



CORPORATE EQUALITY PLAN

2008-2011

REF NO:	ACTION	IMPACT	LEAD OFFICER	WHEN BY:	EQUALITY STRAND:	ACHIEVEMENTS:
	Arts Development					
1	To ensure that community arts programmes include provision for hard to reach groups.	Improved access to the arts	Arts Devt Manager	Annual programme	ALL	
2	To ensure that public art plans and commissions celebrate the diversity of Maidstone life and take into account the needs of people who have limited access to public art.	Improved access to the arts	Arts Devt Manager	Ongoing	ALL	
	Cemetery and Crematorium					
3	To ensure that the services of the Cemetery and the Crematorium are accessible to disabled people and to people from different faiths.	Improved services	Bereavement Services Officer	Ongoing	Disability, Faith	
	Media and Communication					
4	To ensure that all corporate communications are accessible to disabled people and to those residents whose first language is not English	Improved access to Council information	Head of Communication	Ongoing	Disability, Race	
5	To ensure that the Council's communications comply with the Corporate Equality Policy.	Improved access to Council information	Head of Communication	Ongoing	All	
	Community Development and Social Inclusion					
6	To produce a map of the Town Centre for disabled people	Improved ability to access the Town Centre for disabled people	Community Devt and Social Inclusion Manager	Annually	Disability	
7	To produce a Town Centre Shopping Guide for Disabled People, outlining accessible shops and associated facilities.	Improved ability to access the Town Centre for disabled people	Community Devt and Social Inclusion Manager	March 2008	Disability	
8	To ensure that the Disability Focus Group remains the main consultative body for the Council on disability matters, and that major Council plans and other disability issues are brought before the group for their input.	A more inclusive environment	Community Devt and Social Inclusion Manager	Ongoing	Disability	
9	To develop Maidstone Diversity Forum with Mid Kent Police to identify diversity issues in Maidstone and develop responses to them.	Improved social cohesion and contact with hard to reach groups; service improvements	Community Devt and Social Inclusion Manager	Ongoing	ALL	
10	To develop Maidstone Minority Ethnic Communities Advisory Group with Mid Kent Police as the main forum for consultation on race issues and race crime in the Borough.	Sustaining good race relations within the Borough; service improvements	Community Devt and Social Inclusion Manager	Ongoing	Race	

REF NO:	ACTION	IMPACT	LEAD OFFICER	WHEN BY:	EQUALITY STRAND:	ACHIEVEMENTS:
11	To ensure that the vision for the Local Strategic Partnership is an inclusive one which includes minority communities (including gypsies and travellers) and hard to reach groups within its brief.	All inclusive community strategy and LSP, with actions related to that.	Community Planning Co-ordinator	June 2008	ALL	
12	To work with North West Kent Race Equality Council to support Maidstone Mela as a multi-cultural celebration for the Borough.	Improved Social Cohesion.	Community Devt and Social Inclusion Manager	Annually	Race	
13	To develop Maidstone Older People's Forum with KCC Adult Services, West Kent PCT, and the voluntary & community sector as a voice for older residents of the Borough.	Improved engagement with and understanding of older people and their issues; service improvements.	Community Devt and Social Inclusion Manager	March 2008	Age	
14	To promote improved accessibility within the Council's services; to develop the Council's Language Line Service.	Greater awareness of equalities issues and solutions; improved communication	Community Devt and Social Inclusion Manager	Ongoing	Disability, Race, Age	
15	To develop, manage, monitor, evaluate and review this Corporate Equality Plan and to develop the Corporate Equality Planning Group for this purpose.	Successful outcomes from the plan	Community Devt and Social Inclusion Manager	Annually	ALL	
16	To ensure that the Community Strategy has equalities issues as a key component.	Improved equalities outcomes	Community Planning Co-ordinator	March 2008	ALL	
17	To co-ordinate the agreed annual Equality Impact Needs Assessment programme.	Improved service delivery	Community Devt and Social Inclusion Manager	Annually	ALL	
Community Safety and Licensing						
18	To ensure that race crime and homophobic crime are dealt with proactively in the Maidstone Crime & Disorder Action Plan and that the relevant communities are regularly consulted on these matters.	Improved social cohesion; greater confidence in the process from affected individuals and communities	Community Safety Co-ordinator	Annual reporting	Race, Faith, Sexual Orientation	
19	To ensure that domestic violence is dealt with in the Maidstone CDRAP; to liaise with stakeholders to ensure that domestic violence victims in Maidstone have access to appropriate support.	Better support for victims; reduced repeat offending	Community Safety Co-ordinator	Annual reporting	Gender	
20	To monitor licensing applications and outcomes by ethnicity and to provide a translation service on request.	Establishment of baseline data to establish any unmet needs	Community Safety and Licensing Manager	Annually	Race	

REF NO:	ACTION	IMPACT	LEAD OFFICER	WHEN BY:	EQUALITY STRAND:	ACHIEVEMENTS:
	Council Tax					
21	To ensure that the service and information about the service is accessible to disabled people.	Improved access to the service	Revenues Manager	Ongoing	Disability	
22	To ensure that information about the service is accessible to people from ethnic minorities.	Improved access to the service	Revenues Manager	Ongoing	Race	
	Customer Services					
23	To ensure that the complaints reporting system systematically records complaints of discrimination on grounds of race, age, gender, disability, religious belief, or sexual orientation and any action taken.	Improved customer services for disadvantaged groups	Assistant Director Customer Services	Ongoing. Annual report	ALL	
24	To ensure that the web site is accessible to disabled people and to residents and visitors whose first language is not English.	Improved access to the Council's services	Assistant Director Customer Services	Ongoing. Annual reports on progress	Disability, Race	
25	To provide alternative formats of information for the public on request (see also under Communication)	Improved access to the Council's services	Assistant Director Customer Services	Ongoing	Disability, Race	
26	To ensure that the Gateway provides appropriate facilities and communication arrangements for disabled people and for people whose first language is not English.	Improved access to the Council's services	Assistant Director Customer Services	June 2008	Disability, Race	
	Democratic Services					
27	To ensure that meetings take place in accessible locations.	Improved access to Council information	Democratic Services Manager	Ongoing	Disability	
28	To ensure that communication formats are accessible for disabled people and for residents whose first language is not English.	Improved access to Council information	Democratic Services Manager	Ongoing	Disability, Race	
29	To ensure that the electoral registration process is accessible to disabled people and to residents whose first language is not English.	Improved access to Council information	Democratic Services Manager	Ongoing	Disability, Race	
	Economic Development & Tourism					
30	To ensure that Council publicity related to tourism is accessible to disabled people and to people whose first language is not English.	Improved access to information	Tourism Officer	Ongoing	Disability, Race	
31	To ensure that the Economic Development Plan takes into account the needs of minority and hard to reach communities.	Social cohesion	Economic Development Manager	On productions of the plan	ALL	
32	To ensure that business leaders from ethnic minorities are engaged in the process of business meetings organised or facilitated by the Council.	Social cohesion	Economic Development Manager	Annual programme	Race	

REF NO:	ACTION	IMPACT	LEAD OFFICER	WHEN BY:	EQUALITY STRAND:	ACHIEVEMENTS:
Environmental Services						
33	To review parking provision for disabled people in Maidstone.	Quality improvement	Parking Services Manager	April 2008	Disability	
34	To establish and publicise the plans and achievements for making mass transport systems in Maidstone accessible to disabled people.	Improved communication	Parking Services Manager	Ongoing	Disability	
35	To ensure that equality issues are routinely discussed in Council meetings with Environmental Service Contractors.	Embedding equality issues with contractors	Environmental Services Manager	Ongoing	ALL	
36	Continue to ensure a 24-hour turn-around from notification to removal of racist graffiti.	Maintaining good race relations	Environmental Services Manager	Ongoing	Race	
37	Monitor the Leisure Centre and the Refuse Collection Service for equalities access issues	Improved customer care	Facilities Management Officer / Waste Collection Officer	Quarterly meetings	ALL	
Finance						
38	To ensure that information which is sent out follows corporate inclusive design principles.	Improved communication	Chief Finance Officer	Ongoing	Disability	
Health and Enforcement						
39	Monitor food outlets by ethnicity and monitor inspections and prosecutions by ethnicity and discuss outcomes with minority community representatives.	Equal treatment; maintenance of standards	Principal Environmental Health Officer	Ongoing	Race	
40	Provide, monitor and evaluate the minority language translation and interpretation service used in both advice and enforcement contexts.	Improved access to the service; better understanding of requirements	Principal Environmental Health Officer	Ongoing	Race	
41	Ensure that there is an effective policy and review appropriate arrangements for Gypsy sites and their management within the Borough.	Fair treatment	Gypsy and Caravan Sites Officer / Planning Policy and Environment Manager	Ongoing	Race	
Housing Benefits						
42	To monitor and analyse referrals by ethnic grouping.	Improved understanding of claimants	Housing Benefits Manager	Annually	Race	
43	To monitor and analyse all proven cases of fraud by ethnic grouping.	Improved public understanding; better race relations	Housing Benefits Manager	Annually	Race	
44	To consult with minority ethnic communities on the above and to take action if necessary.	Improved social cohesion	Housing Benefits Manager	Annually	Race	
45	To publicise the service in alternative formats and languages as necessary.	Improved access to the service	Housing Benefits Manager	Ongoing	Race, Disability	

REF NO:	ACTION	IMPACT	LEAD OFFICER	WHEN BY:	EQUALITY STRAND:	ACHIEVEMENTS:
	Housing and Homelessness					
46	To ensure that Housing and the new Homelessness Strategies and actions include equalities issues and measures.	Reducing the adverse consequences of disadvantage	Chief Housing Officer	Annual report on outcomes	ALL	
47	To record and monitor the housing register, those seeking housing on the register and those who are homeless, by gender, age, disability, ethnicity, employment status and single status.	Baseline data from which to check requirements and appropriate actions (see above)	Chief Housing Officer	Annual report (see above)	Gender, Age, Race, Disability	
48	To record and monitor renovation grants by disability and ethnicity and report the results.	Baseline data from which to check requirements and appropriate actions	Chief Housing Officer	Annual report	Race, Disability	
	Human Resources					
49	To ensure equality issues are embedded in the Competency Framework	Delivery of core vision	Head of Human Resources	Ongoing	ALL	
50	To ensure that the corporate training and development programme includes mandatory equalities training for managers and staff.	Improved leadership skills; better understanding of varied management and work styles, enhanced career opportunities, reduced inequalities	Learning and Development Manager	Annual programme	ALL	
51	To develop a corporate mentoring system and mentoring training programme.	Improved support for those in new posts, including those in minority positions	Learning and Development Manager	March 2009	ALL	
52	To develop a successor training and development programme.	Enhanced opportunities for staff. Reduction of inequalities.	Learning and Development Manager	March 2009	ALL	
53	To audit staff by race, disability, age and gender.	A representative workforce	Human Resources Manager	Annual reporting	ALL	
54	To monitor inputs and outcomes in respect of race, disability, age and gender relating to disciplinary action, grievances, performance appraisal, training, recruitment, and staff leaving.	To establish baseline data and trends	Human Resources Manager	Annual reporting	Race, Disability, Age, Gender	

REF NO:	ACTION	IMPACT	LEAD OFFICER	WHEN BY:	EQUALITY STRAND:	ACHIEVEMENTS:
	Internal Audit					
55	To perform the scrutiny role for the Equality Standard level claims of the Council.	Compliance with Equality Standard requirements	Head of Internal Audit	Once every three years	ALL	
56	To audit compliance with equalities commitments, targets and performance indicators in the performance management system.	Effective verification	Head of Internal Audit	Annually	ALL	
57	To ensure that all internal audit reports consider the impact on equalities of their recommendations.	Improved service delivery	Head of Internal Audit	Ongoing	ALL	
	Museum and Theatre					
58	To ensure that the new wing of the Museum is fully accessible to disabled people.	Improved access to the Museum's collections	Museum Manager	Date of completion of new wing	Disability	
59	To improve physical and intellectual access to Museum collections for groups who currently have limited access to the collections.	Improved access to the Museum's collections	Museum Manager	Ongoing	ALL	
60	To hold a range of activities related to the Museum's collections which include hard to reach groups and which will develop their interest in and knowledge of the collections.	Improved access to learning	Museum Manager	Annually	ALL	
61	To ensure that the Hazlitt Youth Theatre encourages membership from disadvantaged and hard to reach groups and monitors membership by disability, gender and race.	Improved access to the Youth Theatre	Theatre Manager	Annually	ALL	
	Performance Management					
62	To include equalities groups in corporate consultation mechanisms.	Better corporate feedback for quality improvement	Head of Communications	Ongoing	ALL	
63	Ensure that equalities issues are taken into account in service planning and performance management.	Integration and mainstreaming of equalities targets; ownership of issues by service managers	Policy and Performance Manager	Annually	ALL	
64	Ensure the Best Value Reviews and similar improvement initiatives take account of equalities issues.	Service review takes account of equalities issues	Policy and Performance Manager	Ongoing	ALL	

REF NO:	ACTION	IMPACT	LEAD OFFICER	WHEN BY:	EQUALITY STRAND:	ACHIEVEMENTS:
Planning Policy						
65	To ensure that Supplementary Planning Guidance (Disability) is approved by the Council and that plans for new buildings take into account the needs of disabled people.	Better building design	Planning Policy and Environment Manager	2009	Disability	
66	To ensure that the Core Strategy of the Local Development Framework takes into account equalities issues.	Community cohesion	Planning Policy and Environment Manager	March 2009	ALL	
67	To ensure that there is an effective policy and appropriate arrangements for Gypsy sites and their management within the Borough.	Community cohesion	Planning Policy and Environment Manager / Gypsy and Caravan Sites Officer	Ongoing	Race	
Property and Procurement						
68	To ensure that organisations from which the Council is procuring a service are complying with equalities legislation.	Sustaining the Council's reputation; compliance with the law.	Property and Procurement Manager	Ongoing	ALL	
69	To ensure that the Council continues to comply with the Disability Discrimination Act (Part 3) in matters of property and related projects.	Sustaining the Council's reputation; compliance with the law.	Property and Procurement Manager	Ongoing	Disability	
Overview and Scrutiny						
70	To ensure that Members of Scrutiny Committees are given opportunities for equalities training, relating to their function and annual programme.	Better informed Members	Overview and Scrutiny Manager	Annual training offer	ALL	
71	To ensure that groups covered by equalities legislation are able to access Scrutiny Committees and their reports, and are consulted through established and representative groups.	Improved communication, consultation and representation	Overview and Scrutiny Manager	Ongoing	ALL	
72	To assess the potential impact of Scrutiny recommendations on equalities issues, through the use of Equalities Impact Assessments.	Compliance with Equality Standard for Local Government	Overview and Scrutiny Manager	Ongoing	ALL	
Sports, Play and Youth Development						
73	To increase participation in sports by disabled people and hard to reach groups.	Improved access to sport	Sports, Play and Youth Development Manager	Annually	Disability	
74	To support the reintroduction of a multi-sports club for disabled young people and their siblings	Improved access to sport for disabled people	Sports, Play and Youth Development Manager	Apr 2008	Disability	
75	To ensure that MAYDAG funding for youth diversionary activities meets the needs of hard to reach groups.	Social cohesion	Sports, Play and Youth Development Manager	Annual programme	Gender, Race, Faith	

76	To develop the Youth Forum as a body which has active participation from hard to reach groups, and which promotes inclusivity in its actions.	Improved youth engagement	Community Development Officer	Ongoing	ALL	
77	To ensure that play schemes and play activities meet the needs of hard to reach groups.	Increased community capacity	Sports, Play and Youth Development Manager	Annual programme	ALL	

Corporate Equality Impact Needs Assessment Schedule 2007/08*

PRIORITY AREA FOR ASSESSMENT:	SERVICE:	ACHIEVEMENTS:
Communications Strategy	Head of Communications	
Redundancy, Grievance and Discipline Procedures	Head of Human Resources	
Webcasting and communication tools	Democratic Services Manager	
Scrutiny Reviews	Overview & Scrutiny Manager	
Customer Care Policy	Assistant Director of Customer Services	
Outreach Service Plans	Museum Manager	
Youth Theatre	Theatre Manager	
Waste Policy and Strategy	Head of Regulatory and Environmental Services	
Community Strategy	Assistant Director of Economic Development and Community Services	

- The EINA schedule for 2008-2011 is under discussion following the Council's participation in a Beacon project to develop good practice guidelines (to be launched in March 2008)