

South Norfolk Council

Equality Information January 2012



If you require a large print copy or other accessible format e.g. easy read, audio or alternative language please contact the Equalities Officer on 01508 533952

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A) Introduction

Our equality duties

This section sets out the legislative context for equality contained in the provisions of the Equality Act 2010 and the Public Sector Equality Duties that apply to bodies like South Norfolk Council that perform functions of a public nature.

Public sector equality duties

The Equality Act 2010 introduces new positive statutory duties that apply to public bodies or those bodies carrying out certain public functions on behalf of that body. These positive statutory duties are unique to equality law because they give public bodies legal responsibilities to take proactive measures to address equality.

The purpose of the statutory duty framework is to help public bodies to tackle persistent and long-standing issues of disadvantage.

The General Duty

The first element of the statutory framework is called the General Duty. It places a legal duty on all public bodies to pay due regard to equality in the delivery of their functions. In practice this means that we must take steps to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act
- Advance equality of opportunity between people who share a protected characteristic and those who do not
- Foster good relations between people who share a protected characteristic and those who do not.

The Specific Duty

The second element of the statutory framework is called the Specific Duty. Unlike the General Duty, the Specific Duty only applies to certain public bodies that are named in Schedule 19 of the Act. The Specific Duty places additional requirements on us and requires us by law to demonstrate equality performance by:

Publishing equality information: We must publish information demonstrating our compliance with the General Duty by 31 January 2012. This information must include information relating to persons who share a relevant protected characteristic (e.g. age, disability, gender reassignment). This will include equality information about our employees and other persons affected by our policies and practices. This information must be accessible, support public sector transparency and accountability and be published annually.

Preparing and publishing equality objectives: We must prepare and publish one or more specific and measurable equality objectives by 6 April 2012. These objectives can relate to any of our relevant functions including those as an employer, investor, enabler and regulator. Following the publication of our equality objectives on 6 April 2012, we must publish equality objectives at regular intervals of no more than four years.

How to use this information

We are committed to ensuring that equalities information we hold and use is accessible to all.

In many cases the information contained in this document will be of use to parish councils, community groups, voluntary organisations and small businesses within South Norfolk and assist with making decisions on how and where you operate your services according to local needs.

Where to find further information

The main source of data that we use is held via a public accessible site called Norfolk Insight which can be accessed using the following link:-

<http://www.norfolkinsight.org.uk/>

On this site you will be able to obtain data about the local area, which in some cases is as specific as the parish in which you live.

B) South Norfolk – Equalities Profile

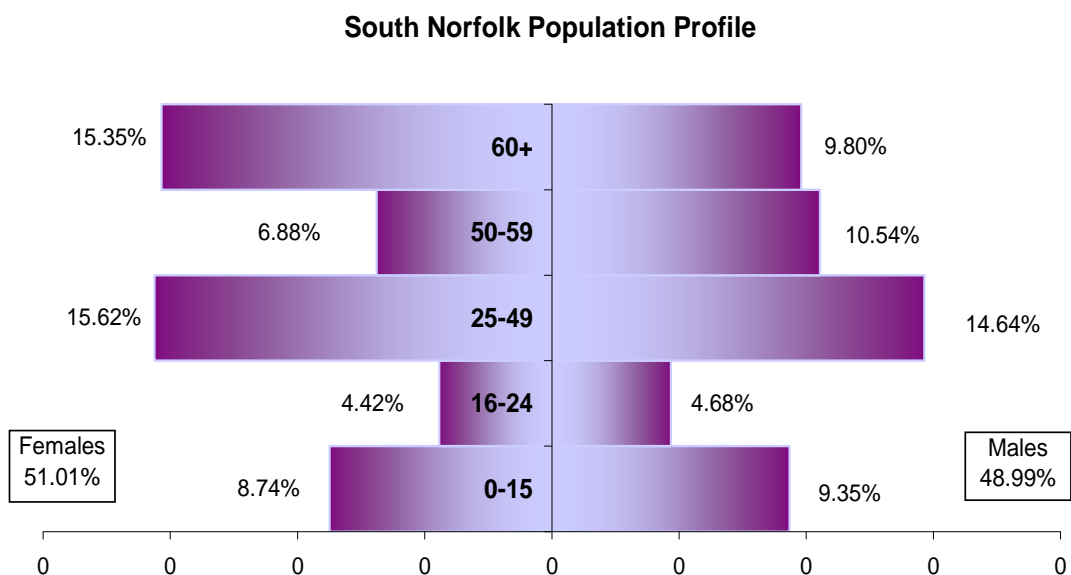
About our District

South Norfolk, located in the East of England, is a predominantly rural area covering 907km² (350 square miles): just over one sixth of the county. The mid-year population estimate in 2009 was 119,749 people (14% of the Norfolk population).

Due to its rural location we recognise the issues that people face in access to services such as information and transport. We are committed to supporting facilities within communities to ensure equality of access. We are also committed to supporting employment opportunities in the local area.

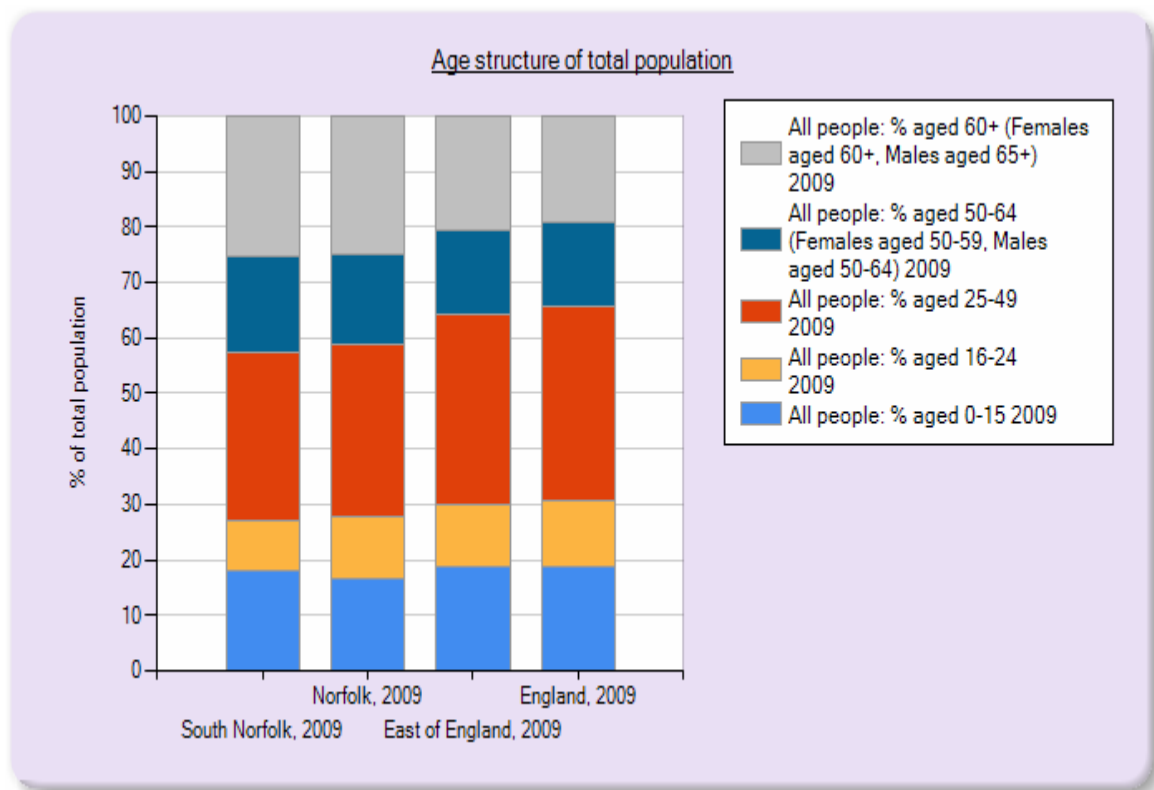
Gender

The gender split is 51.01% Females and 48.99% Males (ONS - 2009 estimate). We do not know how many transgender people live in South Norfolk.



Age

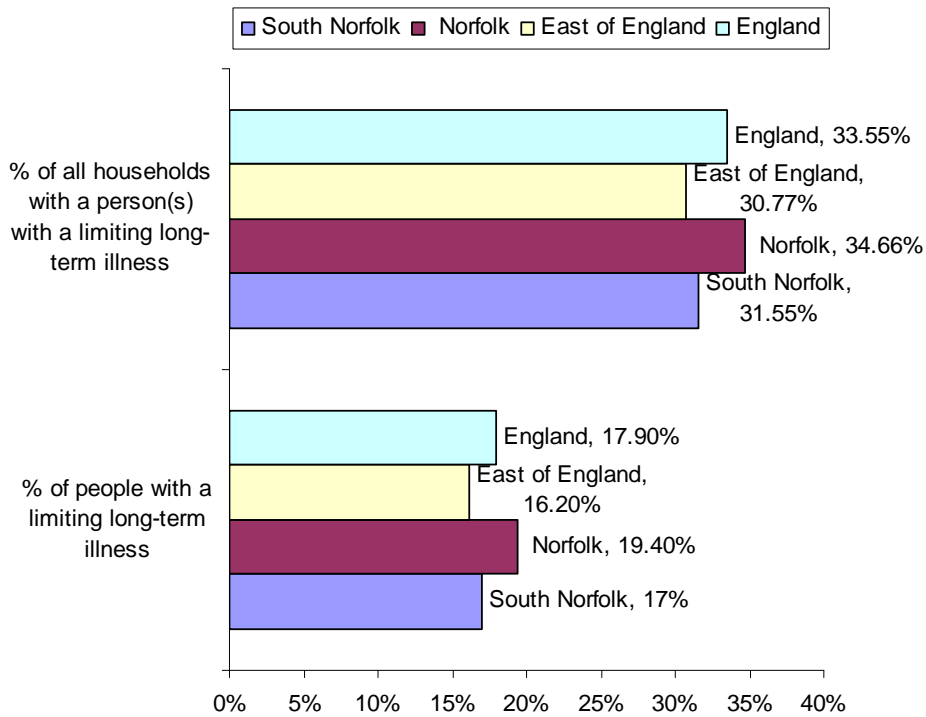
The 'age distribution' estimate for 2009 shows that South Norfolk has a higher concentration of older people than both England and Norfolk and has a substantially lower concentration in the 16-24 age group. The overall life expectancy for Norfolk is 79.4 years.



Population projections indicate that we have an increasingly ageing population and that there is likely to be significant increases in ages 45-64 and 65-74. These changes will have a significant impact upon the local area for health and social systems as the prevalence of conditions such as dementia and disabling life events such as a heart attack or stroke increase with age. For example, about 1 in 4 people aged over 85 years develop dementia and this group of people is forecast to increase by over 20,000 in Norfolk, in the next 20 years.

Disability

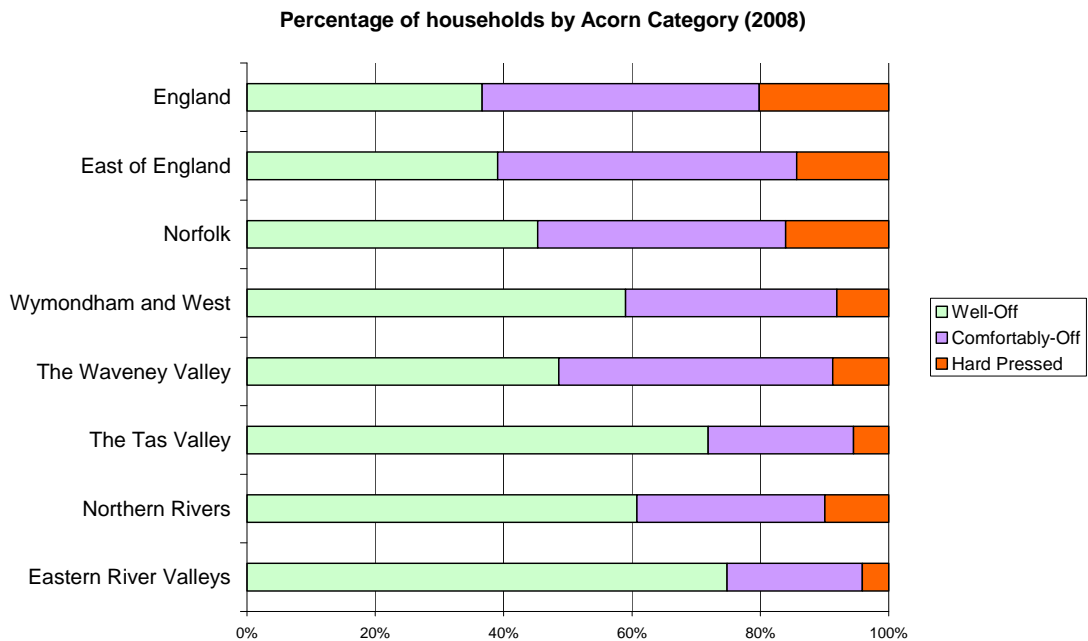
There are fewer people living in South Norfolk who have a disability of limiting long-term illness than the rest of Norfolk or England, however the estimates below show that almost one in six of our residents has a limiting or long term illness.



Source: 2001 Census

Lifestyle

Acorn is a geo-demographic segmentation of the population and which analyses significant social factors and population behaviour, providing precise information and an in-depth understanding of the different types of people in the UK.



Well Off:

- Wealthy Achievers – these are some of the most successful and affluent people in the UK. They live in wealthy, high-status rural, semi-rural and suburban areas of the country. Middle-aged or older people predominate, with many empty nesters and wealthy retired.
- Urban Prosperity – these are well-educated and mostly prosperous people living in our major towns and cities.

Comfortably Off:

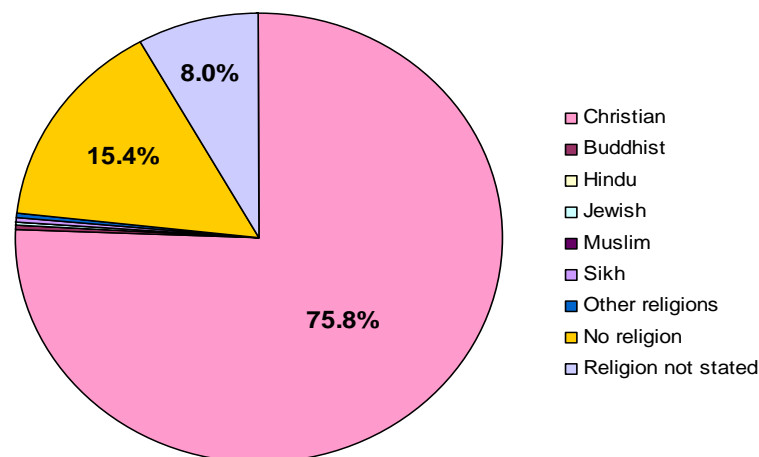
- Comfortably Off – these are much of the middle-of-the road Britain, they may not be wealthy, but they have few major financial worries.
- Moderate Means – this contains much of what used to be the industrial heartlands of Britain. Many people are still employed in traditional, blue-collar occupations. Others have become employed in service and retail jobs as the employment landscape has changed.

Hard Pressed

- This category contains the poorest areas of the UK. Unemployment is well above the national average. Levels of qualifications are low and those in work are likely to be employed in unskilled occupations. Household incomes are low and there are high levels of long-term illness in some areas.

Faith & Belief

Religious breakdown of the population, 2001



Source:

2001 Census – Table KS007 Religion, ONS: Crown Copyright

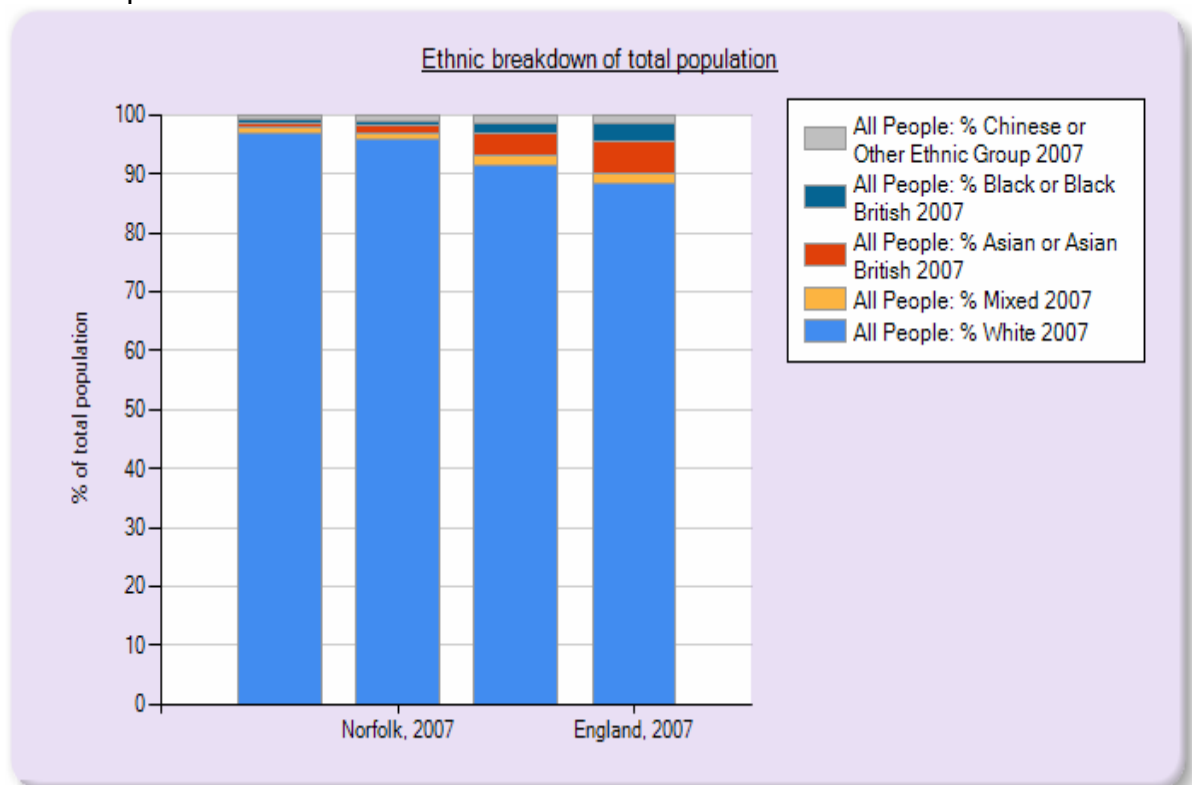
The majority of residents in South Norfolk, over three in four, state their religion as Christianity with the second largest group being those with no religion. Behind Christianity, there are very few people stating any other types of religion, with the next largest being Buddhism with only one in five hundred residents stating they are of this faith. It is important that we consider both those with faith and those without.

Sexual Orientation

It is not known how many Lesbian, Gay & Bisexual people (LGB) live in South Norfolk. However, based on government estimates between 5% and 7% of the population are LGB. In South Norfolk we estimate that we have a LGB population of between 5,987 and 8,382 (Based on the 2009 population estimate for South Norfolk of 119,749).

Race/Ethnic Origin

South Norfolk, although growing more diverse, still remains slightly less diverse area than Norfolk as a whole, but significantly less diverse than the national picture.



Much of this growing diversity within South Norfolk, and Norfolk as a whole, is due to the local economy which is appealing to migrant workers and in South Norfolk our top three languages requested through our translation services are:

- Portuguese
- Polish
- Russian

The Gypsy and Traveller group represents one of the more significant ethnic minority groups within South Norfolk, although this group are identified as belonging to the 'White' category.

Geographical Barriers

One of the key challenges facing South Norfolk is making services as accessible as possible given the geographical barriers that we face in such a rural area.

The Indices of Deprivation are used extensively by Central and local government to identify areas that would benefit from additional targeted resources.

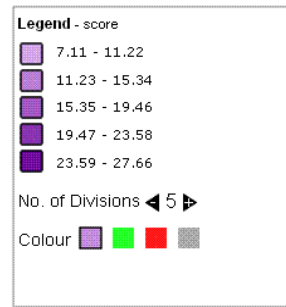
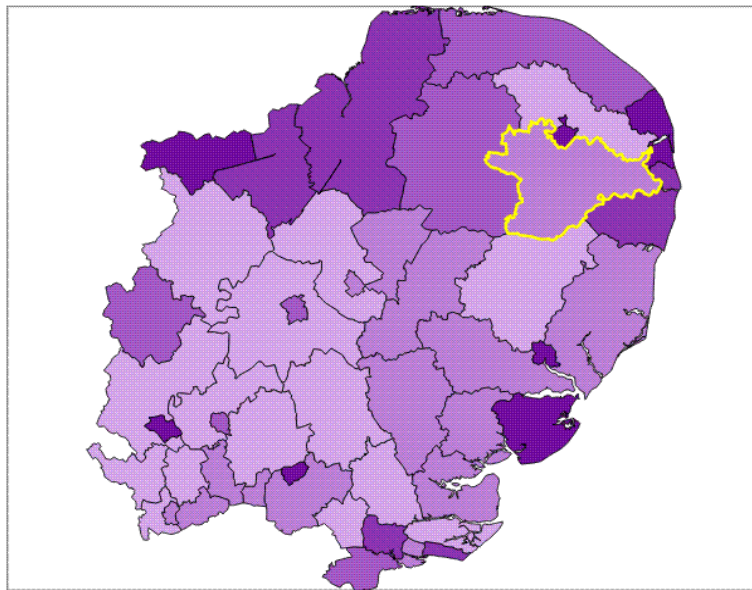
The grid below shows that overall; South Norfolk is ranked 259 out of 326 English districts which means we are in the top 20% of least deprived districts, however we do know that we have pockets of deprivation within South Norfolk that are masked by more wealthy households when the data is examined this level. We have included some further maps below which look at the South Norfolk district in more detail.

It is important to note that an SOA with a ranking of 40 is not twice as deprived as somewhere with a rank of 80; it is only possible to say that it is more deprived

Indices of Deprivation 2010: Local Authority Summaries

	South Norfolk Non- Metropolitan District			
Average Score	Score	Areas	Jan-10	11.31
Rank of Average Score	Rank	Areas	Jan-10	259
Average Rank	Rank	Areas	Jan-10	9679.89
Rank of Average Rank	Rank	Areas	Jan-10	256
Extent	Score	Areas	Jan-10	0
Rank of Extent	Rank	Areas	Jan-10	284
Local Concentration	Score	Areas	Jan-10	19210.7
Rank of Local Concentration	Rank	Areas	Jan-10	291
Income Scale	Count	Areas	Jan-10	10541
Rank of Income Scale	Rank	Areas	Jan-10	211
Employment Scale	Count	Areas	Jan-10	4295
Rank of Employment Scale	Rank	Areas	Jan-10	214
Indices of Deprivation 2010: Local Authority Summaries, Jan10		LastUpdated		24-Mar-11
		Source Communities and Local Government		

The map below shows the Indices of Multiple Deprivation for the East of England, the darker the shade, the more deprived the area.



South Norfolk (Non-Metropolitan District) 11.31

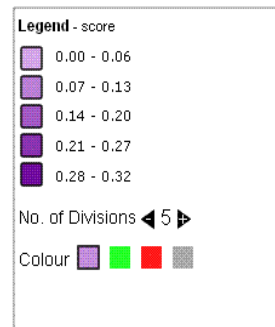
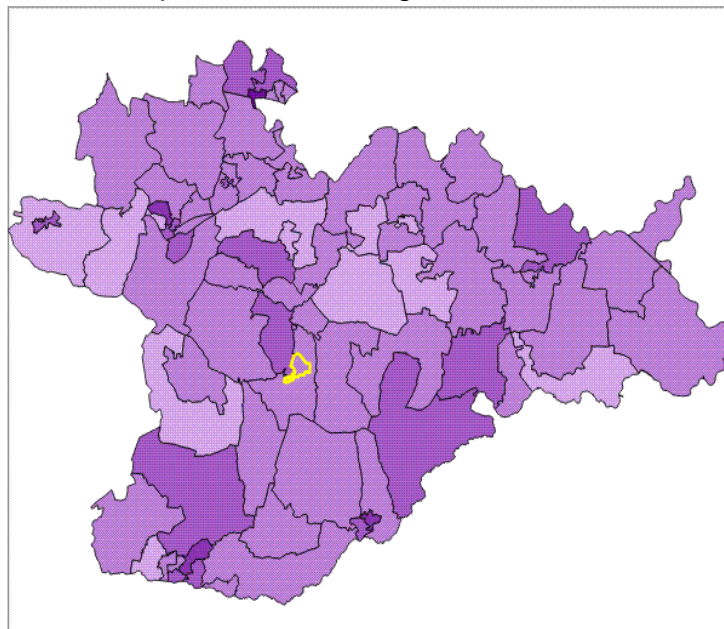
East of England (Region)

Caution! Check the legend to understand the shading. Ideally use rates and percentages instead of counts. [More advice](#)

Although the map above indicates that South Norfolk is one of the least deprived areas within the East of England, we do have pockets of deprivation within our district that is masked by the more affluent areas.

The maps below show how income poverty affects children and older people across South Norfolk. The darker the area, the higher the income deprivation.

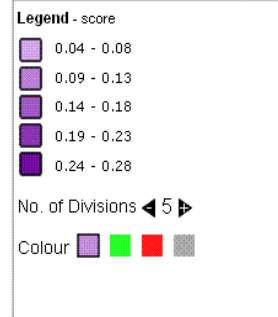
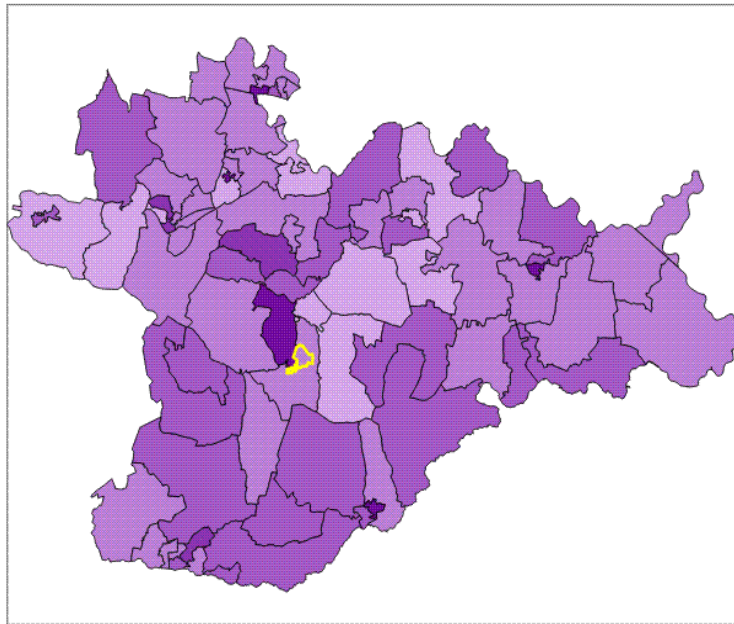
Income Deprivation Affecting Children Index; Score 0.09



South Norfolk (Non-Metropolitan District)

Caution! Check the legend to understand the shading. Ideally use rates and percentages instead of counts. [More advice](#)

Income Deprivation Affecting Older People Index; Score 0.12



South Norfolk (Non-Metropolitan District)

Caution! Check the legend to understand the shading. Ideally use rates and percentages instead of counts.
[More advice](#)

C) South Norfolk Council: Our Staff

South Norfolk Council employs 269 Full-Time and 140 Part-Time staff across 7 locations including the Council Offices, Leisure Centres, Ketteringham Depot, Business Centres and Tourist Information Centres.

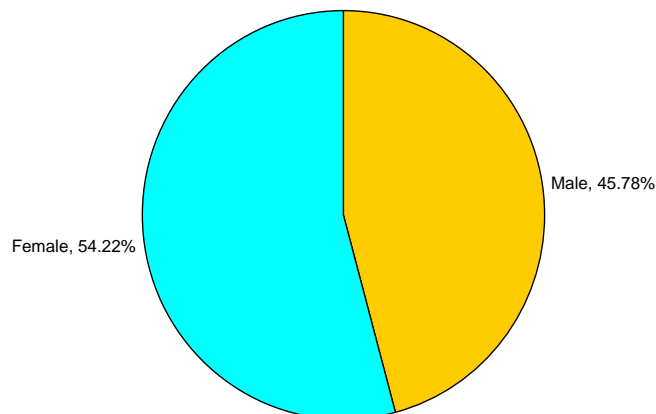
The Council is structured into four directorates:

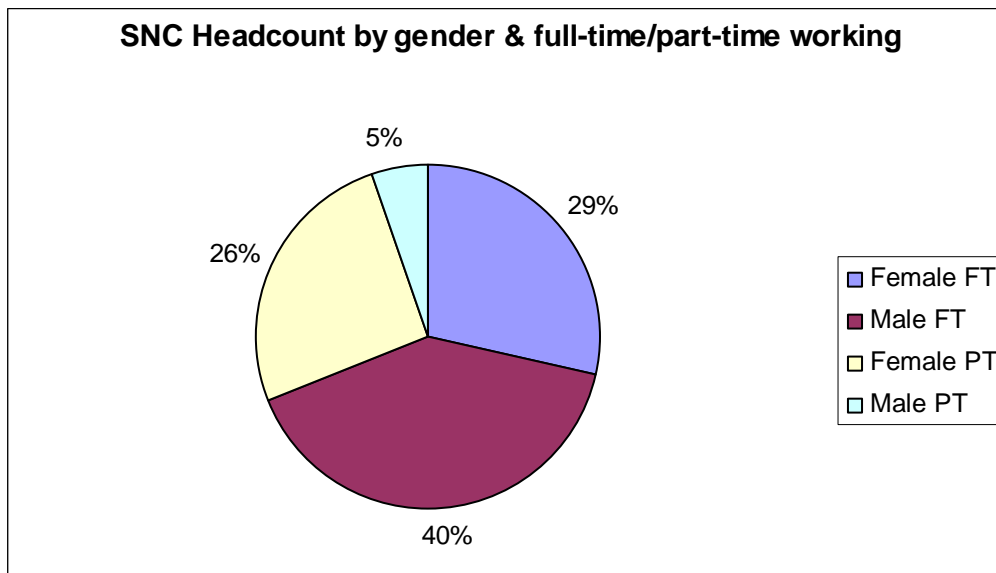
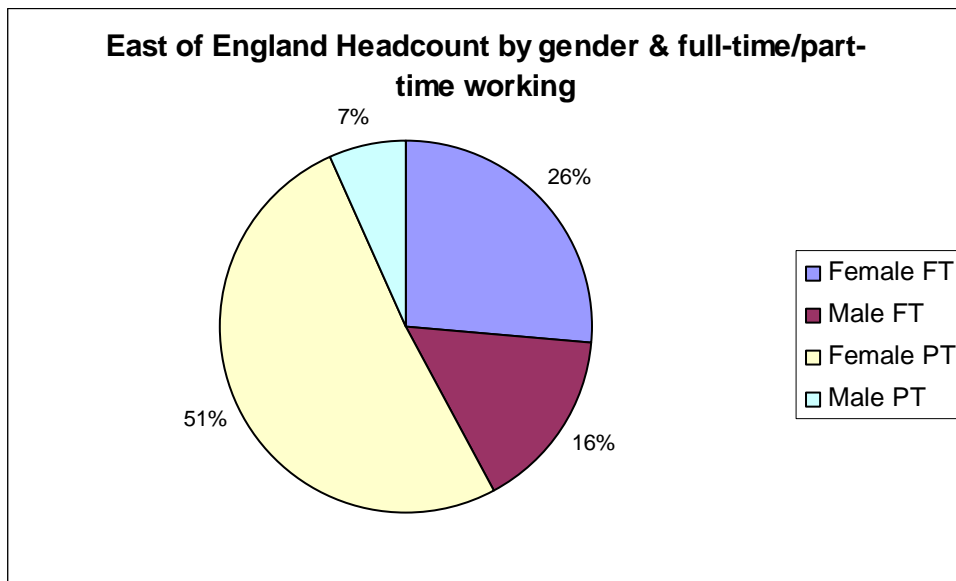
- Chief Executives
- Communities
- Corporate Resources
- Development & Environment

Gender

The gender profile of our staff is broadly similar to the district profile, with a slightly higher percentage of women working at the Council than the district profile.

Gender Profile





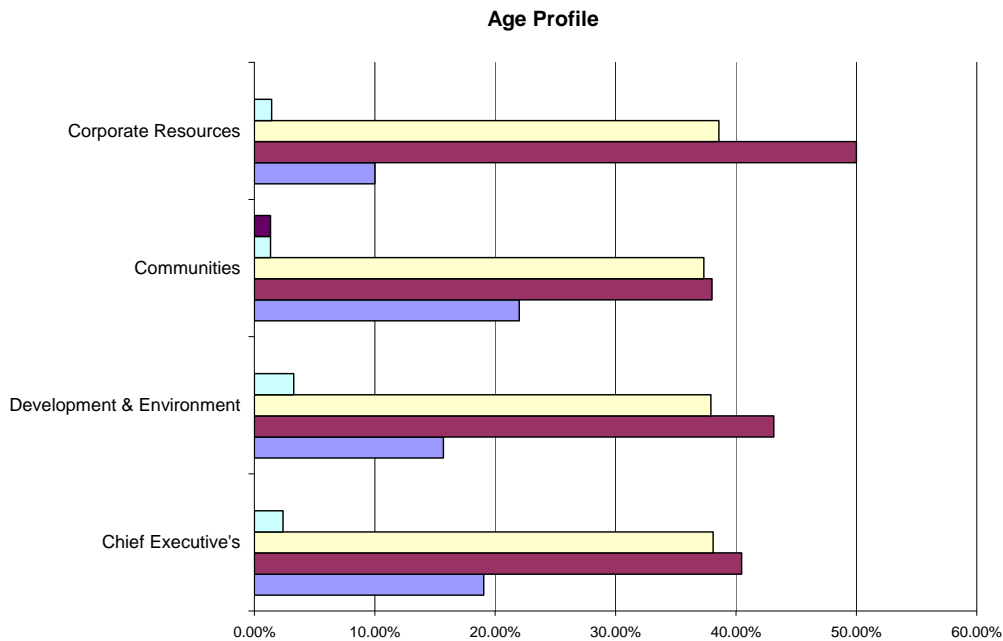
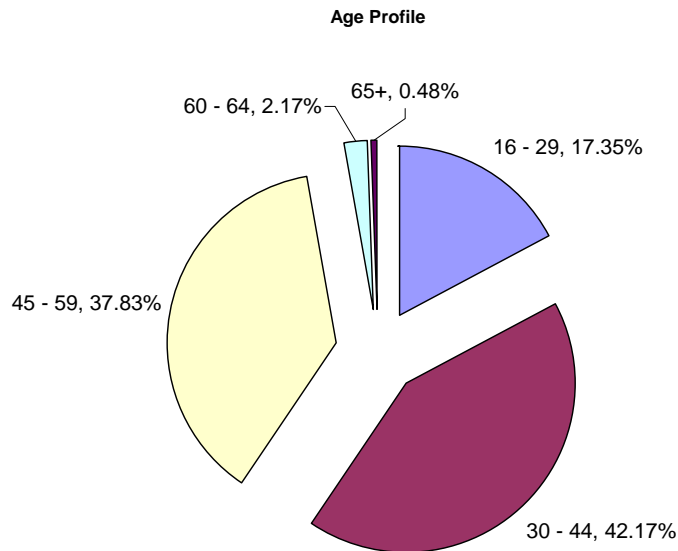
At South Norfolk we have a full time gender pay gap of 9.97% and a part time gender pay gap of 10.11%. The national gender pay gap was 9.1% in April 2011

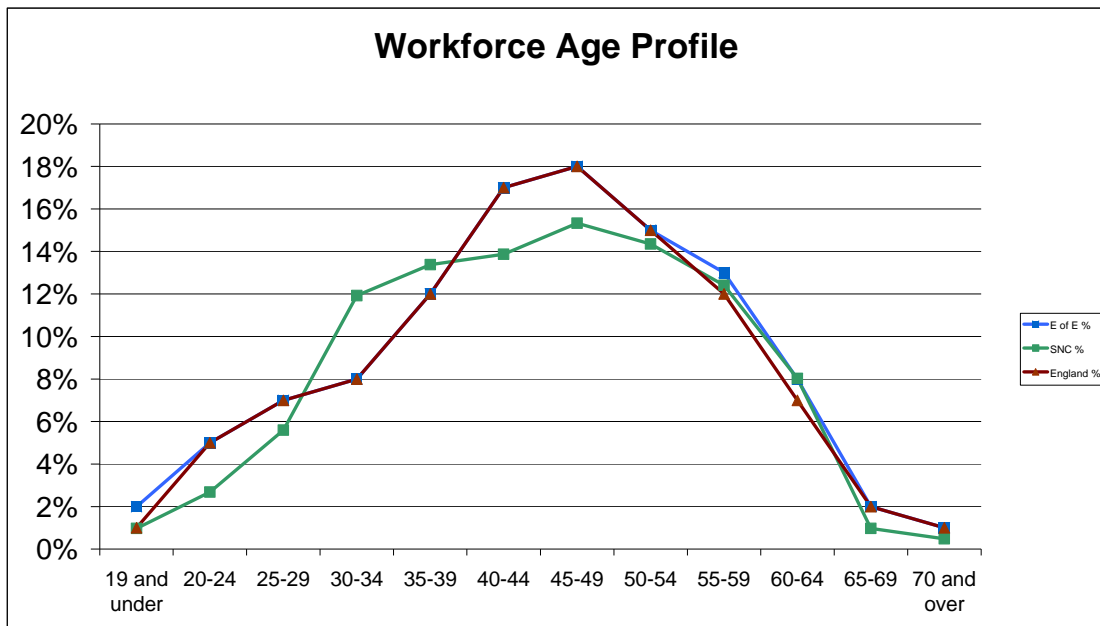
Average salary by FT / PT & gender February 2012

FT / PT	Male	Female	% difference
FT hourly rate	£14.45	£13.14	9.97
PT ann. salary	£13573	£12327	10.11

Age

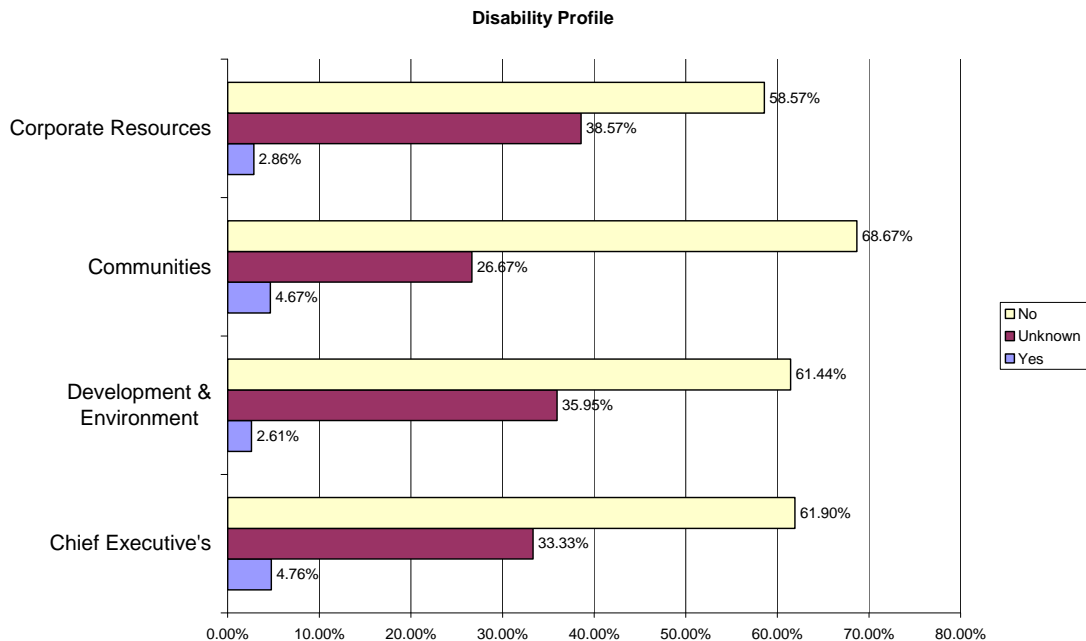
We employ a broad range of age groups at the council and we are comparatively similar to the East of England and National picture, however it has been recognised that we have fewer young people employed at the Council. We have recently introduced an apprentice scheme and the HR team attended a recent jobs fayre for young people to try to encourage more young people to take up their careers at the Council.



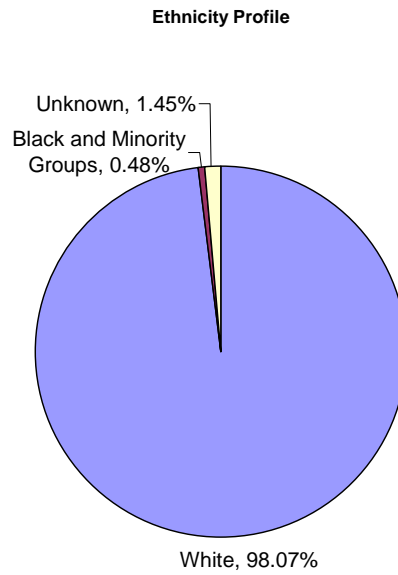


Disability

Our district profile shows that around 17% of our population has a limiting or long term illness and this rate is not reflected in our employees. We have worked with Norfolk Coalition of Disabled People to ensure that our policies and recruitment process encourage disabled people to apply to us, however we recognise we have more work to do in this area.



Ethnicity



Further information and analysis will be published by our HR Team shortly

D) Tackling hate crime and incidents

We are committed to tackling hate crime and incidents in South Norfolk and we are signatories to the Norfolk Multi Agency Protocol. We work closely with other organisations; both public sector and voluntary, to raise awareness and encourage reporting of hate incidents and crimes.

Hate Incidents (Jan 11 to June 11)		
	South Norfolk	Norfolk
Race	15	152
Homophobic/Transphobic	4	48
Faith	6	26
Disabled	2	52
Hate other	4	55

Hate Crimes (Jan 11 to June 11)		
	South Norfolk	Norfolk
Race	7	180
Homophobic/Transphobic	1	42
Faith	2	13
Disabled	8	74
Hate other	4	50

E) Domestic Abuse

South Norfolk Council is committed to tackling domestic abuse and working with our communities to raise awareness and promote the help available. We are active members of the Domestic Abuse & Sexual Violence Board (DASVB), a multi-agency partnership focussed on working together to address domestic and sexual abuse.

We work with individual people to support them with their housing needs and ensure that we provide suitable temporary accommodation when the need arises. We also do not enforce our local connection criteria for rehousing where an applicant would be at risk in an area where they have a local connection. We work closely with our Police Operational Partnership Team (OPT), ensuring that criminal evidence is not required to substantiate their case.

We are also focussed on preventative action which includes running awareness campaigns to increase the reporting of domestic abuse and promoting the help-line numbers in a variety of subtle ways. We also work

with partner agencies to raise understanding and skills and enable them to refer potential cases.

In March 2012 we are support a Norfolk Domestic Violence conference, held in South Norfolk, which will be actively supported by our elected members who will be chairing the Q&A sessions.

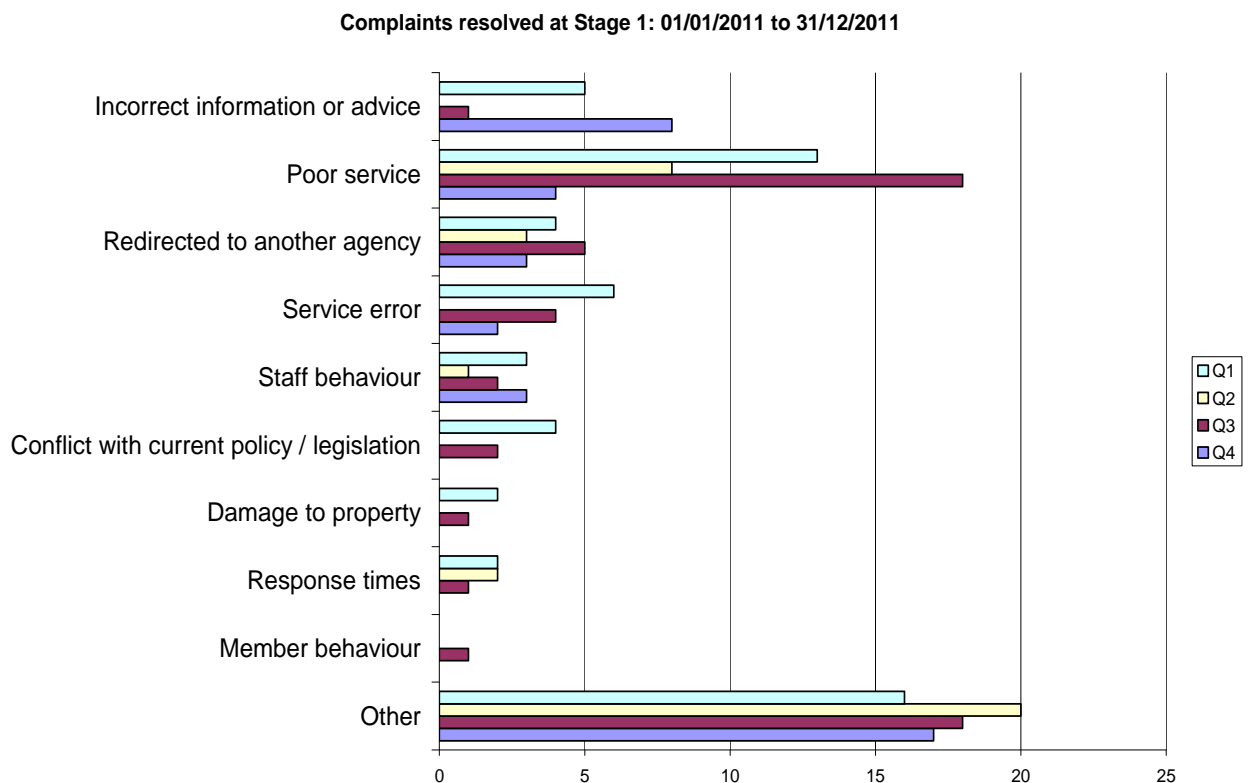
F) Customer Feedback & Complaints

We value feedback from our customers as it is vital in ensuring we provide fit for purpose service and making improvements in the way we operate as an organisation. We offer web-based system as well as written and telephone feedback.

The current feedback system was launched in January 2011 and is a three stage complaints process. Full details of the process can be found on our website <http://www.south-norfolk.gov.uk/haveyoursay/595.asp>

Between 1st January 2011 and 31st December 2011 we received 186 complaints of which 96.2% were resolved at Stage 1 of the process. Of the remaining 7, 4 were resolved at Stage 2 and 3 were referred the Ombudsman.

The chart below shows the reason for the complaints resolved at Stage 1.



We invite customers to give equality information to support their complaint, however in the majority of cases this has not been submitted and therefore any analysis based on protected characteristics would not be statistically valid.

Analysis of the complaint category has revealed higher than expected instances of complaints in the 'Other' category, this will be investigated and action taken if identified.

G) Analysis of information and gaps

In order to understand better where we are as an organisation in terms of equality information we have worked with services to understand their approach to equality and the information they collect to demonstrate this.

1) Take up of services

Our front facing teams that deliver services directly to the public all collect some information relating to the protected characteristics, generally where it is necessary to collect the information to deliver the service. Two of the services, Housing & Advice and Revenues & Benefits collect some additional equality information around the protected characteristics. The information collected is stored on the customer record on the relevant computer system. In general there are limited analyses conducted on the equality information collected.

Action 1: Equalities Group to work with services to develop their capability to analyse the equality information collected

2) Programmes/projects that benefit people within protected groups

There is a broad range of projects undertaken by the services that have a positive impact on those who share protected characteristics. Service Managers are very keen to deliver inclusive services and are mindful of groups that are often excluded by society.

The grid below shows by service the projects undertaken in the last 12 months that benefits those in protected groups

Revenues & Benefits	<ul style="list-style-type: none"> 1) 'Benefit Advice Days' – Benefits Officers attend Gypsy & Traveller sites and Sheltered Housing sites to offer and benefit advice and take up service assisting with forms and giving advice 2) Home visit majority of new claims making the claiming process easier 3) Simplified the Benefit Claim form making it easier to complete
ICT	<ul style="list-style-type: none"> 1) Implementation of new systems and technology particularly systems that have a web-based access or telephone access 2) Ensure access considerations form part of the specification for new systems
Housing & Advice	<ul style="list-style-type: none"> 1) Ensuring disabled people get priority for adapted properties that are suitable for their

	needs 2) Arranging an assessment of older people to ensure they receive housing suitable for their needs
Elections	1) Currently reviewing the accessibility of our polling stations
Locality & Communities	1) Grant funding that supports the most vulnerable in our district 2) Outreach into local communities to ensure that we interact with a representative sample of our residents
Customer Services	1) Redesign of our office reception making it more user friendly and accessible
Property Management	1) All Leisure Centres have been upgraded to make them more accessible 2) Repainted the Business Centres with contrasting paint to assist visually impaired people to access them 3) All Council signage has been upgraded to meet current accessibility standards
Leisure	1) Specialist disabled, older people and pregnancy & maternity sessions at our Leisure Centres 2) Launching the GP taster session in Wymondham, where Doctors can give their patients Leisure Centre passes as part of our commitment to support mental wellbeing 3) Provide signers at our theatre and children's events

3) Equality Analyses

Historically the authority has conducted Equality Impact Assessments around its services. With the new Equality Act, there are different responsibilities around equality and there is no longer a requirement to conduct equality impact assessments against services and functions.

Services Managers at South Norfolk are responsible for implementing the Equality Act in accordance with the relevance to their service and the likely impact of their actions. In some cases this will entail detailed equality analysis of the likely impact of their policy or service in order to meet the legislation.

When Managers are formulating or changing policy they first consider its relevance to the equality duty. If it is relevant and they don't have enough information about the likely impact, they will need to do some further research in order to inform their analysis. An example of this is the Equalities Group

analysis of the monies spent on Funding and Funded Partnerships at South Norfolk which is available on request.

There is a section within the Members reports that requires Managers to complete with equality considerations if relevant and recommend mitigation if an adverse impact is identified. It can be found in the 'Implementation and Risks' section of our reports which are all published on our website here <http://www.south-norfolk.gov.uk/democracy/default.aspx>

Action 2: Refresher Training and guidance for Senior Managers at South Norfolk to be developed and delivered by April 2012

4) Engagement/Consultation

The Council undertakes consultation on a variety of different areas from Local Area Action Plans to Site Specific Documents for Planning.

These consultations collected some or all equality information depending on relevance. This is then analysed to ensure the consultees are representative, if gaps are identified the teams will then undertake further work with protected groups to ensure that a broad range of opinion is canvassed.

Examples of recent consultations of this type are:

- ✓ Site Specific Document Reg. 25
- ✓ Local Development Framework Exhibitions (Community Roadshows)
- ✓ Neighbourhood Area Action Plan
- ✓ Council Tax Survey
- ✓ Benefits Service: Change Matters
- ✓ Budget Consultation

Copies of the surveys are available on request

5) Satisfaction with services

Most teams in the Council conduct Customer Satisfaction Surveys periodically, for example, the Housing & Advice team conduct a bi-annual satisfaction survey. With the introduction of 'Lean' working, many teams conduct 'voice of the customer' research on specific processes under review.

The Environment Team conduct a monthly survey of 20% of those accessing their services. Prior to December 2011 they included a full equality monitoring questionnaire with each survey however following guidance from the Department for Communities and Local Government we no longer include the full monitoring information with our service satisfaction surveys. Instead we

include the question 'Do you feel you experienced a worse service for a reason relating to your race/gender/disability/religion or belief/sexual orientation/age?'

A copy of the historical analysis is available on request.

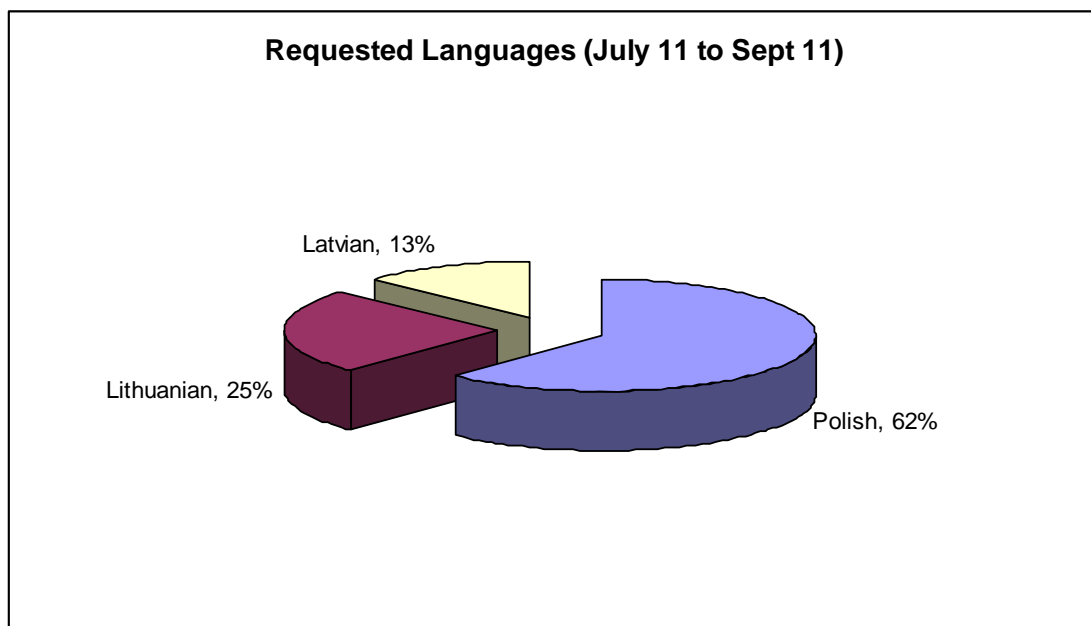
H) Meeting the Public Sector Equality Duty

- We offer tailored services at our Leisure Centres including specialist disability sessions, GP referral scheme, over 60's swimming and Mum & Toddler swimming.
- We offer a passport to Leisure for older, disabled and income disadvantaged residents
- We provide signers at our outdoor events
- We have repainted our business centres in contrasting paint to assist visually impaired people to access them.
- Introduced a scheme to give disabled people priority access to housing that has adaptations suitable to their needs.
- We have introduced a new assessment for older people to ensure that they are given housing that is suitable to meet their needs.
- Included clause when procuring new ICT solutions to ensure that they are accessible
- Provide home visits to benefits customers to assist them with their claims
- Provide benefits officers to traveller's sites and sheltered housing schemes to assist with the claiming process and advise residents of their rights.
- Equality considerations are part of the process of policy development - Managers consider equality issues as part of the process and where relevant will detail within the report for Member consideration
- Where relevant, we monitor and analyse consultation responses to ensure that we have a representative view. Where gaps are found, additional consultation will take place with protected groups.
- Our Neighbourhood Team work closely with the Police Operational Partnership Team to monitor and address community tension if it arises
- We support Black History month and promote the activities through our events team
- Our grant funding last year benefited partnerships including transport for rural areas, transport to medical and social services, housing support for those with mental health issues and our Older Peoples Forum
- We also supported the Crucial Crew, a partnership who work with young people
- We supported the Active Norfolk Disability Games held at the UEA Sportspark

- We provided funding to Creative Arts East who have established the popular ‘village screen’ allowing cinema screenings in rural village halls to help promote cohesion and tackle rural isolation
- At Whitlingham Park we funded an access ramp that will allow disabled people to access the boating lake
- We conducted an equalities review of funding and funded partnerships to better understand the impact of our spending within our diverse communities
- Developing ‘Your Voice’ resident membership scheme which takes the Citizen’s Panel format to a new level

I) INTRAN translation & interpretation services

In the period July 2011 to September 2011 there were a total of 8 requests for either interpretation or translation by South Norfolk staff. This is an increase of 4 requests compared to the last quarter and represents an increase of 100%.



The requests were for Peal Linguistics: (translation of written documents) 2 requests (25%), Language Line: (telephone translation) 3 requests (37.5%) and Cintra: (Face to Face interpretation) 3 requests (37.5%).