

AGENDA

SPECIAL STRATEGIC LEADERSHIP AND CORPORATE SERVICES OVERVIEW AND SCRUTINY MEETING



Overview and Scrutiny

Date: Monday 15 September 2014
Time: 4.00 pm
Venue: Town Hall, High Street, Maidstone

Membership:

Councillors: Ash, Butler, Edwards-Daem, Mrs Gooch (Chairman),
Mrs Grigg, Long, Mrs Parvin, Pickett and Mrs Stockell
(Vice-Chairman)

Page No.

1. **The Committee to consider whether all items on the agenda should be webcast**
2. **Apologies**
3. **Notification of Substitute Members**
4. **Notification of Visiting Members/Witnesses**
5. **Disclosures by Members and Officers**
6. **To consider whether any items should be taken in private because of the possible disclosure of exempt information**
7. **Call-In: Equality Objective Update 2013/14**

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Issued on 5 September 2014

Alison Broom

**Alison Broom, Chief Executive, Maidstone Borough Council,
Maidstone House, King Street, Maidstone Kent ME15 6JQ**

Agenda Item 7

Maidstone Borough Council

Strategic Leadership and Corporate Services Overview and Scrutiny Committee

Monday 15 September 2014

Call-In: Equality Objective Update 2013/14

Report of: Head of Policy of Communications

1. Background

- 1.1. Councillor Clive English and Councillor Fran Wilson have called-in the decision of the Leader of the Council with regard to the Equality Objective Update 2013/14.
- 1.2. In order to assist Members in their consideration of this issue the following documents have been attached to this agenda:

Document
Call-in Form
<i>Report for Decision:</i> Equality Objective Update 2013/14
<i>Record of Decision:</i> Equality Objective Update 2013/14

- 1.3. Cllr Annabelle Blackmore, Leader of the Council, Angela Woodhouse, Head of Policy and Communications, and Clare Wood, Policy and Performance Officer, have been invited as witnesses to the meeting.

2. Recommendation

- 2.1. The reason for calling-in the Leader of the Council's decision is stated as:

"The narrow focus of the objectives, which do not fully meet the requirements of the 2010 Act."
- 2.2. The Committee is recommended to consider the decision of the Leader of the Council against the above reason.

- 2.3. Having considered the call-in the Committee has three options for action with regard to the decision:
- i. **Take no action** – the decision will be implemented as taken by the Leader of the Council on 29 August 2014.
 - ii. **Refer to the Leader of the Council** – the comments and any recommendations from the Committee will be referred to the Leader of the Council for reconsideration of the decision within five working days, after which a final decision will be made.
 - iii. **Refer to Council** – the comments of the Committee and decision of the Leader of the Council will be referred to Council. If Council does not object to the Leader of the Council’s decision it will be implemented. If Council does object, it does not have power to make a decision unless the Leader of the Council’s decision is against the policy framework or contrary to or inconsistent with the budget. Unless that is the case, Council will refer its comments back to the Leader of the Council for reconsideration of the decision within five working days, after which a final decision will be made.
- 2.4. Councillors may also choose to take no action on the decision itself (i.e. allowing it to be implemented as taken) but request further information or clarification on issues raised during the call-in. This information must be provided within one month, as is the case with ordinary requests and recommendations from Overview and Scrutiny.

3. Impact on Corporate Objectives

- 3.1 The Committee will need to take into account the Council’s Corporate Priorities when considering the decision and call-in.

To: **Head of Policy and Communications**

CALL IN FORM

I would like to call in the decision as detailed below:

Decision making body or individual

LEADER OF THE COUNCIL

Decision made

EQUALITY OBJECTIVE UPDATE 2013/14

Date decision made

29/08/2014

Reason for calling in the decision

THE NARROW FOCUS OF THE OBJECTIVES, WHICH DO NOT FULLY MEET THE REQUIREMENTS OF THE 2010 ACT

Desired Outcome

TO CONSIDER AND IMPROVE THE OBJECTIVES AND BROADEN THEIR SCOPE, AND TO ADEQUATELY MEET THE NEEDS OF THE LOCAL COMMUNITY.

Desired Witnesses

CLARE WOOD AND THE LEADER.

Members calling in decision

1. OLIVE A ENGLISH

2. IRAN WILSON

Signed

1. OLIVE A ENGLISH

2. IRAN WILSON

Overview and Scrutiny Committee responsible for examining this decision

STRATEGIC LEADERSHIP: . . . Overview and Scrutiny Committee

MAIDSTONE BOROUGH COUNCIL

LEADER OF THE COUNCIL

REPORT OF HEAD OF POLICY AND COMMUNICATIONS

Report prepared by Clare Wood
Date Issued: _5th August 2014

1. EQUALITY OBJECTIVE UPDATE 2013/14

1.1 Key Issue for Decision

1.1.1 To consider the 2013/14 update on the Corporate Equality Objectives set in 2011.

1.2 Recommendation of the Head of Policy & Communications

1.2.1 It is recommended that the Leader of the Council:

- i. Reviews the progress made towards achieving the Council's Equality Objectives;
- ii. Notes that a review of the Equality Objective will take place during 2014/15; and
- iii. Agrees further actions where appropriate.

1.3 Reasons for Recommendation

1.3.1 The Equalities Act 2010 introduced the Public Sector Equality Duty which applies to all public bodies and any private and voluntary bodies carrying out public functions. The Duty places a legal requirement on the Council in carrying out its functions to:

- a) Eliminate discrimination, harassment, victimization.
- b) Advance equality of opportunity between different groups.
- c) Foster good relations between different groups.

1.3.2 The Duty covers people with the following protected characteristics - age, race, disability, sexual orientation, religion or belief, sex (previously referred to as gender), gender reassignment and pregnancy and maternity. The eliminating discrimination duty also covers marriage and civil partnership.

1.3.3 Advancing equality of opportunity between people who have a protected characteristic and persons who do not includes:

- § Removing or minimising disadvantage suffered by persons who have a relevant protected characteristic that are connected to that characteristic;
- § Taking steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it;
- § Encouraging persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

1.3.4 The act also included the duty to set Equality Objectives to show how the Council is advancing equality of opportunity by 6th April 2012, and then every four years. The Council's Equality Objectives were agreed by Cabinet on 14 March 2012.

1.3.5 The Equalities Policy was reviewed and agreed in April 2013 and details that six monthly updates on the objectives would be reported to Corporate Leadership Team and the relevant portfolio holder.

1.4 Equality Objectives – Progress Update

1.4.1 The Council's three Equality Objectives are:

- Increase the proportion of men registering for the Healthy Weight programme;
- Increase the proportion of people aged 18-24 who feel that the Council keeps people 'well informed' or 'fairly well informed' about services and benefits.; and
- Improve the number of visitors to the museum aged 55+.

1.4.2 Below, set out under each objective, is a review of the actions and a summary of progress made to date, full action plans including progress comments and data out-turns are included at Appendix A.

1.4.3 A review of the equality objective is planned for 2014/15, with the aim that new equality objectives should be in place for April 2015.

Increase the proportion of men registering for the Healthy Weight programme to 30%

- 1.4.4 In 2013/14, 22.7% of all people registering on the Healthy Weight programme were male. This is a 10% decrease on the proportion that were registered in 2012/13. The annual target has not been met and will be carried forward to March 2015.
- 1.4.5 During 2013/14 a review of the Healthy Weight programme was undertaken which has resulted in several new/redesigned programmes that are designed specifically to appeal to men, including Fitstones which is a football based programme that is being delivered by Maidstone United Football Club.
- 1.4.6 A new referral form for getting referrals from GP's has been designed and is being rolled out with GP's across the borough. The new form and information provided should allow GP's to identify with their patients the most suitable programme for them.
- 1.4.7 The new and revised programmes were not running for the whole of 2013/14 and some are still due to commence so uptake by men on these programmes is still unknown. Therefore the current target of 30% has been rolled forward for 2014/15.

Increase the proportion of people aged 18-24 who feel that the Council keeps people 'well informed' or 'fairly well informed' about services and benefits to 58% over four years.

- 1.4.8 In 2013/14 the Council undertook its biennial Residents' Survey. This found that 67.4% of people aged 18-24 felt very or fairly well informed about the services and benefits provided by the Council. This is over a 10% increase in performance compared to 2012/13 when the last Residents' Survey was undertaken and means that the equality objective has been achieved. Further work is planned to assess areas of the borough where satisfaction is lower during 2014/15.
- 1.4.9 Although the objective has been achieved in 2014/15 the Communications Team plan to continue supporting and promoting community events and initiatives aimed at young people.
- 1.4.10 In addition the team have widened their online reach, doubling the number of twitter followers in the last year and now have a facebook reach of 10,000 views per week. In 2013/14 the Communications team reviewed the social media policy and the co-ordination of the council's social media has improved.

Improve the number of visitors to the museum aged 55 plus – 2013/14 target 30% (22,000)

1.4.11 The overall proportion of people aged 55 plus visiting the museum has declined compared to 2012/13, going from 28.5% (21,494) in 2012/13 to 23.3% (15,812) for 2013/14. This equates to a drop of 5,682 people aged 55 plus compared to the previous year and means that the annual target has not been achieved.

1.4.12 The Museum put in place a programme aimed at over 55's in 2012/13 which continues to be promoted and expanded. They are currently considering a Thursday late night opening and are developing links with St Faiths Adult Learning Centre.

1.4.13 Going forward the Museum identified two new actions to help improve the performance of this objective. First to improve their customer knowledge it has been noted that the data capture that currently feeds this objective is not a complete sample. It is suspected that if all the various groups that use the museum on a regular basis were to undertake the survey that currently captures this data that the out-turn would be significantly higher. Second, they are looking at access and engagement with people at the museum and those with mental health issues such as dementia, this links back to the Health and Wellbeing agenda.

1.5 Alternative Action and why not Recommended

1.5.1 Setting equality objectives is a statutory duty, failing to report progress against the agreed objectives could result in the relevant actions becoming unfocused and in turn the objective may not be achieved.

1.6 Impact on Corporate Objectives

1.6.1 Equality is a core value for the organisation. Setting equality objectives can also help in moving towards the strategic outcome of ensuring that 'Residents are not disadvantaged because of where they live or who they are, vulnerable people are assisted and the level of deprivation is reduced'.

1.7 Risk Management

1.7.1 Monitoring progress on objectives will ensure that services have the best chance of meeting them by adjusting strategies where necessary.

1.8 Other Implications

1.8.1

1.	Financial	X
2.	Staffing	X
3.	Legal	X
4.	Equality Impact Needs Assessment	X
5.	Environmental/Sustainable Development	
6.	Community Safety	
7.	Human Rights Act	
8.	Procurement	
9.	Asset Management	

Financial

1.8.2 The financial implications of achieving these objectives will be assessed as part of the council's medium term financial strategy process.

Staffing

1.8.3 Staff will need to be made aware of the objectives to ensure they are embedded as part of their roles.

Legal

1.8.4 The Council has a statutory duty to set and publish, in an accessible format, equality objectives and publish these annually. The objectives need to be reviewed every four years. The public sector equality duty which came into force on 5 April 2011 requires public sector bodies to have due regard to the three aims of the equality duty when making decisions (see 1.3.1).

Equality Impact Needs Assessment

1.8.5 Whilst we are no longer required to carry out Equality Impact Assessments (EqIA), we do have a duty to ensure we consider the three aims above (see 1.3.1). The Council has agreed that wherever a policy/function or service is reviewed, changed or developed the two stage EqIA process should be applied to ensure we fulfill our duty.

1.9 Relevant Documents

1.9.1 Appendices

Appendix A – Equality Objectives Action Plans

IS THIS A KEY DECISION REPORT?

Yes No

If yes, this is a Key Decision because:

.....

Wards/Parishes affected:

.....

How to Comment






Should you have any comments on the issue that is being considered please contact either the relevant Officer or the Member of the Executive who will be taking the decision.

Cllr Annabelle Blackmore



Leader of the Council
Telephone: 01622 833299
E-mail: annabelleblackmore@maidstone.gov.uk

Clare Wood

Policy and Performance Officer
Telephone: 01622 602491
E-mail: clarewood@maidstone.gov.uk

PI Status		Direction	
	Target met		Improving
	Target missed by more than 10%		No Change
			Getting Worse

EQO CDP Men registering for the Healthy Weight Programme



PI Ref	Indicator Description	2012/13		2013/14		Responsible Officer	D	2013/14
		Value	Target	Value	Target			Status
EQO 001	Percentage of men registering for the Health Weight Programme	32.50%	28.00%	22.70%	35.00%	Sarah Robson		

Code	Title	Due Date	Assigned To	Latest Note
EQO CDP 001	Develop a marketing campaign targeting male population for the PCT funded weight management classes.	31-Mar-2016	Sarah Shearsmith	<p>There are several new/redesigned programmes in the final stages of development which specifically target men:</p> <ul style="list-style-type: none"> • Counterweight • Fitstones (Football Fans in Training) • Exercise Referral Scheme <p>All of the schemes will work with men to develop and design publicity to make the schemes attractive for them to attend.</p> <p><u>Counterweight</u> 'Counterweight' is an evidence based programme delivered by Health professionals for managing overweight and obesity. The yearlong programme encompasses behavioural techniques to support weight loss and weight loss maintenance equipping people with skills to manage their weight for life. The scheme is more attractive to men and pilots are currently being planned internally within MBC and at the Dorothy Lucy Centre.</p> <p>The publicity for this scheme is set by Counterweight but is more attractive to men and has lost the Change for Life 'family feel' which has been previously</p>

Code	Title	Due Date	Assigned To	Latest Note
11				<p>mentioned by the MBC internal working group.</p> <p><u>Fitstones (Football Fans in Training)</u> An evidence based programme developed to include the latest scientific approaches to weight loss, physical activity and diet. Uses professional football clubs as a setting to encourage more men to join, using the teams coaches and branding. Maidstone United Football Club will be delivering the programme within the Maidstone Borough and work alongside Kick Kent to cover any staff absence. Training for the coaches is being finalised with the view the programme will commence in September 2014. Up to 30 men can take part in the programme and we hope to run a maximum of 3 programmes across the course of the year. As part of the 'FITSTONES' programme, Maidstone United Football Club will work with users of the club and the male population to produce posters to obtain referrals onto the scheme.</p> <p><u>Exercise Referral Scheme</u> A 10-12 week exercise programme to provide a variety of activities and be affordable for people on low incomes. Through research we know including exercise into a 'weight loss' programme naturally attracts more men. It is hoped the organisation will provide exit routes for attendees by providing subsidised membership rates. The commission brief was distributed w/c 16 June to invite organisations to apply.</p>
EQO CDP 002	Deliver a marketing campaign targeting male population for the PCT funded weight management classes.	31-Mar-2016	Sarah Shearsmith	<p>A publicity campaign for the above programmes will be revised to ensure the information is getting to the right individuals. We will work closely with partners such as; Maidstone Leisure Centre; Wellbeing People; Maidstone United Football Club; the local media; local businesses to ensure the information is within the public domain.</p> <p>Further ideas are currently being explored by advertising information on items such as beer mats to target pubs, men's social groups / working men's clubs.</p>
EQO CDP 003	Promote the weight management GP referrals	31-Mar-2016	Sarah Shearsmith	<p>As part of the Counterweight programme, we will make contact with 12 GP's over the course of the financial year to introduce them to the programme</p>



Code	Title	Due Date	Assigned To	Latest Note
	scheme.			<p>running within their area and make them aware of the referral process.</p> <p>Due to the introduction of the new and revised programmes a new referral form will be completed and sent to all GP's across the borough with a information sheet about each programme so they can advise their patients on the best programme for them. (It is hoped we may be able to work across our West Kent Leads to produce an information sheet as many patients cross over neighbouring boundaries).</p> <p>Links have been made with the West Kent Patient Participation Group (PPG) and an agenda item has been requested so we are able to inform patients of the programmes and ask them to link back in with their local GP surgery.</p>
EQO CDP 004	Increase uptake of male referrals	31-Mar-2016	Katie Latchford; Sarah Shearsmith	Please refer to above information re updated and new programmes specifically designed for men.
EQO CDP 005	Develop a weight management and motivational interviewing programme targeted at men.	31-Mar-2015	Katie Latchford; Sarah Robson	<p><u>Fitstones (Football Fans in Training)</u></p> <p>An evidence based programme developed to include the latest scientific approaches to weight loss, physical activity and diet. Uses professional football clubs as a setting to encourage more men to join, using the teams' coaches and branding.</p> <p>Maidstone United Football Club will be delivering the programme within the Maidstone Borough and work alongside Kick Kent to cover any staff absence. Training for the coaches is being finalised with the view the programme will commence September 2014.</p>
EQO CDP 006	Deliver a weight management and motivational interviewing programme targeted at men.	31-Mar-2016	Katie Latchford	Please refer to above information in EQO CDP 005.


EQO COM Keeping young people informed

PI Ref	Indicator Description	2012/13		2013/14		Responsible Officer	D	2013/14
		Value	Target	Value	Target			Status
EQO 003	Percentage of young people who feel informed about the benefits and services MBC provides	N/A Derived from Resident Survey with is undertaken every two years.		67.37%	58.00%	Roger Adley		

Code	Title	Due Date	Assigned To	Latest Note
EQO COM 001 13	Using channels favoured by young people	31-Mar-2016	Roger Adley	The council continues to make great progress building followers on Twitter and friends on Facebook. Since the last note we have doubled followers on the council's main twitter account, now numbering 8,858. Total weekly views now top 10,000. Likes on Facebook now number 1,223 for Maidstone Borough Council, 3,894 for Mote Park, 558 for Maidstone Museum and 104 for Maidstone Market. Our total weekly reach across facebook now tops 7,600. The social media policy has been reviewed and we have improved coordination of the council's accounts.
EQO COM 002	Going where the conversation is	31-Mar-2015	Roger Adley	New monitoring tools continue to become available and we are carrying out research to identify the times, topics and messages with greatest reach.
EQO COM 003	Identifying best practice	30-Sep-2012	Roger Adley	We have reviewed LGA research and best practice guidelines and met KCC officers on 11/02/13 to consider opportunities for joint working.
EQO COM 004	Planning to improve performance	31-Mar-2015	Roger Adley	In 2014 we will continue to support and promote community events and initiatives aimed at helping young people. We will build these into our work programme and use the research we are currently undertaking to decide and schedule social media messages for the greatest reach.
EQO COM 005	Tracking Progress 2013-14 Resident Survey	31-Mar-2015	Roger Adley	The Resident Survey is the mechanism to show if the objective has been achieved. Based on the question: 'Overall, how well informed do you think Maidstone Borough Council keeps residents about the services and benefits it provides. The out-turn is shown above.

EQO MUS Improve the number of visitors to the museum aged 55+ by 5% during 2012/13

PI Ref	Indicator Description	2012/13		2013/14		Responsible Officer	D	2013/14
		Value	Target	Value	Target			Status
EQO 002	Percentage of visitors to the museum that are aged 55 and over	28.50%	30.00%	23.28%	30.00%	Laura Case		

Code	Title	Due Date	Assigned To	Latest Note
EQO MUS 001 	Develop and deliver a programme of lectures and events aimed at increasing use of the Museum's by older visitors	31-Mar-2015	Laura Case	A full programme of events has been organised. These are detailed in the Museum's promotional literature. Visitors from the target group have increased – e.g. behind the scenes tours, lectures etc. The Teddy Bear exhibition is designed to appeal to all generations and the museum are looking at the feasibility of doing a late night opening, aligning with late night shopping on the Thursday.
EQO MUS 002	Develop a series of learning programmes aimed at older visitors with the assistance of the St. Faith's Street Adult Education Centre and the new Kent Library and History Centre	31-Mar-2015	Laura Case	This work is continuing and the Museum Manager is looking at how a link between St Faith's Adult Education Centre and the Museum can be developed. There have also been an increased number of events and activities aimed at older people (e.g. a lecture series called 'Tea, Talk & Walk'; a series of behind the scenes tours promoted to Rotary Clubs, WIs etc). This will build on the partnership work done with KCC at the new Kent History and Library Centre who held a Family Learning day last year which attracted over 900 visitors (approx. 50% over 55's).
EQO MUS 003	Promote visits to the museum by groups with a predominantly older membership	31-Mar-2015	Laura Case	Tours of the museum are being promoted through the WI, Rotary Club, and local history society networks. This action will be on-going and groups are encouraged to visit the museum afterwards.
EQO MUS 004	Promote availability of museum staff to speak at older person's groups	31-Mar-2015	Laura Case	Museum staff have given a number of lectures to local interest groups whose membership is primarily aged 55 and over. These have included Womens' Institutes, Rotary Clubs, Probus Clubs, retirement fellowships, local history societies etc. Also included have been residential homes such as Mandeville Court. This will continue during 2014/15.

Code	Title	Due Date	Assigned To	Latest Note
EQO MUS 005	Increase the advertising spend in publications aimed at older people	31-Mar-2015	Laura Case; Laura Dickson;	Advertising spend has been increased and features sought in publications such as Kent Life etc which are aimed at an older readership. The percentage increase in visitors aged 55 and over has been achieved.
EQO MUS 006	Improve customer knowledge through better data capture (NEW 2014/15)	31-Mar-2015	Laura Case	The Museum is planning to look at how the data for this equality objective is collated and recorded to try and improve the quality of the data. At present the data for this objective is derived from the museum's satisfaction survey. This is not completed by all visitors and there are a number of clubs that use the museum that have older membership which is not currently captured as progress towards achieving the objective.
EQO MUS 007	Improve access and engagement to museum collections for people over 55 and those with mental health issues (NEW 2014/15)	31-Mar-2015	Laura Case	The Museum is planning on doing some work around access to museum collections. It is also looking at a memory project that will feed into the Health and Wellbeing agenda.

MAIDSTONE BOROUGH COUNCIL

NOTICE OF DECISION OF THE

LEADER OF THE COUNCIL

Decision Taken: 29 August 2014

EQUALITY OBJECTIVE UPDATE 2013/14


This Decision relates to the Report of the Head of Policy and Communications published on 20 August 2014.

DECISION MADE

That:

- (i) the progress made towards achieving the Council's Equality Objectives has been reviewed;
- (ii) a review of the Equality Objective due to take place during 2014/15 is noted; and
- (iii) further actions where appropriate are agreed.

I have read and approved the above decision for the reasons (including possible alternative actions rejected) set out in the report:

Signed: 
Councillor Annabelle Blackmore

Full details of the decision made can be found in the accompanying document(s) to this Decision Notice. The link to these documents can be found here – <http://services.maidstone.gov.uk/mgIssueHistoryHome.aspx?IIId=23464&Opt=0>

Should you be concerned about this decision and wish to call it in, please submit a call in form signed by any two Non-Executive Members to the Head of Policy and Communications by: **5 September 2014**