

Brentwood Borough Council Equality and Diversity (E & D) Objectives and Actions

Objective 1 – Continually improve services to ensure equal access for all customers

We will:

- Capture and analyse monitoring information about customers to develop service user profiles (e.g. by using the E & D monitoring template, analysing take up of services and complaints, local and national data etc.)
- Review our policies and procedures, as appropriate, to minimise any potential disadvantages for our community
- Strengthen the opportunities for customers to offer feedback and become more involved in shaping services by utilising the existing resources and available new technologies (e.g. social media, e-petitions, new website).

Objective 2 - Work effectively with under-represented communities

We will:

- Actively encourage people from all sectors of the community to participate in activities in the Borough.
- Encourage consistent, meaningful and targeted engagement activities.
- Promote joint working internally and with partners to prevent consultation fatigue and make the most of the available databases, e.g. EssexConnects.
- Provide support (or aid) community events that support the aims of the Equality Duty.

Objective 3 - Promote equality & diversity through working practices

We will:

- Ensure that commitment to E&D principles underpins decisions taken at both Officer and Member level, as outlined in the Corporate Plan 2012-15.
- Improve E&D awareness through training and development (e.g. e-learning) and through updated E&D pages on Intranet.
- Promote the role of the E & D lead and encourage staff across the organisation to scrutinise and challenge internal practices and suggest further improvements.
- Maintain our commitment within procurement to address equality within our contracts.
- Work with Essex Diversity and Equality Network to share best practice Essex-wide.

Objective 4 - Recruit and retain staff with the right skills and behaviours to work for the benefit of all sectors of our local community

We will:

- Improve our data collection mechanisms to allow analysis of equality protected characteristic information for workforce planning purposes.
- Review the effectiveness of the mechanisms we have in place to minimise the likelihood of discrimination, harassment or victimisation issues.
- Promote career opportunities at the Council to ensure we target a diverse range of applicants