

POLICY REVIEW & PERFORMANCE  
SCRUTINY COMMITTEE

6 May 2014

---

**SOCIAL INCLUSION**

---

**Reason for the Report**

1. This Committee's remit provides for it to consider the Council's approach to equalities and citizens' access to services. As part of its 2013/14 work programme the Committee agreed to schedule an exploratory item to look at current policy initiatives and good practice in the area of social inclusion. In order to support this, the Committee commissioned research from the Scrutiny Research Team regarding the definition of Social Inclusion, relevant policy and legislation and current good practice in the area. The research report is attached at **Appendix A**.
2. The scope of the research agreed by Committee members was to:
  - I. Provide an overview of social inclusion and identify the policy drivers for work on social inclusion;
  - II. Explore the best practice work being undertaken in social inclusion, identifying work currently being undertaken by other local authorities and/or third sector organisations in the field of social inclusion.

**Background**

3. As defined in the attached research, social inclusion is the "provision of certain rights to all individuals and groups in society, such as employment, adequate housing, health care, education and training". *Social exclusion* is defined as isolation from a "prevailing social system and its rights and privileges, typically as a result of poverty or the fact of belonging to a social group". Poverty can be described as "the state of being extremely poor" to the "severe deprivation of basic human needs, including

food, safe drinking water, sanitation facilities, health, shelter, education and information”.

## Issues

4. In 2002-03 the Committee undertook a lengthy Inquiry focussing on the Council's then Social Inclusion Action Plan. At the time the Council's Action Plan was designed to address the issue of social exclusion within ten community strategy priorities, namely:
  - I. Access to education and personal development
  - II. Access to employment and training
  - III. Transport and physical access to buildings
  - IV. Minority groups
  - V. Money poverty
  - VI. Health inequalities
  - VII. Community safety and anti-social behaviour
  - VIII. Access to leisure facilities and healthy lifestyles
  - IX. Access to suitable/affordable housing.
  
5. Traditionally local authorities put this kind of over-arching plan in place to tackle social exclusion. Members will note from the research report attached at **Appendix A**, however, that this approach has fallen out of favour and that cities now tend to focus action on specific target groups.
  
6. The research report attached at **Appendix A** identifies a number of examples of good practice across the UK and Europe. These range from the inclusion of social clauses in procurement contracts in Bologna, through to a project in Hackney to identify those who are socially excluded.
  
7. In common with the other local authorities identified through the work of the Scrutiny Research Team, Cardiff Council does not currently have an overarching Social Inclusion Action Plan. Given the broad agenda which the term social inclusion covers, however, there are many areas of ongoing work which could be said to be addressing social exclusion.

8. The Council's Strategic Equalities Plan 2012-16 , 'Everyone Matters' sets out 17 strategic equality objectives, many of which are relevant to this discussion. An extract from the 2013/14 Everyone Matters Annual Report (which has previously been sent to members of the Committee in its entirety for information), is attached at **Appendix B.**<sup>1</sup> This extract sets out each of the Strategic Equalities Objectives and activity against each in the last financial year.

### **Way forward**

9. Thomas Foreman, Scrutiny Research Assistant, and Paul Keeping, Operational Manager, Scrutiny Services, will be in attendance at the meeting to present the research findings.
10. Councillor Peter Bradbury, the Cabinet Member for Community Development, Cooperatives and Social Enterprise, has been invited to attend for this item. Sarah McGill, Director, Communities, Housing & Customer Services; Isabelle Bignall, Assistant Director, Customer Services and Communities; Jane Thomas, Assistant Director, Housing & Communities; and Rachel Jones, Operational Manager, Partnerships & Citizen Focus, will be in attendance to answer Members' questions on work which is currently being undertaken by Cardiff Council which could be said to be addressing social exclusion in the city.
11. Members may like to consider during the meeting whether there are any specific aspects of social inclusion which they would like to address in more depth at future meetings.

### **Legal Implications**

12. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or

---

<sup>1</sup> The full report was presented to Cabinet on 13 March 2014 and can be accessed on Cardiff Council's website at:

[http://www.cardiff.gov.uk/content.asp?nav=2872%2C3250%2C4875&id=&parent\\_directory\\_id=2865&textonly=&language=&\\$state=calendarmeeting&\\$committeeID=12950&\\$meetingdate=13/03/2014](http://www.cardiff.gov.uk/content.asp?nav=2872%2C3250%2C4875&id=&parent_directory_id=2865&textonly=&language=&$state=calendarmeeting&$committeeID=12950&$meetingdate=13/03/2014)

without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any legal implications arising from those recommendations. All decisions taken by or on behalf of the Council must (a) be within the legal powers of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person exercising powers of behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by the Council e.g. Scrutiny Procedure Rules; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.

### **Financial Implications**

13. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters there are no direct financial implications at this stage in relation to any of the work programme. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any financial implications arising from those recommendations.

### **RECOMMENDATIONS**

14. The Committee is recommended to:

- i. consider the information presented to them and decide whether it wishes to make any comments to the Cabinet; and
- ii. decide whether it wishes to schedule any further scrutiny of these issues.

**MARIE ROSENTHAL**

County Clerk and Monitoring Officer

29 April 2014

**s c r u t i n y**



---

**Scrutiny Research Team**

# **Current practice in social inclusion programmes**

**Research report for the  
Policy Review and Performance Scrutiny Committee**

**April 2014**



**County Council of The City and County of  
Cardiff**

## Contents

1	Introduction .....	4
2	Relevant Policies.....	6
3	Good Practice in Wales.....	7
3.1	Blaenau Gwent Access for All Forum.....	7
3.1.1	The Access for All Forum .....	7
3.2	Snowdonia National Park.....	9
3.2.1	The Eryri Disability Equality Forum.....	9
4	Good Practice in the UK.....	11
4.1	Hackney: Identifying the socially excluded.....	11
4.2	Birmingham.....	12
4.2.1	The Supporting People Programme .....	12
4.2.2	The Arts Champions Scheme.....	14
5	Good Practice in Europe .....	16
5.1	Copenhagen, Denmark .....	16
5.1.1	The Three Administration Approach .....	16
5.1.2	Preventing long-term unemployment.....	19
5.2	Stockholm, Sweden .....	21
5.2.1	Crossroads Centre .....	21
5.3	Brno, Czech Republic .....	23
5.3.1	The Socio-Info Centre.....	23
5.4	Bologna, Italy .....	26
5.4.1	Social Clauses in Procurement.....	26
5.5	Barcelona, Spain.....	27
5.5.1	Social Return on Investment (SROI) .....	28
5.6	Sofia, Bulgaria.....	31

5.6.1	Health and Social Community Centre Services for Disadvantaged Roma Children and Families .....	32
6	Appendix A.....	35
7	Bibliography .....	45

## 1 Introduction

This research was commissioned by Cardiff Council's Policy Review and Performance Scrutiny Committee to provide an overview of current good practice in social inclusion programmes. The European Union states that although tackling social exclusion is an issue for individual nations to address, it is important to identify good practice and promote "mutual learning" (European Union 2014). The research will define social inclusion and exclusion, the theories of good practice and initiatives being taken to provide effective social inclusion. The good practice initiatives will provide an overview of programs from Wales, the UK, and Europe. A summary of these programs will also be provided in Appendix A.

In early 2000, Cardiff Council formulated a Social Inclusion Action Plan to address the key findings of an in-depth enquiry into social exclusion within the city. This paper therefore provides an overview of programmes since the publication and investigation of the enquiry, and as such will use information not more than five years old.

The term poverty was traditionally used to describe any kind of disadvantage in society; following the 1997 general election, a distinction was made between poverty, and those who were socially excluded for other reasons. The commonly accepted definition of social exclusion is the isolation from a "prevailing social system and its rights and privileges, typically as a result of poverty or the fact of belonging to a social group" (Oxford Dictionary 2012). Poverty is then described as "the state of being extremely poor" (Oxford Dictionary 2012). Within the poverty spectrum there are degrees of poverty, from the "state of being extremely poor" through to the "severe deprivation of basic human needs, including food, safe drinking water, sanitation facilities, health, shelter, education and information" (Swansea Council 2010:1). Conversely the definition of social inclusion is the "provision of certain rights to all individuals and groups in society, such as employment, adequate housing, health care, education and training" (Collins Dictionary 2013).



In 2011 the Office for National Statistics considered 14 million people to be at risk of poverty or social exclusion (ONS 2013:1). This is the equivalent to 22.7% of the total UK population. Although the population experiencing severe material deprivation within the UK is 3.7% below the European Union average, since the economic downturn of 2008 increasing numbers of people are unable to meet the unexpected financial expenses. Within Wales the problem is more specific with a larger percentage of the population being considered at risk of social exclusion, or within the social exclusion category. Wales features the highest rate of child poverty than any other part of the UK, with one in three considered to be within this category. In Cardiff, the figure for children in poverty is estimated to be 26%, and 16% in severe poverty.

Since 1997, a number of initiatives and drivers have ensured that social exclusion has remained at the forefront of policy within Europe, the UK, and Wales. Traditionally an action plan has been put in place to tackle multiple forms of social exclusion across an Authority or Service. The difficulty with these action plans achieving their goals is the wide ranging topics across multiple service areas, making performance and monitoring a difficult and diluted task. As such, many cities have focused on specific target groups, and concentrated their resources at tackling one issue at a time. These specific programmes to address exclusion are featured in this research.

## 2 Relevant Policies

Due to the far reaching nature of social exclusion, initiatives at European and national level have attempted to address exclusion in a number of ways. In 2008, the European Union provided a recommendation through its formal policy guidance to provide adequate income support, inclusive labour markets, and access to quality services. These were known as the European active inclusion policies. As the guidance is a recommendation to member nations, the members are not bound to adhere to, or legislate to make the suggested changes. For example, Hungary does not provide social benefit amounts which would ensure the 'adequate income support', however other areas such as Spain ensure that there is adequate income even when cutting budgets.

In 2010, the European Union launched its Europe 2020 vision, with objectives on employment, innovation, education, climate/energy, and social inclusion. These objectives correlate into three flagship initiatives to achieve the objective, one of which is the European platform against poverty and social exclusion (EPAPSE). The EPAPSE aims to improve access, better use funds, find smart solutions, and support new partnerships. In achieving this aims, the EU seeks to co-ordinate through setting up EU-wide rules, making funding available and identifying best practice (European Commission 2013).

Bradshaw et al. (2013:9-10) states that the "measures of active inclusion introduced...between 1997 and 2010, are effectively obsolete and of little relevance to future developments". Therefore it is clear that when looking at social inclusion, identifying the policies of the post-2010 coalition is important. A number of government policies within the UK place responsibility on the public sector to consider social and act upon social inclusion matters.

The Public Services (Social Value) Act 2012 placed a legal requirement on all public bodies in both England and Wales to demonstrate how their services, provided both by themselves and through partners, might improve the economic, social and environmental well-being of the area.

Equality Act 2010 is the culmination of the previous laws regarding equal pay, sex discrimination, race relations, disability discrimination, and the protection of rights for people regarding religion, age and sexual orientation. This includes the requirement for employers to make reasonable adjustments to workplaces to support disabled people undertaking employment.

### **3 Good Practice in Wales**

#### **3.1 Blaenau Gwent Access for All Forum**

Blaenau Gwent is a Welsh Local Authority with a population of 69,000 people. A total of 14.4% of the working age population are permanently sick or disabled, this is 5% more than the 9.4% average for Wales as a whole.

##### ***3.1.1 The Access for All Forum***

In 2010, Blaenau Gwent County Borough Council created the Access for All Forum to improve services for disabled people in the area. The forum is made up of 60 individuals from service users and carers, through to employees of the Local Authority, Health Board, and voluntary organisations. The forum identifies and champions the rights of people with disabilities, working with relevant bodies to improve service delivery and improve local service delivery.

For the Local Authority this led to the Disability Equality Scheme 2010-2013, which aimed to

- Promote equality of opportunity for disabled people
- Eliminate discrimination

- Eliminate harassment
- Promote positive attitudes
- Encourage participation
- Take steps to meet the needs of people who are disabled, including through positive discrimination. (WLGA 2010:1)

To ensure these targets are met, Blaenau Gwent County Borough Council appointed its Chief Executive as an Equalities Champion and an Executive Member for Equalities. The group also works in partnership with other fora who work for the rights of other groups, such as looked after children, youth, and older people.

Opportunities which have resulted from the work of the Forum include:

- Influencing service planning
- Highlighting issues and priorities
- Problem Solving
- Awareness raising
- Information sharing
- Support of community groups
- Identity and focus for involvement of people with disabilities
- Supporting socialisation

The Forum has had a number of successful outcomes through its work and engagement with external organisations. Many of the buildings within Local Authority control have been adapted for individuals who have sensory impairments, mental health disabilities, and wheelchair users. The total cost of refitting the 16 buildings which have been adapted is £300,000, and further buildings are to be adapted in the future. The Leisure Service department have organised clubs and events for people with a range of disabilities, and the Local Authority achieved the Two Ticks Disability Accreditation to demonstrate its ongoing commitment.

The Local Authority also required all planning applications to provide an Access Statement; to ensure that projects have disabled individuals needs met. Through its bi-monthly meetings, the Forum has also ensured that training is provided for Local Authority Officers to ensure that there is knowledge and understanding of disability law, particularly for those running elections. Also, the Forum has developed a specialist employment route, ensuring that disabled individuals that are able to work are not excluded from the labour market.

The key to preventing social exclusion of disabled people was identified as the making the Council's Chief Executive an equalities champion, an equal multi-agency approach, and diversity of skills, experiences and opinions in decision making.

## **3.2 Snowdonia National Park**

The Snowdonia National Park is a Local Authority in Wales covering 823 square miles, with a population of 26,000 people. The Park Authority contains the largest mountain in Wales and England, and is the most popular nation park for tourism in Wales (National Parks.gov 2012). The Park Authority has a legal requirement to ensure that equal opportunities exist for all users of the National Park facilities.

### ***3.2.1 The Eryri Disability Equality Forum***

The National Park took a structured approach to ensure equality, setting up the Eryri Disability Equality Forum, the main form of contact with people who have disabilities.

The Forum identified four priorities for disabled people which need to be addressed; involvement and consultation, communication and access, training, and employment. Through the involvement and consultation aim, a Voice Trails project was suggested as it was felt that there were few opportunities for visually impaired people to enjoy the open countryside. The National Park sought funding assistance through expertise in

Gwynedd Council, and secured grant funding from Sport Wales. Using this funding the National Park initiated a Voice Trails scheme, where walking guides lead teams of visually impaired people through walking excursions. Further links were made with a local university whose students assisted with the guided walks. The grant funding was used to hire coaches which allow the walkers to be dropped off at especially dedicated points, allowing the excursion to set out on the most suitable paths.

To address the need for increased communication, the Forum set up a Communication Strategy. This included an upgrade to the website, which ensures that the information is more accessible. There was also the use of existing communication lines which has assisted in the organisation of events and activities. A number of the documents produced by Snowdonia National Park Authority were subsequently reproduced in accessible alternative formats, and also corrected information using correct language and terminology.

Within the Authority it was found that all the complaints received regarding disability was concerning access. Through discussion within the Forum, the Authority ensured that ramps were installed for wheelchair users, and the aforementioned Voice Trails initiative. These walks were then rolled out to other local authorities, which groups as far afield as London getting involved and attending events held by the Authority.

In addressing the training priority, the Forum felt that the best training for Local Authority Officers would be provided by disabled people themselves. Therefore much training for Members and Officer has been provided by Disability Wales. Specific training needs were identified for frontline staff, and as such British Sign Language and Deaf awareness training was provided. The Forum also highlighted a failing within the staff handbook provided by the Local Authority, which does not include disability issues. These were investigated and subsequently changed.

The final priority of Employment has received significant attention since the Forum was established. Despite this, the employment of disabled people within the Authority remains low. It was suggested that there are few employees who understand the

breadth of meaning within the term disability, and as such may be disabled, but not consider themselves as such. However, the Authority has committed to interviewing any disabled individual who applies for a post with the Authority as long as they meet each of the essential criteria.

The work of the forum on each of these priorities is reviewed on a bi-annual basis, and the individual members to the forum often meet between these meetings to discuss progress. Once the identified issues have been addressed, new priorities are created to ensure that the Forum's work continues within the Authority.

## **4 Good Practice in the UK**

### **4.1 Hackney: Identifying the socially excluded**

In 2013 the London Borough of Hackney policy team published a profile of its people and place. This report gives guidance on how to identify those in need with Hackney being the second most deprived local authority in England. The population of Hackney is 246,000 with 25% of its population being under 20, and 23% of the population being aged between 20 and 29, making Hackney one of the youngest Boroughs in London. The data used to compile the profile comes from a number of sources. Through data compiled in the 2011 census the authority is, for example, able to identify 14.5% of its population as disabled, and 14% of the population are aged over 55. Of this 14% the life expectancy is now 83 years for women and 77.4 years for men.

In addition to highlighting how many elderly people the Borough contains, which can be used to tailor services, the Borough also records other areas of exclusion to better plan over services.

Highlighting the possibility of educational exclusion, the Borough states that for the last 3 years it has been in line or above the national average of young people leaving school with 5 or more GCSEs. In 2012 60% of students achieved at least 5 GCSEs.

The average wage within the Borough is lower than the average for London, with a gross weekly pay of £620, compared to the broader £648 across London. This is higher than the UK average of £500; however the additional cost of living within London offsets this higher total somewhat.

## **4.2 Birmingham**

Birmingham is the UK's second largest city with a population of over 1.05 million. The city has a large young population, totalling 22% of the population, some 3.3% above the national average. It is a city with large disparity between rich and poor, and consequently has deep rooted deprivation, even during periods of economic growth. As with many cities in the UK, Birmingham has pockets of poverty, however the level of poverty in these areas of Birmingham is in the top 1% of most deprived areas in the UK. Within these deprived pockets, childhood poverty is prevalent, in some areas as many as 52% of children are living in poverty, with life expectancy gaps of up to 10 years between certain Council wards. The issue of exclusion has become one of Birmingham's most dominant policy areas.

### ***4.2.1 The Supporting People Programme***

Due to the high rates of deprivation within Birmingham, its Council has developed a preventative approach, with early intervention services designed to increase inclusion, which will lead to a reduction in acute interventions. There are three main reasons for implementing a preventative approach; policy pressure, public demand, and finances. Like many local authorities Birmingham is faced with significant financial hardship with savings of £615m needing to be found by the financial year 2016/17.

To achieve long term savings, the Council launched an 'invest to save' initiative, designed to support those vulnerable individuals who might otherwise be at risk of labour market exclusion. Described as a 'Supporting People' programme, it targets those who are at risk of becoming homeless, while also providing assistance to those who are already homeless. Though a government initiative, as Birmingham is the



largest local authority in the UK, its implementation is used in this research. There are three principal strands of support available, homeless families, vulnerable young people and those who are leaving institutions. Currently this encompasses some 39,000 people across Birmingham.

The programme offers services for:

- Victims of domestic abuse
- Direct access to homeless services
- Support to access to training and employment
- Community alarms
- Sheltered housing and extra-care services
- Community-based hubs.

Since 2008, with the exception of a few services, its services have been commissioned through open market tendering. There are currently 124 contracts with 55 service providers.

To evaluate the programme Birmingham Council developed a Whole System Approach toolkit. The toolkit brings together a range of information enabling the Council and its partners to be held to account. The data generated by the toolkit includes:

- Quantitative data through key performance indicators
- Data on local outcomes
- Data on national outcomes
- Figures from the Cap Gemini model
- Local cost-benefits, focused on the qualitative data provided by the service users.

The successes of the programme came through its collaboration with organisations to support more than 39,000 people in avoiding homelessness. In a six-month period 484 people were supported in retaining their tenancy and avoid repeated homelessness. It is estimated that this has led to estimated savings of £1.6million; additional savings of

£842,000 were found through the programme helping 318 people to gain employment. In total for a spend of £51million, a saving of £108million was generated through cost avoidance. The programme has therefore made significant savings for the local authority and prevented social exclusion.

#### **4.2.2 The Arts Champions Scheme**

Birmingham Council, in partnership with local arts organisations, formed an Arts Champion Scheme to bring differing types of art and culture to different areas of Birmingham. The city is separated into ten parliamentary constituencies, with each of these areas containing over 100,000 people. The Arts Champions “use their art form to break down some of the many barriers that prevent residents of various ages and backgrounds from more participation in civil society” (Birmingham City Council 2011:5). This in turn not only prevents social exclusion, but also increases cohesion and well-being.

More than 33,000 residents have taken part in the programme over a five year period, either through watching events, participating in activities or contributing as an artist. The scheme is designed to bring culture to the doorsteps of each of the parliamentary constituencies, with organisations spending between 3 and 5 years with a constituency before being partnered with another area.

The types of activities vary according to the organisation. The Birmingham Repertory Theatre for example set up a youth theatre in an area of the city where some families have never worked. The Theatre gave a chance not only for young people to gain skills and experience, but also for the parents and adults to gain experience researching, and develop productions. In addition offers such as money off tickets to events in the city centre.

This kind of intervention provides a number of significant benefits for social inclusion. The young people involved in this scheme had mostly left school with no qualifications or experience. Undertaking work with the Theatre has therefore provided some of this experience, and given a work routine which many would never have experienced. This

therefore increases the likelihood that these young people may be able to seek employment. For the parents and adults the scheme provides experience of developing ideas and organisation, as well as researching specific topics. This experience again provides experience and skills to individuals who may have never been employed, or have been out of employment for a significant period. The benefits offered people in the area of reduced prices on Theatre shows encourages people to move out of their communities and participate in events in other parts of the cities.

Some of the organisations which participate in the Scheme provide cultural activities which members of constituencies may never have experienced. Sampad is a South Asian art organisation which provided free music and dance performances to students and members of the public in the Hall Green constituency. Workshops were also organised teaching traditional lantern making, singing and making traditional Indian art. For students who were undertaking art course or BTECs, Sampad organised two groups where these students would come together with the organisations artists to produce original artworks which would then be showcased within the communities. This programme enabled students and members of the public to try and experience singing, dancing and creating art for the first time and create perhaps different art for those who had previous experience. The aim behind this was to give confidence and also an interest to people who may previously have felt excluded from these kinds of activities. The added dimension of Sampad providing these experiences in a South Asian context provide greater cultural understanding, and for native citizens who invest time and energy in understanding and appreciating art forms which are an integral part of other cultures.

Over a five year period the programme has involved over 33,000 people, helping large numbers of people become active in their communities, as well as preventing social exclusion. Some of the organisations involved have made permanent bases within the communities to ensure the work continues. Funding for the scheme comes through the organisations involves and the local authority. Although funding cuts may impact on its sustainability, there are strong commitments to ensure it continues.

## **5 Good Practice in Europe**

### **5.1 Copenhagen, Denmark**

Copenhagen is a city with a population of 600,000 people, 22% of whom are not of Danish descent. It is one of the youngest cities in the country with a large share of people aged 0 to 29 years old, which despite its higher than average wages, has lower than average levels of active participation. The living standards within Copenhagen are among the highest in Europe (Statistics Denmark 2012).

There are an estimated 23,000 unemployed people living in Copenhagen, and increasing long-term unemployment has become a concern within the city. The ongoing fiscal pressures across Europe are making overcoming these concerns difficult, as is the growth in the city's population by up to 22% over a ten-year period. As 'ensuring an opportunity to work exists' is one of the three EU inclusion strategies, the Copenhagen authorities have taken an active role in achieving this goal. In addition, findings of research undertaken jointly by Copenhagen's employment administration and the social services administration made a link between sickness and unemployment.

There have been two programmes set up by authorities in Copenhagen to address these issues. The first is a three administration approach to support the most vulnerable in society, preventing isolated decision making and creating a joined up approach. The second is a long-term unemployment prevention strategy for both unskilled and skilled citizens.

#### ***5.1.1 The Three Administration Approach***

The city administration in Copenhagen has seven overall departments which are overseen by a political committee, each with specialised roles. These departments are the main port of contact for members of the public, with many having to contact several departments on issues with differing responsibilities. An example of the citizen who

would use these multiple services is someone who is unemployed, with housing difficulties and an acute medical condition like diabetes. This citizen would need to contact three separate departments to gain support, and the likelihood of the three departments providing the required support was found to be extremely difficult, and as such an integrated approach was required.

This integrated approach came through a joint strategy between the Employment and Integration Administration, Social Services, and the Health and Care Administration, as these three areas were identified as the most contacted areas by the most vulnerable individuals. This followed several research reports into how each of these departments support vulnerable members of society, and made projections for possible increases of those in need.

This approach was seen as a path finding initiative to improve health, employment and the social lives for the most vulnerable in society. The goals of the initiative are:

- To improve the health and employment situation for all unemployed people in Copenhagen, including the most vulnerable
- Improve employment prospects for unemployed people with disabilities or health issues, as well as ensuring that those with a job can maintain it

It was agreed that the initiative should be focused to ensure that those at the greatest risk were going to be given help. Therefore who groups were targeted:

- Those who are unemployed and who receive welfare benefit, have health problems, are socially excluded or have disabilities
- People who are employed but who suffer from health issues including chronic illness that might put them at risk of unemployment.

The initiative was structured with four pillars addressing four key issues suffered within the groups identified. Each of these pillars has missions and initiatives, which are detailed within the pillars below.

1. Improved health for people with health issues

- a. To provide recipients of welfare benefit with the opportunity to choose a healthy lifestyle, and improve wellbeing with health counselling
  - b. Improve health care for those on welfare who are on sick leave
  - c. More understanding from job centre staff of the issues caused by health problems
  - d. Combined health and employment services
  - e. Services that support starting employment
2. Improving healthcare for young people
    - a. Give young unemployed people the opportunity to have a healthy lifestyle
    - b. Provide young unemployed people with health counselling
3. Increasing support for health and employment in 10 of the most deprived areas
    - a. Enable non-Danish women in deprived areas to prevent lifestyle diseases
    - b. Provide all citizens in deprived areas with the knowledge and opportunity to improve health and employment rates
4. Job retention and creation for those with chronic health problems
    - a. Provide specialist treatment for those on benefits through a back pain and rehabilitation clinic
    - b. Promote specialist services available to those with chronic health problems.

Each pillar is designed to target a specific vulnerable group. Pillar 1 has a potential target group of 2,200 people who currently receive welfare benefit and 7,000 receiving sickness benefit. Pillar 2 is targeting 10,000 unemployed young people within the city. The group affected by Pillar 3 are 2,100 in deprived areas, of which some 1,500 are of non-Danish descent. Pillar 4 targets the 22% of adult citizens in Copenhagen who have chronic health issues.

The Approach has reduced the number of people on welfare benefits who are unable for work by 20%, and at least 20% of young people on welfare benefits should experience an improvement in health and wellbeing. This should in turn lead to a 5% increase in young people going into work.

A total of nearly 70% of recent sickness benefit claimants without a chronic illness now come back off the benefit within 26 weeks, and 75% of these people return to work.

### ***5.1.2 Preventing long-term unemployment***

The previous scheme examines supporting those who are not employment ready, either through social and/or health conditions. This long-term unemployment prevention scheme is focused upon those who are employment ready.

As aforementioned, there are around 23,000 unemployed people in Copenhagen, made up of both insured unemployed people, and uninsured unemployed people. In Denmark there is optional employment insurance, which can be claimed by people for a limited period by those who have been in employment, and have been paying into the policy for a minimum period of time.

The need for insurance is due to the means-testing of social benefits, and as such those who lose their jobs may not be entitled to benefit support. Of the 7,500 estimated to be long-term unemployed, 3,800 have unemployment insurance; the remaining 3,700 do not have this insurance.

A number of changes occurred in 2010 which impacted upon the conditions of those who had insurance, namely the period they could claim was halved from 4 to 2 years, and the minimum period of payment was doubled from 6 months to 12 months. These changes have made it increasingly difficult for those who find themselves unemployed, and unable to claim insurance or social benefit. In addition those who were previously benefitting from these insurance payments who do not meet the new conditions automatically lost their financial support. Copenhagen therefore found that there was a

need to actively support these people back into work. A three pronged approach was therefore taken by the authorities in Copenhagen:

1. Active employment policy measures for all those unemployed
2. Long-term unemployment policies to help unskilled and highly skilled people find employment
3. Emergency packages to provide financial assistance to unemployed people who receive no insurance payments.

The first measure includes early intervention through job counselling, training, and placements. The policies for those who have been unemployed for more than 30 weeks can join job clubs, for mutual support and help. Those who have been more than 18 months without employment are offered 13-week tailored courses to reflect needs and interests. For those who have high levels of education can join the Copenhagen career track initiative which offers guidance in job searching, presenting themselves, advice on contacting businesses and employers, further training in areas with employment opportunities. Particular expert advice was given to those who could gain employment in surrounding countries, such as Sweden and Norway.

Conversely for those who are unskilled, a high-contact approach is taken, with meetings, interviews, identification of capacity, professional training and placements, and providing guidance into careers where employment is required.

The emergency packages are to assist those who are acutely in need of support due to the changes in insurance legislation. This is a staggered fund, reducing over a two year period. Initially €1.5m in 2012, then reduced to €0.5m in 2013, to provide lower level financial support.

The close co-operation between the local authority and insurance companies has provided insight into providing the best possible support to unemployed people. This includes seamless support services. The results also suggest that the approach is



assisting more highly skilled people back into work compared to other areas of the country.

## **5.2 Stockholm, Sweden**

The city of Stockholm contains 9% of Sweden's total population, totalling 863,000 people, with a roughly equal split between male and female. The main demographic of Stockholm is aging, and its population increasing. This population increase is both through inward migration and also through some of the cities highest birth rates in the post war period. To this end it is estimated that up to 1 million people will inhabit the city within a 10 year period.

### **5.2.1 Crossroads Centre**

The migration increase into Stockholm is wide ranging, but the number from other EU countries is significant. It was noted by the city administration that over the past decade, a number of these EU migrants were homeless and using non-governmental support services. This process was monitored and analysed over a two-year period, and in 2010 a joint European Social Fund bid was accepted to assist this target group. The European Social Fund grant totalled €740,000 over 3 years, with an additional €400,000 being funded jointly by The City of Stockholm and Public Employment Service.

The scheme, called Crossroads, provided a centre offering services to EU nationals living in poverty or who are homeless. Crossroads demonstrates collaboration between the City of Stockholm, the Salvation Army, as well as the Public Employment Service, and the Stockholm City Mission. The projects aim is to reduce social exclusion and homelessness among EU migrants by providing information about living in Swedish society. Part of this socialisation is about finding employment and housing if they wish to settle in the city. Equally should the migrant wish to return back to their country, assistance in ensuring this happens safely is provided. The project also examines how other cities approach this topic to ensure best practice is maintained.

A number of barriers for EU migrants in Stockholm have been identified:

- Low-skill set
- Non-Swedish speaking
- High cost housing
- Inability to return to native country

The Crossroads Centre provides services to address these basic needs, and additional wellbeing issues by providing breakfast and lunch, and facilities for showering, doing washing, and resting. Initially a doctor attended the centre for 1 hour per week, but now visits occasionally due to the general good health of the migrants who visit the centre. Some of the most well used services are the language classes for migrants to learn both English and Swedish. These classes run for 2 hours per day, and additional support through CDs, and dictionaries were suggested supporting self-directed study. Support is also provided through legal assistance and a personal coach to provide individual action plans. The job searching scheme and CV translation enable migrants to find meaningful employment, and registration for the services produces statistics which can be used by Stockholm to identify country or birth, age, gender, etc. and then tailor services around these findings.

The Crossroads Centre employs a number of permanent staff, and benefits from 100 volunteers which assist with the centre services. The staff have the ability to converse in 10 languages, and thus cover a number of the language needs of EU migrants. The overall management of the Centre is controlled by a steering group who set the direction and ensure the needs of the migrants are being met.

### **5.3 Brno, Czech Republic**

The university city of Brno is the second largest in the Czech Republic, with an average population of 371,000 people, with an estimated 70,000 students studying within the city. The city has an aging population with 24.3% of the population aged over 60. In contrast to this, there is a steady proportion of children aged 0-14.

#### **5.3.1 The Socio-Info Centre**

In response to an aging population, consistent proportion of young people, and high number of student residents, a review of the social service provision was undertaken. A process of community planning was undertaken, with users of the services were encouraged to voice their opinions on how the service can be improved. The prevalent issues include the need:

- To create a single social services advice centre
- To base this Socio-Info Centre at the Brno Authority offices in order to serve as the primary contact point which is best linked with other Authority departments
- Identify the organisational and technical conditions for the Centre to be effective
- Create a database of all the social service area organisations operating within the city
- Create an interactive website
- Educate experts and members of the public about social issues.

The Socio-Info Centre and website offers information on social care, benefits, social services, and assistance to assist with crisis situations. There was an additional identifiable issue that those at risk of social exclusion, or who are socially excluded, had little understanding of where to find advice and assistance. If there is understanding of the services, and these are better used, the service staff, medical workers, and social service professionals also gain a better understanding of the potential issues being experienced enabling a better focus of services available. In turn funding is directed

where it is most needed, and also ensures that the strategic plans in the medium and long term meet the requirements of the service users.

The medium and long term plans are also informed by research undertaken by the Masaryk University into the social services departments, as well as the socio-economic climate within the city. This data is then compiled and fed through to the local authority.

A wide range of individuals are targeted by the Centre including:

- Senior citizens
- Families with children
- Young people under 26
- Disabled people
- Socially excluded (homeless, substance addicts, the unemployed etc.)
- Ethnic minority groups
- Foreign-born individuals.

Combined with the input from service users, steering groups have been set up to examine each of the above target individuals. These groups are made up of more than 70 different organisations, with 200 people actively involved in meeting regularly in order to draw together evidence and ensure that the provision and quality of social services is maintained. In addition the steering groups identify individual priorities, providing a baseline for future projects to be evaluated upon, and establish clear priorities for grant applications. Funding for the Centre and website comes through funding grants, the national Czech Republic budget, the European Social Fund, and the City of Brno. These priorities are also then used to evaluate how the priorities set by the community groups are being met by the Socio-Info Centre.

The social services department within the City of Brno acts as a guarantor for the community plan, and a continual relationship with groups both old and new is actively sought to ensure best practice is maintained.

The Centre also develops a barrier-free room, which was fitted with induction loops, and adjustable booths providing access to the internet for those who may otherwise be excluded. The Centre is currently being reviewed for the services it provides to be extended. This is due to the success which has been achieved in assisting members of the public, but also through the keen partnership working between public and private organisations.

During a one year period, the Centre assisted with 2,284 individuals, with 1,691 visiting the Centre, 502 telephoning the Centre, and 91 people emailing the Centre. Most were of Brno descent, though some were foreign-born with long term residency. It was also found that people travelled from other areas of the Czech Republic to Brno to gain advice and assistance in social services matters.

Many of the queries asked at the Centre have multiple issues, the majority however referred to assistance in claiming benefits. However individuals from certain demographic groups seemed to present with similar queries. The senior citizen group often asked about residential care, home care, respite care and hospices. Those with disabilities often asked about welfare benefits, personal and home care, personal assistants and protected housing.

Families also used the Centre to query maternity support, state benefits, and support for victims of domestic violence. The Centre also acted as a signposting service for other organisations, such as legal advice, and dealing with debt, housing issues, and working conditions.

The Centre's support has prevented at risk low-income families from becoming homeless. Collaboration with a number of partners has guaranteed continually improving services, and manages to meet all its crisis accommodation demands. Following an evaluation of the Socio-Info Centre and website, it was found that there was a high degree of praise for the work it undertook, and the use of social workers to provide advice provided a positive impact and reduced social exclusion within Brno. It

has subsequently been identified as an initiative which is transferable to other European cities and towns which wants to engage with those socially excluded.

## **5.4 Bologna, Italy**

The city of Bologna is home to 385,329 people and the world's oldest University educating 87,000 students annually. The worldwide economic downturn impacted on Bologna, like many other cities which rely on tourism and the service industry. Immigration into the city outweighs the emigration by 4,292 per year, and 13.8% of the city's population is foreign born. In 2011, over a quarter of the population was aged over 65 years, and just under a quarter of the population was aged between 0-29 years, and unemployment for the region was 5%.

### **5.4.1 Social Clauses in Procurement**

The factors identified above were considered by the City of Bologna in 2012, and the future projections of population change identified the potential for an increase in those socially excluded.

To prevent this increase, the Bologna Authority used national legislation allowing an obligation to be placed on any companies seeking public tenders in the city. This obligation is for organisations to employ disadvantaged people for the duration of the contract through an active inclusion job placement scheme. Specifically there are four reasons for Social Clauses which have been identified:

- Increasing numbers of disadvantaged people. In addition to older people, young people, the unemployed, and those of foreign descent, those who are disabled, have addictions, have criminal records, and single parents
- Importance of social cooperatives whose workforce is 30% disadvantaged employees
- Limited social corporate responsibility
- Cost savings from reliance on social services and the benefits system

The Authority introduced these obligations as a social clause, with specific guidelines for this to be implemented;

- Ensure those who are socially excluded have access to the labour-market
- Promote social responsibility
- Enhance social exclusion by providing jobs in areas such as the environment, catering and agriculture

In 2013, these changes were rolled out across the city, and a technical team were introduced which would advise on the implementation of the Social Clauses, specifically the quota for each job placement reserved for disadvantaged people, the types of tenders to include these Clauses, and the other criteria to be used for selecting contractors.

Despite the Clauses being in their infancy, a large multi-utility company has taken on the initiative themselves. The organisation, Hera, has agreed to include the Social Clauses in all the tenders it advertises, while also introducing a quota of its own staff to be taken from the identified disadvantaged backgrounds, promoting the Social Clauses initiative, and starting a job training program for those at risk of exclusion. Through tenders from Hera thus far, 218 posts have been created in organisations.

## **5.5 Barcelona, Spain**

Barcelona, a large Spanish regional capital city has a population of 1.6million, and a regional population of 3.5million. Due to its large population and ethnic mix, it has become widely known for its social inclusion policies. Since the financial crisis, large proportions of the population have been put at risk of social inclusion, and many of these are citizens which have never before faced such hardship.

There has therefore been a drive within the city to ensure that social inclusion is addressed in any way possible by the City Council. To this end, a review was

undertaken of the all the programmes and services offered by the Council. This led to a revision of all staff job descriptions to include an active inclusion element. This would then lead the way forward for the private sector business, third sector organisations, and other public sector administrations, making Barcelona an entirely inclusive city.

### **5.5.1 Social Return on Investment (SROI)**

The SROI places an estimated quantitative value of the social outcomes of the investment in a service or project. Instead of the traditional Return on Investment which often examines a net profitability divided by the total assets, the SROI provides a picture of the overall return through attaching a financial gain figure. This can then be used as a benchmarking tool, or conversely used to identify areas for improvement. An example of how Barcelona City Council adopted this methodology is through its evaluation of Barcelona's home care service.

The homecare service is part of the social services department which provides significant benefit to service users and their families. It is considered one of the main services which support the Councils social inclusion strategy. To identify the return on this investment and maximise the services impact, the SROI was introduced. The homecare service aims to:

- Prevent and/or minimise the loss of independence
- Maintain the domestic environment to a habitable standard
- Support families caring for dependent people
- Identify need or risks which may require other responses.

The service supports 16,000 residents, at a cost of around €46million in 2011. The cost of the service had increased to €53million by 2012, and the support it provides was extended to 18,000 residents. The number of individuals who qualify for the homecare service is likely to continue to increase with legislation qualifying more people for the service.



The first phase of the SROI evaluation is to define the scope of the service and a stakeholder analysis. The Council released a list of desired outcomes for the homecare stakeholders:

Direct Stakeholders:

- For Service-users
  - Better hygiene
  - Enjoyable meals
  - Better home environment
  - Improving relationships with family caregivers
  - Improved quality of life
  - Have choice and control
  - Maintaining personal dignity
- Informal family caregivers
  - Reduced stress and increased ability to cope
  - Inclusion in the labour market
  - Free time for leisure
- Service-providers and their staff
  - Awareness of social needs
  - Better trained staff

Informal Stakeholders:

- Barcelona Municipal Government
  - Savings through reductions in the need for other locally funded services by service users and family caregivers
- Catalanian Government
  - Savings through reductions in the need for other locally funded services by service users and family caregivers
- Spanish Government
  - Increase in service-provider care staff
  - Increase in the family caregivers joining labour market

- Healthcare savings
- Added tax and social security contributions.

The second phase creates an impact map and gathers information on the service. For the homecare service this includes:

- Stakeholders: the list of groups for the homecare for dependents service
- Desired outcomes: Desired outcomes for each of the groups
- Indicators: An indicator for each outcome
- Financial proxies: the financial proxy for each indicator
- Source of financial data: the sources for the financial and other quantitative data and where to find this
- Attribution: the attribution where relevant
- Deadweight: The deadweight benchmarks where relevant
- Displacement/drop off: the displacement/drop off where relevant.

The sources of information may be the local authority, or companies providing homecare. This information may, for example, be the range of outcomes which guarantee outcomes. In addition to this, data collection through opinion polls and end-service user surveys are collected, in 2011 these results demonstrate 90.9% of service users felt the service improved their lives.

Information was gathered for the financial proxy, and indicators were monetised by relating it to the financial proxy. An example of this would be the desired outcome of investing in the homecare service, by increasing the number of well-trained care workers. The homecare staff all receives in-work training as a result of being employed by one of the companies providing homecare.

The financial proxy therefore, was the cost of the homecare courses. So for the desired outcome of staff being well-trained was monetised by calculating the cost for members of staff to attend a formal homecare course to achieve the qualification.

In the third phase, the actual outcome was generated by the care service, both positive and negative. Although difficulties are present in the subjective nature of terms like 'quality of life', each outcome was then monetised using the proxy previously generated. The ratio for each stakeholder was estimated, then a total for the homecare service. Through this SROI analysis it was found that for every €1 spent on the homecare service, a return of between €2.68 and €3.13 was generated.

This process is being rolled out across all the services offered in Barcelona to improve active inclusion and prevent social exclusion and isolation of those most in need. The methodology enables the identification of failings, and innovation of services. The SROI analysis is being used across Europe, and it is anticipated that the process will be rolled out across European cities in the coming years.

## **5.6 Sofia, Bulgaria**

Sofia is the capital of Bulgaria, and with a population of 1.3 million, it is also its largest city. The population is made up of three predominant ethnic groups, 84.4% native Bulgarian, 8.8% Turkish, 4.9% Roma, and the remaining 1.5% of other ethnic backgrounds. The education level in Sofia is higher than the average for Bulgaria as a whole, with only 0.5% of the Bulgarian natives having literacy problems. This compares unfavourably with the 4.7% of ethnic Turkish descent, and 11.8% of the Roma population who have literacy issues.

The higher percentage of exclusion in education also extends to other areas of society. The rate of 47% unemployment in the Roma community, and the standard of employment is normally part-time or temporary. The culmination of these issues equates to many Roma living under the poverty line, and higher rates of criminality in the Roma community. This pattern continues through generations, with 23.3% of Roma children not attending school, and many children being the victims of child abandonment.

### **5.6.1 Health and Social Community Centre Services for Disadvantaged Roma Children and Families**

The Roma community suffer levels of social exclusion, and a national Roma integration strategy (2012-2020) was launched to address these issues nationally. The Local Authority in Sofia identified that this issue was a feature of the Roma community within the city, and therefore were required by law to take a partnership approach to solving this issue. There was therefore a need to engage between the Local Authority, with regional branches of government departments, non-governmental organisations, ethnic and integration organisations and the general public.

The aim of the partnership was to combat poverty and social exclusion within the Roma community, and assist with the integration of Roma citizens into Sofia's society. Although aimed at the Roma community, it should be noted that the assistance offered is open to a member of any community at risk of exclusion. The research identified 11 disadvantaged areas, with a number of these areas having a non-governmental organisation project, funded by the Local Authority, operating within the communities. In addition three state-funded social services have been developed specifically for vulnerable children living in disadvantaged areas.

Within the Faculteta neighbourhood, 25% of the population are of Roma descent, totalling around 15,000 people. A high proportion of these people are socially excluded, predominantly from the labour market, healthcare, education, and having been convicted of a crime and therefore having a criminal record.

In 1998, an NGO Centre was set up with a new approach to health and social care, and by 2008 the success of the Centre had been established through breaking the intergenerational poverty and exclusion. To achieve this, the centre provides:

- Increased preschool education, including health education
- Parenting skills
- Case management for at risk children

- Health promotion and social skills for young people
- Financial support to improve housing
- Support for parents to gain suitable employment.

Each of the services is informed by the stakeholders, and improvements are made following close consultations with the Roma community. There is regular training of the service providers to ensure high standards, and staff with specific expertise to provide key skill training. There is a long term sustainability strategy in place, with a continuous examination of outcomes.

The Centre also offers additional community-based services on

- Social guidance for parents of children aged 0-3 years
- Free/subsidised food for children aged 10 months-3 years
- A free kindergarten for children aged 4-5
- Social and life skills training for young people aged 12-17 years
- Financial training for families
- Interest-free home improvement loans for families
- Assistance for parents of disadvantaged children to find employment
- Health and social training for the informal leader of peer groups

The Centre is identified for its innovation as it offers a wide ranging holistic approach to a growing community of individuals who are considered socially excluded. In addition the community based running of the Centre, and expertise of the staff, also adds to the innovative nature of the Centre.

The successes of the scheme are as wide ranging as the services on offer. There have been improvements in the physical and mental health of children, with advances in language and cognitive skills, and low absenteeism from schools. For parents there has been an improvement in parenting skills, family planning, self-confidence, and attitude towards schooling and the state. For young people there has been a marked improvement in motivation to continue education, with a focus on future career plans. In

addition there has been greater respect between young people, particularly with health and gender equality. For families, the interest free loans have been hailed as a success, and through the 2 years it has been running, there has been a 100% repayment rate.

## **6 Appendix A**





<b><u>Name of City/Country</u></b>	<b><u>Title of Initiative</u></b>	<b><u>Target Group</u></b>	<b><u>Aims of Initiative</u></b>	<b><u>Actions of Initiative</u></b>	<b><u>Key Outcomes Achieved</u></b>	<b><u>Organisations Involved</u></b>
Blaenau Gwent, Wales	Access for All Forum	Disabled people	Eliminate discrimination and harassment. Promote equality and participation.	Meeting bi-monthly Information sharing Raising awareness Problem solving Influencing Service planning Supporting socialisation	Storytelling of real-life experiences of those with disabilities  Improvement to Council buildings  Specialist employment route  Training for Council officers	Local Authority  General Public  Third Sector Organisations  Private Sector
Snowdonia, Wales	Eryri Disability Forum	Disabled People	Ensure equal opportunities for all users	Stakeholder involvement  Regular meetings  Grant funding	Specialised excursion support for the visually impaired	Local Authority  Third Sector Organisations  General Public
LBO Hackney, UK	People and Place	Social Excluded/at Risk of Social Exclusion	Highlight indicators for exclusion	Data analysis from a range of sources Identifying at risk groups	Quantity of individuals belonging to each socially excluded group	Local Authority  Central Government

					Quantity of individuals at risk of exclusion	Third Sector Organisations
Birmingham, UK	Supporting People	Homeless Vulnerable young people Leaving Institutions	Preventative approach to social exclusion 'Invest to Save'	Generate performance indicators  Generate data on local/national outcomes for those at risk of exclusion Local Cost benefits	39,000 people avoided homelessness  Savings of £1.6 million in housing costs  Savings of £842,000 in benefits	Local Authority  Third Sector Organisations  General Public
Birmingham, UK	Arts Champion Scheme	Excluded/at risk of exclusion	Encourage participation in civil society	Medium-long term arts programmes in all city communities	New experiences to communities  Encourage participation  Provide work experience	Local Authority  Private Sector Organisations  Third Sector Organisations

					Improved community cohesion	
Copenhagen, Denmark	Three Administration Approach	Health problems Homeless Unemployed	Integrated local authority assistance to prevent people 'slipping through the net'	Identified departmental cross overs Integrated 3 departments into one contact centre	<p>Reduced the numbers of long term sick by 20%</p> <p>Supported 20% of young people on welfare to improve health and wellbeing</p> <p>5% increase in young people able to work</p> <p>70% of non-chronic sickness benefit claimants come off benefits within 26 weeks, and 75% of these return to work</p>	Local Authority  General Public
Copenhagen, Denmark	Preventing long-term	Labour market excluded/at risk of exclusion	Preventing long-term	Supporting insured and uninsured people	Better insight into barriers to work	Local Authority

	unemployment		unemployment	back into work Early intervention through training, counselling and job clubs Expert advice Placements	Best practice support for skilled and unskilled workers  Encouraging partnership working	Central government  Private Sector organisations
Stockholm, Sweden	Crossroads Centre	Excluded/at risk of exclusion EU migrants	Reduce homelessness and social exclusion for EU migrants	Opened a Crossroads Centre Provides information about life in Sweden Assists with housing/employment Provides travelling assistance to 'return home'	Better identification of those excluded/at risk of exclusion  Language classes promoting integration  Washing/showering facilities have improved wellbeing	Local Authority  Central Government  European Union  Third Sector Organisations  Health care

					Health checks and meals have improved health	sector
Brno, Czech Republic	Socio-Info Centre	Senior citizens Young People Disabled People Minority Groups Migrants	Improve social service provision	Create advice centre in a prime location Create a database of social service organisations within the city Create a website Educate about social issues	Fewer at risk families are becoming homes  Service reviews have meant all crisis accommodation demands are now met  Better integration of social services	Local Authority  General Public
Bologna, Italy	Social Clauses in Procurement	Labour Market Excluded	Prevent exclusion by providing more jobs through social procurement	Obligating companies to employ disadvantaged people for the duration of contracts with the Authority	Large scale companies voluntarily taken on disadvantaged employees as a permanent quota in region. A total of 218 jobs in total so far.	Local Authority  Private Sector Organisations

Barcelona, Spain	Social Return on Investment (SROI)	All socially excluded programs	Benchmark successes, identify areas for improvement, ensure cost/social return are balanced	Each local authority initiative to be assessed for SROI	Has successfully improved a number of services, and created quantifiable results	Local Authority Regional Government Central Government Private sector organisations
Sofia, Bulgaria	Health and Social Community Centre Services for Disadvantaged Roma Children and Families	Roma families (primary) All socially excluded (secondary)	Combat poverty Combat Social Exclusion Better Integrate Roma families	Increase preschool health Parenting classes Case management for at risk children Health promotion Financial Support for housing Pathway to Employment	Improved physical/mental health in children Better school engagement and attendance Improvement in family planning and parenting skills	Local Authority Regional Branches of Government Departments NGOs Ethnic and Integration

					<p>Increase in numbers going onto further education</p> <p>Greater health and gender equality</p> <p>Interest free loans have 100% repayment rate</p>	<p>organisations</p> <p>General Public</p>
--	--	--	--	--	---	--





## 7 Bibliography

Bradshaw, J., F. Bennett, and R. Sainsbury. *Assessment of the Implementation of the European Commission Recommendation on Active Inclusion* EU Network of Independent Experts on Social Inclusion, 2013. Print.

Cardiff Council. *Social Inclusion Action Plan*, 2002. Print.

Chaney, Paul, and Ralph Fevre. "Welsh Nationalism and the Challenge of Inclusive Politics." *Political Opportunities, Social Movements, and Democratization* 23 (2001)

Collins Dictionary. "Social Inclusion." *Collins English Dictionary*. 2013. Web. <<http://www.collinsdictionary.com/dictionary/english/social-inclusion>>.

European Commission. "Active Inclusion." *European Commission*.2013a. Web. <<http://ec.europa.eu/social/main.jsp?catId=1059&langId=en>>.

European Commission. *Active Inclusion in Birmingham: Supporting People Programme and Whole System Toolkit*. , 2013b. Print.

European Commission. *Active Inclusion in Bologna: Social Clauses in Procurement and the Effective Collaboration between Social Cooperatives and Public Administrations*. 2013c. Print.

European Commission. *Active Inclusion in Copenhagen-Preventing Long-term Unemployment among Unskilled People and Highly Skilled People Who Are Already Employment-ready*. , 2013d. Print.

European Commission. *Birmingham-Arts Champions: An Innovative Integrated Approach to Arts Outreach*.2011. Print.

European Commission. *Brno-Socio-info Centre and Website: Community Planning and Barrier-free Access to Social Services Information*.2011a. Print.

European Commission. *Copenhagen-Three Administrations Working Together*.2011b. Print.

European Commission. "European Platform against Poverty and Social Exclusion." *European Commission*. 2013e. Web. <<http://ec.europa.eu/social/main.jsp?catId=961>>.

European Commission. *Sofia-Faculteta Health and Social Community Centre Services for Disadvantaged Roma Children and Families*.2013f. Print.

European Commission. *Stockholm-Crossroads: Information and Support for EU Migrants*. , 201c1. Print.

"European Commission Europe 2020." *Europe 2020 – EU-wide Headline Targets for Economic Growth*. N.p., 2013g. Web. <[http://ec.europa.eu/europe2020/europe-2020-in-a-nutshell/targets/index\\_en.htm](http://ec.europa.eu/europe2020/europe-2020-in-a-nutshell/targets/index_en.htm)>.

European Union. *Employment and Social Developments in Europe 2013*. Luxembourg: Publications Office of the European Union, 2014. Print.

LB Hackney Policy Team. *A Profile of Hackney, Its People and Place*. , 2013. Print.

National Parks UK. "National Park Facts and Figures." *National Parks UK*. N.p., n.d. Web. 28 Apr. 2014. <<http://www.nationalparks.gov.uk/learningabout/whatisanationalpark/factsandfigures>>.

ONS. *Poverty and Social Exclusion in the UK and EU 2005-2011*. , 2013. Print.

Oxford Dictionary. "Poverty." *Oxford Dictionary*. N.p., 2012. Web. <<http://www.oxforddictionaries.com/definition/english/poverty>>.

Oxford Dictionary. "Social Exclusion." *Oxford Dictionary*. N.p., 2012. Web. <<http://www.oxforddictionaries.com/definition/english/social-exclusion?q=social+exclusions>>.

Swansea Council. *Swansea Health Social Care and Well-being Needs Assessment*. , 2010. Print.

UK Government. "Equality Act 2010." *Equality Act 2010*. N.p., 2010. Web. <<http://www.legislation.gov.uk/ukpga/2010/15/contents>>.

UK Government. "Public Services (Social Value) Act 2012." *Public Services (Social Value) Act 2012*. N.p., 2012. Web. <<http://www.legislation.gov.uk/ukpga/2012/3/enacted>>.

WLGA. *Excellence Wales-Access for All Forum Blaenau Gwent*. , 2010. Print.

WLGA. *Excellence Wales-Disability Equality Forum-Snowdonia National Park*. , 2010. Print

**Thomas Foreman**

Scrutiny Research Assistant

Thomas.Foreman@Cardiff.gov.uk

For more information contact:

Charissa de Zeeuw

Scrutiny Research Manager

Charissa.dezeeuw@Cardiff.gov.uk

### **3. 'Everyone Matters' – Strategic equality objectives**

Cardiff Council's strategic equality objectives are:

#### **People in Cardiff are healthy**

1. Work to reduce differentials in life expectancy and health inequalities across the city
2. Ensure health services and preventative programmes are communicated effectively and meet the needs of service users

#### **Cardiff has a clean, attractive & sustainable environment**

3. Improve access to sustainable transport
4. Ensure households vulnerable to fuel poverty receive assistance and advice
5. Improve equality of access to parks and green spaces

#### **People in Cardiff are safe and feel safe**

6. Work with partners to reduce violence and domestic abuse, increase reporting and improve support mechanisms
7. Reduce incidents of bullying, increase reporting and improve support mechanisms for those vulnerable to bullying within specific groups
8. Work to raise awareness of hate crime across Cardiff and support the implementation of the Welsh Government Hate Crime Framework
9. Develop a Community Cohesion Action Plan to respond to Cardiff's cohesion priorities and embed cohesion principles across the Council and our partners

#### **Cardiff has a thriving and prosperous economy**

10. Work with partners to address barriers to employment within Cardiff
11. Work to reduce the pay gap between men and women in Cardiff Council

#### **People in Cardiff achieve their full potential**

12. Continue to raise standards of achievement for those vulnerable to underachievement
13. Increase the number of under-represented groups attending post 16 education

#### **Cardiff is a great place to live, work and play**

14. Ensure the availability of high quality and affordable accommodation particularly for those in most need
15. Support people most at risk of losing their independence to live independently
16. Promote play, sport, culture; and volunteering opportunities for under-represented groups

## **Cardiff is a fair, just and inclusive city**

17. Work to ensure citizens have the opportunity to participate in and influence the design of services
18. Address the effects of socio-economic disadvantage, particularly child poverty

### **Changes to the strategic equality objectives for 2014/15**

All strategic documents need to reflect the diverse and changing needs of our citizens and our organisation. Cardiff Council has produced a new Corporate Plan for 2013-2017, outlining the administration's commitments for Cardiff over the forthcoming years. Learning has also taken place during 2013/14 regarding the implementation of our objectives and prioritisation of our equality work. Alongside this, we have also engaged with a wide range of organisations and citizens from different groups. Our strategic equality objectives for 2014/15 have therefore changed slightly to reflect these changes.

We have removed the following objective: "ensure mental health support and prevention programmes are tailored to meet the needs of different groups of service users". Although a highly important area, the Council was unable to fully realise this objective due to the large proportion of responsibility being with Cardiff & Vale UHB. Actions under this objective are also still captured under objective 2.

We have removed the objective: "work with partners to reduce the fear of crime, especially amongst vulnerable groups". Due to the publication of the Welsh Government's hate crime framework and community cohesion strategy, we have realigned our priorities to reflect their key priorities for Wales. We have therefore added two new objectives:

- Work to raise awareness of hate crime across Cardiff and support implementation of the Welsh Government Hate Crime Framework
- Develop Community Cohesion Action Plan to respond to Cardiff's cohesion priorities and embed cohesion principles across the Council and our partners

## 4. Key Aspects of 'Everyone Matters'

### 4.1 Commitment & Leadership

Commitment and leadership are essential for driving forwards our strategic equality plan and implementing our strategic equality objectives. During 2013/14, the Council's equality agenda received senior commitment and leadership at political, managerial and operational levels:

- **Political** – the political leadership of the equality agenda is led by Cllr Lynda Thorne, Cabinet Member for Community & Neighbourhood Regeneration and Social Justice. As a member of the Cabinet, Cllr Lynda Thorne, works in partnership with the older persons champion, Cllr Huw Thomas, Cabinet Member for Social Care Health and Wellbeing - Adult Services, to champion equalities issues at a Cabinet Level. Cllr Heather Joyce, the Leader of Cardiff Council also chairs the Cardiff Partnership Leadership group. The Cardiff Partnership Leadership Group sets the vision for partnership working in Cardiff and provides strategic leadership for the partnership model as a whole.
- **Managerial** – During 2013/14, Christine Salter took senior leadership of the Strategic Equality Plan until December 2013, whilst acting as acting as Interim Head of Paid Service. Paul Orders, Cardiff Council's new Chief Executive, has now taken on strategic leadership of 'Everyone Matters' by ensuring the aims and objectives are communicated at a senior leadership team level. Sarah McGill, Director of Communities, Housing & Customer Services, and Rachel Jones, Operational Manager – Policy, Partnerships & Citizen Focus, drive forward the equalities agenda at a senior manager team level, ensuring the strategic equalities objectives are incorporated into service area business plans.
- **Operational** – The Council's Citizen Focus Team consists of officers who support directorates to meet the requirements of the equality duties. The officers specialise in various aspects of equalities, working to progress the work of the Council in physical access and accessible communication, older people, policy & research and evaluation, delivery and monitoring. The officers also work directly with every directorate in Cardiff Council to ensure strategic equality actions are embedded into business plans.

### 4.2 Key Principles

Our strategic equality plan '*Everyone Matters*' is based upon a number of key themes which cut across the equalities agenda and have shaped our approach to equalities during 2013/14. The following principles underpin '*Everyone Matters*':

- **Engagement** – ensuring all citizens have a voice and are empowered to influence the design and delivery of services so that we can meet diverse needs.

- **Communication** – clearly communicating the services that are on offer through a number of different media.
- **Accessibility** – striving to ensure all of our services are accessible to all our citizens.
- **Leadership** – placing a clear emphasis on working in partnership with communities and other public, private and third sector organisations. The Council recognises it has a leadership role to play in Cardiff, which means maintaining a focus on the equalities agenda and continuing our efforts to improve quality of life for all.
- **Intelligence** – providing timely and robust evidence to identify priorities and shape our services. In this way we can ensure we are developing the right responses and targeting them successfully. Business intelligence will also enable us to monitor the progress we are making towards achieving the outcomes, helping us to demonstrate success or modify our approach where necessary.

#### **4.3 Mainstreaming strategic equality objectives**

Extensive work has been conducted with directorates during 2013/14 to ensure that equality actions are embedded within directorate business plans. This mainstreams actions relating to our equality objectives into the work of the Council and ensures that these actions are subject to the same quarterly monitoring and reporting processes as all other Council actions. Our strategic equality plan is also embedded within Cardiff Council's Corporate Plan 2013-2017, therefore promoting a further commitment to increasing our commitment, accountability and transparency in reducing inequalities in Cardiff.

The equality objectives were also mainstreamed into individual personal, performance and development plans during 2013/14, as each manager was required to undertake actions relevant to the Council's Strategic Equality Plan as part of their yearly development reviews. This ensures that it is not only the owners of key actions that work towards our strategic equality objectives – each employee with management responsibility is also responsible for undertaking action to fulfil these strategic goals, making equality a vital part of our performance reviews.

Through embedding the objectives within our delivery structures, we are starting the process of streamlining our equality agenda and adopting a more consistent approach towards ensuring the Council promotes equality to the highest standards. The monitoring of our strategic equality objectives are conducted through the Council's Corporate Plan, which is subject to quarterly review by the Council's Senior Management Team and the Council's Cabinet and Scrutiny Committees.

Our Strategic Equality Plan is fully adopted by the Council's Cabinet. It was subject to consideration by the Council's Policy Review & Performance Scrutiny Committee on 18th January 2012. The Committee supported the

approach adopted by '*Everyone Matters*' and recognised the important role that the Council has to play as an employer and service provider in eliminating discrimination; promoting equality and fostering good relations between different groups in Cardiff. The Annual Report for 2012/13 was considered by the Policy Review and Performance Scrutiny Committee on 6<sup>th</sup> March 2013, prior to its approval by Cabinet on 14<sup>th</sup> March 2013 and publication on 31<sup>st</sup> March 2013. This annual report was presented to Cabinet on 13th March 2014 and approved for publication.



## 5. Strategic equality objectives - Summary of Progress

The Equality Act requires us to outline the progress we have made towards fulfilling each of our strategic equality objectives and provide a statement on the effectiveness of the steps we have taken to fulfil each objective. The following table summarises this information. More detailed information about our equality work during 2013/14 is available in sections 7 to 16 of this report.

### People in Cardiff are healthy

#### Our Strategic Equality Objectives are:

1. Work to reduce differentials in life expectancy and health inequalities across the city
2. Ensure health services and preventative programmes are communicated effectively and meet the needs of service users

#### Progress towards fulfilling objective in 2013/14

During 2013/14, we worked in partnership with Cardiff & Vale University Health Board to develop an 'In-Reach Service' pilot which identifies patients suitable for reablement at University Hospital Wales and University Hospital Llandough at an earlier point in their care. The pilot looks specifically at understanding why BME people are under-represented in reablement services. The 'In-Reach Service' pilot is also actively working to increase the number of patients with dementia accessing reablement services. The effectiveness of the pilot is currently being assessed, with the learning being taken forwards for 2014/15 (see 7.2).

During 2013/14, we committed to identifying a more diverse range of service users for our Community Alarm Service in order to increase use amongst all groups. We progressed work to collect data on ethnicity to assess whether people from all communities are accessing the service. The Community Alarm service continued to grow during 2013/14, with work to reach all communities set to continue during 2014/15 (see 7.3).

#### Statement on the effectiveness of the steps we have taken to fulfil the equality objectives

'Everyone Matters' identified a difference of 11 years in life expectancy between the highest and lowest life expectancies; Radyr & Morganstown had the highest at 85.5 years, while Butetown had the lowest at 71.9 years. Whilst steps have been taken to reduce differentials in life expectancy and health inequalities during 2013/14, we recognise this is a long-term goal that will continue to be driven forwards throughout the duration of 'Everyone Matters' and our ten year strategy for the city 'What Matters'. Progress was made to ensure that reablement and community alarm services meet the needs of people from different groups and were communicated effectively. Work on these areas will continue during 2014/15, with us further developing the accessibility of our health and preventative programmes.

## **Cardiff has a clean, attractive and sustainable Environment**

### **Our Strategic Equality Objectives are:**

3. Improve access to sustainable transport
4. Ensure households vulnerable to fuel poverty receive assistance and advice
5. Improve equality of access to parks and green spaces

### **Progress towards fulfilling objective in 2013/14**

We have introduced an 'orange wallet' – a portable and discreet product that can be tailored to meet the needs of the individuals to help them communicate to bus / train / taxi staff in order to increase accessibility of transport for disabled people (see section 9). The Access Focus Group, in partnership with Network Rail, assisted in the development of contracts for modifications to several road bridges in Cardiff, including: colour contrasting, tactile paving, widths of pavement and the use of effective lighting.

Transport was identified as a key priority by the Cardiff Youth Council and was discussed at the Children and Young People Symposium in March 2013. Representatives from Cardiff Bus were present and subsequently bus fares were reduced so that 16-18 year olds now travel at a discounted rate (see 7.7).

During 2013/14, we supported delivery of the 'Affordable Warmth Strategy'. We set up an Affordable Warmth Working Group; we are now implementing the action plan (see 7.5). We led the 'Cyd Cymru' project, which is a collective energy buying scheme to help households save money on energy costs. The concept is that by purchasing energy in bulk, the providers will be able to sell at wholesale prices and sell onto households at reduced prices. This scheme was launched in October 2013 to help those who are struggling with the increased costs of fuel and to assist in ensuring that families are not put in difficult positions when prioritising household expenses. It has already helped thousands of households across Cardiff to access cheaper energy prices (see 10.6).

We have taken significant steps to improve access to our parks and green spaces during 2013/14. We began a development plan for Hailey Park, commenced the Heath Park Management Plan and undertook a consultation on Roath Park. A plan to implement multi-sensory signage in parks is underway, with work due to commence in 2014/15. We began work with RNIB and Cardiff Institute for the Blind Gardening club to develop a sensory herbal garden in Bute Park. In January 2014, Innovate Trust started a long term project to improve access to Bute Park. Furthermore, new footpaths were developed in Bute Park and the footpath network in Pontcanna Fields. Work to improve the accessibility of our parks will continue during 2014/15 (see 7.6).

### **Statement on the effectiveness of the steps we have taken to fulfil the equality objectives**

Both the Access Focus Group and the 50+ Forums identified transport as a key

priority for their groups during 2013/14. Work to improve access to transport was progressed this year and will continue throughout 2014/15. Access to buses was greatly improved for 16 to 18 years and they are now able to travel at a discounted rate. In order to reduce fuel poverty, we developed and launched an 'Affordable Warmth Strategy'; work on implementing the strategy will continue throughout 2014/15. We led the 'Cyd Cymru' project, enabling households vulnerable to fuel poverty to reduce their fuel costs. We took significant steps to improve access to our parks and green spaces this year, with a particular focus on working with partners to improve access for disabled people. Work to improve equality access of our parks will continue during 2013/14.

## **People in Cardiff are safe and feel safe**

### **Our Strategic Equality Objectives are:**

6. Work with partners to reduce violence and domestic abuse, increase reporting and improve support mechanisms
7. Reduce incidents of bullying, increase reporting and improve support mechanisms for those vulnerable to bullying within specific groups
8. Work to raise awareness of hate crime across Cardiff and support the implementation of the Welsh Government Hate Crime Framework
9. Develop a Community Cohesion Action Plan to respond to Cardiff's cohesion priorities and embed cohesion principles across the Council and our partners

### **Progress towards fulfilling objective in 2013/14**

We launched Cardiff's Women's Centre in March 2013; a multi-agency centre which brings together a multitude of support services such as advocacy, housing support and legal aid. This provides a wraparound provision in a single location to support women and children in Cardiff who have experienced, or are currently experiencing domestic violence or abuse.

We introduced a project on 'Gay-Straight Alliances' into Cardiff's schools in order to tackle homophobic bullying. The project identified that, while many examples of good practice are evident in Cardiff's schools, greater support is needed specifically for young Lesbian, Gay, Bisexual and Transgendered (LGBT) young people. The project launched a good practice guidance book for schools in February 2014. We are currently exploring funding to roll the programme out across all high schools in Cardiff following the successful pilot period (see 7.8).

In order to increase reporting of incidents of workplace bullying and harassment, we developed a new reporting function on our internal website. The form enables Cardiff Council employees to anonymously report activity taking place, therefore assisting HR to deal with the matter and obtain data on any bullying / harassment that is being reported across the organisation. At present, the system is being piloted; it will be formally launched for all employees during 2014/15 (see 8.2). We developed a new Dignity At Work Policy, incorporating all protected groups, and an accompanying employee 'appropriate language' booklet. The policy and the booklet will be published during 2014/15 and made

available to all employees.

Steps have been taken to raise awareness of hate crime and increase reporting during 2013/14. We have continued to provide funding to Race Equality First to provide a casework service to victims of hate crime and discrimination in Cardiff (see 11.2). We have set up groups for LGBT and Trans citizens (LGBT Voices & Trans Voices) and worked in partnership with Tell MAMA to run hate crime awareness sessions for the Islamic communities in order to increase reporting of Islamophobia. We have run 'Hate Crime Awareness Training' for Cardiff Council staff across all directorates; 17 sessions were run, training approximately 340 employees (see 12.1).

#### **Statement on the effectiveness of the steps we have taken to fulfil the equality objective**

The opening of the Cardiff Women's Centre was a significant step forwards in increasing reporting and improving support for victims of domestic abuse. We undertook valuable initiatives in schools and the workplace to reduce bullying related to the protected groups; these will be progressed further during 2014/15. We made steps towards raising awareness of hate crime through the implementation of various initiatives. We have added a strategic objective specifically on hate crime and will continue to employ a Community Cohesion Officer to ensure this work is further progressed during 2014/15. We have committed to developing a Community Cohesion Action Plan through a new objective for 2014/15, which will further focus this work on priority areas for the city.

#### **Cardiff has a thriving and prosperous economy**

##### **Our Strategic Equality Objectives are:**

10. Work with partners to address barriers to employment within Cardiff
11. Work to reduce the pay gap between men and women in Cardiff Council

##### **Progress towards fulfilling objective in 2013/14**

We have collected and analysed employment information in line with the requirements in the Equality Act. The recruitment data will help us to identify any barriers to employment within the Council (see 8.1 & appendix 2). We began a review of our Recruitment & Selection Policy to ensure the process is fair, transparent and accessible to people from all protected groups (see 8.3). We have continued to support our employee equality networks, which actively support employees from protected groups and promote equality in the workplace (see 8.2). We continued to use the 'Service Desk' as an online process for requesting an assessment for reasonable adjustment and monitored the effectiveness of any adjustments implemented and agreed (see 8.5).

We introduced a Framework for Work Experience, Work Placements, Traineeships, Apprenticeships & Graduates, following approval by Cabinet in November 2013. This framework provides a consistent corporate approach to

supporting young people who are not in education, employment or training and helping citizens develop skills to enable them to access jobs in the city. The framework will continue to be implemented during 2014/15.

We worked with the Department of Work & Pensions to take NEET individuals on an 8 week work experience programme; some individuals were then employed by our employment agency Cardiff Works. We are currently assessing the success of the NEET programme, with a view to expanding this during 2014/15 (see 7.9).

Following the implementation of 'Single Status' in Cardiff Council in April 2012, we continued to use the Job Evaluation Scheme as a systematic approach to determining grades for jobs, therefore ensuring pay grades are fair and equitable for both male and female employees (see 8.5).

#### **Statement on the effectiveness of the steps we have taken to fulfil the equality objective**

We have undertaken various initiatives during 2013/14 to reduce barriers to employment within Cardiff Council. We developed a Framework for Work Experience, Work Placements, Traineeships, Apprenticeships & Graduates. We successfully supported young people to access work experience placements within the Council and are looking to expand this NEET programme during 2014/15. We continued to ensure male and female employees were paid equally for work of equal value and will continue to monitor our gender pay gap during 2014/15. We are due to complete the review of our Recruitment & Selection Policy during 2014/15 and will continue to support employees from protected groups through our equality networks and reasonable adjustments process. We recognise that access to employment is a significant issue in the current economic climate and that Cardiff Council is only undertaking very limited recruitment due to major budget restraints. Due to this, we have focussed our efforts upon work experience schemes and supporting existing employees from protected groups to reach their full potential.

#### **People in Cardiff achieve their full potential**

##### **Our Strategic Equality Objectives are:**

12. Continue to raise standards of achievement for those vulnerable to underachievement
13. Increase the number of under-represented groups attending post 16 education

##### **Progress towards fulfilling objective in 2013/14**

In May 2013, the Council's Children and Young People's Scrutiny Committee conducted an inquiry into the impact of poverty and educational attainment. The inquiry received evidence from a range of sources, resulting in a report into educational attainment and poverty. The key findings and recommendations from this will assist Cardiff Council to ensure the educational outcomes of all children are improved and every child's outcomes, regardless of their

socioeconomic background, reflect their true potential (see 7.7).

We completed a two year project exploring how best to welcome and integrate newly arrived immigrant families into the Cardiff education system. We worked specifically with 14 to 19 year olds from BME communities to prevent them becoming NEET, working largely with Czech, Slovak and Roma pupils who are vulnerable to underachievement. We established bespoke vocational and ESOL courses for these pupils, supporting 10 groups of over 90 young people. We secured a grant from Families First to help with engagement, attainment and progression routes for Roma young people over the age of 16. This work will continue throughout 2014/15 (see 7.8).

We continued work on our Schools Organisation Planning in order to improve accessibility within our schools. We ensured that disability access is an integral part of all building designs and each proposal was subject to an equality impact assessment. We added a new consideration to the checklist for architects - higher specification accessible toilets will now be included in all designs in order to future proof the building in terms of disabled toilet provision (see 7.8).

We expanded our work with pre-school children with hearing impairments and opened a new school in September 2013, St Teilos Church in Wales School, which includes purpose built facilities for visually impaired pupils. Our Traveller Education Service supported Gypsy / Traveller young people through a range of activities including delivery of workshops to primary schools and celebration of Gypsy Roma Traveller History Month. Our Ethnic Minority and Traveller Achievement Service (EMTAS) was awarded funding from Families First to employ a bilingual Teaching Assistant who speaks Czech and Slovak. During 2013/14, the Teaching Assistant worked with Roma children and their families in order to improve their experience of the educational system and increase educational attainment. This group is one of most educationally under-achieving ethnic minority groups; the project is funded for three years and will continue through 2014/15.

#### **Statement on the effectiveness of the steps we have taken to fulfil the equality objective**

We recognise that educational achievement and access to post 16 education varies by protected groups, with some ethnic minority groups being less likely to achieve the best educational outcomes. During 2013/14, we have undertaken targeted work to improve the educational outcomes for newly arrived young people, Czech, Slovak and Roma pupils and disabled children. We recognise that there is much work to do to improve outcomes for these groups and will continue our efforts throughout 2014/14 to reduce attainment gaps for different protected groups.

#### **Cardiff is a great place to live, work and play**

**Our Strategic Equality Objectives are:**

14. Ensure the availability of high quality and affordable accommodation particularly those in most need

- 15. Support people most at risk of losing their independence to live independently
- 16. Promote play, sport, culture; and volunteering opportunities for under-represented groups

**Progress towards fulfilling objective in 2013/14**

During 2013/14, the UK wide welfare reforms lead us to ensure that we assisted those affected by the Housing Benefit Spare Room Subsidy to downsize. As a result, we have regularly monitored cases and continued to assist individuals to downsize or exchange their property. During the first half of 2013/14, we successfully applied for grants to deliver 30 one and two bedroom units by 2015/16 (see 7.11). We continued to run the Welfare Reform Task Group to help mitigate some of the impacts of the reforms and help reduce the impact of the reforms to the citizens of Cardiff (see 7.12).

We supported people at risk of losing their independence to remain living independent through the introduction of the 'In Reach Service' pilot of reablement support, looking at increasing access specifically for ethnic minority communities and people with dementia (see 7.2).

During 2013/14, we increased access to sport for young people through eliminating fees and charges for mini / youth football, rugby, cricket, tennis and fishing. We also now offer free use of pitches for all of these sports We worked with Disability Sport to develop the 'In Sport' programme in order to improve inclusion in sport and were successfully granted 'ribbon standard' (see 7.13). During 2013/14, we continued to fund 'Voluntary Community Services' to promote volunteering and support placements in Cardiff Council and across the City (see 11.4).

**Statement on the effectiveness of the steps we have taken to fulfil the equality objective**

During 2013/14, we have taken steps to increase the availability of one and two bedroom properties through successfully securing a grant. We supported citizens affected by the government's welfare reforms and introduced a pilot reablement project to assist people to remain living independently in their own homes. We increased access to sport through eliminating fees and charges and introducing the Disability Sport 'In Sport' initiative. Although we have made progress in these areas, we recognise that there is still much to be done to ensure Cardiff is a great place to live, work and play for people from all protected groups and will continue to work progress these strategic objectives during 2014/15.

**Cardiff is a fair, just and inclusive city**

**Our Strategic Equality Objectives are:**

- 17. Work to ensure citizens have the opportunity to participate in and influence the design of services



18. Address the effects of socio-economic disadvantage, particularly child Poverty

**Progress towards fulfilling objective in 2013/14**

We have undertaken extensive engagement, consultation and involvement activities throughout 2013/14 to ensure that citizens have the opportunity to participate in and influence the design of services. Additionally, we have undertaken considerable engagement with protected groups through our Access Focus Group, 50+ Forums, co-production work, community covenant work and our budget consultation events (section 10). We have established groups for LGBT and transgender citizens (section 12.1) and actively engaged with children and young people in the design of our services and budget priorities (section 7.7). We have worked with our partners to engage with citizens and improve equality of access to our services (section 11) and provided equality grants to a considerable number of organisations to support them to provide services to local communities (section 13). We have hosted several equality and cultural events throughout the year, enabling citizens to come together to celebrate diversity and fostering good relations between different groups (section 14). We have undertaken extensive Equality Impact Assessments of our policies and budget proposals, identifying potential impacts upon our citizens and protected groups (section 15).

We published the White Paper 'Building Communities, A New Approach to Neighbourhood Working' in October 2013, which outlines methods for improving neighbourhood working and improving the way we engage with communities in the creation, delivery and evaluation of local action plans and services (see 7.1).

We have addressed the effects of socio-disadvantage through our Welfare Reform Task Group (section 7.12) and through conducting research into the impacts of poverty and educational achievement (section 7.7). We have continued to coordinate the 'Families First' and 'Communities First' programmes, which provide support to the city's most vulnerable children and addresses the impact of child poverty.

**Statement on the effectiveness of the steps we have taken to fulfil the equality objective**

We recognise the importance of ensuring citizens have the opportunity to influence the design of services, particularly during this economic climate when budget restraints are impacting upon services. We have taken steps to engage with citizens from across the city, with a particular emphasis on engaging with children and young people, older people, disabled people and LGBT and transgender people. We will continue to engage with these protected groups during 2014/15 and work to ensure that all protected groups are represented in our consultation activities. We will continue to implement the White Paper 'Building Communities, A New Approach to Neighbourhood Working' during 2014/15, ensuring that citizens have the opportunity to influence decisions about their neighbourhoods. We have taken steps to address the effects of socio-economic disadvantage in the City, but recognise that this is an ongoing task that will require focussed efforts during forthcoming years to reduce inequalities experienced by some groups.



