

**Growth, Environment and Transport (GET)**  
**Performance against key questions / areas 2014-15**

Key Question/Area	Corporate Objective
1. What evidence do we have of working with key partners to jointly address areas of inequality	Working with all our partners to define and jointly address areas of inequality.
<p><b>Performance Assessment:</b></p> <p><b>Highways, Transportation and Waste (HTW)</b></p> <p>HTW has continued work with the Highway Term Maintenance Contractor Amey to run an apprenticeship scheme which saw a total of 11 apprentices out of a total staff of 258 (4.3%). In addition, under a separate consultancy contract with Amey (TESC), 8% of all hours worked were provided by apprentices and trainees.</p> <p>As part of the Quality Bus Partnerships, officers work with local bus operators to ensure that they provide excellent facilities for those with additional needs (raised kerbs and buses with ramp access for the elderly, those with wheelchairs and families with pushchairs).</p> <p>We work closely with Kent Police as part of the Casualty Reduction Partnership to specifically target young drivers (who statistically have been shown to be particularly at risk of Serious Accident and Injury) to help educate and reduce the risk to them. The Driver Diversion courses (run by KCC as a provider to Kent Police) are available to all and any disabilities or special needs are taken into account and any reasonable adjustments are made at the venues or as part of the training where required.</p> <p>Waste Management work with the Waste Collection Authorities (Kent District, Borough and City Councils) to provide a variety of options for householders to dispose of their waste - including specialist collections ('assisted collections' for elderly residents or those with a physical disability) and disposal services (e.g. clinical waste collections).</p> <p>In 2014, Waste Management procured Biffa Municipal Limited to operate and manage 12 of our 18 Household Waste Recycling Centres (HWRCs). Officers work with Biffa and our other HWRC contractors to ensure equitable access to the sites both physically and through customer service, with clear mitigation, monitoring and evaluation. In addition, there are a number of contract requirements placed on Biffa relating to equalities and the delivery of the HWRC service to customers. The procedures that have been put in place to ensure compliance to these requirements are detailed in section 11 of this appendix.</p> <p><b>Libraries, Registration and Archives (LRA)</b></p> <p>This Division has undertaken extensive work in 2014/15 targeting health inequalities, and has been piloting a number of wellbeing programmes within its sites across the county.</p> <p>The Division has also undertaken targeted work on supporting those with long standing illnesses that then become a disability for the individuals, and their families, concerned. In partnership with the Alzheimer's Society, Dementia UK, and Age</p>	

Concern, LRA offers Read Aloud and Pictures to Share sessions across Kent which involves using books and pictures, stories and poetry to stimulate memories, enjoyment and build connections between the people living with dementia and their carers or family members. 34 sessions were held across the county last year, involving 370 adults.

LRA has additionally worked with Beyond Words, a Community Interest Company, to enable over 80 adults with learning disabilities with little or no literacy skills to become involved in Beyond Words book groups in 10 libraries across the county, with three more in the planning stage for 2015. Four of the groups: Dover, Deal, Sittingbourne and New Romney are run in partnership with Skillnet, a Community Interest Company supporting people with and without learning difficulties to work together to make differences.

### **Economic Development (ED)**

The Division has undertaken extensive and evidenced work to target socio-economic inequalities, deprivation and disadvantaged groups across the county.

The work of the Development Investment Team has demonstrated a close working relationship with district councils and developers in securing a minimum of 1% lifetime homes on new residential developments as part of the district councils' Affordable Homes provision. The Development Investment Team has also ensured larger developments that are delivering community centres on-site incorporating dementia friendly design, adjustable worktops and changing place facilities accessible for wheelchair users in order to provide a community space that can be used by all service users.

The Division has also been working with the Cyclopark Trust to provide tailored provision for a number of the protected characteristics including promoting the sensory garden and facilities for individuals with learning and physical difficulties. Data on progress outcomes for these groups is collated by the Trust and shared with KCC and national funding partners.

Additionally, during August 2014 to March 2015, the Division's Broadband Team participated in the first round of the Government's BDUK Women and Broadband Project. This had a particular focus on women returning to the workplace, start-up businesses or women running small companies. This is important to Kent as the number of women engaged in entrepreneurial activity in Kent and Medway is significantly lower than men. In 2014, 6.8% of women were self-employed compared with 10.5% of men. The legacy of the Women and Broadband project has seen the Business Support Network continue despite the funding for the project coming to an end. This is of particular importance as Business Support Networks for entrepreneurial and self-employed women are often poor. The success of the Women and Broadband project has led to a second phase being commissioned which aims to build on the achievements and further address the gap in self-employment between men and women.

### **Environment, Planning and Enforcement (EPE)**

As with the other Divisions, EPE has undertaken extensive and evidenced work to target deprivation, health inequalities, vulnerable and disadvantaged groups across

the county. Relevant examples of activity targeted at specific protected groups include:

- EPE's Heritage Conservation service which through its Lottery Community Archaeology project has worked with a wide range of volunteers of all ages and developed a range of visually impaired resources (including tactile resources) for Visually Impaired groups.
- Also the Gypsy and Traveller Team continued work with district partners, among others, to ensure the needs of the Gypsy and Traveller community across Kent are met, by providing maintained and managed sites as well as focused support around access to education and healthcare provision.
- The Sport and Physical Activity Service throughout 2014/15 delivered ongoing work with partners to deliver the Kent Sport Equality Action Plan 2014-2016. This has included:
  - Promotion of women's and girls' football events linked to International Women's Day
  - Promotion of Kent Football Association's LGBT Charter
  - Co-ordination and delivery of the Project 500 campaign to address the imbalance of male to female sports coaches, creating a more diverse workforce to drive the growth of female participation in sport.
  - Promotion of the "This Girl Can" campaign and development of case studies to encourage and inspire females to try activities and become more active.
- This same Service, through the Kent Connected programme, delivered equality workshops across the county including "Equity in your Coaching" and "Active Kids for All Inclusive Community Training"; provided ongoing project delivery of the Kent School Games, Run Kent and Sportivate, where priority is given to projects targeting young people aged 17 and under, women and disabled young people. This Service also developed a Safeguarding Vulnerable Adults in Sport Policy.

Key Question/Area	Corporate Objective
2. How have <b>we improved</b> the collecting of /used the 'About You' service information?	Improving the quality, collection, monitoring and use of equality data as part of the evidence base to inform service design, delivery and policy decisions.

#### **Performance Assessment:**

##### **Highways, Transportation and Waste**

This Division now reports on the number of complaints and compliments related to equality issues. Nine Highways and Transportation complaints were received 2014/15 out of 1,201 complaints received in total.

Highways and Transportation capture customers' postcodes when they report faults using the online fault reporting tool or when they phone in, and this information is fed in to a half yearly mosaic report which is produced by the KCC Research Team.

As a result of the last Mosaic report (October 2014 – March 2015), the HT&W Business team is now working with Corporate Communications to see how it might better target those customers who prefer not to use digital channels, through differently designed media campaigns, as well as seeing how the service can reach vulnerable customers including the elderly by asking their friends, family and neighbours to assist them in reporting highway issues that might be affecting them.

In late 2014/ early 2015, Waste Management procured a surveying company to undertake customer satisfaction surveys at all 18 HWRCs on behalf of the Council. Surveys are undertaken on a yearly basis at 2 seasonal sample points in April and October. Data collection includes Protected Characteristic information on age, gender, ethnicity and disability from customers who wish to disclose: The customer satisfaction survey also collects respondents' postcodes. This data is not externally published. Customers are informed that they cannot be identified and will not be contacted based on this information. Postcode data is used to gain a better understanding of our customers through customer profiling software analysis to support intelligent audience segmentation. From there the service is better able to design services.

### **Libraries, Registration and Archives**

LRA has now been able to collect data over a two year period and can use this to highlight evidence trends, gaps and needs.

The Division's library database captures information on all customers attending events organised/supported by LRA staff for gender, adult/ child and disabilities including: learning, physical sensory and mental health issues. Using this data, LRA identified a 13% drop in the number of people who have declared mental health problems attending events in libraries. With partners, LRA is now developing an action plan to develop ways of re-engaging with this group of people as well as ensuring that we continue to improve data collection.

Analysis of the Active Borrowers' Database indicates that only 0.23% adults declared themselves with a disability when joining the library. This has highlighted the need for training to encourage staff to feel confident and also understand the importance of asking the disability question when registering or updating library records and to make sure people with a disability are receiving the support of the Exempt Card<sup>1</sup> as soon as they start using LRA services. A webinar on disability, reasonable adjustments and the Exempt Card will be delivered in 15/16 to address this with staff.

After looking at the age distribution in 2013 for Time2Give Volunteers, LRA identified the low take up of volunteering by the under- sixteen age group. The Division therefore used the Summer Reading Challenge campaign to promote this role to young volunteers. In 2014 LRA successfully recruited 86 young volunteers, an increase of 3% on the previous year. The youngest volunteer is eight, with a number of under 11s. The Division is pushing forward on this in 15/16 as it has been a

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<sup>1</sup> The Exempt Card allows books borrowed for 3 weeks with no late fines, audio books borrowed free of charge, free reservations for books and audio books, use of a computer for 2 hours every day for free with accessibility software to support planning, reading and writing and free black and white printing and photocopying (up to 20 pages)

positive experience for both the volunteers and the service.

### **Economic Development**

ED services are not primarily public facing and therefore do not use the “About You” service. However, the Division does use data from KCC Research and Intelligence to support strategy and project development. Additionally a new beneficiary data collection process has been included within the reporting requirements for the delivery organisations participating in our European funded projects.

### **Environment, Planning and Enforcement**

As with ED, many of the EPE services are not public facing, and therefore do not use the 'About You' service. Those services that are public facing capture customer data, including on the nine characteristics, in approaches and systems unique and appropriate to each service, including About You on many occasions, for example the Community Wardens consultation and in Transport Strategy consultations.

In future, we will also collect About You data from recipients of the Warm Homes scheme to determine if the engagement and communications strategy is effective in reaching target groups or whether there is under representation compared to demographic data.

Key Question/Area	Corporate Objective
<p>3. Information and data on access to services and/or participation rates for people with different protected characteristics</p>	<p>Understanding and responding to the impacts on People when KCC is doing its work by:</p> <ul style="list-style-type: none"> <li>• Ensuring we understand the impact of all our decision through knowing our communities and their need</li> <li>• Ensuring that we understand and monitor the cumulative impacts on people of the decisions that are taken within the Council</li> <li>• Ensuring we have a fair decision making process for making good decisions that take the needs of people into account.</li> </ul>

### **Performance Assessment:**

#### **Highways, Transportation and Waste**

H&T use Kent Population and Mosaic data to understand customer demographics and design services with the local customer in mind. For example, new roads and shared space areas in a new community are designed based on the type of residents that are likely to live there and any special requirements that they might have.

The H&T services have worked extensively with Digital Services to ensure that the H&T online fault reporting tool is fit for use by the majority of customers and that it is not only customer friendly but also that it can be used across a variety of technology platforms such as mobiles, tablets and different internet explorers. H&T offer map

based location finding for customers that are used to these kinds of systems as well as regular (non-map based) address lookups for those who might have sight impairments.

In addition, service information is made accessible to customers through a range of formats e.g. EasyRead, Braille and alternative languages, where requested, and H&T staff work closely with Digital Services to ensure that all of the website information meets the current digital standards and is written in plain English so that it is widely accessible to as many customers as possible.

Waste Management's 'About You' data collected from the customer satisfaction surveys can be compared with the Kent population to understand the use of HWRCs by people with protected characteristics. Using this data source, compared to the Kent population, HWRC customers are more likely to be male than female (64% of HWRC customers are male compared with 51% of the Kent population<sup>2</sup>).

In regards to age, children under 16 are not permitted on site and must remain in a vehicle. As a result, Waste Management does not have customers under this age. However, compared to the Kent population<sup>3</sup>, there are fewer HWRC customers aged between 17 and 25, likely to be due to adults this age living at home with parents/guardians that will use the HWRCs to dispose of their household waste.

In regards to ethnicity, 89% of the Kent population<sup>4</sup> describe themselves as English, Welsh, Northern Irish or British compared with 96% of HWRC customers that responded to the survey. When considering all other ethnic groups, there is not one specific group where the HWRC customer base are particularly under-represented, all groups are just less than 1% different, with the exception of 'Other White' which represents 3.6% of the Kent population and 1.0% of the HWRC customer base and 'Indian' which represents 1.2% of the Kent population and 0.2% of the HWRC customer base. It should be noted that the above data is only based on the data collected from over 3,000 surveys collected in April 2015.

It is difficult to compare the percentage of the HWRC customer base who consider themselves to have a disability with the Kent population due to different questions being asked within the HWRC customer satisfaction surveys and through national data surveys. The Department for Work and Pensions (DWP) data states that 7% of the Kent population claim Disability Living Allowance, whereas 4% of the HWRC customer base state that they have a disability. Clearly, these two data sets cannot be easily compared as an individual may have a disability but not claim Disability Living Allowance.

KCC recognises customers visiting HWRCs have differing needs and some may require physical assistance to lift and carry waste safely for disposal, which is a requirement of the KCC contractors. In addition, service information is made accessible to customers through a range of formats e.g. EasyRead, Braille, alternative languages, where requested.

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<sup>2</sup> Source: 2013 Mid Year ONS Estimates

<sup>3</sup> Source: As above

<sup>4</sup> Source: As above

### **Libraries, Registration and Archives**

LRA routinely collect and analyse the following data on active borrowers, adult attending events and volunteers. Comparing 2013/14 with 2014/15 the data shows:

#### **Active Borrowers:**

- A percentage decrease of both female and male active borrowers between 2013/14 and 2014/15. This, however, is due to more a significant increase in the number of borrowers not declaring their gender.
- No discernible shift in active borrower age cohorts Young borrowers (0 -10) and older borrowers (over 60) account for 50% of active borrowers.
- The percentage of disabled borrowers is 0.23%. There has been no discernible shift from the 2013/14 figure which was 0.20%. This is significantly below the 2011 census which captured 17.6% of Kent's population declaring themselves to have a disability. The Service is in part addressing this through proactive and innovative engagement with Public Health campaigns and outcomes.
- 62.6% of borrowers do not state ethnicity. The majority of borrowers who do state their ethnicity are White British. Again, there has been little percentage change between 2013/14 and 2014/15.

#### **Adults attending events in libraries**

102,566 adults attending events in 14/15 were without/not declared a disability. This is an increase of 8,119 compared to 2013/14. Of those adults declaring a disability, 1,824 declared a learning disability, 493 a sensory disability, 210 mobility problems and 118 mental health problems. These figures are all lower than in 2013/14 with the exception of learning disabilities which saw a rise in number of 295 (16%).

#### **Time2Give Volunteers**

- There has been no change in the number of male and female volunteers, or in those declaring a disability.
- The percentage number of young volunteers (under 16) has risen from 5% to 8%. The percentage number of volunteers aged between 41 – 60 has reduced from 23% to 19%
- There has been a slight (1%) percentage increase in the number of volunteers who have stated their ethnicity as BME

Key Question/Area	Corporate Objective
4. Performance information (by any relevant protected characteristics) for functions which are relevant to the aims of the general equality duty, especially around service outcomes (e.g. education attainment, recovery rates, apprentices)	Promoting fair employment practices and creating an organisation that is aware of and committed to equality and diversity and delivers its Public Sector Equality Duty.

#### **Performance Assessment:**

##### **Highways, Transportation and Waste**

HTW have built in a 3% requirement for apprenticeships in the Amey contract and this is reported on a monthly basis and has a commercial risk associated with it. 11

Apprentices were taken on by Amey in 2014/15 and this actually equated to 4.3% of their workforce. Furthermore, the KCC element of Highways and Transportation employed 7 apprentices in the 2014-15 period.

In line with KCC's aim to promote and support apprenticeship take up within the County, part of Waste Management's procurement for the operation of a number of KCC's HWRCs asked tenderers to provide a strategy detailing any activities they undertake to support apprenticeships and trainees. Kent County Council will work with their contractor over the next 6 months to explore the opportunity of an apprenticeship scheme at the HWRCs as part of the joint contract board meetings.

Furthermore, within Waste Management itself, recruitment for an apprentice was undertaken in January however there were no successful applicants. As a result, following the advice from the KCC Apprenticeship Team, a new recruitment process will be undertaken in summer 2015 after the KCC Apprenticeship Team have carried out a pilot in two or three local schools with the aim of raising awareness of the KCC apprenticeship scheme, including advice on creating a CV and completing application forms. Additionally, Waste Management had a stand at 'Kent Choices For You', which is an annual career's fair and includes representation from the job centre. As a result, it is hoped that the recruitment for a Waste Management apprentice in summer 2015 will be more successful.

### **Libraries, Registration and Archives**

LRA undertake a number of services to assist people with protected characteristics access services including:

- **Physical and Sensory Disability**

The Home Library Service serves 2,004 customers. They include people who are homebound by ill-health, disability or caring responsibilities. Last year, 122,276 loans were made through the service.

The Service is committed to the national Six Steps pledge to ensure that services are accessible to the blind and partially sighted. Our *Talking Book* service has 1,317 blind and partially sighted customers in Kent and Medway and made 43,328 loans in 2013-14. In 2014-15 there have been 493 visits by blind and partially sighted people to events held in libraries across the county. We have also supported 8 monthly audio book groups.

We also support the RNIB's annual "Make a noise in Libraries" (MANIL) fortnight, making contact with local blind and partially sighted groups and Kent Association for the Blind Centres to promote our services for these customers. 216 members of the public including 147 blind and partially sighted attended 13 MANIL events across the county.

In consultation with Hi Kent and Action for Hearing Loss, we have developed an Offer and Best Practice service for people who are deaf or hard of hearing. We have reviewed the location of portable hearing loops and have purchased 72 portable loops across the county together with 12 testers. An audit and testing programme has been implemented. Also in partnership with Hi Kent, eight libraries hold regular Hearing Clinics and set up a hard of hearing book club at Ashford Gateway Plus.



- Learning Disability

Last year, adults with learning disabilities have made 3,648 visits to libraries to attend activities such as Talk Times, author events, Knit and Natter session, Time2Give volunteering, IT sessions and the Six Book Challenge. 143 adults with learning disabilities took part in this challenge in 2014 with over 100 receiving a certificate.

Tailored activities include Bag Book story sharing for adults with learning disabilities and adults with profound and multiple disabilities. Regular sessions are held at Hythe, Birchington and Tonbridge libraries. Activities have also been held at Ashford Gateway Plus and Kent History and Library Centre. This has resulted in an increase of Bag Books Multi-Sensory book issues from 79 in 2013-14 to 162 in 2014-15.

- Age

LRA provides age appropriate stock and services at all service centres. Regular activities include Baby Rhyme times, Storytimes, Summer Reading Challenges and Homework Clubs for children and Talk Times, Knit and Natter and Reading Groups for older people. Highlights for 2014 include the:

- Summer reading Challenge aimed at primary school children. A total of 15,877 children joined the challenge an increase of 12% from 2013. 7,960 read six books increasing the number of children completing the challenge from 31% in 2013 to 50% in 2014
- Our Touch a New World Lending iPads service to homebound customers, now has 25 housebound customers trained to use the iPads and nine are waiting to start. The training has been delivered by 21 Time2Give library volunteers. The service has helped to transform people's lives, for example, Doris a 95 year user of the service says "I can't get out much so this is a very convenient way of keeping in touch with my family and friends. I don't feel so isolated; the world can come into my life. Now that I am 95 I can't do what I did. I used to love travelling but with the iPad I can explore the world from my armchair. Doris also plays games like Sudoku and Scrabble against other on-line users. She says, "It keeps your mind active, it has given me my independence. I can share pictures and keep in touch with my great grandchildren."

- Ethnicity

LRA provides collections of stock in community languages across the county. Main languages are available in town centre libraries and all libraries are able to request stock in languages to satisfy local community needs. Stock is also available to support learning English including on-line learning software for International English Language Testing system students. Activities include weekly Meet and Practice English conversation groups held in eight libraries, Black History Month which included a Nepalese coffee morning at Cheriton Library where Nepalese Elders invited other library users to find out more about their culture and BME Concern held a community-led exhibition of African artefacts at Gravesend Library.

We now have Romany Roots Traveller collections at ten libraries. Titles were chosen in consultation with the traveller community and Kent Minority Communities Achievement Service. Locations of collections were identified by proximity to traveller sites or housed traveller communities. The stock was showcased during Gypsy,

## Roma and Traveller History Month.

- **Sexuality**

During LGBT History Month, Rainbow Reads collections of books were available in the main town centre libraries. Titles were recommended by LGBT specialist book suppliers and members of KCC's Rainbow Forum. Latest figures show an increase of 43% in Rainbow Reads issues compared to last year.

The inaugural meeting to launch the Rainbow Book Club was held at the Kent History and Library Centre.

- **Gender**

Also 21 people attended a talk on gender equality which highlighted the lives of women who went beyond the conventions of their time fighting in wars, joining pirate crews and masquerading as male actors.

### **Economic Development**

Although the percentage of individuals on work experience within the ED team is lower than the previous year figure of 38.5% over a quarter of the workforce; 26% was still made up by work experience placements. Data for the Kent Film Office shows that there has been an increase in the number of females who have been given a placement since the previous year from 72% to 76%. There has been a significant shift in the age of those given work placements from the 16 -18 category to the 19 - 24 category. In 2013/14, the split between these two age cohorts was 52% (16 -18 cohort) and 48% (19 – 25 cohort). In 2014/15 the split was 29% and 71% respectively.

## **5. Any gaps in the above information required for 2, 3, & 4 and what we are doing about it?**

### **Performance Assessment:**

#### **GET Directorate**

In 2015/16 we are adopting a new approach to ensure that Equality and Diversity is embedded into the directorate's commissioning approach for business and project activity. The overarching approach will be monitored by GET's Equality and Diversity Group as outlined in section 5.2 of the main report whilst Appendix B details the approach in full.

## **6. Complaints from service users about discrimination and other prohibited conduct**

### **Performance Assessment:**

#### **Highways, Transportation and Waste**

In the last year, Highways and Transportation received nine complaints that were related to an equality issue. (See section 2 above for more details)

Any claims of discrimination are investigated, with formal advice from the Council's legal team taken if required. Procedures and policies are reviewed as part of each investigation and amended accordingly where necessary.

Since the introduction of a number of policies in October 2012 at the HWRCs

including a restriction on certain vehicle types from entering the HWRCs, some customers still perceive to be discriminated against in relation to the vehicle they own. Clearly this does not relate to any of the Protected Characteristics. It is recognised that some customers require particular types of vehicles due to a disability and an access scheme remains in place to meet their needs.

In the last year, Waste Management received one complaint that could be related to an equality issue. The complaint was in relation to a customer with a back problem who required help from site staff with lifting heavy bags of waste into a container. The customer felt that the site staff were rude when explaining that bags should not be over-filled to ensure that they could be lifted by site staff in line with health and safety (maximum weight that can be lifted by a member of site staff). The site manager was asked to remind site staff to be polite and courteous but the complaint response reemphasised that staff can ask for excess waste to be removed from bags before helping the customer.

### **Libraries, Registration and Archives**

LRA welcome and encourage feedback from customers through Customer Comments Cards, letters, email and phone. In 2014, LRA were awarded the Customer Service Excellence Award (CSE). This included two compliance pluses in Customer Insight:

- We have developed our customer insight about our customers and customer groups to better understand their needs and preferences”
- We ensure all customers and customer groups are treated fairly

All complaints/ comments addressing discrimination from service users 2014/15 were replied and acted upon if within our control. 11 complaints/comments were identified. The majority of these concerned physical access to our buildings and services.

Following upgrades to Windows 7 at our public access computers, blind and partially sighted customers voiced their concerns that the Windows Ease of Access Centre would not answer their needs. After conversations with Kent Association for the Blind and customers who are blind or partially sighted, LRA have included access to NVDA text to speech software and Lightning Express magnification software on all public access computers.

### **Economic Development and Environment, Planning and Enforcement**

No complaints have been received in 14/15 for service users about discrimination or prohibited conduct.

Key Question/Area	Corporate Objective
<p>7. Details and feedback of engagement with service users including a breakdown of consultees by any relevant protected characteristics</p>	<p>Improving the way KCC listens to and engages with its employees, communities and partners to develop, implement and review policy and to inform the commissioning of services.</p> <p>Providing inclusive and responsive customer services through; understanding our customers' needs, connecting with our customer's effectively and efficiently, empowering staff to meet service expectations, improving access to services and working with our partners to improve our customer experience</p>
<p><b>Performance Assessment:</b></p> <p><b>Highways, Transportation and Waste</b></p> <p>All formal consultations and satisfaction surveys are commissioned through the appropriate corporate team. Reporting of these surveys takes place at Cabinet Committee and documents published on the KCC website such as the tracker survey. Most of our consultations and surveys such as the Safe and Sensible Street Lighting Project are Kent wide and go to a wide range of residents, however some consultations have a more targeted audience based on user profile.</p> <p>Whilst no major consultations took place in the 2014/15 period, some local consultation would have taken place for new road or changes to roads. An EqIA screening is carried out for each Scheme to see if any impacts to specific groups are likely and if any additional consultation or adjustments are required. A good example of this was where a major scheme on Willington Street in Maidstone highlighted that because of the length of road closure there could be a bigger impact on some residents who had more defined access requirements (e.g. the elderly, those with a disability). Additional consultation was carried out with all affected residents in the area and extra resource was made available for the duration of the project to increase information to residents via letter drops, public meetings and through an on-site presence.</p> <p>Waste Management use customer satisfaction surveys to understand the customer experience at HWRCs and measure how satisfied customers are with the service they receive. One of the key requirements of the waste management companies operating the HWRCs is delivering good customer service and performance targets have been put in place for HWRC contractors to achieve.</p> <p>The data from April 2014 collected at all 18 HWRCs provides us with the following 'About You' information which is used to inform future customer engagement methods and channels and helps to inform future service design.</p> <ul style="list-style-type: none"> <li>• 64% of customers are male</li> <li>• Younger age cohorts (20 – 45) make up 32% of customers and those over 46 make up 62% of customers</li> </ul>	

- 4% of customers declared a disability
- 96% of respondents stated that they were English/ Welsh/ Scottish/ Northern Irish/ British. Of the remaining 4%, the majority of respondents, (27%) stated that their ethnic group was White Other; 13% stated they were Asian/Bangaldeshi/Chinese and 8% Irish.

This is the most up to date data currently held by Waste Management, however, as explained in section 2 above, Waste Management will be undertaking more satisfaction surveys in October 2015 to allow for a full year's worth of data collected at two seasonal sample points

### **Libraries, Registration and Archives**

In 2014, LRA consulted with the communities in Kent including our users and non-users, partners and stakeholders about the proposed Kent charitable trust model of delivery for LRA services. A breakdown of consultees by protected characteristics showed:

- 57% of respondents were female and 38% male.
- 12% of respondents considered themselves disabled. The majority of these, (49%) stated they had a physical impairment and 24% stated they had a sensory impairment. 37% stated that they had a long term standing illness or health condition and 12% stated they had a mental health condition. 8% stated they had a learning disability.
- 87% of respondents stated they were White British. Of the remaining 13%, 8% did not state their ethnicity, 2% stated they were White Other, 2% stated they were BME and 1% were Irish.
- 50% of respondents stated they belonged to a particular religion. (14% did not respond). Of those who answered yes, 94% stated they were Christians,

### **Environment, Planning and Enforcement**

This Division is working with the Corporate Communications and Engagement teams to ensure that any surveys and feedback mechanisms are properly constructed and can break down this information into relevant protected characteristics. Analysis is then conducted at a service level. The consultation on the Community Wardens future model in 2014/15 is a significant example of this. Another would be the the consultation for Thanet Parkway. Data collection included "About You" data. Analysis of this data showed

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- 52% of respondents were male compared to 30% female
- Only 3% of respondents were under 25 years old and 5% were aged between 25 and 36. The majority of respondents (48%) were aged between 36 and 60. Those over 61 accounted for 35% of respondents.
- A significant number, 10% respondents considered themselves to have a disability with 40% stating this was related to a physical impairment, 29% stating this was related to a long standing illness or health condition and 19% relating this to a sensory impairment.
- 84% of respondents stated their ethnicity as White British. The next highest group was White Other at 2%.

Key Question/Area	Corporate Objective
<p>8. Any quantitative and qualitative research with service users including a breakdown by any relevant protected characteristics</p>	<p>Providing inclusive and responsive customer service through understanding our customers' needs and improving access to services.</p> <p>Improving the quality, collection and monitoring and use of equality data as part of the evidence base to inform service design and delivery.</p>
<p><b>Performance Assessment:</b></p> <p><b>Waste Management</b></p> <p>Within the last year, Waste Management has engaged with equality and diversity groups across Kent to help inform future HWRC site design and service delivery to explore needs and requirements of customers. Feedback from the research, informed a set of recommendations on future improvements that can be made and were prioritised according to scale of impact.</p> <p>In summer 2014, KCC Waste Management procured a company to undertake a programme of Mystery Shopping at 12 of its HWRCs to coincide with the start of a contract with a provider to manage and operate the HWRCs. The key aims of the programme are to monitor levels of customer service and enable more effective contract management of the HWRC contractor. Within the scope of the programme, Waste Management also have the ability to ask Mystery Shoppers to pose 'enquiry' questions to test site staff knowledge of policy or procedure. These enquiries can include equality questions, such as, "My mother has a disability and is unable to lift heavy things. If I load her car up at home, would someone be able to help her unload when she gets here?" Where results come back and a training need is identified, KCC will work closely with the HWRC contractors to address this. The HWRC contractor shares the price of the mystery shopping programme with KCC. Waste Management will shortly be procuring a company for a longer term mystery shopping contract to start later in the year for all 18 HWRCs.</p> <p><b>Libraries, Registration and Archives</b></p> <p>The Library and Archive Service customer satisfaction online survey was launched in March 2014 using the email addresses customers provide when they become members. We have sent out over 62,000 emails asking customers to complete a survey and, to date we have received 6,850 replies. This has given us a lot of diversity data which is now being analysed by an external marketing company specialising in survey data.</p> <p><b>Environment, Planning and Enforcement</b></p> <p>Research with service users is carried out on a project by project basis, and includes equality and diversity monitoring, such as that undertaken by Kent Country Parks as part of their summer 2014 Customer Survey, which focused on those protected characteristics principally impacted by the service's approach to delivery; namely disability, gender, age and ethnicity (race). This data is then analysed against both customer 'offer' and to help shape this particular service's business streams such as our investment in mobility vehicles and improving pathways.</p>	

Key Question/Area	Corporate Objective
<p>9. Evidence of equality information being used in contracting, commissioning or procurement where relevant</p>	<p>Working with all our partners to define and jointly address areas of inequality.</p> <p>Promoting fair employment practices and creating an organisation that is aware of and committed to equality and diversity and delivers its Public Sector Equality Duty.</p> <p>Improving the way KCC listens to and engages with its employees, communities and partners to develop, implement and review policy and to inform the commissioning of services.</p>
<p><b>Performance Assessment:</b></p> <p><b>Economic Development</b></p> <p>Standard clauses in procurement documentation have been used in commissioning the Locate in Kent and Visit Kent contracts (in place from 2014). The Public Health commissioning project includes standard equality and diversity stipulations.</p> <p><b>Highways, Transportation and Waste</b></p> <p>In line with Corporate procurement procedures, a diversity section is included in all tender documents to ensure that KCC contractors are compliant with all statutory requirements but also that they demonstrate an ongoing commitment that ensures fairness of treatment is being applied and improved by the contractor through the life of the contract. For example, tenderers are asked about their Equal Opportunities policies and the promotion of equalities/ fairness in employment and training.</p> <p>Compliance with these contract requirements are measured via a number of tools including the customer satisfaction surveys and Govmetrics and complaints and compliments feedback, with results and any resulting issues or successes being discussed at contract board meetings.</p> <p>Lessons have been learnt from the Safe and Sensible Street Lighting Project where more could have been done to identify and address equality issues. H&amp;T are committed to improve the EqIA process for the new LED Procurement Project and we will be taking advice from the corporate equalities team to ensure that we are meeting all of the necessary requirements.</p> <p>Waste Management has undertaken/ is in the process of undertaking, a number of procurements in 13/14 leading into 14/15. EqIAs were undertaken prior to all procurements to help inform the process. The majority were not public facing services and therefore no negative or positive impact was identified for any protected characteristic e.g. recycle to a sorting facility</p> <p>Furthermore, as part of the contract for the operation of the management of the HWRCs won by Biffa, the following requirements relating to equality are expected of the contractor:</p>	

- To ensure that each facility has a staff member designated to be a 'Champion' for customer care. A key feature of this role is to take the lead on all equality issues, ensuring that staff are trained to deal with all types of customer.
- To ensure all staff are trained to provide good customer service
- To ensure that staffing levels are adequate to provide assistance to site users.
- To ensure that site signage is clear and appropriate for those for whom written English is not 'accessible'.
- To ensure that all HWRCs are managed and operated in line with Waste Management's operating policies to include the Disability Access Scheme, ensuring all Customers have equal access to the HWRCs.

Compliance with these contract requirements are measured via a number of tools including the customer satisfaction surveys and mystery shopping, with results and any resulting issues or successes being discussed at contract board meetings. Indeed, one of the HWRC contractors has recently employed a Manager to focus on customer service improvements across the HWRCs.

### **Libraries, Registration and Archives**

LRA strives to make all buildings accessible, welcoming and safe for all sections of the community. Any new builds or upgrades comply with Building Regulation Document M - which includes layout of changing places and public toilets, colour contrasts followed through with furniture layout guiding etc.

When we are considering engaging with new partners on a project, one of the questions asked in the Partnership proposal pro forma "*Does your organisation have an Equalities Policy? If so please give web link*".

### **Environment, Planning and Enforcement**

This Division uses standardised commissioning and contracting documents which state KCC's commitment to equalities and diversity. Examples in 2014/15 include:

- Kent Downs and High Weald Kent AONB Management Plan reviews were both accompanied by an EqIA
- EqIA completed for Lorry Park Project and Thanet Parkway. The Thanet Parkway Consultation was carried out using an updated EqIA and venues were selected to ensure access for all. "About You" questions were asked from respondents
- For the Kent Environment Strategy (KES), Sustainable Business and Communities undertook a public perception survey which provided some data on protected groups (age) which will be used to inform the KES review
- Equality and Diversity questionnaire included within Kent School Games tender documents
- The Gypsy & Traveller Team carry out Equality Impact Assessments for particular policy changes and decisions.
- Equality Impact Assessing the entire Public Rights of Way online fault reporting system and processes



Key Question/Area	Corporate Objective
<p>10. Records of how KCC have had 'due regard' to the aims of the duty in decision-making with regard to service provision, including how many assessments of impact on equality, any evidence used and actions we have put in place to mitigate any disadvantage?</p>	<p>Providing inclusive and responsive customer service through understanding our customers' needs and improving access to services.</p>
<p><b>Performance Assessment:</b>  <b>Highways, Transportation and Waste Management</b>  All Major Projects that require a key decision or DIVMT agreement must have an EqlA carried out or they will not be considered. These are captured on the H&amp;T Project Register.</p> <p>This Division learned from the Waste Management approach of keeping an EqlA log to identify all relevant policy, procedures and service areas requiring assessment to inform the decision making process. This log has recently been expanded to include all EqlAs undertaken in Highways &amp; Transportation. All decisions taken have been informed by an EqlA approved by the Head of Waste Management (or relevant Head of Service in H&amp;T).</p> <p>The log allocates a discreet reference number for the EqlA. Associated action plans have been or are in the process of being implemented to mitigate disadvantages e.g. working with our Tracker Survey contractor to ensure their staff are able to read out the questions for those who have difficulty reading but also have a printed copy of the questions available for customers to read themselves should they be hard of hearing and wish to do so.</p> <p><b>Waste Management</b> In October 2012, following an in-depth review and subsequent public consultation, a number of policies were introduced at the HWRCs to limit the amount of trade waste being brought to the sites. No negative impacts were identified because of these changes further to those identified and mitigated against in previous EqlAs. Other recommendations from the review will now be considered as part of a development of a forthcoming Waste Management Strategy, all of which will be subject to EqlAs to assess impact.</p> <p><b>Libraries, Registration and Archives</b>  Completing an EqlA is part of the LRA business planning process. This year LRA have completed or are in the process of completing 6 EqlAs. A log is kept. As part of the EqlA for the consultation on the Kent charitable trust model of delivery for LRA services "About You" questions were asked as part of the consultation enabling LRA to review the breakdown of the returns. In addition, :</p> <ul style="list-style-type: none"> <li>• Paper and electronic versions of consultation documents were provided along with an easy read version, large print, braille and audio. Translations were available on request and consultation material was made available on-line and in all service points.</li> <li>• To ensure LRA reached people who were homebound, including those who are homebound owing to a disability, LRA supplied volunteers with flyers to be</li> </ul>	

delivered along with their books explaining the consultation and how they could get involved.

### **Environment, Planning and Enforcement**

All high and medium risk projects are required to carry out an EqIA . These are captured on the Division's Key Project Register, which is regularly reviewed at Divisional Management Team

Key Question/Area	Corporate Objective
11.Details of policies and programmes that have been put into place to address equality concerns raised by service users.	Providing inclusive and responsive customer service through understanding our customers' needs and improving access to services.

### **Waste Management**

As mentioned in Section 1 above, there are a number of contract requirements of Biffa relating to equalities and the delivery of the HWRC service to customers. The points below explain what has been put into place to ensure these requirements are adhered to:

- Each site has an allocated 'Customer Champion'. A customer service training course was held for all of the Customer Champions run by Biffa's Learning and Development Team. Representatives from KCC were also present at the training. In addition, Biffa also ran a course (in March 2015) aimed at behavioural change, which was for all site staff and was customer service focussed. The customer training is an ongoing process, with additional sessions undertaken where instances of failing customer service become apparent through feedback tools such as the customer satisfaction surveys, mystery shopping, complaints and comments data. All new staff also receive customer service training as part of the induction process. All records of training are available for inspection by KCC.
- Biffa's Business Manager has also been assessing staffing levels at the HWRCs and where necessary has increased manpower at sites where extra resource is necessary for the safe operation of the site which as a result enhances the customer experience.
- The majority of site signage is clear and includes a pictorial element which would guide people to the appropriate container, bay, etc. A review of all site signage is being undertaken as part of an annual review which is recorded in the Contract Board report.
- Where KCC have had a request, disability access cards have been issued after being assessed on a case by case basis. Biffa have instructed all site staff to allow access to vehicles carrying these cards, i.e. opening barriers where necessary and offering assistance when requested. All sites were assessed several years ago and where applicable, dropped kerbs were installed to allow for wheel chair access.

Further to the feedback from the engagement with equality and diversity groups to

inform site design and service delivery as mentioned in section 8 above, the recommendations will now be delivered from Spring 2015 onwards. It is hoped that changes will make the service more equitable and barriers to using the HWRCs will be overcome.

### **Libraries, Registration and Archives**

Following upgrades to Windows 7 at our public access computers, blind and partially sighted customers voiced their concerns that the Windows Ease of Access Centre would not answer their needs. After conversations with Kent Association for the Blind and customers who are blind or partially sighted we have included access to NVDA text to speech software and Lightning Express magnification software on all public access computers.

### **Environment, Planning and Enforcement**

Projects which have been put in place have not been identified specifically by service users but are addressing areas which are potentially at a disadvantage. Examples of these projects include:

- Old Chalk: New Downs (Heritage Lottery Fund project) – part of the project has been designed to target free school meal schools to receive support / assistance with their greenspaces. This activity will be carried out in 2015/16.
- Kent Downs AONB undertook face to face consultations for the Management Plan Review targeting young people in particular to ensure young people had better access to information
- Ongoing delivery of the Kent Sport Equality Action Plan 2014-2016
- The Gypsy and Traveller Team carry out health and welfare assessments for all unauthorised encampments (which can include protected characteristics)