

Appendix 3

West Lancashire Borough Council

Equality Objectives 2015-2018

West Lancashire Borough Council recognises that people who provide and use our services come from diverse backgrounds and have different experiences and needs. We value this diversity and the ways in which it contributes to the richness of life and character of our community.

We will develop commission and deliver services that will help to overcome discrimination and disadvantage. We want every resident and visitor to West Lancashire to be treated fairly and with dignity regardless of age, gender, disability, race, belief and sexual orientation and with respect to their marriage and civil partnership, pregnancy and maternity or gender reassignment status. We will use our position and influence to promote equality in all aspects of community life.

As a public body, West Lancashire Borough Council is subject to the requirements of the Equality Act 2010 and the Public Sector Equality Duty (PSED).

We must, in the exercise of all our functions, have due regard to these three aims:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.

The Equality Act explains that the second aim (advancing equality of opportunity) involves, in particular:

- Removing or minimising disadvantages suffered by people due to their protected characteristics.
- Taking steps to meet the needs of people with certain protected characteristics where these are different from the needs of other people.
- Encouraging people with certain protected characteristics to participate in public life or in other activities where their participation is disproportionately low.

To assist us in doing this we have the following Equality Objectives, which have been developed to complement the key priorities adopted by the Council in the Council Plan 2015- 2018.

The objectives will remain in place for the duration of Council Plan 2015 - 2018, and will be reviewed annually.

Equality Objectives 2015 to 2018

Council Plan Priority	Equality Objective	What we will do	Lead Officer
Ambitious for Our Economy – retain and grow jobs, increase skills levels and encourage business and wealth.	To support the delivery of appropriate labour market initiative(s) within West Lancashire that improves the life chances of residents and has a positive impact on the West Lancashire economy	<ul style="list-style-type: none"> • Understand which residents might be particularly vulnerable to long term unemployment because of one or more of their personal characteristics. • Work towards sharing information across local and national partners, such as Job Centre Plus, which allows for fuller analysis of worklessness data and experiences. • Look at how to sustain and embed the good practice developed from the West Lancashire Challenge Project into new projects. • Working with businesses and partners to support development and growth whilst matching employment opportunities to skills needs. • Greenshoots – Providing infrastructure for business to grow and develop. • Apprenticeships – Supporting and promoting apprenticeships within both the Council and the wider business community. 	Economic Regeneration Manager
Ambitious for our Environment – enhancing the built and physical environment, and cleanliness and tidy and combat crime and the fear of crime.	To combat crime and fear of crime through tackling anti-social behaviour (ASB)	<ul style="list-style-type: none"> • Understanding who is most vulnerable to become a victim of ASB and developing strategies with them to remove or limit 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 	Environmental Protection and Community Safety Manager

		<p>programme of targeted interventions that reflect their specific needs.</p> <ul style="list-style-type: none"> • Working together with other agencies to support families programme, in particular reducing the impact of Anti- Social Behaviour on communities. • Encouraging the development of premises to be built to standards that limit opportunities for crime and anti- social behaviour to take effect. 	
<p>Ambitious for Our Health and Wellbeing - improving the health and wellbeing of local communities</p>	<p>To support the continued development of the financial inclusion strategy and the role of the financial inclusion officer, to improve the financial wellbeing of tenants of the Council's social housing provisions.</p>	<ul style="list-style-type: none"> • The Council invest nearly £3/4 million on altering properties to meet the requirements of either individuals or families who have physical disabilities. This makes their life more manageable and improves the quality of this. • 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. • Using different communication and delivery channels to meet the specific needs of tenants including digital inclusion. • Alter properties, because of residents disabilities, to improve the quality of their lives. • Working with community based facilities to improve their accommodation. 	<p>Housing Operations Manager</p>