

Service being assessed	The office of Mayor
Who will be involved in completing this assessment?	Laura Goodman, Mayoral and Civic Events Officer
Date of Review	10 June 2011
Date of Next Review	14 June 2012
What is the purpose of the service?	To appoint a member of Council to become “first citizen” of the Borough – to hold the office of Mayor. The Mayor is the principal representative at civic events and promotes community engagement.
Is this assessment being undertaken because of changes to the service? If so what are they?	Assessment being undertaken as part of Council’s annual review of equalities information, not because of change to service/policy.
The purpose of this review is to understand how services can help the Council to meet its duties under Equalities legislation. The duties can be summarised as <ol style="list-style-type: none"> 1. Eliminate discrimination 2. Advance equality of opportunity 	There is a policy which governs who can be elected to hold the office of Mayor and the sort of events that the Mayor will attend. For example, the Mayor cannot solicit invitations to events and will not attend if the event is for the commercial gain of a company or other corporate body. The Mayor must be an existing Councillor and is elected by their political group – we alternate between a Labour and a Conservative person each year.

<p>3. Foster good relations between different parts of the community</p> <p>How does this service help the Council to do this, in particular in relation to the categories specifically mentioned in legislation - Race, Gender/Sex, Disability, Age, Religion/Belief, Gender Reassignment, Sexual Orientation, Pregnancy & Maternity and in respect of Duty 1 only – Marriage and Civil Partnerships?</p>	<p>Anyone can invite the Mayor to an event – his diary is published in both the local newspaper and on the Council’s website. Information on how to book him for an event is also published on the website or people can ring his secretary, Laura Goodman, for a booking form and advice. The Mayor tries to say yes to all appropriate invitations from all sectors of the community.</p> <p>For example, the Mayor attends the Holocaust Memorial Day, Remembrance Day (a multi-faith service), fetes, fund-raising events, opening ceremonies, festivals, charity open days, etc.</p> <p>The Mayor nominates charities each year to benefit from the Mayor’s Charity which collects monies during various events during the year. Charities have included both local and national groups for all sectors of the community.</p>
<p>How will you know that service is working as it should?</p>	<p>Customer comments, press stories, repeat bookings for subsequent events / annual events, feedback from officers who ask the Mayor to attend functions</p>
<p>What data have you used to help you make this assessment?</p>	<p>Events booking forms which are retained for up to 2 years Mayor’s diary / calendar</p>
<p>Is there any additional data that you need to collect to help in continuous improvement?</p>	<p>No</p>
<p>How have you ensured that this service has been designed from a customer’s perspective and how have you involved customers in that process?</p>	<p>The Mayor is well received at the events he attends and in any press releases or other information published, the public are invited to contact the Mayor’s Secretary with questions / ask for further information.</p>

	<p>A recent referendum which asked the public if they wished to change from the existing Managing Director / Leader / Cabinet system to an Elected Mayor came back with a result of No – people wished to keep the existing governance arrangements with a large support campaign to keep the Civic mayor role as is.</p>
<p>Has any other consultation been carried out, including to ensure that we have taken into consideration the needs of those not currently using the service?</p>	<p>No.</p>
<p>What is, or what do you expect to be the impact of the way you work on different parts of the community, including those covered by equality legislation?</p>	<p>Who benefits? The Borough as the Mayor raises the profile of the Borough and encourages communities to come together.</p> <p>Who should be expected to benefit but don't – Why not? Not applicable.</p>
<p>On the basis of what you have found out, which of these options will you now follow</p>	<ul style="list-style-type: none"> • No major changes • Adjust the policy • Continue the policy • Stop and remove the policy <p>This is a review – not a new policy or service. As and when it is proposed to change the service or policies, new assessments will be completed.</p>
<p>What now needs to be done and by who?</p>	<p>If or when the Office of Mayor is changed or the selection process modified, an equality impact assessment will be undertaken.</p>

Signed off by

Laura Goodman, Mayoral and Civic Events Officer