

Appendix 1

West Lancashire Borough Council Equality Objectives 2013/15

Equality Objective

To support the development of the financial inclusion strategy and the role of the financial inclusion officer by:

- understanding how tenants might be particularly vulnerable because of one or more of their personal characteristics and planning support to meet these specific needs, including debt and budgeting advice,
- specialised support to benefit claimants with complex needs and identifying cases where specific arrangements need to be in place,
- integrating equality analysis into the Local Support Services Framework for universal credit (and other welfare reform),
- using different communication and delivery channels to meet the specific needs of tenants, including digital inclusion.

Equality Objective

To support the work of the Local Priorities Group in addressing the causes and effects of ASB by:

- understanding who is most vulnerable to becoming a victim of ASB and developing strategies with them to remove or limit this risk,
- understanding who is least likely to report ASB or seek help and take action to improve their confidence and address their concerns,
- building on the ASBRAC framework, which identifies at risk young people, with a programme of targeted interventions that reflect their specific needs,
- supporting the Working Together with Families programme, in particular reducing the impact of ASB offending behaviour on wider family outcomes.

Equality Objective

To develop an appropriate labour market initiative(s) within the emerging West Lancashire economic strategy that improve the life chances of residents and have a positive impact on the West Lancashire economy, including:

- understanding which residents might be particularly vulnerable to long-term unemployment because of one or more of their personal characteristics,
- working towards a shared information protocol across local and national partners, such as Job Centre Plus, which allows for fuller analysis of worklessness data and experience,

- looking at how to sustain and embed the good practice within the West Lancs Challenge Project including the tracking of positive outcomes and of missed referrals,
- evaluating the barriers to local people for becoming, and staying, economically active and addressing these within the strategy.

Equality Objective

To further develop the organisational re-engineering (OR) model to allow for the tracking of customer journeys related to specific personal characteristics, or a combination of these, where this is appropriate and helpful:

- building equality analysis in to the OR model in order that relevant customer profiles can be developed and these specific experiences sought,
- supporting those services due to be the subject of future reviews, scheduled or ad hoc, to put appropriate data packages in place before work begins,
- developing relationships with key VCS organisations that support or advocate for vulnerable groups and that can help to fill knowledge gaps.