

### Single Equality Scheme- Action Plan 2010 –2013

	OUTCOME	Key Objective	Key Milestone	Timescale	Responsibility
<b>Leadership/ Corporate Commitment</b>					
<b>Equality, Diversity &amp; Community Cohesion</b>	To ensure that all staff and Members are aware and have access to the Single Equality Scheme. (SES)	To ensure staff and Members are informed and understand the importance of Equality and Diversity within Shropshire Council	Approved by Cabinet and Council.	Feb 2010	Diversity Officer Directorate Equality Groups Communications Team
	Annual review of SES and report on progress	To ensure the Equality Scheme is up to date and reflects both internal and external feedback	Consultation with representative people and groups  Directorate Equality Groups report to Strategic Equalities Group  Publication of Annual Report on progress against Action Plan	Annual  Quarterly  Feb 2011, 2012, 2013	Diversity Officer Directorate Equality Groups  Diversity Officer

	To provide briefing sessions Equality Duty.	To ensure all Shropshire Council Members and managers are aware of their responsibilities under the Equality Duties and understand how it affects their work	Briefing sessions to Members as part of the Members Development Programme	Included in the 6 monthly Member Development programme	Head HR & D
	To achieve all 'Achieving' and 'Excellent' level of the Equality Framework	To achieve full equality and diversity compliance in all areas of service delivery and employment practice	Achieving Level Excellent Level	Oct 2010 December 2012	Head of Performance and Partnerships Diversity Officer
	Strategic Equalities Group to meet quarterly  Directorate Equality Groups to meet bi-monthly and feed into the work of SEG	To ensure Shropshire Council continues to Champion equality and diversity  Ensure action plans reflect those of SEG	Report progress to Council Management Team as necessary  Progress reports provided to SEG	Ongoing  Ongoing	SEG Chair Diversity Officer  DEG Lead Officers at Assistant Director level

	<p>To promote Community Cohesion and Social Inclusion</p>	<p>Review and monitor the Multi Agency Protocol for reporting all Hate Crime</p> <p>To understand and recognise what tensions exist and ensure appropriate interventions are put in place.</p> <p>Evaluation of the 'Welcome Pack' for Migrant Workers and new emerging communities in Shropshire</p>	<p>Increased level of hate crime reporting through out Shropshire</p> <p>All feedback to be reported to Shropshire Partnership and Strategic Equalities Group</p>	<p>Quarterly Reports to: Equalities Forum Safer Stronger Communities Board</p> <p>Annual Report to: CMT Strategic Overview Scrutiny Panel</p> <p>Monthly reporting to Government Office (WM)</p> <p>Quarterly reporting to the Equalities Forum</p> <p>Quarterly reporting to the Equalities Forum</p>	<p>Director of LSP Safer Stronger Communities Co-ordinator</p> <p>Diversity Officer</p> <p>Diversity Officer</p> <p>Director of LSP Safer Stronger Communities Co-ordinator</p> <p>Diversity Officer</p>
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	Promote Diversity throughout Shropshire	Ensure the Shropshire Partnerships Equalities Forum is promoted throughout Shropshire	<p>Increased membership and attendance at the quarterly meetings</p> <p>Raising awareness of the Equality &amp; Diversity Awards programme resulting in the increased number of applications</p>	On-going	<p>Director of LSP</p> <p>Safer Stronger Communities Co-ordinator</p> <p>Diversity Officer</p>
	Community Working Teams to work with diversity groups, partner agencies and Crime, Disorder and Reduction Partnership to review and report community tensions and positive events	Developing Shropshire as an inclusive place to live and work for all	Support for cultural diversity events throughout Shropshire	On-going	<p>Hd of Community Working</p> <p>Safer Stronger Communities Co-ordinator</p>

	OUTCOME	Key Objective	Key Milestone	Timescale	Responsibility
<b>Diversity in the Workplace</b>					
	To increase the diversity of staff employed by Shropshire Council	To progress towards a more diverse workforce that truly represents the diversity of the Shropshire community	Targets set: Disabled- 2.65% BME – 0.98% Leadership posts occupied by women – 50% Employees aged 50 or over -35%	2009/10	Head HR & D
			Disabled – 2.7% BME - 1.05% Leadership posts occupied by women - 50% Employees aged 50 or over -35%	2010/11	
			Disabled – 2.75% BME - 1.10% Leadership posts occupied by women - 50% Employees aged 50 or over -35%	2011/12	

	To provide work experience placements for disabled people	To provide valuable skills & experience to enable disabled people to progress into paid employment, either with SC or another employer	17 placements with 1 into employment 17 placements with 1 into employment	March 09 March 10	Head HR&D DEG's
	To provide a 'supported employment' programme for disabled people	To enable disabled people to gain paid 'supported employment' with SC Scheme to be extended to include other under represented groups	Programme rolled-out across Council	March 10	HR & D Officer Learning & Training Services

	To improve the Councils reputation as a place people want to work for LGBT employees.	To achieve a higher ranking in the Stonewall Workplace Equality Index – to be in the top 100 employers registered with Stonewall	Continuing to be a member of the Stonewall Diversity Champion programme	September 10	Head HR & D
	Work with SC's Recruitment Advertising Agency to identify ways to attract more job applications from disabled, BME and LGBT people	To increase the number of successful job applications	New advertising agency to set out a number of options for consideration	March 10	HR Strategy Manager/HR & D Officer
	To undertake a review of employee pay and conditions (Job Evaluation) in staggered phases according to grade.	To implement a strategy which ensures that employees pay is objectively measured for NJC Local Government Service Employees	Framework identified for Phase 3  Phase 3 outcomes implemented  Pay and benefits Framework and Policy developed	August 2010	Head HR & D

	To undertake an Equal Pay Audit within two years of becoming Shropshire Council	Ensure we are meeting our obligations under Equal Pay legislation	Make recommendations on actions to be taken	<a href="#">Report to CMT November 2009</a>	Head HR & D
	To continue to provide Cultural Awareness Workshops.	Employees to provide excellent, non discriminatory services for everyone in Shropshire'	Equalities & Diversity course completed and course rolled-out	On-going	Head HR & D Diversity Officer
	To undertake a data refresh exercise of personal data for all employees	To ensure the quality of personal data.  To have more accurate information around religion and belief and sexual orientation of staff to help Shropshire Council understand better the needs of our staff	Questionnaires returned by staff and information updated	March 10	Head HR & D



	To explore appropriate means of consultation with disabled employees	To provide appropriate support to disabled employees, consult on new policies and practices, and take action on any issues raised	Identify Terms of Reference for future process of consultation and support	March 10	Head HR & D Officer  (in liaison with Diversity Officer & Locality Officer)
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<b>Service Delivery &amp; Customer Care</b>					
	Complete programme of Equality Impact Needs Assessments (EINA), and identify new policy areas or procedures for inclusion in the programme	To ensure both existing and new functions, policies and procedures are assessed, areas for change are identified, and appropriate actions taken	Policy and procedure areas are identified  EINAs completed with evidence of positive outcomes	Ongoing quarterly performance monitoring	Strategic Equalities Group  Directorate Equality Groups  Service managers
<b>Community Services</b>					
	Promote & support the social model through the ongoing development of Pathways Shropshire Ltd to provide sustainable work opportunities for adults with a disability or other disadvantage to securing employment	Increase potential for voluntary work placements. Increase number of flexible & sustainable intermediate work opportunities. Increase awareness of the social firm model within Shropshire Council to ensure opportunities for diversification & growth are maximised	Produce feasibility report on creation of co-operative consortium to support increased emphasis on entrepreneurialism & employment progression pilot study	February 2011	Strategy & Business Support, Business Development

	Enable services to be sensitive to people with sensory impairment	Improved service delivery for relevant service users	Sensory Impairment Task & Finish group, 23 action points. Library Service Sensory Impairment Awareness Resource List on website.		Community Services
	New activities & learning sessions for disabled people visiting Acton Scott Working Farm	To promote a wide range of lifelong learning activities accessible to all. Increase the accessibility to disabled people	Introduction of new courses/opportunities for 2010 season	June 2010. Quarterly monitoring of feedback	Head of Arts & Heritage Service
	Develop & implement NI11 (Engagement in the Arts) Action Plan	Advocacy - Awareness raising campaign, delivery of arts development programme, development of future delivery projects, data collection	Targets: 2009/10 47.5%, 2010/11 49.4%.		Head of Arts & Heritage

	Ensure all Library service/venue/event material promotes facilities for disabled people, LGBT, BME and migrant population and offer books in a variety of languages.	<p>To provide people with clearer information about the Library facilities available</p> <p>To meet the needs of our growing BME population and the new emerging communities</p>	<p>Library Marketing Group to review and advise managers, to ensure consistent quality of new printed and electronic publicity - currently reviewing</p> <p>Feedback sheet to be produced to gain a better understanding of the needs of the emerging community</p>	<p>September 2010</p> <p>January 2010</p>	Head of Library Services
	Promote the Home Library Service & Library Services to people with disabilities	Reach more people with disabilities through the Home Library Service & concessionary library membership	To reach a target of 4.5% of new library members being people with disabilities	March 2010	Head of Library Services
	To provide opportunities for people with disabilities to be physically active in the	Increased number of sedentary people with disabilities being	Implement the Walking for Health scheme & the	2012	Head of Outdoor Recreation

	Shropshire countryside	more active in the countryside	Shropshire Outdoors Project.  Provide opportunities for people to volunteer in the countryside		
	Improve facilities for disabled people at Shropshire Archives	Provide materials & tools accessible to a wider audience	Provide leaflets in large print, provide Friends magazine in audio format, replace some public use PC's with keyboards suitable for the visually impaired	2010/12	Head of Arts & Heritage Service
	To improve opportunities for people with disabilities to take part in Leisure activities within Leisure Centres.	Increased number of sedentary people with disabilities taking part in leisure activities within leisure centres	Programme of improvements to physical infrastructure within buildings.  Consider adopting the Inclusive Fitness Standard for all fitness suite provision.	March 2012	Head of Leisure Services

	Publicise widely landlord services stance on ASB, domestic abuse & hate crime	Residents aware of landlord services stance e.g. display posters, articles in newsletters etc. Publicise successful action taken to prevent ASB, domestic abuse, & hate crime	Improved community cohesion. Reduction in crime. Well informed service users.	January 2012	Head of Landlord Services
	Contractors to demonstrate their commitment to E & D	Work towards requiring contractors & consultants to adopt the Constructing Excellence " Respect for People Toolkit	Contractors granted contracts to carry out work in accordance with principles in e & d policy. Improved tenant satisfaction	April 2010	Head of Landlord Services
<b>Development Services</b>					
	Partnership Review of waste collection services with Veolia ES Ltd. Including vulnerable people (elderly/disables on assisted collections, Gypsy traveller sites.	To ensure accessibility to waste services for all.	Complete review of current situation	March 2010	Waste Team Gypsy Liaison Officer

	Leading by example Shropshire Council promoting equality of opportunity to businesses. Through existing mechanisms on site and through mail shot materials.	To lead by example in promoting equality of opportunity	Distribute information to businesses in Shropshire	March 2010	Economic Development Public Protection
	Review of the Equality policy & procedures in Enterprise & Mouchel contracts.	To ensure contractors are implementing equalities in line with Shropshire Council	Gather evidence of current practise	March 2010	Highways Contracts
	Transport transport/community transport	To improve accessibility to services	LTP progress reports	March 2010	Transport Planning
	Mystery Shopping for SC Services	To test access and customer experience to services	Prioritise services for mystery shop Carry out initial exercises	January 2010	Public Protection Lead

<b>Children &amp; Young People Services</b>					
	Respond positively to changing nature of diverse communities (school place, support schools, translation service)	Equality of access to school places.  Shropshire Youth Service provision, planned and developed to respond to changing communities.	Parents guide to Education updated (incorporating any equality issues raised in the annual consultation with parents)	August in each year	Admissions team
	Promoting Community Cohesion & preventing violent extremism (Isolated rural areas, partnership working & funding)	Ensure focus widened to all CYPS service delivery  Staff trained to challenge stereotypes and resolve conflicts  Vulnerable young people maintained but supported in own community	Reduction/limit number of looked after young people more than 20 miles from home. Increase local family foster carers	.April 2010	Head of Children's Placement Service



	Develop further an understanding of Community Cohesion in all Shropshire schools and settings.	Raise awareness of, and provide guidance on Community Cohesion to all Shropshire schools	All schools using Shropshire Guidance	July 2010	Education Advisory Service Raising Achievement and Inclusion
	Community engagement and access to information (transparency, decision making)	Develop Youth forums and links to Youth parliament	Youth Forums established and supported county wide	September 2010	Head of Safeguards
Maximise use of Youth buses at rural information points		Youth Buses made available for use by other agencies	April 2010	Shropshire Youth Joint Heads of Service	
Ensure widest distribution of Parents Guide to Education in Shropshire and the welcome to Shropshire pack.		Disseminate guide to all communities via council website. Available in ways to meet needs of reader	September each year	Admissions Team	
Consulting with and listening to hard to reach groups	Ensure admissions are dealt with according to Fair Access protocol	Pupils placed to first preference schools as far as possible in line with	Ongoing	Admissions team	

		<p>where this is appropriate.</p> <p>Forums established to gather views of key service users</p> <p>Participation Team and Youth summits through positive activities</p>	<p>the protocol.</p> <p>Set up Children in Care Council/Disabled Children parent's forum.</p>	<p>April 2010</p>	<p>Heads of Service Looked After Children/ Children with Disabilities</p>
	<p>Nationally underachieving groups (e.g. Looked After Children, Gypsy/Roma traveller &amp; white working class boys)</p>	<p>Ensure admissions are dealt with according to Fair Access protocol where this is applicable.</p> <p>Raise educational attainment of young people for whom Council is a corporate parent</p> <p>Raising aspirations through IAG/youth work relationships, particularly with boys, Looked After Children, offenders,</p>	<p>Pupils placed to first preference schools as far as possible in line with the protocol.</p> <p>Improve GCSE performance of Looked After Children</p> <p>Reduce numbers of care leaver Not in Education, Employment or Training</p>	<p>Ongoing</p>	<p>Admissions team</p>

		special needs. Target work at young people in identified groups			
	Training of staff working with young people with disabilities (physical & learning) Workforce development	Planned training programmes for professionals working with young people with a disability	Audit of training needs across Directorate	April 2010	Head of Children with Disabilities
	Narrowing the attainment gap for underachieving groups, in particular, children who are eligible for Free School Meals.	Analysis of local authority and school data to further identify underachieving groups. Target action at local authority and school level to narrow the gaps.	Improved outcomes	July 2010	Education Advisory Service Raising Achievement and Inclusion
	Closing the gap between those achieving in the lowest 20% of children in Shropshire at the end of the Foundation Stage and the rest of Shropshire.	Analysis of data and other local authorities to identify 20% of children at most risk of scoring lowest. Target actions at	Improved outcomes	July 2010	Education Advisory Service Raising Achievement and Inclusion

		family, Children's Centre, setting and school level to narrow the gaps.			
	To support families in poverty	<p>Pro active raising awareness of school/transport benefits available</p> <p>Ensure that carers of children for whom the council has a responsibility do not live in poverty</p> <p>Raising educational aspirations and supporting young people to access appropriate education &amp; training opportunities</p> <p>Working with Community Services to ensure families receive the benefits they are entitled to.</p>	<p>Those who are informed about eligibility for free take up that option.</p> <p>Appropriate payment levels for kinship carers</p> <p>Targeted work to ensure those most at risk of not entering training or education are supported to do so</p> <p>Ensure family carers maximise their benefit entitlements</p>	<p>Ongoing</p> <p>April 2010</p> <p>July 2010</p> <p>April 2010</p>	<p>Admissions &amp; Passenger Transport Teams</p> <p>Head of Child Protection Service</p> <p>Head of Looked After Children</p> <p>AD Youth Support</p>

	Expand reporting in schools to cover all 'hate crimes'	All incidents of hate crime in Schools can be reported	Monitor number of incidents reported	April 2010	HR Officer
	Increase the diversity of Foster Carers	Given the white British make up of Shropshire's population ensure foster carer recruitment practice attracts applicants from as diverse a range of backgrounds as possible	Culturally sensitive placements secured when required	Ongoing	Head of Child Protection Service
	Supporting the progress of all children through ensuring 2 levels of progress in both English and mathematics and improvements in schools' contextual value added scores.	Support the development of intervention/ personalised learning in target schools, including for pupils with SEN. Particular focus on: <ul style="list-style-type: none"> <li>- Literacy Plus (in Y7)</li> <li>- Implementing 1-1 Tuition at</li> </ul>	Schools set appropriate internal targets for progress at KS3, and published targets for progress at KS2-KS4	Dec 2010	Raising Achievement and Inclusion

		<p>KS3</p> <p>Offer targeted schools additional support in developing teaching and learning, and in particular approaches to assessment for learning (AfL) and Assessing Pupils' progress (APP).</p>	<p>Contextual value added scores do not fall significantly below the national average.</p>		
	<p>Reinforcing our focus on underperforming groups of pupils including boys, pupils eligible for FSM/those from low income and disadvantaged backgrounds, Gypsy/ Roma and Irish Traveller children and LAC (see LAC team action plan within Inclusion TAP).</p>	<p>Take a specific focus on underperforming groups in support work in 1.1-1.3 (KS2) and 1.5-1.7 (KS3 and KS4) above and, where appropriate, to target schools/key stages.</p> <p>Offer focus on underperforming groups in LA CPD programme.</p>	<p>To narrow the gap between all pupils and a range of underperforming groups</p> <p>In particular, the LA statutory targets for 2010 relating to Gypsy/Roma and Irish traveller children &amp; children entitled to FSM</p>	<p>August 2010</p>	<p>Raising Achievement and Inclusion</p>

	Continue to strengthen focus on inclusion and developing positive attitudes, behaviour and attendance in primary and secondary schools.	Support for development of SEAL in primary and secondary schools	Further improvement in inclusion and attendance data	2010	Raising Achievement and Inclusion
	Support secondary schools in the move from satisfactory to good, and from good to outstanding judgements in relation to behaviour	Develop approaches to gathering and responding to evidence of pupils' attitudes to learning. Work in target schools to support positive approaches to behaviour (including with children with Autistic Spectrum Disorder) and further develop attendance	Higher number of secondary schools judged to have good or outstanding behaviour	2010	Raising Achievement and Inclusion
	Enjoy and Achieve - Ready for school	Remove barriers to achievement through targeted support, challenge and partnership working across the directorate	33.1% 2008 Decrease: 31% Decrease to 29.9%	August 2010	Raising Achievement and Inclusion

		and beyond for those children at risk of becoming 20% lowest achieving.	by Summer 2010		
	Enjoy and Achieve Ready for School PSA 11 – Narrow the gap in educational achievement between children from low income and disadvantaged backgrounds and their peers	Introduce free entitlement to 15% of most disadvantaged two year olds from Sept 09 and ensure that this represents a high quality experience for those children	At least 10% of eligible children to be accessing free entitlement by the end of the current year	January 2010	Raising Achievement and Inclusion
<b>Resources</b>					
	As a result of the move to a unitary council to analyse all Shropshire Council buildings for their accessibility in accordance with COPROP regulations and produce an action plan	To ensure that all publicly accessible buildings are accessible to the COPROP standard - PMI 4b and compliant with Building Regulations Approved Document Part M and BS8300: 2009 (Design of	To assess properties inherited by Shropshire Council, completed Access surveys and commenced instigation of remedial work	Mar 2011	Property Services Technical Support Manager /  Access Officer



		buildings and their approaches to meet the needs of disabled people)			
	To reiterate to schools that halal food for Muslim students can be provided by Shire Services.	To support schools in adhering to equal opportunities policies	Information to be included in newsletter to schools	March 2010	Shire Service Manager
	Ensure contract monitoring procedures are in place to ensure good practice and non-discrimination	To ensure contractors adhere to equal opportunities policies Promotion of contract monitoring to Directorates	Promotion to Directorates Maintaining records of responses to equalities questions in tender documentation	Mar 2010	Procurement Manager
	Ensure contract monitoring procedures are in place for assessing how successful local suppliers are in tender processes.	To analyse the successfulness of local suppliers.	To include additional questions in the Pre Qualification Questionnaire.	Jun 2010	Procurement Manager

	Following the gypsy and traveller accommodation needs assessment to review and deliver the additional gypsy sites required.	To plan for the delivery of additional gypsy and traveller sites.	To provide an additional 63 family plots by 2012 and a further 30 by 2017	December 2012	Gypsy Liaison Officer
<b>Chief Executive's Office</b>					
	To raise awareness of and promote the Shropshire Partnership's Equalities Forum	To ensure that BME and other diverse community groups have access to the Equalities Forum	<p>Review the composition of the Equalities Forum and Identify underrepresented groups</p> <p>Build a Brand for the Equalities Forum which is easily identifiable</p> <p>Produce an annual report for the Equalities Forum highlighting achievements and forward plan</p>	<p>April 2010</p> <p>July 2010</p> <p>Dec 2010, 2011, 2012</p>	<p>Director of LSP</p> <p>Hd of Community Working</p> <p>Safer Stronger Communities Co-ordinator.</p> <p>Diversity Officer</p>

	To raise awareness of Domestic Violence	To deliver a minimum of 4 multi-agency Level 1 Training workshops in succeeding years	All Partner agencies involved have received training	Mar 2010 – March 2011	Domestic Violence Officer
	To drive forward the good practice developed in tackling domestic abuse in Shropshire	Ongoing development and review of the MARAC arrangements, including investigation with partners of the feasibility of expanding the MARAC approach to cover other forms of violence, for example sexual violence and hate crime	To ensure a consistent level of support for all victims.	On going	Shropshire's Domestic Violence Court Management Group
	To ensure all victims of domestic violence abuse in Shropshire have access to appropriate services	To increase specialist services for early intervention and support for people affected by domestic violence through the development of an		Draft to be complete by early 2010	Safer Communities Team Leader

		<p>integrated care pathway for domestic abuse.</p> <p>To continue to support the need for specialist emergency accommodation for individuals and families fleeing domestic violence</p> <p>To work with the Homelessness Strategy Implementation Group (HSIG) to develop sanctuary arrangements in Shropshire</p>		<p>Ongoing</p> <p>Feasibility Report by Sep 09</p>	<p>Supporting People Lead Officer</p> <p>HSIG</p> <p>Safer Communities Team Leader</p>
	Development of customer-led Performance Management	<p>To ensure our customers are at the heart of the management of our performance as a Council</p>	<p>Agree Model. Implement, Report, Review</p>	<p>Quarterly reporting</p>	<p>Head of Performance &amp;</p> <p>Scrutiny/Community Services Head of Performance</p>

<p><b>Shropshire Advisory Committee</b></p>	<p>The recruitment and selection of Magistrates across Shropshire on behalf of the Lord Chancellor, including dealing with conduct and discipline issues.</p>	<p>To ensure that benches represent their local community. Each year, the Advisory Committee looks at the needs of their benches, not only in terms of numbers required, but also to maintain a balance of gender, ethnic origin, location, occupation, industry, age, sexuality, disability and social background</p>	<p>Benches do reflect their local communities.  This is regularly monitored.</p>	<p>Ongoing</p>	<p>Deputy Secretary to the Advisory Committee</p>
<p><b>Registration Service</b></p>	<p><u>Civil Funerals</u> To promote Civil Funerals as an alternative to religious or humanist ceremonies</p>	<p>To ensure widespread awareness of the facility</p>	<p>Civil celebrants have successfully completed training and practical experience in this field</p>	<p>Ongoing</p>	<p>Registration Manager</p>
	<p><u>Civil Naming Ceremonies</u> To promote awareness amongst new parents and their families of this secular services</p>	<p>To ensure widespread awareness of the facility</p>	<p>All civil naming celebrants have been suitably trained</p>	<p>Ongoing</p>	<p>Registration Manager</p>

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<b>Communication &amp; Community Involvement</b>					
	All publications and marketing material to be accessible to people with different communication needs	To improve accessibility to services for people with different communication needs (including disabled people)	100% of publications are accessible	Ongoing	Communications Officers
	Suitable LGBT and BME publications to be displayed and available at Shropshire Council venues	To demonstrate that Shropshire Council is a gay and BME friendly employer and service provided	6 reception areas are identified	On-going	Communications Officers
	To support publicity for BME, disabled and LGBT communities	To demonstrate Shropshire Council's support to our diverse community and challenge intolerance	To support publicity for events like LGBT Film week, Black History month and Gypsy and Traveller week	Annual events	Head of Communications
	Shropshire Partnership to develop a Comprehensive Community Engagement Strategy	To improve community engagement/ involvement	Endorsement by the Shropshire Partnership Leadership Board	Sept 2010	Director Shropshire Partnership

	To bring together feedback from service users from across the Council for analysis and action	To improve service delivery by taking a holistic approach to customer complaints, comments and compliments	Reporting of information on certain key areas to Group	ongoing	Customer Services Manager Complaints Manager
	To improve accessibility of corporate documents and Council website for everyone in Shropshire.	To communicate effectively with all residents	To ensure that we offer to translate documents into different languages where English is not the first language	On-going	Head of Communications
	To ensure Marketing and promotional material reflects the diversity of Shropshire	To demonstrate Shropshire Councils awareness of the diverse communities	Build a photo library which service areas can use to ensure publicity material reflects diversity and positive images	September 2010	Head of Communications
	To add relevant BME and LGBT display and media to the database for press information	To Communicate effectively with all sections of the community	To sign post the Pink Paper and Midland Zone	On-going	Head of Communications

	OUTCOME	Key Objective	Key Milestone	Timescale	Responsibility
	<b>Monitoring Performance</b>				
	To monitor and review the implementation of the Single Equality Scheme	To ensure that the commitments made in the Equality Scheme and Action Plan are implemented	Annually reported to the Strategic Overview and Scrutiny Panel  Annual report to Cabinet and Council	February 2011 2012	Directorate Equality Groups  Strategic Equalities Group
	Establish a comprehensive equalities performance reporting system via Performance Plus	To ensure performance management on equalities is mainstreamed	Report progress and identify areas of work	June 2010	LAA-Performance Officer/ Diversity Officer/ HR&D SEG