

Equality Objectives Update 2014/15

Appendix A

Action Status		PI Status		Direction (D)	
	Cancelled		Alert		Improving
	Overdue; Neglected		Warning		No Change
	Unassigned; Check Progress		OK		Getting Worse
	Not Started; In Progress; Assigned				
	Completed				

EQO CDP Men registering for the Healthy Weight Programme

PI Ref	Indicator Description	2013/14 Value	H1 2014/15		H2 2014/15		2014/15		Responsible Officer	D	2014/15
			Value	Target	Value	Target	Value	Target			Status
EQO 001	Percentage of men registering for the Health Weight Programme	22.70%	5.50%	30.00%	26.73%	28.00%	21.83%	28.00%	Sarah Robson		
	Unfortunately, one of the programme organisers that the Community Development team had been working with pulled out of the project in the Autumn on 2014. This meant that there were only limited programmes running over the winter. Since then the Wellbeing People have been commissioned to run male only weight management classes between January 2015 and December 2015. During the fourth quarter of 2014/15 they have been working on gaining interest for the programme. The Community Development Team will continue to monitor the protected characteristics of people using the services they commission.										

Code	Title	Due Date	Latest Note
EQO CDP 001	Develop a marketing campaign targeting male population for the PCT funded weight management classes.	31-Mar-2015	Publicity has been produced for the men's weight management programme called Match Fit. Wellbeing People have attended 1 x Maidstone United home game and gained interest for the programme and 12 confirmed referrals. Additional visit to the stadium is scheduled for the next home game to increase referrals to the programme.

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Code	Title	Due Date	Latest Note
EQO CDP 002	Deliver a marketing campaign targeting male population for the PCT funded weight management classes.	31-Mar-2015	Wellbeing People have recently been commissioned in December 2014, to run a men's only weight management programme. The classes will run January - December 2015. Men will be involved in the designing of the programme to ensure it suits their needs.
EQO CDP 003	Promote the weight management GP referrals scheme.	31-Mar-2015	Additional copies of the MBC Healthy Living Referral Form have been distributed w/c 23rd February 2015. Information has been distributed to approximately 110 organisations including all GP's within the Maidstone Borough, Kent Community Healthy Trust Services, KIMS hospital and all departments within Maidstone hospital around weight management schemes; exercise referral; falls prevention; men's health; walking for health; and NHS Health checks. An additional layer has been added to the referral process to ensure clients obtain a GP signature to take part in any physical activity programmes. This ensures the safety of the client, commissioner and service provider.
EQO CDP 004	Increase uptake of male referrals	31-Mar-2015	Majority of referrals for our weight management programmes come via GP and Health Professionals. It is known that men do not often visit their GP's so a gap in provision has been identified. Confirmation is needed to ensure they have no underlying health conditions that can be affected by partaking in physical activity. Maidstone Borough Council is working with Wellbeing People who have recently been commissioned by KCC Public Health to deliver 240 days of Health MOT's / NHS Health Checks from October 2014-September 2015. Wellbeing People will be signposting clients onto our programmes to increase the uptake of male referrals. Through the development of Walking Football and Men's only weight management programme we hope to increase male referrals to encourage them to partake in activities and live a healthier lifestyle.
EQO CDP 005	Develop a weight management and motivational interviewing programme targeted at men.	31-Mar-2015	Match Fit is a free tailored programme designed to improve men's health and feel better. Aimed at men with a BMI of 28 or above, the courses are held at Maidstone United football club. 60 adults are on track to complete the programme, with a reduction of 3% body weight for 80% of participants, meeting our original criteria. The programme will now be reviewed with Kent Public Health in terms of recommissioning, lessons learnt etc.

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Code	Title	Due Date	Latest Note
EQO CDP 006	Deliver a weight management and motivational interviewing programme targeted at men.	31-Mar-2015	Please refer to above information in EQO CDP 005.

EQO COM Keeping young people informed

PI Ref	Indicator Description	2013/14	H1 2014/15		H2 2014/15		2014/15		Responsible Officer	D	2014/15
		Value	Value	Target	Value	Target	Value	Target			Status
EQO 003	Percentage of young people who feel informed about the benefits and services MBC provides	61.70%					58.00%	61.70%	Roger Adley		
	The data for this objective comes from the biennial resident survey. In 2011, 53.5% of people aged 18-24 years old felt informed about the benefits and services that the council provides. The survey was repeated in 2013/14 this time there was an option to complete the survey online and we promoted this through social media. The Resident Survey is continuing and the protected characteristics of responders will continue to be monitored.										

Code	Title	Due Date	Latest Note
EQO COM 001	Using channels favoured by young people	31-Mar-2015	Our combined Facebook and Twitter followers and likes on our main accounts continues to grow, now standing at 8,955. The total number of likes on the council's Facebook pages has also increased, now standing at 7,224 - 145 for Maidstone Market, 1,349 for Maidstone Borough Council, 5,129 for Mote Park, and 601 for Maidstone Museum.
EQO COM 002	Going where the conversation is	31-Mar-2015	Social Sign In is proving to be an invaluable tool. It allows us to set up searches to identify social media conversations which mention us.
EQO COM 003	Identifying best practice	30-Sep-2012	We have reviewed LGA research and best practice guidelines. We helped manage KCCs local youth communications group at Switch café. Before KCC disbanded the group we consulted the young people to find out their views about council communication channels including Borough Update, the website and social media. Borough Update was well received and the group suggested that we should post links to it on social media as

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			well as our website. The importance of social media was emphasised and we have used new social media monitoring tools to address indirect feedback and strengthen relationships with customers, posting topics and at times, which engage most people.
EQO COM 004	Planning to improve performance	31-Mar-2015	The Communications Team continues to support and promote community events provided by the Community Development Team and others aimed at young people.
EQO COM 005	Tracking Progress 2013-14 residents survey	31-Mar-2015	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 2013/14 survey result showed that 61.7% of people aged 18-24 felt informed or very informed about the services and benefits provided by the Council. The survey will be repeated in 2015/16.

EQO MUS Improve the number of visitors to the museum aged 55+ by 5%

PI Ref	Indicator Description	2013/14	H1 2014/15		H2 2014/15		2014/15		Responsible Officer	D	2014/15
		Value	Value	Target	Value	Target	Value	Target			Status
EQO 002	Percentage of visitors to the museum that are aged 55 and over	23.28%	36.00%	30.00%	45.73%	30.00%	41.91%	30.00%	Jo Wiltcher		

Code	Title	Due Date	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	A 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.
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	This has been done by means of increased numbers 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)
EQO MUS 003	Promote visits to the museum by groups with a predominantly older membership	31-Mar-2015	Tours and talks are given on a weekly basis and the majority are to older age groups. This is a core part of the business. The new objective on data collection should show that the

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Code	Title	Due Date	Latest Note
			majority of our customers are over the age. This should show at the end of the final quarter of this year.
EQO MUS 004	Promote availability of museum staff to speak at older person's groups	31-Mar-2015	Museum staff have given a number of lectures to local interest groups who membership is primarily aged 55 and over. These have included Women's Institutes, Rotary Clubs, Probus Clubs, retirement fellowships, local history societies etc. Also included have been residential homes such as Mandeville Court.
EQO MUS 005	Increase the advertising spend in publications aimed at older people	31-Mar-2015	This action is about placement and communication methods. We are being featured in WI publications; contact has been made with retirement groups, U3A and so on. The majority of talks etc are to this age group and staff are encouraged to sell the rest of the museum to them.
EQO MUS 006	Improve customer knowledge through better data capture (NEW 2014/15)	31-Mar-2015	New surveys have been designed to capture stakeholders (trusts, friends, KAS etc) and general visitors views about the museum. The revised surveys aim to engage more people with the museum after they have visited. It will be an avenue to encourage people to revisit. We will be asking responders if they would like to receive regular updates from the museum as well as asking exhibition specific, education and event specific questions that allow visitors to provide feedback on what type of exhibitions/events they would like to see at the museum. The new survey will be rolled out during 2015/16.
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	We are part of Venture into Dementia group planning activities and projects. We are becoming a dementia friendly venue focused on the museum and cafe. We are looking at funding to see how we can progress more projects. We are also part of a South East museums network that is looking at Health and Wellbeing and encouraging those audiences.