Executive fully committed to drive agenda forward
- can do will make it happen – outlook of Leader
- willingness to take the risk in projects to improve life choices e.g.
 - imagination library
 - ministry of food

Place shaping, leadership, partnership and organisational commitment

Highlights:

- area assemblies – delivering positive outcomes to communities
- Rotherham MBC seen by partners
 - as strong leaders, with drive and enthusiasm
 - support partners' equality objectives and vice versa

Place shaping, leadership, partnership and organisational commitment

Highlights:

- strong LSP partnership ethos - delivering joint outcomes
- respected by partners and stakeholders
- staff at all levels passionate of wanting to deliver services of excellence - always striving to improve
- real sense of pride in the organisation

Place shaping, leadership, partnership and organisational commitment

Areas to develop:

- scrutiny to challenge whether decisions bring about desired outcomes for communities.
- leadership to reinforce priorities so understood by all
- greater clarity of purpose could be achieved through alignment of equality objectives to SCS/LAA themes
- innovative practice to be shared across Council
- celebrate success in equality and diversity outcomes even those with incremental change

Place shaping, leadership, partnership and organisational commitment

Areas to develop:

- Deliver member training to ensure understanding of EIAs, resources allocation and how they lead to service improvement
- Equality lens to focus on sexual orientation in staffing and service delivery –pro-active approach

Community engagement & satisfaction

Highlights:

- area assemblies delivering positive outcomes to the community
- Rotherham One Town – One Community – Where Everyone Matters initiative
- Park View lunch club – genuine community engagement in action

Community engagement & satisfaction

Highlights:

- examples of positive equality outcomes for communities through working with partners include:
 - Rotherham women's strategy
 - “hot spots” project – finance, safety and health
 - “fairs fayre” – disabled people
 - “louder than words”
 - “speakup” – learning disabilities

Community engagement & satisfaction

Areas to develop:

- review staff survey questions to overcome ambiguity, and to include equality analysis
- review various consultation forums that are in use to ensure they are
 - fit for purpose,
 - are a true representation, and
 - deliver positive outcomes
 - feedback is an integral part

Community engagement & satisfaction

Areas to develop:

EIA consultation

- ensure that there is a consistency in use of data and intelligence coming from consultation and that this informs decision making
- relevant stakeholders to be consulted
- consistent approach to engagement

Responsive services & customer care

Highlights:

- strong and passionate emphasis on service delivery – customer at the heart
- good use of data and intelligence to inform service delivery needs – flexibility in budget provision
- good examples of involving customers in determining service delivery e.g. adult social services visioning days

Responsive services & customer care

Highlights:

- innovative procurement practices delivering positive outcomes
 - meet the buyer events –award ceremony
 - credit crunch group
 - procurement panel
 - contractors adding value to community – St Mary's Church
 - engagement with BMEs and 3rd sector
 - spend analysis informs service planning
 - pro-active use of EIAs on contract renewals

Responsive services and customer care

Highlights:

- Equality and diversity priorities inform service plans
- Services making a difference:
 - Street pride waste collection
 - Benefit take-up
 - Equipment service waiting times
 - Asylum service
 - Clifton Park, Library development and design
 - Disabled people living independently
 - Customer access
 - Youth service – (LGB youth club; BME youth conference)
 - And others . . .

Responsive services & customer care

Areas to develop:

- review annually E&D sections of contracts
- articulate the equality and diversity priorities within all major strategies and ensure that include specific and measurable outcomes
- review data sharing protocols both internally and externally with a view to inform customer care/ service delivery now and in the future
- ensure all information and marketing is consistently accessible and inclusive

Modern and diverse workforce

Highlights:

- “access all areas”
- strong staff support mechanisms in place
- “agile working” initiative
- liP gold status accredited
- workforce programmes e.g. for BME management programme
- workforce diversity

Modern and diverse workforce

Areas to develop:

- internal communication and feedback to staff
- culture to encourage staff to feel safe to declare across all equality strands
- ensure there is evidence to demonstrate high levels of satisfaction across all staff groups and equal impact of HR policies.
- ensure that staff have the necessary skills to deliver changes in service delivery