

Equality and Diversity Strategy

2010
ROTHERHAM LTD

TURNING HOUSES INTO HOMES



INVESTOR IN PEOPLE



www.2010rotherham.org

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Foreword

We are pleased to introduce this Equality and Diversity Strategy for 2010 Rotherham Ltd.

It represents our corporate commitment to take a structured approach and place local people, our employees, our partners, and the community at large at the heart of all that we do.

Our strategies are evidence that we are serious about bringing positive change within the organisation, and proof that we know more needs to be done through actions listed in the Action Plans.

We know that to succeed we need to work with local people and with local organisations to demonstrate that we are working for our communities, and we look forward to working with customers in delivering the commitments made in this strategy.

Colin Earl
Interim Chief Executive

1.0 Introduction

By having a Strategy that seeks to embed both Equality and Diversity into all our work, 2010 Rotherham Ltd is bringing together two distinct but inter-related themes which we feel are key to a successful service and organisation.

Equality is about recognising that some people suffer disproportionate disadvantage. Ensuring Equality within our remit is to make sure that we do not discriminate against any individuals or groups and also means a commitment to proactively addressing inequality where it exists.

2010 Rotherham Ltd knows that the multiple threads of social identities, experiences and cultures are the weft and warp of our communities and supported by good equal opportunities, stimulate creative economies and healthy cohesive neighbourhoods. The importance of a commitment to Diversity along side Equality is to underline the fact that all of us are different and that that is something we welcome and celebrate. A tapestry of only one colour is no tapestry at all.

So **Diversity** is about a positive approach that recognises the good sense in being able to include and provide for many different types of individuals, both amongst our staff and amongst our customers.

Our wish to provide services and manage our business in a way that is flexible, responsive and tailored to individual needs, recognising individual strengths, is built on this understanding.

[About this document](#)

Aims: The aim of this document is to describe the context of and our commitment to actively promoting equality and diversity.

Objectives: This document and appendices, set out how we will create a framework through which we will eliminate discrimination and address the needs of our diverse customers, staff and potential customers.

The 2nd part of **Section 1** gives a brief overview of 2010 Rotherham Ltd for those who are not closely affiliated with the organisation.

Because we believe that our communities and customers should always be our starting point, **Section 2** gives an overview of the equalities profile of Rotherham, identifies areas where we know there are gaps in that knowledge, and begins to highlight some of the issues faced by individuals and parts of our community.

Building on this knowledge of our communities, **Section 3** explains the business, moral and legal case for underpinning all that we do with a commitment to equality and diversity.

The Equalities and Diversities Policy and statement of commitment found in **Section 4** are built on the context provided by Sections 2 and 3. They were agreed by the 2010 Rotherham Ltd Board (after consultation) in May 06.

Section 5 outlines some of the tools we will use to deliver the policy and **Section 6** explains the objectives of the 2010 Rotherham Ltd Equalities and Diversities Corporate Scheme found in **appendix a**. The scheme does not detail all the work that will take place around equality and diversity. Rather it explains how we will put in place those systems and structures that we need to learn further from customers and partners what our priorities should be and ensure that those priorities are pursued effectively through service level plans and delivery. This includes performance management.

This does not mean that direct action on the ground has not already started. **Section 7** outlines some of the work that is already underway, prompted by feedback from customers and best practice elsewhere.

[2010 Rotherham Ltd – Who we are and what we do.](#)

2010 Rotherham Ltd is an Arms Length Management Organisation (ALMO). That is an organisation that whilst still owned by the Council, is managed independently. We have, broadly speaking three areas of work.

- It is our responsibility to repair and maintain all the council properties in the borough and manage our tenancies.
- We are in charge of the delivery of the Decent Homes programme which will raise the quality of all those properties to the Decent Homes Standard by 2010 Rotherham Ltd.
- Finally we play an important role in Neighbourhood management, that is working with residents and partners to raise the overall quality of life in our communities and neighbourhoods, across the borough.

Our vision is

“Creating and sustaining better homes, neighbourhoods and communities”

At 2010 Rotherham Ltd, we believe in these core values:

- Respecting all our customers and their diverse needs
- Being open and honest
- Listening, learning and achieving
- Continuous improvement
- Working with partners and communities for a better future
- Value for money
- Being a good and caring employer
- Respecting the environment now and for future generations

We employ over 600 members of staff in a wide variety of roles from electricians, plumbers and other operatives to Neighbourhood Support Officers, Income Champions, Managers and clerical assistants.

We work in partnership with many different stakeholders, the Police, the Health Community, RMBC, Suppliers, the Community and Voluntary Sector and most importantly our residents.

2.0 Our Communities

The bed rock of a good approach to equality and diversity is a knowledge of our customers and our potential customers. Any policy or action plan for Equality and Diversity needs to arise out of this knowledge.

All 2010 Rotherham Ltd customers have a personal file, where particular information (relevant to the services we offer) is kept. We know that information is a) not as extensive as it could be and b) potentially not fully accurate.

As a result 2010 Rotherham Ltd has launched the 'Getting to know you Survey' with a view to extending and updating our data base. So far we have received a 36% return on the survey and the data is currently being inputted. We will continue to build on that return over the next year.

For the purposes of this Strategy therefore we have only included information about the whole of Rotherham (our potential customers), where it is available. When we are in a position to provide information about our customers with integrity we will be able to compare that with wider information in order to identify under-representation in take up of services.

[Equality profiles](#)

The following categories are recognisable as strands of Equality legislation. Each in different ways experience discrimination and barriers to equal opportunities.

It is important to reiterate that for us at 2010 Rotherham Ltd , age, ethnicity, sexuality, gender, faith, and disability offer more than just a way to tackle inequalities. These headings relate to all of us and as such, they provide a framework with which to open our minds to diversity and break the mould of a single size fits all.

[Ethnicity](#)

Below is a table showing the ethnic breakdown of the people living in the Rotherham Borough. The largest group by far is White British and their many different sensitivities, cultures and aspirations need to be as thoroughly understood as any other group.

The size of Rotherham's Ethnic Minority Community is relatively small. However the community largely lives in and around the Town Centre so that visitors to Rotherham are given the perception that we are more multi-cultural than is the case in other parts of the Borough. The reasons for this concentration and its possible consequences are looked at a little later.

Census 2001	%	ROTHERHAM
All people	100%	248,175
White British	95.93%	238,095
White Irish	0.42%	1,063
White Other White	0.52%	1,305

Mixed White and Black Caribbean	0.14%	352
Mixed White and Black African	0.04%	104
Mixed White and Asian	0.19%	488
Mixed Other Mixed	0.107%	266
Asian or Asian British Indian	0.20%	497
Asian or Asian British Pakistani	1.895%	4,704
Asian or Asian British Bangladeshi	0.01%	26
Asian or Asian British Other Asian	0.122%	303
Black or Black British Black Caribbean	0.07%	180
Black or Black British Black African	0.07%	180
Black or Black British Other Black	0.016%	40
Chinese or other ethnic group Chinese	0.122%	303

The largest group is the Pakistani/Kashmiri community. With an age profile that differs significantly to the wider population, careful consideration will need to be given by partners in strategic planning to provision for future generations. Housing market renewal work will need to reflect the changing aspirations of this community and the facilities and amenities that they need or will need. 2010 Rotherham Ltd, although largely an operational organization has a role to play in developing new channels of communication with this community and other ethnic minority groups and alerting partners to issues raised by them.

The census not only is already out of date, but also at the time did not identify key communities relevant to Rotherham, For example, not identified specifically here is the Yemeni community. We have no official figures but anecdotally there are between 300–400 Yemeni people living in Rotherham today.

Since the last census the dispersal of asylum seekers has also significantly changed the range of different languages and nationalities living in the area. There are currently around 700 asylum seekers in Rotherham, which represents around 8% of the total asylum seekers in Yorkshire. These are also concentrated in and around the town centre and make up around 0.28% of Rotherham's total population. They are from a range of different countries from around the world.

We have no reliable figures for the number of refugees who have chosen to stay in Rotherham on receipt of the positive decision on their asylum claim. We believe it to be a small but growing number.

The gypsy and traveller community in Rotherham and provision for them is becoming increasingly topical. Work is frustrated by lack of information and very few recognised points of contact across public services. However, triggered by new planning legislation, 2006 saw the commissioning of a piece of research into this community and results will be shared in early 2007. Anecdotally, there is a feeling that housing policy does not currently provide appropriate services for this group and that long term negligence and institutional persecution of Gypsies and Travellers nationally has led to an isolation, exclusion and a minority response that has little faith in government support. Health and education inequalities are amongst the most severe for gypsies and travellers and a lack of innovation in housing provision has played a part in that. A small step has been taken

in that this ethnic category is now included on our equalities monitoring forms and on the new housing application form.

Finally, new legislation about economic migrants has meant a growing number of people coming to Rotherham from Eastern Europe (particularly from the Czech republic). This group is not allowed to access social housing for the first year after arrival but we know now that there is a community that has been here for more than a year.

We know that people experience discrimination and disadvantage because of their ethnicity. People from most minority ethnic backgrounds proportionally are more likely to live in over-crowded poor accommodation than the white community.

Lack of choices for different ethnic groups is an issue that we and partners need to address. 2010 Rotherham Ltd should be sure that racism and fear of racism is not affecting where people choose to live. We also need to consider the under-provision of larger family accommodation, whether information about choice based lettings is getting through to all communities.

Interestingly, at the time of the last Census 9% of the BME community lived in council accommodation compared to 21.5% for the whole population (27% of the BME community rent compared with 31.8% of the White community).

Our Equality and Diversity Policies and action plans will seek to respond to Rotherham's ethnic demographics in a positive and innovative way.

In Rotherham, community leaders and BME organisations have been targeted as key channels for consultation. Over the years they have given considerably of their time and energy and resources to help public bodies in the Borough serve their communities better. However recently, 'consultation fatigue' has led to clear messages from communities asking for more direct action as a consequence of their involvement.

In addition the practice of targeting community leaders in the BME community, rather than approaching individual customers as we do within the white community is one that we need to review. With adequate interpretation and translation facilities it is no longer an only option.

A piece of research was commissioned through the Neighbourhood Renewal Unit to draw together all consultation done by housing with the BME community over the last few years, to verify its key findings and recommendations with customer, staff and federation focus groups. The report 'Reviewing Race and Housing Options' and its recommendations have been built into our understanding of what needs to be done now in Rotherham and also how we might develop more creative involvement systems or networks.

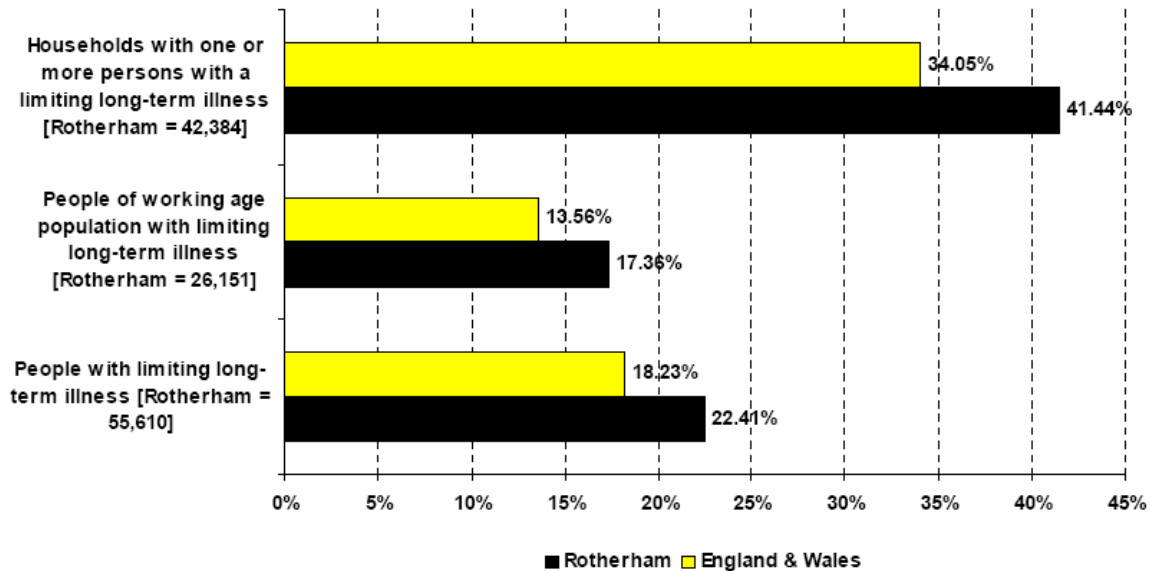
Disability

2010 Rotherham Ltd adopts the Social Model of Disability. As such, we recognise that disability arises from society's negative treatment of disabled people; it is not an

inevitable consequence of people's impairments. So equality is possible and can be achieved through removing barriers.

In addition we believe that the life skills that people who manage a disability often have developed are invaluable to us both on our staff and working with us in our communities. The following diagram shows limiting long term illness in Rotherham in 2001.

Figure 1. Limiting long-term illness (Source: 2001 Census Table KS08/KS21)



(Working age population is 16 - 64 years inclusive for men and 16 – 59 years inclusive for women)

2010 Rotherham Ltd’s Equalities and Diversities Policy and associated action plans will remove barriers to the disabled people in our area, making sure that they have fair access to, and involvement in, our services and opportunities for work with us. This will mean targeted work in areas of recruitment, physical access and access to information and involvement in the planning of services. A commitment to Inclusive design as a concept across all our delivery will be key.

An awareness of the range of different disabilities and the needs people may have is key to service planning. The Checking our Records survey addresses in part that potential gap in information. We have been very grateful to the disabled members of the Rother Fed and the disabled workers group for their advice and guidance. However in Rotherham, with over a fifth of the adult population experiencing Limiting Long Term illness, it should be incumbent upon us to widen that involvement framework so that we and service users can further improve services.

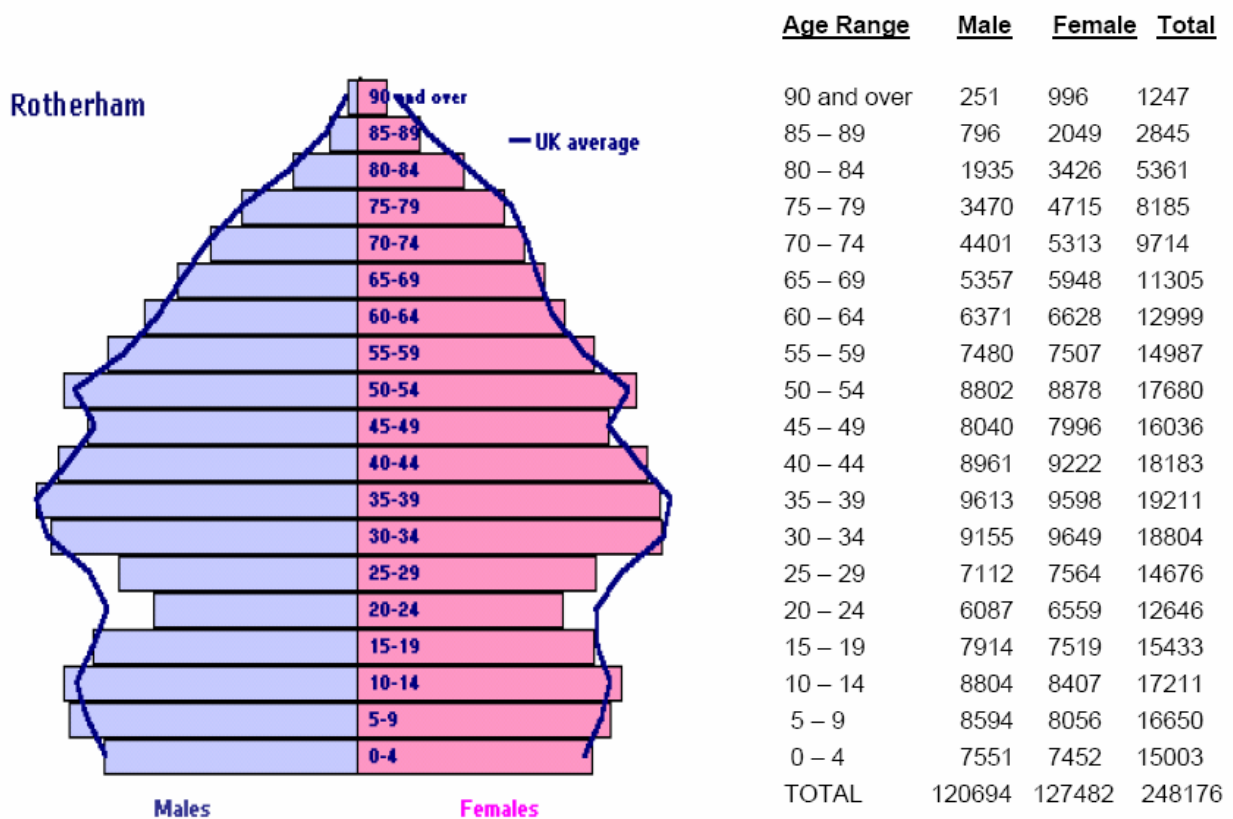
Age

Compared to 1991, the population of Rotherham has fallen by 5,500, a reduction of 2.2% (UK has increased by 2.4%).

Generally the age split mirrors the UK average but the number within the age groups 20 to 29 is smaller than average (11.0% compared to 12.6% nationally). It is possible then that our young adults are leaving the area because of comparatively less opportunities for them. 2010 Rotherham Ltd will wish to ensure that young adults are equally able to access our services as any other group.

For the first time in England and Wales there are now more people aged 60 and over than there are children aged under-16. Rotherham is following this trend although the number of children under-16 is still slightly higher than the 60 and over age groups.¹

Figure 1. Population Age Structure (Source: 2001 Census Table KS02)



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

Younger and older people have the right to equality of opportunity and make a significant and valuable contribution to our neighbourhoods and communities.

Our Equalities and diversity policy and associated action plans will make sure that our services are designed to meet the needs of different age groups both now and in the future and will address under representation both in service take-up and user

¹ Produced by Neil Rainsforth, Research Analyst, Rotherham RMBC, Policy & Partnerships

involvement. This will cover not just accommodation in the narrow sense of the word but also safety and inclusion.

In addition we will comply with new age legislation in the work place.

We are very grateful to the people of all ages who contribute to the life of the TARAs, the federation and those who take time to fill in surveys. However we feel that young people are not as represented amongst them as we need them to be. This is manifestly a big gap and will be addresses through this strategy.

Sexual Orientation

The Government estimates that between five and seven percent of the population is Lesbian, Gay or Bisexual²; a greater percentage of our population than people from a BME background.

In Rotherham until very recently there has been no formal recognition of this part of our community. Services are almost all planned for the Heterosexual community (Heterosexualism). Up until a year ago there were no social venues for the community in Rotherham, leaving members of the community feeling isolated, (and Rotherham town centre short of a possible income). There seemed to be a prevailing view that people's sexuality is their own business and often the way in which the heterosexual community are able to be open about their sexuality is ignored.

We believe the last few years has seen the first steps towards change. With the coming together of LGBT Rotherham community group and the setting of targets for the reporting of homophobic crime in the community safety strategy bit by bit, it seems people are less fearful of using the words Lesbian, Gay etc – which is a step forward.

2010 Rotherham Ltd was proud to be a part of the celebrations of LGBT History month in February 06 and continues to work closely with the 'LGBT Rotherham' community group.

Research undertaken in 2004 into the needs of Lesbian, Gay, Bisexual and Transgender people in Rotherham identified respondents from all areas of the district. Respondents were of different ages, ethnicities, faiths and disabilities. Just under two thirds of respondents were not out to neighbours and the wider community and there was an understanding in the research that respondents themselves were perhaps from a more confident part of the community who were engaged in supportive networks.

The research identified that 75% of respondents had experienced discrimination or harassment in one form or another and 68.3 % of the incidents had occurred in the 12 months before the survey.

Of those that reported the incidents only 58.8% felt they were treated sensitively.

² Civil partnerships: A framework for the legal recognition of same sex couples (June 2003)

2010 Rotherham Ltd will not tolerate homophobia either in the work place or on our estates. Our action plans and policies will seek to eliminate the fear of prejudice, discrimination, harassment and violence, which can prevent lesbian, gay and bisexual people from being "out" about their sexuality and their family make up. This is particularly important for a housing organisation where joint tenancies are being applied for, or suitable accommodation is being found for a homeless young person, or an elderly person seeking residential care.

In the anonymous section of the getting to know you survey we asked about sexual orientation, partly because of the way civil partnerships will affect tenancies and partly because of the need to evidence lack of discrimination in the provision of goods and services. We kept the question anonymous after advice from LGBT Rotherham, that people would not feel safe otherwise. We are saddened that this was the case. It was a first step to raising the population's awareness of this community and we are pleased that the new housing application form now includes a question about sexual orientation. We will continue to work with LGBT Rotherham to counter prejudice and perceived prejudice in the Borough. Eventually we would hope to set up a LGBT tenants' group that will help us consider issues such as appropriate accommodation for elderly or homeless gay people.

Women and Men

England

Female Population	Economically Active	Construction Workforce (SIC45)	
51%	46%	10%	
Craft & Trade Occupations	Construction Design & Management	Construction all other occupations	Construction Sole Traders
Less than 1%	12%	31%	2%

3

Attention needs to continue to be given to the role of Gender in the work place. Flexible working arrangements that suit the needs of women and men should be in place and staff confident that they will be free from sexual harassment or discriminatory treatment.

The issue of job segregation is very pertinent for 2010 Rotherham Ltd. Of over 300 operatives we have only 3 female electricians (two of whom are on long term leave). Good progress has been made in terms of identifying this as an area for focus and 2006 has seen significant changes in the recruitment process for apprentices.

However this work needs to continue and a more proactive approach (with partners) needs to be taken to raise awareness of our trades as career opportunities for women.

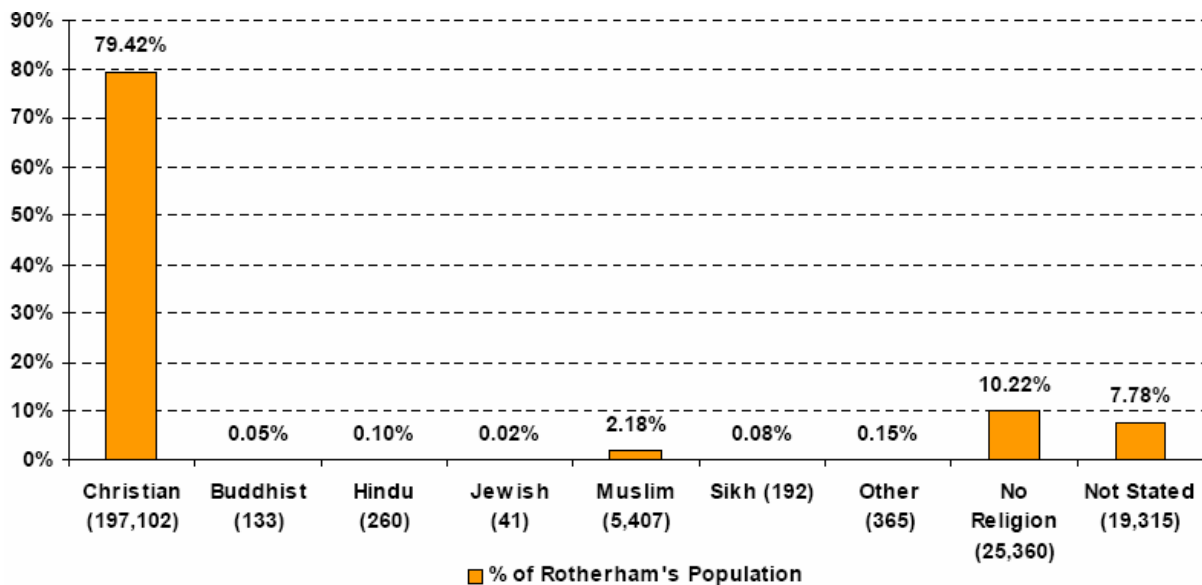
³ National Labour Force Statistics 2004

It will be interesting, when we have completed our staff survey, to look at how many men have reception or clerical roles in our organisation. We will take positive action to challenge traditional gender expectations in job roles that limit the aspirations and opportunities of women and men.

Importantly, as one of the partners of the Safer Communities Partnership, 2010 Rotherham Ltd needs to play its part in raising levels of awareness and reporting of Domestic Violence and providing suitable accommodation for victims. Although this needs to be predominantly a service for women (1 in 8 women nationally have experienced violence from men they know) services should be in place for victims who are from same sex relationships and men.

Rotherham has seen at times levels of prejudice directed towards unmarried and teenage parents amongst our communities. 2010 Rotherham Ltd will work to support vulnerable tenants whatever the reasons and will have a zero tolerance of all 'Hate Crime'.

People of different Faiths



(Source: 2001 Census Table KS07) ⁴

In Rotherham 79.4% of the population stated their religion as Christian compared to 71.7% for England & Wales. Rotherham's Muslim population, the second most common religion, accounted for 2.2% of the population, compared to 3.0% for England & Wales.

⁴

In the figure above the other faiths hardly register and yet Rotherham has a very active community group that is largely Hindu. There are also accessible links into the Sikh and Buddhist communities. This diversity is important because it prevents an 'us and them' approach to faith relations.

2010 Rotherham Ltd values the faith communities within Rotherham and sees them as potentially powerful agents in renewing neighbourhoods and promoting community cohesion. We are aware that current events on the international and national stage has caused particular concern for some faith groups. Where we can, 2010 Rotherham Ltd will work to alleviate such concerns and involve faith groups in our pursuit of a cohesive community. The same events and the way the media have dealt with them have also led to consternation amongst some of our other customers and potentially provide opportunities for far right activity. 2010 Rotherham Ltd will work with partners to challenge prevailing myths about different faiths and their followers.

People on our estates and amongst our staff have the right to practise their religion or beliefs without fear of intimidation, harassment or violence. Our Equalities and Diversities Policy will not allow unlawful discrimination on the grounds of religion or other beliefs and intolerance will be challenged and dealt with through our hate crimes procedure.

We will not permit our employees to impose on others' religious, political or other views that seek to limit the dignity and rights of others or cause offence, whilst carrying out their employment

Our Equality and Diversity policies and action plans will ensure the provision of flexible and responsive services and working practices that are sensitive and respectful of religious and other beliefs, practices and obligations.

The action plans will also promote understanding and break down barriers between faith and other communities, by for example, working with Rotherham Inter-Faith Forum and acknowledging and supporting the celebration of religious festivals and events.

In the getting to know you survey we included in the anonymous section a question about faith. We wish to identify the different faiths that exist among our customers and work hard to raise awareness of those faiths amongst our staff and the wider community. We recognise this as an area where our knowledge is not as good as it could be and we will seek to rectify that.

Our Partners

Our chief partner or client is RMBC and in particular the Neighbourhoods directorate. Much of our work overlaps with theirs and the positive relationship we have with the equalities lead within Neighbourhoods is of great value to us.

An important part of our policy on equality and diversity is the effective partnership working generally with statutory agencies, the community and voluntary sector and the private sector.

We can take effective action for equality and the promotion of diversity in our own sphere of work. However a far greater impact will be had if we can influence our partners to take action too. This ripple effect is key for community cohesion, because building a cohesive community is something that no one organisation can do on its own.

2010 Rotherham Ltd will build on the relationships we have with partners and develop relationships where previously there have been none. We already work closely with the police and Rotherham Borough Council. We also have good relationships with some community and voluntary sector organisations, and these we will continue to cultivate.

2010 Rotherham Ltd, particularly within the decent homes programme, has the opportunity to work with private sector partners to further progress on equality and diversity within our borough. Our policies and action plans will reflect a commitment to equality and diversity through all our procurement processes.

3.0 The Corporate Case

The Business case

We have a responsibility to all our actual and potential Tenants and Leaseholders and the residents who live in our neighbourhoods. By potential customers we mean any individual or group in the Rotherham Borough who may wish to live in our accommodation or be involved with making changes in the area they live or work.

Those individuals, families and communities come from many different backgrounds, have many different needs and aspirations and will experience our services differently. It makes sense therefore to offer a flexible and creative service that responds to individual customer needs and grows beyond 'the one size fits all' model. No supermarket ever made a profit by planning a single menu for all its customers.

Increasing the diversity of our work force will help us to respond to our diverse customers. In addition creating a happy working environment where difference is valued and individuals welcomed and allowed to 'be themselves' will make us more productive and innovative as an organisation.

The Moral case

Disadvantage and discrimination exist. Prejudice and stereotyping are difficult to overcome, especially when people do not have opportunities to become at ease with difference. The consequences are far reaching. One of the fastest growing groups of homeless is young gay people. In Rotherham over the next 4 years nearly 1 in 4 white people will receive new bathrooms or kitchens, compared to only 1 in over 10 people from a BME background. Women still form under 1% of the construction trades nationally and 4 out of 10 families with disabled children experienced homes which were cold, damp and/or in poor repair.⁵

Some of these hard unjust facts are the result of prejudice, some of institutional discrimination, generalisation and stereotyping. Sometimes inequalities exist because services have not been prepared to think more creatively and adjust the way they do things to meet the individual needs of customers. There is a moral obligation to try to rectify injustice and stop the cycle of disadvantage.

Legislation

Equalities legislation in the UK and the E.U. is extensive and the advice and guidance available to us from national and local research continues to increase. It is important that Board members and staff understand their duties under legislation, firstly to ensure good practice and secondly because if we failed in our duty then we would be liable for compensation as would individual employees who, despite training, behaved unlawfully.

⁵ York University, 2002, the housing needs of disabled children: the national evidence, Joseph Rowntree Foundation

A list is given here of key parts of the legislative framework and most pertinent areas of advice and guidance.

- Equal Pay Act 1970 – that the same work should be paid the same wages
- Sex Discrimination Act 1975 – introduced the concepts of discrimination, harassment and victimisation and outlawed them in terms of gender equality.
- Race Relations Act 1976 – applied the same legislation for race
- Disability Discrimination Act 1995 – recognised and outlawed discrimination and harassment against disabled people in employment, the provision of goods, facilities and services or the administration or management of premises and introduced concept of reasonable adjustment
- Human Rights Act 1998 – sought to establish a national legal framework for the European convention on Human rights
- Sex Discrimination Gender Reassignment Regulations 1999 – set out the responsibilities for employers towards a member of staff undergoing gender reassignment.
- Race Relations (Amendment) Act 2000 – introduced a new positive duty to actively promote race equality and cohesion and recognised in law the concept of institutional discrimination.
- Employment Equality (Religion or Belief) Regulations 2003 – The directive protects against discrimination in employment, vocational training, promotion and working conditions on the grounds of religion or belief.
- 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.
- Gender Recognition Act 2004 -The purpose of the Act is to provide transsexual people with legal recognition in their acquired gender.
- Civil Partnerships Act 2004: Provides legal recognition and parity of treatment for same-sex couples and married couples, including employment benefits and pension rights and tenancies.
- Disability Discrimination Amendment Act 05 – introduced the Disability Equality Duty which requires, in addition to previous legislation, a positive duty to a) promote positive attitudes towards disabled people, b) encourage disabled people to participate in public life and c) to take steps to meet disabled people’s needs, even if this requires more favourable treatment.

- 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.
- 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. It sets a national retirement age of 65 and gives individuals the right to request to work beyond 65. Employers must consider requests.
- 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.
- 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. *It also introduces the Gender Equality Duty from 6 April 2007, Protection from discrimination on grounds of religion and belief in provision of goods, facilities and services from 6 April 2007, Provision from discrimination on grounds of sexual orientation in provision of goods, facilities and services from 6 April 2007*

It should be born in mind that some people may experience multiple discrimination and our legal responsibilities towards them under the above Acts overlap.

We also recognise that although Equalities legislation as it stands gives a sound structure for the elimination of discrimination, it has the effect of creating a perception of a population split into groups or bands of people, sometimes leading to problematisation of communities. It also leaves some outside the law. For example, people who suffer harassment or discrimination because of their size or regional accent.

This is another reason why 2010 Rotherham Ltd wishes to pursue diversity as a way of working, because a diversity approach recognises individuals and promotes good practice for everyone.

Good practice and guidance

2010 Rotherham Ltd has at its disposal a great deal of advice and guidance in this area. The following list represents some of those that have been used to form this strategy.

- Race Equality in Procurement CRE
- Code of good Practice in racial equality for Housing CRE
- Code of good practice for disability equality in Housing DRC
- Age employment regulations - ACAS

- Revised Equalities Standard
- KLOE 31 – Audit Commission. - Draft
- Reviewing Race and Housing Options - Harris Beider
- BME community feedback March 06
- Research into the needs of Lesbian, Gay, Bisexual, and Transgender People in Rotherham – Jan 04
- RMBC Equality Unit advice and guidance
- Jive and Wiset advice and guidance⁶
- HQN website and membership

Local Government performance indicators

We also, through our relationship with RMBC need to evidence and perform against the following best value performance indicators. They will obviously be key drivers in our work.

Best Value performance Indicators
BV2a Adoption of the Equality Standard for Local Government and level reached.
BV2b Race Relations Amendment Act 2000: General Duty to promote Race Equality
BV11a % of the top 5% of earners who are women
BV11b % of the top 5% of earners from Black and minority ethnic communities
BV11c % of the top 5% of earners who are disabled
BV16a % of local authority employees meeting DDA definition of disability
BV17a % of local authority employees from minority ethnic communities
BV74 Satisfaction of council tenants with the overall service provided by their landlord, broken down by ethnicity
BV75 Satisfaction of council tenants with opportunities to participate in management and decision making in housing services broken down by ethnicity

⁶ Jive,

BV156 % of 2010 Rotherham Ltd buildings in which all public areas are accessible to disabled people
BV164 Whether 2010 Rotherham Ltd and partners follow the CRE's Code Of Practice in rented housing
BV174 Number of racial incidents recorded by 2010 Rotherham Ltd in partnership with Neighbourhoods per 100,000 population
BV175 % of racial incidents that resulted in further action
BV225 Actions against domestic violence - % of 11 questions on action set by the Audit Commission to which the authority can answer yes

Equality Schemes

Legislation also requires local authorities to provide schemes for race equality, disability equality and, as of April, gender equality. Current thinking at 2010 Rotherham Ltd is that it would be best for our managers to work from one scheme and their own individual service equality plans which address all equality strands but that allow at any time the 'lifting out' of action and performance supporting a particular strand. This 'lifting out' is important not only for the council to performance manage all areas of their responsibility but also for us when we meet with groups or quality circles from particular backgrounds.

We propose to pilot the single scheme model and review its effectiveness in 18 months (Aug 08).

Community Cohesion

There is no legislation currently to ensure that local authorities address community cohesion but there is an expectation within the CPA, and guidance on LAAs and Community strategies that cohesion should be addressed. All organisations that work on the ground across neighbourhoods and estates will have a key role to play in promoting tolerance and understanding between people of different ages, faiths, and all other strands of social identity, as well as monitoring community tensions. 2010 Rotherham Ltd takes this role seriously.

4.0 Statement of Commitment and Policies

Up until May this year 2010 Rotherham Ltd contributed to the overall Rotherham Borough Council Corporate Equalities Strategy. It is our intention that we should continue to do so. However, in order to be confident that we are doing all that we can in this area both we and the Audit commission recognised that 2010 Rotherham Ltd should have its own approach that will take into account the unique position of the company and its customers. As a result the Board of 2010 Rotherham Ltd after much consultation, agreed a new statement of Commitment and Policies to cover the delivery of Equality and Diversity through our role as employer, our role as a service deliverer and our wider role in the community. These are as follows:

2010 Rotherham Ltd Equality and Diversity Statement of Commitment

Our Vision of 'Creating better homes, neighbourhoods and communities' is dependent upon our commitment to Equality and Diversity.

2010 Rotherham Ltd sees the rich social and cultural diversity of Rotherham's communities as one of our greatest assets. We know however that people face discrimination and disadvantage for many reasons. These may include disability, age, race, gender, sexual orientation, religion, language, asylum or refugee status, spent convictions, low income, employment, or family status.

Working closely with Rotherham Council, 2010 Rotherham Ltd will promote equality, inclusiveness and community cohesion for all neighbourhoods, customers and staff. We will offer equal and fair treatment to our customers and staff, respecting their different needs. Working together and with partners we will overcome barriers to, and within, our services that discriminate, and disadvantage individuals and communities. We will drive this commitment through our role as a community leader, employer, and through the services we offer and the way we deliver them.

2010 Rotherham Ltd Equality and Diversity in Community Leadership Policy Statement

2010 Rotherham Ltd will drive our commitment to Equality and Diversity in the wider community by

- Celebrating the diversity of people within the Rotherham Area and our region.
- Encourage and support people to be active in community life
- Work closely with the community and voluntary sector to support those who traditionally have been marginalized or disadvantaged.
- Work with partners to provide an environment for everyone that is free from discrimination, harassment and violence and encourage other organisations to adopt good practice on fairness, equality and diversity.
- Work with our partners to improve the social, economic and environmental well being of areas of multiple deprivation through Rotherham's Community Strategy and Neighbourhood Renewal Strategy.

- Fulfil the third general duty of the Race Relations amendment act to promote good relationships between communities in order to build a cohesive community for all.

2010 Rotherham Ltd Equality and Diversity in Employment Policy Statement

We will drive our commitment to Equality and Diversity as an employer by

- Creating positive opportunities to build a workforce that will be representative of the Borough's population both now and in the future.
- Ensuring all employees have fair access to learning and development opportunities.
- Providing a safe and accessible working environment that values and respects the identity and culture of each individual and where systems for effectively addressing bullying, harassment racism homophobia etc are clearly understood by all.
- By providing training and guidance to all our employees, managers and Board members to enable them to recognise and fulfil their responsibilities under this policy
- Apply a transparent way of evaluation jobs that aims to ensure equal pay for equal work.
- Promote and operate work life balance policies and practices that are flexible and responsive to employee and customer needs.
- Fully comply with legislation including currently Equal Pay Act 1970, Sex discrimination Act 1975, Race Relations Act 1975 and Race Relations Amendment Act 2000, Human rights Act 1998, the General Equality Standard 2002 and later amendments.

2010 Rotherham Ltd Equality and Diversity in Service Delivery Policy Statement.

2010 Rotherham Ltd will drive its commitment to Equality and Diversity in the delivery of its services by -

- Providing an accessible, appropriate and professional service to all our tenants, customers and stakeholders.
- Listening and responding to the views of customers and potential customers by consulting widely and creatively about their needs and priorities.
- Creating opportunities for groups and individuals who have traditionally been marginalized to tell us how we can offer more appropriate services that will meet their needs.
- Working with partners to deal effectively with unfair discrimination or harassment in our neighbourhoods. Including racism, homophobia, Islamaphobia and other hate crimes.
- Strive to eliminate such occurrences in our neighbourhoods by promoting understanding and tolerance.

- Review and modify our systems, processes and working practices wherever needed to ensure they do not overtly or inadvertently discriminate against individuals or groups within our communities.
- Ensure those organisations through which we commission or procure services are supported to fully comply with best practice in equal opportunities and the valuing of diversity.

Who is responsible?

- **Employees** - through their work and relationships with customers, colleagues and partners.
- **Managers** - through their responsibilities for developing an inclusive atmosphere in the work place, managing people, performance and partnerships.
- **Managing Director and Directors**, through informed, persuasive and proactive leadership
- **2010 Rotherham Ltd Board Members** through leadership, informed strategic decision making and performance management
- **Partners, contractors and voluntary groups (including RotherFed)** through complying with their own equality responsibilities and developing good equality practice.

5.0 Tools for Delivery

Customer involvement

2010 Rotherham Ltd knows that the best experts on good services are likely to be those who need them. Customer and potential customer involvement is critical to continuous improvement. The phrase 'Nothing about us, without us' usually is associated with Disability rights, however it makes the best sense for all of our customers.

We already have a compact with our customers called 'Here's the deal' which outlines many ways customers can get involved in service change and improving their neighbourhoods. Customer satisfaction is a key part of our performance management systems and tenants and residents have played a big part in identifying priorities for neighbourhood action on the ground. We were proud that so many people voted in the Tenants Representative elections to the 2010 Rotherham Ltd Board in August 06. We owe a great deal to the Rother Fed and individual TARAS for their time and energies.

We believe we are having real conversations with our customers that result in improved services and outcomes.

In order to progress equality and diversity we will need to go further. We need to extend the range of opportunities and the way we resource them to include some of our more marginalized groups, initially those identified in the previous section but increasingly reaching out to new and emerging groups.

We also would benefit from the setting up of designated customer scrutiny groups representing different strands of social identity. The data collated through the Getting to Know You Surveys will assist with this. Whilst recognising and valuing the many informal methods there are for consultation and involvement we may require something more formal and long term. If this is the case then we will need to think how we can resource training and expenses and recompense individuals for their time, expertise and skills, and their commitment.

The Equality Standard Framework and other guidance

2010 Rotherham Ltd needs to contribute to RMBC's progress through the ESF, but legally ALMOs do not have to work their way through its entirety. However it provides a very useful structure to ensure corporate change and as such is an invaluable tool for our progression. Other key national guidance include the DRC 'Guide to the disability Equality Duty and Disability Discrimination Act 2005 for the social housing sector', the CRE's Code of practice for racial equality in housing and Improving opportunity, Strengthening Society, (the government's strategy to increase race equality and community cohesion). We also have benefited from Housing Quality Network website and membership.

Leadership

If we are to really tackle injustice and make a difference to the lives of our customers and the health of our communities, our approach can not be project based, dependent upon ad hoc initiatives and one off celebrations.

The way forward must be a deep embedding of the principles of equality and diversity through out 2010 Rotherham Ltd. This will require determined leadership that is willing to set up, and support structures and systems for effective delivery and that will send clear consistent messages right the way through all our staff and on out to customers and partners.

This strategy and in particular the accompanying action plan, is geared to setting up those systems and structures. Busy managers need clear processes, adequate and effective information systems and a good understanding of legislation in order to be able to set with customers targets and take informed action. The level of robustness of the corporate structure for delivering equality and diversity could be the deciding factor in our success. An overview of the proposed structure is given in appendix.

However adherence to a structure will not be enough. Many of our staff and customers have not had opportunities to meet with people of diverse backgrounds, to become at ease with difference challenges us all at different times and issues such as gender segregation in the work place are rooted in deep set attitudes that people need help to think through. Therefore 2010 Rotherham Ltd's leaders, from board down to operational managers (and our partners in RotherFed) will need to work hard to create an atmosphere of inclusiveness and a culture that enjoys and values difference.

Equalities Mmonitoring

Core to any progress in equalities and diversity is the need to gather information about who is taking up our services and how satisfied those different people are with they way we deliver them. 2010 Rotherham Ltd is used to getting generic information of this sort. From now on we will need to break down that information into the 6 equality strands and where necessary differentials within them. For example, we may need to find which sorts of disability are preventing access to a particular service.

There is an understandable resistance to asking what seem at first to be irrelevant questions that intrude on people's privacy. Sexual orientation, for example can be perceived as being 'none of our business'. In actual fact there is no such restraint around the heterosexual community. People are happy to say if they are living together or married, hetero sexual couples can hold hands freely and be open at work and with friends about their relationships. There is also sensitivity, in the current international climate, of asking people about their faith or ethnicity. Communities have felt unfairly stigmatised and targeted. Indeed for all of us, there is a question about how safe it is to have a database which lists the addresses of people of a different faith or nationality.

These are not easy issues. However if we are to eliminate both institutional and direct discrimination we need to be able to identify where it is happening. We also need to be able to measure the effectiveness of any action taken. The key point to remember is that no one is forced to give us information about their sexual orientation, ethnicity or faith. Once they have understood the reasons why we ask those questions they can make their own decision.

For these reasons and encouraged by best practice advice, we will as a minimum equalities monitor take up and satisfaction across all services and workforce profile, against the six equalities strands. This will give us the information we need to identify areas where possible barriers or discrimination exist.

Equality Impact assessments (EIAs), Service level Equality Action Plans, and services that are tailored to our customers needs..

Managers are becoming increasingly familiar with the process of equalities impact assessments. They are used to review all policies, procedures across all services and to ask whether or not any group is disadvantaged by the service or the way in which it is offered. As we are only beginning to equality monitor services, most findings so far have been based on speculation and it has been difficult to set targets.

The current cycle of EIAs was developed before the Almo was set up and will be revisited in 2007 to ensure relevance. Also there is a need to tie the EIA outcomes to service planning and to the core performance management framework of 2010 Rotherham Ltd.

Equality Impact Assessments are a key requirement in both Disability and Race equality legislation, and increasingly for other Equality Strands. They also feature highly in all guidance. 2010 Rotherham Ltd will therefore include and embed in its mainstream corporate performance management systems rolling programmes of equality impact assessments across all service areas.

The action plans that arise out of the impact assessment will be developed with customers and potential customers, agreed by and monitored by the 2010 Rotherham Ltd board, but owned by each service area itself. They, with associated targets will be included in annual Service plans. Progress against those plans will be the responsibility of service heads and managers within each service area.

There is a requirement within the equality impact assessment tool kit to consider whether the policy/procedure or service under review has the potential to be an opportunity for promoting community cohesion. We expect that our Service level equalities plans will also address cohesion, although 2010 Rotherham Ltd, working with partners may wish to undertake additional activities in this area.

6.0 Corporate Equality and Diversity Scheme

The aim of the corporate E&D scheme is to set up systems for collating equalities information, undertaking impact assessments, developing service action plans and targets and reporting progress on those targets to the board. The systems developed need to be foolproof, easily understood and supportive to managers.

The actions we will identify in the different service areas will need to come out of the impact assessment process but also through consultation with our customers. Indeed priorities need to be agreed with them. Therefore a key part of the structure for delivery of our work is going to be the development and supporting of a robust customer involvement model which will build on our 'Here's the deal' compact.

The scheme (which will be reviewed at the end of 2007) has been informed by a range of guidance and the Equalities standard Framework. Further guidance will be shared with managers around specific areas of work to help them develop their service level equality plans.

Work already underway

It should not be thought however that while waiting for a comprehensive structure for the mainstreaming of equality and diversity, work has not already begun in 2010 Rotherham Ltd. The following brief overview gives an idea of what has been done.

We have in place a contract that gives all new starters an on line training, and all staff are in addition given a days training on equality and diversity. Other specialist training has been set up as and when required.

Two important pieces of research have been commissioned. The first was to look at the role of gender in our workplace and the second to look at Reviewing Race and Housing options in Rotherham. Both pieces of research will be presented to the Board in October and have already influenced our delivery.

The recruitment of apprentices underwent a considerable change in 2006 after a best practice visit to Leicester. Applications from women and from the BME community rose considerably as a result. A mentor and mentoring groups has been identified for our new female electrician. Training has been given to over 70 members of staff from across the organisation in the building of a workplace that is inclusive to women. A benchmarking group for the region has been set up to pool good practice and resources with the aim of recruiting to the trades people from non traditional backgrounds.

Commitment has been given to offer 7 more equip placements.

A BME feedback task group has been set up to respond to issues raised at a BME open forum.

Work placements have been arranged for clients of Remploy and Mencap and 2010 Rotherham Ltd has benefited considerably from their advice and guidance from these two organisations.

An equalities key indicator has been developed for the Decent homes contracts and links established with equalities leads in each of our partners.

Low Customer satisfaction with the way we deal with racist incidents has led to a procedural review which is currently piloting a new procedure that addresses those issues raised by victims. We also hope to use this as an opportunity to widen our procedure to deal with all hate crime.

We have received over 9,000 returns for our 'Checking our Records' survey which are currently being inputted and will help us with our equalities monitoring.

7.0 Glossary

ACAS	Arbitration Conciliation and Advisory Service
ALMO	Arms Length Management Organisation
BME	Black and Minority Ethnic
CPA	Comprehensive Performance Assessment
CRE	Commission for Racial Equality
DDA	Disability Discrimination Act
EIA	Equality Impact Assessment
ESF	European Social Fund
HQN	Housing Quality Network
LAA	Local Area Agreements
LGTB	Lesbian, Gay, Transgender and Bisexual
RMBC	Rotherham Metropolitan Borough Council
TARAs	Tenants and Residents Associations

The Equality and Diversity Strategy will be reviewed in December 2008. It describes our commitment delivering a fair service for customers and staff, and the way in which we will achieve that commitment. If you would like to talk to someone about it in another language or receive a copy in large print please contact your Neighbourhood Office or Kate Plant on 01709 822238.

這份平等及多元化政策將會在二零零八年十二月檢討修訂。它是有關我們保證採用公平方式，為住戶及職員提供服務的承諾和履行辦法。凡有意採用其他語言方式查詢詳情或索取這份資料的大字印刷版本者，請聯絡當地的區域房屋服務辦事處或致電 Kate Plant 01709 822238 通知。

Strategie rovnosti a diverzity bude znovu zrevidována v prosinci 2008. Tato strategie popisuje naše závazky týkající se dodání férových služeb pro zákazníky a zaměstnavatele a způsob, kterým tohoto závazku dosáhneme. Pokud byste chtěli s někým o tomto promluvit v jiném jazyce nebo obdržet kopii s velkými písmeny, kontaktujte prosím naši kancelář Neighbourhood Office nebo Kate Plant na tel: 01709 822238.

La stratégie de l'égalité et de la diversité sera reconsidérée en décembre 2008. Il décrit notre engagement de donner un service juste pour les clients et les employés et la façon dont on va atteindre le même engagement. Si vous désirez en parler à quelqu'un dans une autre langue ou recevoir une copie en gros caractères, veuillez contacter votre Neighbourhood Office ou Kate Plant au 01709 822238.

سيتم مراجعة إستراتيجية التنوع والمساواة في ديسمبر 2008. تصف الإستراتيجية التزامنا نحو تقديم خدمة عادلة للزبائن والموظفين، والطريقة التي من خلالها سننجز ذلك الإلتزام. إذا ترغب بالتحدث مع شخص ما حول إستراتيجية بلغة أخرى أو تستلم نسخة مطبوعة بالحروف الكبيرة، يرجى الاتصال بمكتب الأحياء الخاص بك أو اتصل ب كات بلانت على 01709 822238

ايكوانيلٹی اينڈ ڈائورسٹی سٹریٹیجی (مساوات اور جداگانہ حیثیت سے متعلقہ حکمت عملی) پر دسمبر 2008 میں نظر ثانی کی جائے گی۔ اس میں صارفین اور عملے کے لئے منصفانہ سروس فراہم کرنے اور ہمارے عزم و ارادے اور اس (عزم و ارادے) کو پورا کرنے کے طریقے کے متعلق بتایا گیا ہے۔ اگر اس کے متعلق آپ کسی دوسری زبان میں ہمارے ساتھ بات کرنا چاہتے ہیں یا بڑی لکھائی میں اس کی کاپی حاصل کرنا چاہتے ہیں تو براہ مہربانی 01709 822238 پر اپنے نیبر ہڈ آفس یا کیٹ پلانٹ - Kate Plant سے رابطہ کریں

استراتژی تنوع پذیری و مساوات - The Equality and Diversity Strategy - در دسامبر سال 2008 مورد تجدید نظر واقع خواهد شد. این برنامه تعهد ما را در ارائه یک سرویس منصفانه برای ارباب رجوع و کارمندان و همچنین مسیری را که تعهدات ما را بدست میاورد بیان خواهد کرد. اگر شما تمایل دارید در این مورد با زبان مختلف دیگری صحبت کنید یا یک کپی از آن را با کلمات چاپ بزرگ دریافت نمایید لطفا با اداره محلی خود یا با کیٹ پلنت - Kate Plant - با شماره 01709 822238 یا ما تماس حاصل فرمایید.

English, Chinese, Czech, French, Arabic, Urdu & Farsi

If you would like to speak to someone about this document or receive it in large print or Braille please contact Kate Plant on 01709 822200