

ADVANTAGE WEST MIDLANDS

EQUALITY AND DIVERSITY ACTION PLAN 2007 – 2011

ACTION	MEASURE/OUTCOME	TIMESCALE	LEAD	PROGRESS
Influencing and Supporting West Midlands Businesses to adopt Equality and Diversity Good Practice - Through Regional Leadership				
To actively promote Supplier Diversity to West Midlands Businesses through West Midlands Business Link and through our Strategic Companies	To enhance the Business Link “knowledge hub” to provide access for businesses to good information and advice on equality and diversity to ensure they have access to up to date information on legislative requirements, good practice and sources of professional support	Completion by April 2008 Review of knowledge bank and use of information by September 2010	Business Link West Midlands and Advantage West Midlands	ON TARGET Knowledge Bank populated with additional sources of information and advice on equality and diversity issues for businesses in March 2008 To be reviewed by September 2010
	Development of a new ERDF supplier diversity project which will link minority ethnic SME’s to large private sector corporations	Commence by August 2010 Initial review March 2011	Business Link West Midlands	ON TARGET Programme due to commence in August 2010
	Agency to develop and ensure delivery of enterprise centres of expertise focussed on disadvantaged groups in order to ensure that Business Support in the region meets a diverse range of needs	Minority Ethnic Enterprise Centre of Expertise to be established by 2009 Women’s Enterprise Centre of Expertise to be established by 2009 Young Persons Centre of Expertise to be established by 2009 Social Enterprise Centre of Expertise to be established by 2009 Delivery of Centres of Expertise over a two year period Review the impact of Centres of Expertise by December 2011	Advantage West Midlands (Enterprise and Economic Inclusion Teams)	ON TARGET All Enterprise Centres of Expertise have been established and are in delivery phase

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To promote supplier E+D and good practice by working towards recognised standard in Equality and Diversity.	To deliver up to 20 Equality or Diversity Assured audits developed by Birmingham Professional DiverCity to Agency Panel Firms	Completion by July 2009	Birmingham Professional DiverCity	<p>DELIVERED</p> <p>Suppliers on the Agency's legal and professional services panel approached to take up equality audits. 15 suppliers expressed interest and 11 completed the audit process.</p>
Increase the level of procurement in the West Midlands to minority groups and third sector companies	Capacity building of BME third sector organisations to improve their prospects of accessing public sector procurement opportunities	Completion by March 2009	BRAP	<p>DELIVERED</p> <p>£1m Routes to Opportunities Programme successfully delivered – building capacity of 155 third sector BME organisations to enable them to more effectively bid for public sector procurement opportunities</p>
Encourage employers to provide access to jobs and skills to groups facing deprivation through procurement	To develop and launch procurement framework for jobs and skills	<p>Procurement Framework developed by September 2009</p> <p>Procurement Framework launched by March 2010</p> <p>Procurement Framework implemented throughout 2010/2011</p> <p>Review of Procurement Framework Implementation by March 2011</p>	Economic Inclusion Panel	<p>ON TARGET</p> <p>Economic Inclusion Panel procurement framework was developed by September 2009 and adopted by all 22 members of the panel in November 2009 and launched by the Regional Minister in March 2010. Each panel member now has an action plan for implantation which will be monitored during 2010/2011</p>
To promote good practice in Equality and Diversity through our leadership	Sponsorship and participation in key events particularly those aimed at the private sector encouraging adoption of good practice	Ongoing	Advantage West Midlands – Kwabena Osayande	<p>ON TARGET</p> <p>Agency sponsored the Equality and Diversity category of Business in the Community's 'Big Tick' awards in June 2009 and June 2010.</p> <p>Agency sponsored RegenWM's diversity 'good practice' award in 2008 and 2009.</p>

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				Agency facilitated the delivery of Diversity Week in 2008 and 2009 (34 events attracting over 1,200 people)
Programmes and Partners – Measuring the Equality Impact Assessment of Agency Funding				
To implement the relevant Equality and Diversity Standards required when applying for Agency funding throughout the application, contracting, delivery and evaluation process	Develop and implement an integral equality impact assessment tool into the application form for agency funding	Completion by July 2009 Monitor impact by December 2010	Advantage West Midlands – Kwabena Osayande, Project Office and Delivery Teams	ON TARGET Tool introduced in July 2009
Leading by Example - Meeting Legislative Requirements				
To maintain compliance with the Race, Disability and Gender Equality Schemes and to monitor and report on progress against the respective action plans on an annual basis and to ensure that all public duties are delivered.	To ensure that the Race Equality Scheme, Disability Equality Scheme and Gender Equality Scheme are reviewed, updated and published as required by the Equality Human Rights Commission	Ongoing	Advantage West Midlands – Leadership Team and Board supported by Kwabena Osayande	ON TARGET All three schemes have been reviewed in line with the requirements of the Equality and Human Rights Commission and are published on the Agency website Next reviews are due as follows: Gender Equality Scheme April 30 th 2011 Disability Scheme December 31 st 2010 Race Equality Scheme January 31 st 2011 NB. The above dates may be affected due to the potential introduction of a Single Equality Scheme as required by the Equality Act April 2010
	To ensure that disabled people are involved in the review and update of the Disability Equality Scheme as required by the	Phase 1 to be delivered by end of 2009 Phase 2 to be delivered by end of 2010	Advantage West Midlands – Kwabena Osayande	ON TARGET In partnership with the Council of Disabled People phase involvement activity was delivered in 2009 consisting of 5 events and involving 74 organisations representing approximately 7,400 disabled people.

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To meet the requirement of the Equalities Act 2010	Establish an equality and diversity engagement group representative of all stands covered by the Equality Act April 2010 to advise and support the Agency on its public duties by April 2010	April 2010	Advantage West Midlands – Kwabena Osayande	<p>DELIVERED</p> <p>The Equality and Diversity Strategic Engagement Group was established in February 2010 and held its first meeting in March 2010. The group will meet on a six weekly basis</p>
	<p>To be compliant with the new public duties by the required date of April 2011</p> <p>The agency is at risk as it is required to develop the scheme in line with Equality Human Rights Commission published guidance and codes and to consult on the scheme for the recommended period of 12 weeks prior to publication. The current timescale from Equality and Human Rights Commission to deliver the required guidance is December 2010 which leaves in sufficient time to meet the compliance timetable.</p>	April 2011	Advantage West Midlands – all employees including Board	<p>ON TARGET</p> <p>Guidance and codes awaited from Equality and Human Rights Commission</p>
	To develop a Single Equality Scheme to replace the three existing schemes by April 2011 as required by the Equality Act April 2010	April 2011	Advantage West Midlands – Kwabena Osayande to lead	<p>ON TARGET</p> <p>The Agency commissioned an initial draft of its Single Equality Scheme which has now formed the basis of its discussion with internal and external stakeholders and the Equality and Diversity Strategic Engagement Group. The Agency has a milestone plan which will enable it to deliver the Single Equality Scheme to date if guidance is received from the</p>

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				Equality and Human Rights Commission in time.
Strategy and Policy Influencing				
To Equality Impact Assess all key agency policy and strategy documents in line with public duty	To undertake an equality impact assessment of the West Midlands Economic Delivery Framework and to review the impact of the Delivery Framework on Equality and Diversity on an annual basis	Equality Impact Assessment delivered by January 2008 with an annual review in 2009, 2010 and 2011	Advantage West Midlands – Strategy Team	<p>ON TARGET</p> <p>Equality Impact Assessment delivered in 2008</p> <p>Annual Review delivered and published in 2009</p> <p>Annual review underway for 2010</p>
	To undertake and publish equality impact assessment on all strategic functions by July 2010	Completed by July 2010 and reviewed annually	Advantage West Midlands – Strategic Function Leads	<p>ON TARGET</p> <p>Equality Impact Assessment briefing provided for all Strategic Function Leads in April 2010</p> <p>Equality Impact Assessment sessions booked for all Strategic Function leads during quarter 1 of 2010/2011</p>

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	To undertake and publish an equality impact assessment on the agency's procurement policy by September 2010	Completed by September 2010 and reviewed annually	Advantage West Midlands – Agency Procurement Lead	ON TARGET
To ensure that the region has a robust and up to date evidence base in place to inform policy and programme development in order to help to deliver the aspirations of the West Midlands Economic Strategy	Through the Economic Inclusion Panel ensure that an economic Inclusion evidence base in place that will help to inform the panel members and Advantage West Midlands on economic inclusion policies and activities that will help to address the 20% of the output gap attributed to economic exclusion.	Evidence base developed in 2008 Base line published in 2009 Annual Reviews commencing 2010 Spotlight reports on specific areas to be delivered as identified by the panel	Economic Inclusion Panel and West Midlands Regional Observatory	ON TARGET The Economic Inclusion evidence base developed by West Midlands Regional Observatory on behalf of the Economic Inclusion Panel in 2008 and published in the form of the baseline report in 2009. This includes equality and diversity data. The 2010 annual report has been published. Spotlight reports have been published on Black Minority Ethnic Communities, Older Job Seekers, People with Health Problems and Disability and Young People. A supplementary report unique to this region has been developed in 2010 on multiple risk factors which will further inform partners on key priorities in addressing economic exclusion

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Communications				
To form an internal Equality and Diversity Champions Group to develop good practice across the six strands and to work with the Communications Team in the sharing and implementation of good practice.	Establish an internal Diversity Champions Group consisting of cross agency representatives to meet on a quarterly basis to act as equality and diversity champions	Group established by December 2007	Advantage West Midlands – Kwabena Osayande and nominated group members	<p>ON TARGET</p> <p>Diversity Group established and to date has delivered activities such as: diversity dinner, lunch and learn events, consultation on the development of the SES.</p> <p>An intranet poll in 2008 suggested that 72% of staff were aware of the Diversity Champions Group</p>
To increase the internal equality and diversity expertise by enabling a group of internal candidates to undertake externally verified equality and diversity training	Identify a relevant equality and diversity award and a group in cross agency staff to attend the course	Completion by end of 2009	Advantage West Midlands – Leadership Team and nominated candidates	<p>DELIVERED</p> <p>Leadership Team enabled 15 members of staff to undertake an externally verified level 2/3 Managing Diversity Qualification.</p> <p>All 15 entered the development programme in 2009 and 3 of the 4 level 3 candidates were accredited and all 11 of the level 2 candidates were accredited.</p>
To develop an Equalities and Diversity Communications Plan	Equality and Diversity Communications Plan to be developed, delivered and updated annually in order to ensure that all internal staff are aware of their public duties and of any key equality and diversity developments and that where appropriate external publicity is organised	First communications plan by end of 2008 updated annually	Advantage West Midlands – Kwabena Osayande	<p>DELAYED TO BE REVIEWED</p> <p>A formal communications plan was developed but due to internal changes was not endorsed and signed off</p> <p>Ad hoc communications have therefore taken place in order to maintain some awareness internally through various internal communication documents in addition to the delivery of lunch and learn sessions.</p> <p>A formal communication plan will now be established by the end of July 2010</p>

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HR, PM+R				
All Line Managers to identify and record during the annual review process "specifically" how each individual has contributed towards the Equality and Diversity agenda as part of the "personal" competency	All line managers to complete on an annual basis as part of the Performance Management Review process an evaluation of how each individual has contributed to the delivery of equality and diversity A sample of the equality and diversity element of Performance Management Reviews will be reviewed annually from 2009 in order to ensure that line managers are meeting this requirement and where this is not the case provide ongoing support	Ongoing with an annual "sample" review from 2009	Advantage West Midlands – all line managers	<p>ON TARGET</p> <p>Equality and Diversity is a core competency in the annual Performance Management Review and is discussed and completed by every line manager for every member of staff</p> <p>A sample review of the equality and diversity element of the performance management review was undertaken in 2009</p>
To ensure that every new employee of Advantage West Midlands receives Equality and Diversity awareness as part of their induction programme and ongoing development	To ensure that every member of the Agency signs to evidence their understanding and acceptance of the equality and diversity policy	July 2009	Kwabena Osayande and IT team	<p>DELAYED UNDER REVIEW</p> <p>The equality and diversity policy was reviewed in 2009 and published electronically. All members of staff were required by mandate to read and understand the policy and to answer several questions on it in order to evidence acceptance.</p> <p>To date 75% of agency staff have accepted the policy online.</p> <p>The remaining members of staff will be followed up through line managers in June 2010.</p>
	To ensure that every new employee receives equality and diversity awareness training as an integral element of their induction and is an integral element of the annual staff development plan	Ongoing	Advantage West Midlands – Kwabena Osayande and Human Resources Team	<p>ON TARGET</p> <p>All new members of staff receive induction training that includes equality and diversity as a mandatory element</p> <p>A range of lunch and learn and ongoing awareness sessions</p>

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				<p>have been delivered e.g. on foreign languages and terminology</p> <p>Ongoing awareness will be reviewed during 2010 in order to ensure that all employees understand their new accountabilities following the publication of the Equality Act 2010.</p>
	<p>To undertake a review of the equality and diversity element of the induction programme in order to ensure that the focus is on public duties and how these are delivered as part of the “day job”</p>	<p>By end of July 2010</p>	<p>Advantage West Midlands – Kwabena Osayande and Human Resources Team</p>	<p>ON TARGET</p>