



GREAT YARMOUTH
BOROUGH COUNCIL

Great Yarmouth Borough Council Comprehensive Equalities Scheme 2008–2011



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Foreword

This is the first Comprehensive Equality Scheme produced by Great Yarmouth Borough Council and brings together all our previous equality schemes into one document. This scheme sets out what the Council will do to promote equality of opportunity and prevent unlawful discrimination and harassment in all its forms.

We see Great Yarmouth Borough as a place where everyone matters and is treated equally. We aim for our services to be accessible to all irrespective of their of age, disability, gender, ethnicity, race, sexual orientation, religion or belief and we shall do our utmost to ensure that our services are designed to meet the needs of the people of Great Yarmouth. We also want our workforce to reflect the diversity of our community – if it doesn't, we could be missing out on the skills, knowledge and experience of large sections of the community.

We have a responsibility to provide community leadership, which we are achieving in a number of ways including through our Local Strategic Partnership (LSP). We will continue to work with our community and cultivate a sense of belonging for all. We are raising awareness of contribution individuals and community groups continue to make across the Borough in promoting equality and diversity. We are committed to sharing ideas and good practice with our partner organisations and other service providers.

The Council has formally adopted the **Equality Standard for Local Government (revised May 2007)**. Progress through the Standard's five levels is a key target for the Council and will be reflected in corporate priorities and planning which will then be reflected in departmental service plans

We are committed to consulting the public, its service users, partners and other interested groups as part of providing effective services that meet the needs of those who use them. We aim to ensure that the Scheme is reviewed on an annual basis and that all action plans, guidance and standards set out in the individual schemes are subject to monitoring and assessment by involving the people they affect the most. To ensure that this happens we welcome everyone's comments on this Equality Scheme and our Equality Plans.



Richard Packham



Barry Coleman

Introduction

This section provides an overview of the Borough of Great Yarmouth. It describes Great Yarmouth as a place and the people who live here.

The Borough of Great Yarmouth is situated on the east coast of Norfolk adjacent to the Norfolk Broads National Park. It covers the adjoining coastal towns of Great Yarmouth and Gorleston and their surrounding suburban areas which lie adjacent to a largely rural area made up of a number of smaller villages. The Borough covers 17,000 hectares, which includes 24 kilometres of coastline, productive farmland and environmentally important wetlands.

It has a significant legacy of historic buildings linked to its maritime heritage including two Roman sites at Burgh Castle and Caister-on-Sea. Most of the rural villages in the Borough have medieval churches built of local materials such as flint, often surrounded by traditional thatched houses and with a village green. The open and flat marshland countryside is typified by a unique mixture of 18th and 19th century drainage mills.

Great Yarmouth town centre is surrounded by a 14th century medieval town wall, much of which remains intact. Within the walls and surrounding the large Market Place are the remains of two medieval Priors. Great Yarmouth is also home to the largest parish church in the country St Nicholas's, the Tollhouse, the oldest known municipal building and the town's principal art gallery and St. George's, a Georgian church most recently used as a theatre. The town also has many historic townhouses.

The town also has a number of important museums, the largest of which, the Time and Tide museum is dedicated to the town's past economic successes achieved through herring fishing and the Edwardian tourist industry.

South Quay, which is still part of the busy commercial port, consists of an extensive row of buildings ranging from the 'free Northern Renaissance Style Victorian Town Hall and Elizabethan House Museum to many 17th and 18th century former merchant's houses intersected with the Rows, a survival of a unique medieval street pattern.

Across the river in Gorleston the quayside structures include a range of predominantly 19th century buildings: the Ocean Rooms, a lighthouse, the Gorleston Pavilion and the old Lifeboat Shed.

The built environment of the Borough is very varied. The villages of Martham and Filby in the north of the Borough, are traditional Norfolk villages whilst the villages such as Belton and Bradwell to the south are more suburban due to their rapid expansion to meet housing needs. During the 1980s Caister and Ormesby were the location for significant private housing development following the building of new bypasses.

However, Great Yarmouth is best known as a popular seaside resort. It attracts around 1.5 million staying visitors and 2.9 million day visitors per annum. The tourism industry is worth around £4.62 million and accounts for 32% of local employment.

The Borough also hosts a range of sporting facilities including the Marina Leisure Centre on the sea front, Great Yarmouth Racecourse which has a busy annual racing programme and a recently refurbished dog track and stock car stadium. The high quality bowling greens and golf courses are well used by both residents and visitors. Water sports, angling and sailing are also an important aspect of the town's sporting profile.

A number of special events are held in the Borough throughout the year including the Maritime Festival and the Town Centre Music Festival. A new International Cultural Festival including an East Coast Road Race is scheduled for 2008 and there are plans to develop a cultural hub to raise the profile of arts provision in the area. Great Yarmouth's central beach has been given Pre Games Training Camp status for the London Olympics in 2012 to provide a beach volley ball facility.

Population

According to mid 2006 estimates, Great Yarmouth has a population of 93,400 living in 39,381 households.

Projected population growth over the next few years is below regional but above national levels at 13%. The majority of residents (around 50,000 people) live in the urban centres of the Borough. Although the population of the Borough as a whole has increased since 2001 in line with national rates, there has been a decline of 14% in the younger working age population. By contrast there has been a significant increase (17%) in older age groups (55-69). The number of pensioners is 25% higher than the national average.

On the whole the urban areas of the Borough (especially South Town and Cobholm in Gorleston) have higher proportions of children than the more rural areas. Caister has particularly high levels of older people (1 in 3 of the population are over 60 here).

Great Yarmouth has a relatively small proportion of residents from Black and Minority Ethnic communities (1.4 % according to the 2001 census. It has a distinctive Greek-Cypriot community which is now largely involved in the town's restaurant trade. The Borough also has a small but economically active Chinese community. Both groups add a significant dimension to the culture of the town and its tourism offer.

In more recent years there has been a significant influx of migrants from Portugal and central European countries (mainly Poland and Lithuania) seeking jobs in the local tourist, agriculture and food processing industries. The numbers of economic migrants to the area are not fully reflected in official figures but it is estimated that nearly 10% of the working population is made up of workers from overseas.

Deprivation

The Borough is ranked the 58th most deprived of 354 local authority areas nationally. Twelve areas in the Borough fall within the 10% most deprived in the country. The high levels of deprivation in the Borough are concentrated in the Central and South Yarmouth neighbourhoods.

The overall health of the population is below average although the local PCT has made significant steps in improving health inequalities.

Crime and Disorder

Great Yarmouth is a relatively safe place to live with the incidence of all crime reducing over the past four years from around four percentage points above the national average to a figure just below the national average. However, there are some 'hotspots' in the Borough, particularly in the most deprived areas.

Employment

Great Yarmouth has a workforce of 44,000. The average weekly earnings of people living in the Borough are £409.20, which is 89% of the national average, and claimant unemployment is high at 4.3% compared with 2% for the East of England and 1.9% nationally. The seasonal nature of many jobs in the Borough means that unemployment rises significantly in the winter.

Education

Educational attainment is lower than regional and national averages although recent results show an improving trend in both pupil attainment levels and in adult skill levels for those with no or low qualifications. Staying on rates have vastly improved with rates for the Eastern Area (Great Yarmouth plus Acle) now exceeding those of the Norfolk average (84.9% compared to 81.5%).

However, progress has been uneven. The most recent figures show that on entry to school, Great Yarmouth pupils generally have the lowest assessments in the Norfolk area, at Key Stage 1 performance is below the national average, at Key Stage 2 English Maths and Science have made relative improvements.

Key Stage 3 performance is below the national and the countywide average with Science being the weakest subject area and Key Stage 4 performance is below both Norfolk and national averages (it is the lowest in the County).

Our Vision, Mission and Core Values

Our Vision

Our vision for the Borough is a shared vision developed in partnership with the community and the voluntary, public and business sectors. It is contained in the Great Yarmouth Sustainable Community Strategy.

The Council's goal is simple – “We want our community to offer a high quality of life and a secure future for all our residents”.

Our Mission

“To provide excellent services that are accessible, responsive and sustainable to endure Great Yarmouth is a healthy and vibrant place to live, work and visit.”

In support of our vision and mission we have developed organisation core values that underpin our approach to the work we do. The core values are:

- Focusing on people;
- Treating everyone fairly;
- Providing clear leadership, and
- Ensuring continuous improvement.

Corporate Priorities

The Council has six Corporate Priorities and 21 Corporate Objectives which can be found in detail in the Council's Corporate Plan 2008 – 2011.

- Economic – Delivering regeneration projects and providing employment and learning opportunities.
- Environment – Helping to provide a safe, cleaner and more sustainable environment for everyone.
- Social – Reducing inequalities, increasing prosperity and improving housing conditions for all
- Customers – Ensuring that customer are at the heart of everything we do
- Resources – Managing resources for the whole Council efficiently and effectively
- Performance – Delivering of active, continuous and effective performance management across every part of the Council.

The Equality Scheme links with the Council's six corporate priorities with special reference to addressing inequalities and increasing prosperity. It also works along side our Customer Care Standards.

The Council Customer Care Standards states:

We require that our customers are:

- treated fairly, honestly, respectfully and in a polite and courteous manner;
- made aware that services are accessible to everyone;
- carefully listen to you when you are talking to us and we will ensure that we use plain English when we speak or write;
- made aware of our decisions with the reasons for them fully explained;
- understanding of our confidentiality procedures and that in certain circumstances statutory obligations may state that we share information;
- aware of our core competency in relation to the standards we expect in customer service.

The Council - its role and functions

The Council sees itself as having three roles:

- to work with its communities;
- to represent those communities; and
- to provide services.

The Council provides a broad range of services, but it is **not** responsible for education, social services or health care.

The following is a list of some of these services:

- The provision of facilities for recreational and social activities
- Helping the homeless;
- Processing applications for Rent Allowance, Council Tax Benefit and Rent Rebates;
- Street cleansing, waste collection, disposal and recycling;
- Grounds maintenance (parks and open spaces);
- Provision of burial grounds;
- Promotion and development of tourism, arts and cultural related activities;
- Enforcement of building regulations
- Enforcement of environmental health legislation;
- Community development and community relations;
- Economic development;
- Organising local, county and national elections
- Licensing and regulation of street trading, and places of entertainment etc

To enable the Council to provide the above services and perform its other functions, the Council must levy an annual rate and has the power to:

- Acquire and dispose of land;
- Borrow money;
- Employ staff; and
- Procure goods and services.

The Council comprises 39 elected members one third elected three years in four.

Councillors are democratically accountable to the residents of their Wards. Whilst their overriding duty is to the whole community they also have a special duty to all their constituents including those who did not vote for them.

The decision making is shared between the Council and a smaller body of seven elected members known as the Executive. A list of current elected members is shown as Appendix A. The work of the Council is divided up into three directorates and each directorate covers a number of services areas.

The Managing Director and the Executive Directors provide strategic direction to the Heads of Department through the Corporate Management Board. The Heads of Department has ultimate responsibility for a number of a number of service areas within their own department. Day to day responsibility for each service is delegated to Service Unit Manager. The Executive Directors, Departmental Heads and Service Unit Managers are shown in Appendix B.

The Council is committed to the fulfilment of its obligations under the general duty, in all parts of its organisation. Statutory and overall responsibility for determining policy and effective implementation of the scheme lies with the Council. Day to day responsibility for carrying out the policy determined by the elected members lies with the Executive Director (Customer and Resources) who is responsible for the implementation of administrative arrangements to ensure that both the general and specific duties are complied with by the Council in carrying out its functions.

Consultation and Involvement

The importance of the consultation and involvement of those who are potentially affected by services is essential in drawing up this comprehensive equality scheme. Through effective consultation we can help to address inequalities between different communities and individuals.

All our Service Plans will identify consultations needs. In addition to this we have worked jointly with other Norfolk councils, Norfolk Constabulary, the Police Authority and Healthcare providers to consult with local residents on race and ethnicity, disability and gender.

We will continue to consult with residents, staff and organisations using a variety of methods including our Citizens Panel.

Equality Impact Assessment

All Service Departments are undertaking Equality Impact Assessments (EIA) to ensure that all our existing policies and procedures have no adverse impact on people within the community. We will continue to undertake EIA's to guarantee any changes we propose or new policies implemented are fully considered and the potential impact on disabled people is recognised.

EIA's will be completed for all new policies and strategies and any adverse findings will be included in our action plans. We understand the need for individuals and groups to be involved in the impact assessment process and we will work closely with various community groups and consult with local people.

Monitoring and Review

All our Equality Schemes are 'living' document and will be kept under constant review and monitored to ensure their effectiveness. The Council will review their Schemes annually. All action plans, guidance and standards set out in the schemes are subject to monitoring and assessment against the Equality Standard for Local Government, the guidance from the Equality and Human Rights Commission and from the feedback received from the community.

Action Plans

All our Action Plans are attached as appendices to this scheme.

Acknowledgements

Great Yarmouth Borough Council is grateful for the assistance of all those individuals and organisations who have been involved in the development of these schemes.

Race Equality Scheme

Background

The Race Relations (Amendment) Act 2000 placed a general duty upon local authorities. This duty means that in everything that the Council does, it must have regard to the need to:

- eliminate unlawful racial discrimination (A);
- promote equality of opportunity (B); and
- promote good race relations between people of different racial groups (C).

In essence this means as policy makers and service providers we must take steps to ensure that our policies and services are fair, and put things right when they are unfair or unlawful. Also, as employers we must ensure that our procedures and practices are fair so that the public sector better reflects the society that we serve.

This Race Equality Scheme has been drawn up in compliance with the Commission for Racial Equality's *Code of Practice on the Duty to Promote Racial Equality* and is very much a living document. It gives timescales within which the Council will work to ensure detailed compliance with the requirements of the *Code of Practice*

Great Yarmouth Borough Council published its first Race Equality Scheme in 2002. The scheme is viewed as living document and has been amended on a number of occasions to reflect the work carried out by the authority and the achievements made against the timescale.

The Norwich and Norfolk Racial Equality Council (NNREC) undertook an audit of race equality schemes across statutory agencies in Norfolk during 2003/4. The results of this audit were published in October 2004 by the NNREC in its publication "Evaluation of Public Duty to Promote Race Equality and Good Race Relations in Norfolk".

A number of recommendations were made and many of these have been adopted and supported during the revision made in 2005. Great Yarmouth Borough Council, along with other members of the Norfolk Community Cohesion Steering Group, is seeking advice from the NNREC on the current revision.

The council, like a number of other statutory bodies, has also adopted the two following definitions of racism from the 1999 MacPherson Report "An Inquiry into the Death of Stephen Lawrence".

Racist Incident

“A racist incident is any incident which is perceived to be racist by the victim or any other person.”

Institutional Racism

“The collective failure of an organisation to provide an appropriate and professional service to people because of their colour, culture or ethnic origin. It can be seen or detected in processes, attitudes and behaviour which amount to discrimination through unwitting prejudice, ignorance, thoughtlessness and racist stereotyping which disadvantage minority ethnic people.

Demographics

Along with many of our partner organisations Great Yarmouth Borough Council uses the Census of 2001 to measure our BME population. However, we do realise the limitations of this data which does not include a number of new communities which have settled in Great Yarmouth after 2001 or the Travelling Communities which have links with the town.

The categories used to describe ethnic origin in the 2001 Census are different to those used in the previous census (1991) and therefore comparisons between the two decades may be misleading. However to give an illustration of the growth in the local BME community both figures are shown in the following table as well as the total figures for Norwich and the county as a whole.

Area	Black %		Asian %		Other %	
	1991	2001	1991	2001	1991	2001
Great Yarmouth	0.2	0.41	0.1	0.56	0.4	0.4
Norwich	0.4	0.77	0.5	1.17	0.8	1.22
Norfolk	0.3	0.43	0.1	0.55	0.4	0.54

Although useful as an in depth study of the population as a whole the statistical data provided by the 2001 Census does not adequately reflect the community profile of Great Yarmouth in 2009.

There is an established Italian community having settled in the borough in the late 40's and early 50's, the largest Greek Cypriot Community outside of London, a sizeable Chinese Community and a newly established Portuguese community. Changes to the European Union have resulted in a number of migrant workers from Eastern Europe settling in the area.

Work is being undertaken by a number of Multi-Agency groups and the LSP to try and map the BME groups and communities within the area as only anecdotal evidence is available for the numbers of some of the newer communities.

Although Great Yarmouth is not a dispersal area for Asylum Seekers, in 2000 a number of local hoteliers entered into agreements with London Borough Councils to accommodate people seeking asylum. The majority of these asylum seekers were young Kurdish men and some have settled in the area and now have family commitments. However, they are still a community which we still know very little about.

Language

There are a number of languages, other than English, spoken in the borough and Great Yarmouth Borough Council is one of the partners of the Multi-Agency Consortium for the Provision of Interpreting, Translation and Transcription Services in Norfolk – INTRAN.

Accessing interpreters gives some indication of the nationality and/or ethnicity of the service users of Authority and again some indication of the different communities which we serve.

The following shows the languages accessed via the telephone interpretation service Language Line. Although the data is somewhat crude as it only shows GYBC service users who have requested an interpreter it does highlight the large Portuguese community and the emerging new communities from Eastern European who speak Polish, Lithuanian and Russian.

- Cantonese
- Hungarian
- Kurdish
- Lithuanian
- Mandarin
- Polish
- Portuguese
- Russian
- Slovak
- Sorani
- Spanish
- Vietnamese

Tackling Inequalities

Great Yarmouth has welcomed people from different backgrounds and ethnicities for over two hundred years. It is proud of its nautical heritage and the Nelson Museum proudly displays a painting of black seaman on Nelson's flagship. Our commitments to challenging prejudice and discrimination is a product of our history. Great Yarmouth Borough Council supports its local race equality council, Norfolk and Norwich, We are pleased to support events such as Black History Month, and local organisations such as the Great Yarmouth International Association, have increased awareness of the history of the borough itself.

The Council is a founding member of the Great Yarmouth Multi-Agency Protocol. The protocol reflected the Home Office Code of Practice on Reporting and Recording Incidents (April 2000) and the Victim's Charter. Great Yarmouth Borough Council works in partnership with other agencies to combat racism by effective pre-emption (changing attitudes), prevention, investigation and successful prosecution.

Great Yarmouth Borough Council is a third party reporting agency for all racist incidents within the borough.

The Multi-Agency Protocol has been updated in 2008 to include all hate crimes.

Legislation

Race Relations Act 1976

The Act prohibits discrimination on racial grounds in the areas of employment, education, and the provision of goods, facilities, services and premises. Further information at the [Equality and Human Rights Commission \(EHRC\) website](#).

Race Relations Amendment Act 2000

Places a statutory duty on all public bodies to promote equal opportunity, eliminate racial discrimination and promote good relations between different racial groups.

[Access the Race Relations Amendment Act 2000](#) at the OPSI website - Further information at the [Equality and Human Rights Commission \(EHRC\) website](#).

Race Relations Act 1976 (Amendment) Regulation 2003

Introduced new definitions of indirect discrimination and harassment, new burden of proof requirements, continuing protection after employment ceases, new exemption for a determinate job requirement and the removal of certain other exemptions.

[Access the Race Relations Act 1976 \(Amendment\) 2003](#) at the OPSI website - Further information at the [Equality and Human Rights Commission \(EHRC\) website](#).

Racial and Religious Hatred Act 2006

The Act seeks to stop people from intentionally using threatening words or behaviour to stir up hatred against somebody because of what they believe.

[Access the Racial and Religious Hatred Act 2006](#) at the OPSI website -

Further information at the [Equality and Human Rights Commission \(EHRC\) website](#).

Disability Equality Scheme

Background

The Disability Discrimination Act 2005 requires all 'public authorities' to produce a Disability Equality Scheme, setting out how they will meet their duty in the Act to promote disability equality. As part of the Scheme authorities must produce a three year action plan. Legislation states that both the Scheme and Action Plan should only be produced after extensive consultation with disabled people. Great Yarmouth Borough Council has produced its own scheme, this document, and has worked in partnership with the County and other district councils, Norfolk Constabulary, Norfolk Police Authority, Norfolk County Association of Parish and Town Councils and local Housing Associations to produce a Norfolk Partnership Disability Equality Scheme.

The Borough Council's scheme should be read in conjunction with the partnership scheme, which sets out:

- Why we need a Disability Equality Scheme
- Why we worked together
- Who the partners are
- How we worked together
- Partnership promises
- Reporting and management arrangements
- Signatures of Chief Executives
- How we involved disabled people
- What we found out
- Partnership action plan
- How the action plan will be reviewed and reported on
- How the partnership scheme will be published

The Disability Discrimination Act 2005 states under the general duty that:

"All public authorities, when carrying out their functions, must have due regard to the need to:

- promote equality of opportunity between disabled people and other persons (A);
- eliminate discrimination that is unlawful under the Act (B);
- eliminate harassment of disabled persons that is related to their disabilities (C);
- promote positive attitudes towards disabled persons(D);
- encourage participation by disabled persons in public life (E); and
- take steps to take account of disabled persons' disabilities, even where that involves treating disabled persons more favourably than other persons (F)."

In addition to the general duty as a public authority Great Yarmouth Borough Council is subject to other specific duties. These are:

- develop, produce and publish a Disability Equality Scheme detailing how we intend to fulfil our general and specific duties;
- implement certain aspects of the scheme; and
- report on the outcomes of the scheme on an annual basis.

This scheme is produced with regard to our specific duty and demonstrates how we will adhere to the general duty.

Involving disabled people in developing this Scheme

In July 2006 we held a conference with our partners and the Norfolk Coalition of Disabled People to seek the views of disabled people. The results of this event have not only helped to develop the partnership scheme but have helped with the development of Great Yarmouth Borough Council's own scheme.

Further consultation was undertaken in October with the Great Yarmouth Disability Forum and disabled residents and their carers. In November we held a consultation day with our own employees and information learnt from both these events has been incorporated into the scheme.

We will continue to involve disabled people in the implementation of this Scheme.

In writing this Scheme we have also used the recommendations made by the Disability Rights Commission's in their Code of Practice on 'The Duty to Promote Disability Equality'.

Definition of Disability

The definition of disability to which we are working is as provided by the Disability Discrimination Act, that is, a "disabled person" has "a physical or mental impairment which has a substantial or long term adverse effect on their ability to carry out normal day-to-day activities." It covers a wide range of physical, sensory and mental disabilities, including chronic mental health problems, learning difficulties, HIV, cancer, multiple sclerosis and mental health service users. It is important to understand that not everyone who is disabled has a visible or easily recognisable disability.

The Medical Model of Disability

Under this model of disability, disabled people's inability to join in society is seen as a direct result of having impairment and not as the result of features of our society which can be changed. The medical model of disability sees the disabled person as the problem. The emphasis is on dependence, backed up by the stereotypes of disability that call forth pity, fear and patronising attitudes. Usually the focus is on the impairment, rather than the needs of the person.

The Social Model of Disability

The social model has been devised by disabled people who feel that the medical model does not provide an adequate explanation for their exclusion from mainstream society - because their experiences have shown them that in reality most of their problems are not caused by their impairments, but by the way society is organised.

Society is shown to disable people who have impairments because the way it has been set up prevents disabled people from taking part in every day life. It follows that if disabled people are to be able to join in mainstream society, the way society is organised must be changed. Removing the barriers which exclude (disable) people who have impairments can bring about this change. The barriers can be:

Environmental	Systematic	Attitudinal
Information in inaccessible formats Inaccessible venues	Segregated services – no access to mainstream provision eg education, housing Inflexible organisational procedures and practices	Disabled people seen as requiring 'expensive' alternatives Disabled people seen as needy

Great Yarmouth Borough Council has adopted the social model of disability and is working towards removing or altering as many barriers as possible that continue to disable people.

Use of terminology

In this document the term 'disabled people' has been adopted. This phrase is empowering in that it acknowledges disabled people as a culturally diverse group that exists in society and includes everyone who considers themselves disabled. The term is rooted in the Social Model of Disability. However, we are aware it is not everyone's preferred term.

There are a number of negative terms used to describe disabled people many of which **do** not reflect how some disabled people see themselves. The following are a number of negative terms that should **not** be used

- **People with disabilities** The term 'disabled people' is the preferred term within the social model of disability. 'People with disabilities' suggests that the disability 'belongs' to the disabled person, rather than 'disabled person' which accurately infers that society disables the individual.
- **The disabled** There is no such thing as the disabled. Use the term 'disabled people'
- **Handicapped** This term is inappropriate, with images of begging and disabled people being cap in hand
- **Invalid** The term literally means not valid
- **Afflicted with** This conveys a tragic or negative view about disability
- **Suffering from** This confuses disability with illness and also implies that a disability may be a personal burden. Increasingly, disabled people view their disability as a positive rather than negative experience
- **The blind** Lumping everyone together in this way is felt by many to take away their individuality. The most appropriate term to use here is 'people with visual impairments', or 'blind people'
- **Victim of** This again plays to a sense that disability is somehow a tragedy
- **Cripple or crippled by** Use the term 'the person has ...'
- **Wheelchair bound** Disabled people are not tied into their wheelchairs. People are wheelchair users or someone who uses a wheelchair. A wheelchair offers the freedom to move around and is a valuable tool
- **Deaf and dumb** This phrase is demeaning and inaccurate. Many deaf people use sign language to communicate and dumb implies that someone is stupid. Use 'a person with a hearing impairment', or 'a deaf person', or 'sign language user'

- **Able-bodied** The preferred term is 'non-disabled'. 'Able-bodied' suggests that all disabilities are physical and ignores unseen disabilities, and that disabled people are not able

Demographics

There are an estimated 11 million disabled adults in the United Kingdom (1 in 5 of the total adult population) and 770,000 disabled children. Many of these disabled people often have less obvious or non-visible impairments.

Disabled people do less well than non-disabled people in many areas of life. For example, they are more likely to do less well in terms of employment, income and education. Disabled people are also more likely to face discrimination and negative attitudes ('Improving the Life Chances of Disabled People,' Government Strategy Unit 2005)

The number of Disabled people as a proportion of the Great Yarmouth population is higher than the national average. The 2001 Census asked a question about "limiting long term illness" which covered any long term illness, health problem or disability which limits daily activities or work.

	Limiting long term illness	
	Percentage of all people	Percentage of working age people
England and Wales	18.23	13.56
East of England	16.21	11.40
Norfolk	19.36 (approx 158,000 people)	13.83 (approx 112,900 people)
Great Yarmouth	21.79 (approx 19,785)	16.43 (

The 2001 Census also asked questions relating to unpaid care provided, which covered looking after, giving help or support to family members, friends, neighbours or others because of long term physical or mental ill health or disability or problems related to old age. In Great Yarmouth 10.62% of the population said they were providing unpaid care compared to the national average of 9.92%

	No of Hours %		
	1 - 19	20 -49	Over 50
England and Wales	6.81	1.08	2.03
East of England	6.95	0.92	1.97
Great Yarmouth	6.7	1.22	2.7

Performance Monitoring and Customer Satisfaction

As part national requirements three-yearly Best Value satisfaction surveys are carried out. The satisfaction levels of a sample of residents are recorded. This sample includes disabled people. The survey contains statutory questions which are asked by all local authorities. The following table shows the results from the 2003/4 Best Value satisfaction and is broken down to show the percentage of all residents satisfied with services and also those who stated they had a disability or long-term illness.

Results from 2003/4 Best Value Satisfaction Survey	All respondents %	Those stating a disability %
Residents' overall satisfaction with Council's services	38	43
Results from 2003/4 Best Value Satisfaction Survey	All respondents %	Those stating a disability %
Residents' satisfaction with cleanliness standards in the district	43	49
Residents' satisfaction with household waste collection	76	79
Residents' satisfaction with recycling facilities	52	58
Benefit claimants' satisfaction with benefits service overall	77	74
Council tenants' satisfaction with housing service overall	79	N/A
Planning applicants satisfaction with planning service overall	82	78
Residents' satisfaction with sports/leisure facilities	37	36
Residents' satisfaction with parks/open spaces	57	59
Residents who made a complaint to GYBC in last 12 months	18	22
Complainants' satisfaction with the way the complaint was handled	31	31

Statistics supplied by Colin Rowland, Policy Officer, Corporate Services

The above chart shows that satisfaction levels of disabled people are similar to those of all respondents. We will closely monitor the areas where disabled people are less satisfied and if the same trend appears in the 2006/7 survey we will investigate further.

Results for the current survey 2006/7 will be available in March 2007. We will use the results from the current survey to assist us on updating our action plans.

Employment with Great Yarmouth Borough Council

	Applicants received		Short listed Applicants		Interviewed Applicants		Successful Applicants		GYBC workforce as at 31 Dec 05	
	%	No	%	No	%	No	%	No		
Disabled	6.79	92	6.86	30	7.25	28	3.96	4	8.77	47
Non-Disabled	90.04	1220	89.24	390	88.34	341	91.09	92	91.04	488
Undisclosed	3.17	43	3.89	17	4.40	17	4.95	5	0.19	1

Data source: GYBC Human Resource Department

Application forms for all posts asks the following:

- Do you consider yourself to have a disability as defined by the Disability Discrimination Act 1995
- If you consider yourself as having disability (a) give a brief description of any adjustments that you might require at the workplace or to the duties of the job (b) Are there any arrangements which could be made to make attending an interview easier for you? If yes please specify
- Would you like to be accompanied during the recruitment process by a person of your choice (c)

The form also states that it is the Council's policy that any person with a disability who meets the essential criteria will be offered an interview. If an applicant has indicated yes to (b) and/or (c) and are short listed they will be contacted prior to interview to confirm their precise needs and arrangements.

Disabled Employees

There are number of employees who have not declared their disability. We know that we need to do more so that disabled people feel confident that they can declare their disability and not face discrimination during the recruitment process, as our employees or in furthering their careers.

Focus groups held with employees found they had concerns regarding absences relating specifically to their disability, issues relating to carers, access issues and training. Some of these have already been addressed others will be addressed in the Action Plan.

Great Yarmouth Borough Council has a Best Value Performance Indicator BVPI 11c - Percentage of the top-paid 5% of staff who have a disability. The following table shows the results of this indicator.

Original target for 2005/2006: %.	Outturn result for 2005 /2006 %.	Target for 2006 /2007 %	Target for 2007/2008 %	Target for 2008/2009 %
7.59	10.96	12.79	12.79	14.62

On 31st March 2006, there were 27.36 Full-Time Equivalent (FTE) employees in the top 5% of earners and 3.0 FTEs had declared a disability.

Limitations of the Scheme

The views of a diverse group of disabled people have been sought but we realise that we need to do more work regarding mental disabilities, including chronic mental health problems, learning difficulties and HIV.

Action Plan December 2006 – December 2009 (How we will improve and continue to meet the duty)

During consultation with disabled people they expressed two fundamental statements which they would like us to adhere to:

- disabled people wished to be treated with dignity and respect, and their views and comments listened to
- they did not want public bodies to make excuses but for them to be completely honest about what they can do.

Both of these statements are at the heart of this document and the action plan.

Actions within the plan have been drawn from consultation and feedback from disabled people, carers, employees of Great Yarmouth Borough Council, the Great Yarmouth Disability Forum and information obtained from the Norfolk Citizen's panel survey and the conference held on 4th July 2006. Issues identified in both Service Performance Plans (SSP) and EIA's have also help to shape the Action Plan.

The action plan is published as a separate document as it will be updated regularly during the three year life span of this scheme.

Legislation

Disability Discrimination Act 1995

Outlaws the discrimination of disabled people in employment, the provision of goods, facilities and services or the administration or management of premises.

[Access the Disability Discrimination Act 1995](#) at the Office of Public Sector Information (OPSI) website - Further information at the [Equality and Human Rights Commission \(EHRC\) website](#).

Disability Discrimination Amendment Act 2005

Introduces a positive duty on public bodies to promote equality for disabled people.

[Access the Disability Discrimination Act 2005](#) at the OPSI website - Further information at the [Equality and Human Rights Commission \(EHRC\) website](#)

Gender Equality Scheme

The Gender Equality Duty was brought in by the Equality Act 2006, which amended the Sex Discrimination Act (SDA), placing a statutory duty on public to consider gender equality when carrying out their functions.

The general duty

The general duty applies to all public authorities and places a duty on them when carrying out their functions to have due regard to the need to:

- Eliminate unlawful discrimination and harassment based on gender (A)
- Promote equality of opportunity between women and men (including girls and boys) (B)

The general duty applies to policy-making, service delivery, employment (including those who have gone through or are going through gender re-assignment) , commissioning and the contracting out of services.

The specific duties

To support the achievement of the general duty there are a series of specific duties, which set out the steps that need to be taken to achieve the general duty.

The specific duties in brief, are:

- To prepare and publish a gender equality scheme – showing how you will meet the general and specific duties and setting out your gender equality objectives (C)
- To consider the need to include objectives to address the causes of any gender pay gap – when formulating overall objectives (D)
- To gather and use information – on how policies and practices affect gender equality in employment and service delivery. (E)
- To consult stakeholders (i.e. employees service users and others including trade unions) and take account on relevant information - in order to determine your gender equality objectives. (F)
- To assess the impact of your current and proposed policies and practices – on gender equality (G)
- To implement the actions set out in the scheme – within three years unless it is not reasonably practical to do this (H)
- To report against the scheme every year and review it at least every three years. (I)

We are aware that gender is often confused with sex. However, sex generally refers to anatomy and biology whereas gender refers to qualities and behaviours society expects from a female or a male. These roles are learned, change over time and vary enormously across and within cultures.

Men and women do not only have different needs but often have different perceptions, aspirations, values and priorities. Gender equality ensures that these are valued equally.

Within this scheme gender equality issues include those faced by men, women, transgender and transsexual.

Transgender: Non-identification with, or non-presentation as, the gender one was assigned at birth.

Transsexual: a person who has undergone a sex change operation or a person whose sexual identification is entirely with the opposite sex

Demographics

	Female	Male
Total Population ¹	48,000	45,400
Working Age ²	25,900	28,600
Economically Active ³	20,400	23,600
Economically Inactive ⁴	7,300	5,700
Earnings by Residence F/T gross weekly ⁵	£283.8	£452.2
Earnings by Residence F/T hourly pay	£7.45	£10.76
Earnings by Workplace F/T gross weekly ⁶	£331.00	£518.00
Earnings by Workplace F/T hourly pay	£10.04	£11.94

Information from Office for National Statistics

¹ ONS mid-year population estimates 2006

² % is a proportion of total population

³ Economically active: People who are either in employment or unemployed

⁴ Economically in active: People who are neither in employment or unemployed. This group includes, for example, all those who were looking after a home or retired.

⁵ Earnings by residence. The figures show the median earnings in pounds for employees living in the area who are on adult rates of pay and whose pay was not affected by absences. Information relates to a pay period in April. The earnings information collected relates to gross pay before tax, national insurance or other deductions, and excludes payments in kind.

⁶ Earnings by Workplace. The figures show the median earnings in pounds for employees living in the area who are on adult rates of pay and whose pay was not affected by absences. Information relates to a pay period in April. The earnings information collected relates to gross pay before tax, national insurance or other deductions, and excludes payments in kind.

Tackling Inequalities

The Council is committed to combating sex discrimination, sexism and promoting the equality of women and men. Women constitute the majority of the borough's population and the Council's workforce; and we recognise that while women and men make a positive contribution to the community they can experience discrimination, social and economic disadvantage, lack of recognition, inferior status and negative attitudes.

However, we recognise that there are a number of gender stereotypes for both men and women and both can lose out on opportunities because of them. We also realise that true gender equality can only be met with working with both men and women to address these issues.

Although we recognise that here is a gender imbalance in our two top tiers of management we are looking at ways to address this. Our aim is to achieve and maintain a gender-balanced workforce at all levels in the organisation.

Gender Profile of Employees by Department 31st March 2008

Department	Female	Male	Total
Central Services	28	7	35
Community Services	70	30	100
Customer Services	72	21	93
Community Housing	32	59	91
Executive Board	1	2	3
Financial Services	14	6	20
Planning & Development	14	22	36
Regeneration & Environment	28	43	73
Revenue Services	45	17	62

Number of Employees in Department by Maximum of Grade 31st March 2008

Department	Grade 1-4	Grade 5-7	Grade 8-10	Chief Officer
Central Services	15	12	7	1
Community Services	39	47	13	1
Customer Services	53	33	6	1
Community Housing	35	41	13	2
Executive Board				3
Financial Services	10	8	1	1
Planning & Development	12	18	5	1
Regeneration & Environment	35	19	18	1
Revenue Services	31	27	3	1
Total	230	205	66	11
Total Female	166	119	17	2
Total Male	64	86	49	10

Profile of Elected Members

Great Yarmouth Borough Council has 39 elected Members, 30 (77.%) of whom are men and 9 (23.%) are women. The Council is currently Conservative controlled with the party holding 24 seats, the remaining 15 seats are held by Labour. The gender split within the two parties is Conservative, 20 (83.3%) male and 4 (16.6%) female, with Labour having 10 male (66%) and 5 (33%) female.

The Authority operates a 'cabinet style' government. The Cabinet consists of six councillors, from the ruling party, who have been allocated their own portfolios. The Cabinet does not have a gender split and is 100% male.

Ward	Female	Male	Total
Bradwell North		3	3
Bradwell South and Hopton	1	2	3
Caister North		2	2
Caister South	1	1	2
Central and Northgate		3	3
Claydon		3	3
East Flegg	1	1	2
Fleggburgh		1	1
Gorleston		2	2
Lothingland		2	2
Magdalen	2	1	3
Nelson	2	1	3
Ormseby		2	2
St Andrew's		2	2
Southtown and Cobholm	1	1	2
West Flegg	1	1	2
Yarmouth North		2	2

Job Evaluation

Great Yarmouth Borough Council has adopted the NJC Job Evaluation. This scheme was implemented on 1st April 2008. An Equal Pay Audit was carried out in conjunction with the scheme.

Work life balance and Flexible Working

Employees are encouraged to maintain an appropriate balance between work and a private life. This encouragement comes in part through our employment policies which include provisions for career breaks, flexitime, flexible working (within service requirements), maternity pay and leave provisions, study unrelated to work, job share and part time working, special leave for compassionate reasons or caring responsibilities, sabbatical and parental leave.

Promoting Acceptable Behaviour

The Council expects all its employees to treat each other with dignity, trust and respect and this is certainly behaviour that is promoted. Employees are encouraged to have an awareness of the effect of their behaviour on others and to communicate honestly and openly.

Employment policies including the Code of Conduct and Bullying and Harassment Policy have been put in place to ensure that all employees are protected from unacceptable behaviour whilst carrying out their functions as a representative of Great Yarmouth Borough Council.

Legislation

The Employment Equality (Sex Discrimination) Regulations 2005

Introduces new definitions of indirect discrimination and harassment, explicitly prohibits discrimination on the grounds of pregnancy or maternity leave, sets out the extent to which it is discriminatory to pay a woman less than she would otherwise have been paid due to pregnancy or maternity issues.

[Access the Employment Equality \(Sex Discrimination\) Regulations 2005](#) at the OPSI website - Further information at the [Equality and Human Rights Commission \(EHRC\) website](#).

Employment Equality (Sexual Orientation) Regulation 2003

The directive protects against discrimination on the grounds of sexual orientation in employment, vocational training, promotion, and working conditions.

[Access the Employment Equality \(sexual orientations\) Regulation 2003](#) at the OPSI website - Further information at the [ACAS website](#)

Equal Pay Act 1970 (Amended)

This gives an individual a right to the same contractual pay and benefits as a person of the opposite sex in the same employment, where the man and the woman are doing: like work; work rated as equivalent under an analytical job evaluation study; or work that is proved to be of equal value. [Access the](#)

[Equal Pay Act \(Amendment\) 1970](#) at the OPSI website - Further information at the [Equality and Human Rights Commission \(EHRC\) website](#).

Equality Act 2006

Establishes a single Commission for Equality and Human Rights by 2007 that replaces the three existing commissions. Introduces a positive duty on public sector bodies to promote equality of opportunity between women and men and eliminate sex discrimination. Protects access discrimination on the grounds of religion or belief in terms of access to good facilities and services.

[Access the Equality Act 2006](#) at the OPSI website - Further information at the [Women and Equality Unit website](#)

Gender Recognition Act 2004

The purpose of the Act is to provide transsexual people with legal recognition in their acquired gender. Legal recognition follows from the issue of a full gender recognition certificate by a gender recognition panel. [Access the Gender Recognition Act 2004](#) at the OPSI website - Further information at the [Equality and Human Rights Commission \(EHRC\) website](#).

Working towards a Sexual orientation Equality Scheme

Background

The Employment Equality (Sexual Orientation) Regulations 2003 make it unlawful to discriminate in employment or training on grounds of sexual orientation. The Equality Act (Sexual Orientation) Regulations 2007 make it unlawful to discriminate in the provision of goods, facilities and services on grounds of sexual orientation.

The public sector does not have a duty to produce a Sexual Orientation Scheme but in July 2008 the Government announced plans to introduce a new equality duty covering all seven equality strands including religion/belief, age and sexual orientation. The new duty will come into force in 2011. As with the current legislation the duty will apply to both employment and service delivery.

While there is no legal requirement to develop 'schemes' in this areas we are currently working to produce a scheme which will illustrates our commitment to ensuring equality for all.

Lesbian, gay and bisexual people are more likely than heterosexual people to experience sexual orientation discrimination in the provision of goods, facilities and services.

Demographics

There is a general lack of quantitative data on sexual orientation in Great Britain, because of sensitivities around the collection of this information. For example, the Census does not collect data on sexual orientation. However, there has been some research carried out, and the Regulatory Impact Assessment for the Civil Partnership Act estimated that approximately 6% of Great Britain's population are lesbians, gay men or bisexual people. We do not have accurate figures for Great Yarmouth but 6% of the resident population would be 5,500.

Great Yarmouth Borough Council does not currently monitor sexual orientation as part of the monitoring form employees are asked to complete.

Tackling Inequalities

Legislation

Employment Equality (Sexual Orientation) Regulation 2003

The directive protects against discrimination on the grounds of sexual orientation in employment, vocational training, promotion, and working conditions.

[Access the Employment Equality \(sexual orientations\) Regulation 2003](#) at the OPSI website - Further information at the [ACAS website](#)

Civil Partnerships Act 2004:

Provides legal recognition and parity of treatment for same-sex couples and married couples, including employment benefits and pension rights.

[Access the Civil Partnerships Act 2004](#) at the website of the Office of Public Sector Information - Further information at the [Equality and Human Rights Commission \(EHRC\) website](#).

Working towards an Age Equality Scheme

Background

The Employment Equality (Age) Regulations 2006 Act outlawed discrimination on the grounds of age in the areas of employment and vocational training. It protects applicants for employment, employees, independent contractors and contracted workers (including agency workers and staff on secondment) from discrimination on the grounds of age throughout their employment and even after the working relationship ends.

All forms of age discrimination are prohibited, including direct discrimination; indirect discrimination; harassment, including by perception, by association and because of personal conviction; victimisation; and discrimination after the working relationship has ended.

The public sector does not have a duty to produce an Age Equality Scheme but in July 2008 the Government announced plans to introduce a new equality duty covering all seven equality strands including religion/belief, age and sexual orientation. The new duty will come into force in 2011. As with the current legislation the duty will apply to both employment and service delivery.

While there is no legal requirement to develop 'schemes' in this areas we are currently working to produce a scheme which will illustrates our commitment to ensuring equality for all.

The scheme will cover both older people and younger people. They both are often faced inequality which is largely due to stereotypes and perceptions that they are either too young or too old.

Tackling Inequalities

Unfortunately, society has negative attitudes, stereotypes and myths about youth, ageing, younger and older people, and that these attitudes and beliefs can lead to both younger and older people being socially and economically disadvantaged, excluded and marginalised.

Great Yarmouth Borough Council believes that younger and older people have the right to equality and opportunity and make a significant and valuable contribution to the community at large. We will work closely with our partner organisations and the voluntary sector to challenge and eliminate all forms of age discrimination in the borough.

We will ensure the equal participation of people of every age, securing a balance between equal citizenship, equality of opportunity, equality of outcome and respect for difference.

Every Child Matters

Every Child Matters: Change for Children is an approach to the well-being of children and young people from birth to age 19. Great Yarmouth Borough Council is working with its partners to find out what works best for children and young people in its area and act on it. We are involving children and young people in this process and listening to their views to ensure the following outcomes for every child.

- being healthy;
- staying safe ;
- enjoying and achieving;
- making a positive contribution and
- achieving economic well-being.

Legislation

Employment Equality (Age) Regulation 2006

Protects against discrimination on grounds of age in employment and vocational training. Prohibits direct and indirect discrimination, victimisation, harassment and instructions to discriminate. [Access the Employment \(Age\) Regulation 2006](#) at the OPSI website - Further information at the [ACAS website](#) and the [Local Government Employers website](#)

Working towards a Religion/Belief Equality Scheme

Background

The Employment Equality Regulations 2003 offer protection against discrimination on the grounds of religion or belief in the workplace. With the addition of the new powers granted by the Equality Act 2006, it is now unlawful (subject to certain exemptions) to discriminate on the grounds of religion or belief in the following areas:

- the provision of goods, facilities and services
- the disposal and management of premises
- education
- the exercise of public functions

The public sector does not have a duty to produce a Religion/Belief Scheme but in July 2008 the Government announced plans to introduce a new equality duty covering all seven equality strands including religion/belief, age and sexual orientation. The new duty will come into force in 2011. As with the current legislation the duty will apply to both employment and service delivery.

While there is no legal requirement to develop 'schemes' in this areas we are currently working to produce a scheme which will illustrates our commitment to ensuring equality for all.

Legislation

Employment Equality (Religion or Belief) Regulation 2003

The directive protects against discrimination on the grounds of religion and belief in employment, vocational training, promotion and working conditions. [Access the Employment Equality \(Religion or Belief\) Regulation 2003](#) at the OPSI website - Further information at the [ACAS website](#)

Racial and Religious Hatred Act 2006

The Act seeks to stop people from intentionally using threatening words or behaviour to stir up hatred against somebody because of what they believe. [Access the Racial and Religious Hatred Act 2006](#) at the OPSI website - Further information at the [Equality and Human Rights Commission \(EHRC\) website](#)