

## Using the Equality Duty to achieve your goals

Voluntary and community sector organisations carry out a wide range of activities in local communities and every group will have goals that it wants to achieve. This section will help you to:

- Think about your goals that have an equality focus and how you might use the Equality Duty to help advance these goals
- Demonstrate to a public body that your activities can complement and contribute to their strategic priorities

### What are your goals?

Your group will have established its goals, the key issues you want to tackle in order to bring about positive changes for your clients and services users. Examples could include:

- Improving the mental health of young disabled people in your locality
- Making health services more sensitive to the needs of older gay, lesbian, bisexual or transgendered people
- Improving the way the police respond to domestic abuse cases, in particular, those people in same-sex relationships

However, your group probably cannot achieve its goals in isolation. You will need to engage with and influence public bodies, work in partnership with other groups locally and gather evidence and stories to make the case for change. Understanding and using the Equality Duty effectively can be a powerful tool to help you achieve this.

As part of this section there is a practical tool that you can use to work out when the Equality Duty can help you achieve your goals. As well as questions that you can ask yourself there are some worked examples to show you how the tool could work.

### A Practical tool

This tool is in the form of a grid you can fill in to help you to identify how to use the Equality Duty to advance your goals. In each box there are prompts to help you think through how to use your knowledge, experiences, activities and those of your service users or clients to help you work with public bodies to achieve your goals.

By working your way across the grid, using the prompts, you should:

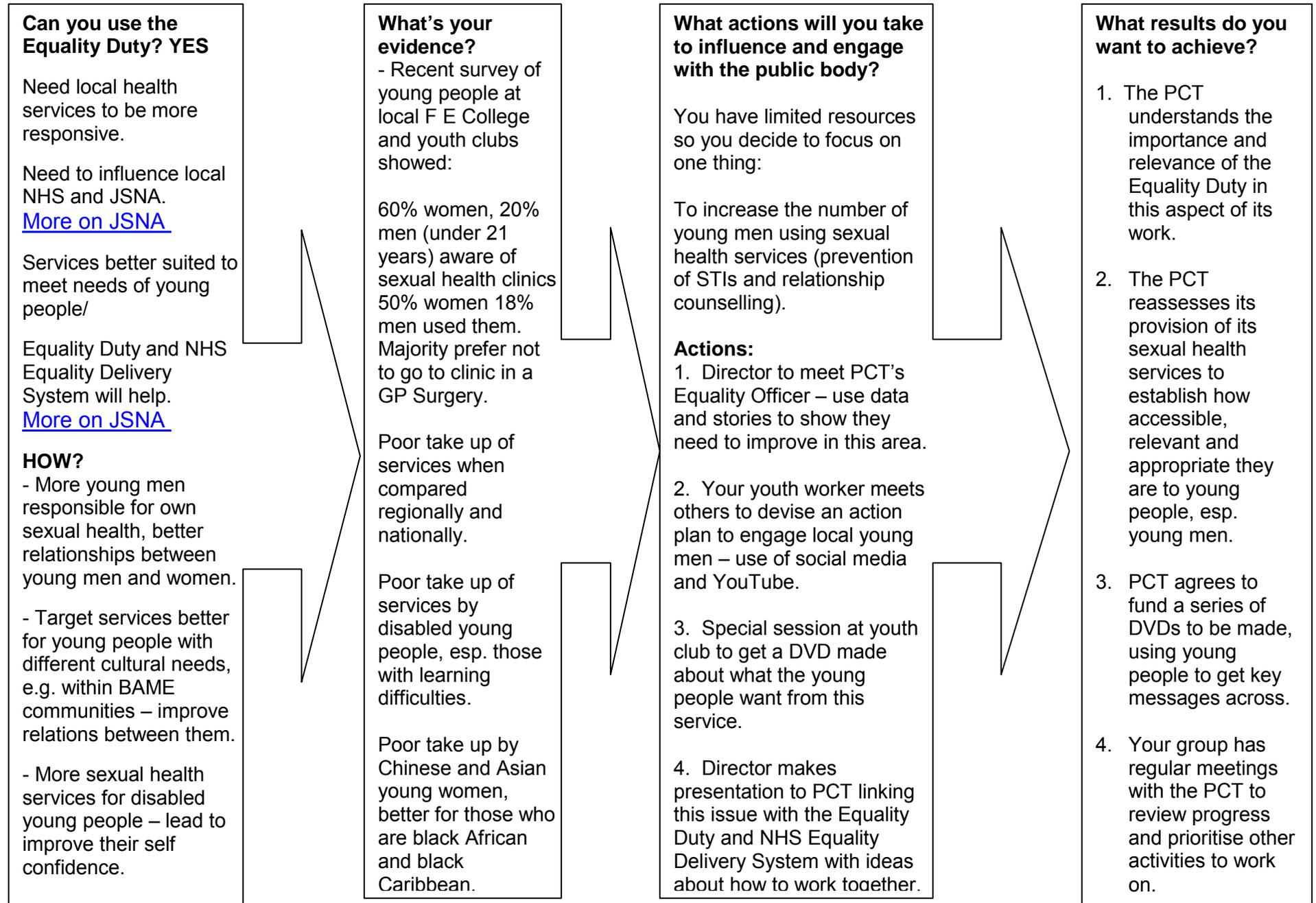
- Gain an understanding of how your goals can be achieved through engaging and influencing public bodies using the Equality Duty
- Think of different ways to use data and your understanding of the Equality Duty, to engage with public bodies effectively to help each of you to achieve your strategic priorities and goals.

There are also three worked examples to show you how the practical tool could work.

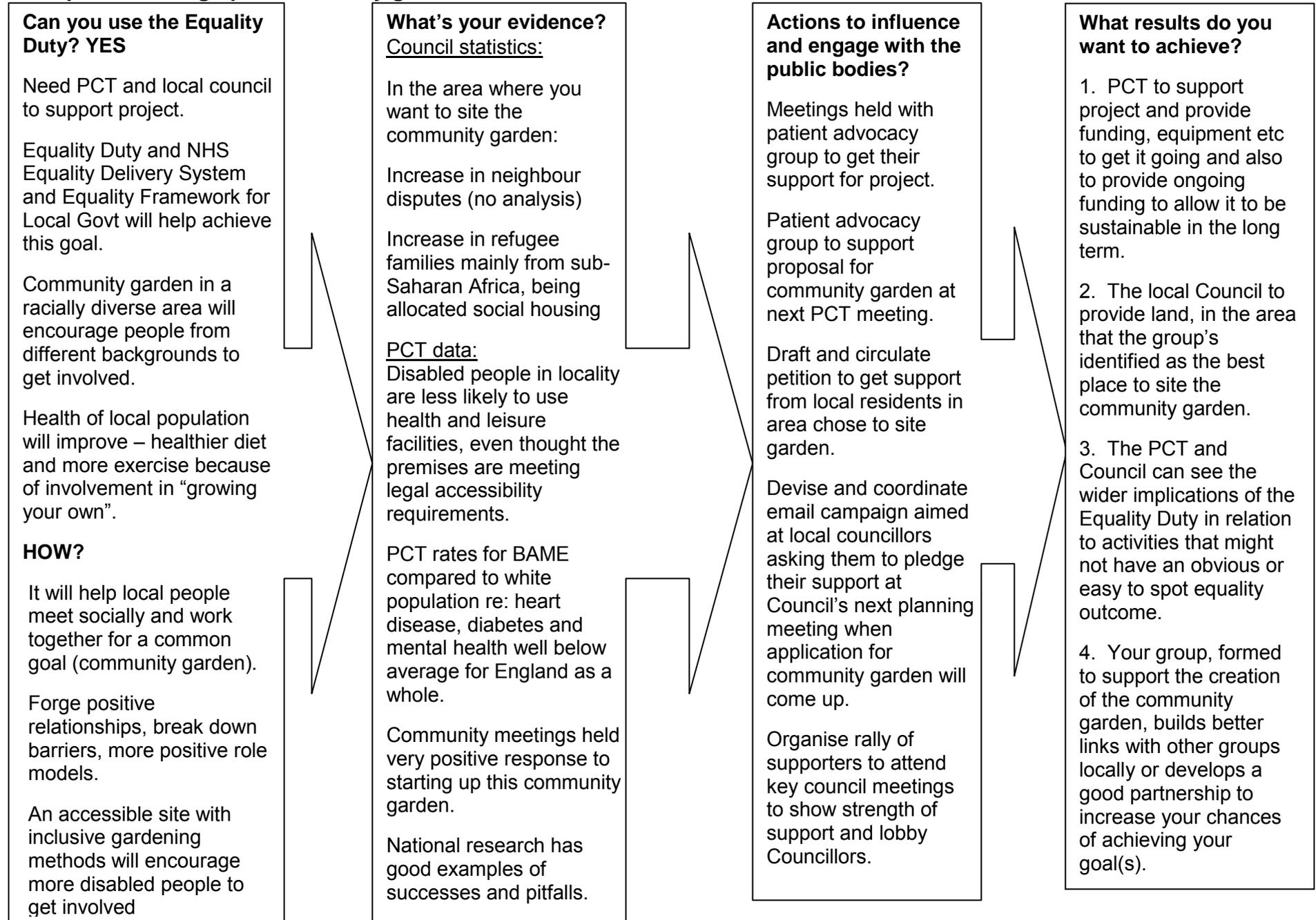
**Practical tool:** Using the grid below, working your way across from left to right, ask the following questions

Your goal	Can the Equality Duty help you achieve this goal?	What evidence do you have to support your case? Can you link it to key aspects of the Equality Duty?	What actions can you take to influence and engage with the public body on this issue?	What results do you want to achieve?
<p>In this box:</p> <p>What is your goal?</p> <p><u>Examples:</u></p> <p>Improve the sexual health of young people in your area.</p> <p>Set up a community vegetable garden.</p> <p>Improving the mental health of people of African-Caribbean heritage in your community.</p>	<p>→ Do you need public bodies (police, council, health service) to do something to help achieve your goal?</p> <p>→ If yes, using the Equality Duty might help you achieve your goal. Which public body might you want or need to influence?</p> <p>→ How might you use the <b>Equality Duty</b> to help you?</p> <p>Ask these three key questions. Will achieving your goal:</p> <ol style="list-style-type: none"> <li>1. Help different groups of people in your area to get on better?</li> <li>2. Help to stop discrimination against specific groups?</li> <li>3. Help to improve the life chances and opportunities of different groups of people in your locality?</li> </ol> <p><b>Yes</b> to any of these questions means that the <b>Equality Duty</b> can probably help you</p>	<p>→ What evidence do you have that can help persuade a public body to act?</p> <p>To find out more about using equality information and data to hold public bodies to account <a href="#">click here</a>.</p> <p>→ What is your evidence to show that the people you want to help are not getting a fair deal now?</p> <p>→ Does your evidence show that different groups in the community are isolated from each other and effort is needed to improve relations between them?</p> <p>→ Do you have evidence that the way a particular policy or service is operating is leading to a particular group being discriminated against in some way?</p> <p>→ Can you show unequal access to services locally? Are some groups of people finding it more difficult than others to get services or is a public body ignoring the need to improve how they delivery certain services?</p> <p>→ Have you done your own surveys or gathered “real life” experiences that could help persuade a public body to act?</p>	<p>Having identified key issue(s) to raise with the public body, ask yourself:</p> <p>How can I influence the public body to improve what they do or how they do things to achieve my group’s goal? How can they improve the lives of our clients/service users?</p> <p>You could (or may already do): Lobby key members committees where important decisions are going to be made. Use stories, information, data to help persuade them to make the decision you want.</p> <p>Use social media or similar things, DVDs, videos etc to get your message across.</p> <p>Carry out a mass letter writing campaign, help your clients/ service users to do this.</p> <p>Use one-to-one or face-to-face contact/meetings with officers to inform and educate them about your work. It is important to make the link between your goal, their goals as a public body, and their obligations under the Equality Duty, and therefore show how, by engaging with and working with your group, you will both benefit from this relationship.</p>	<p>What do you want the public body to do in order to help you achieve your goal?</p> <p>→ Do you want them to provide additional funding, or re-prioritise funding from elsewhere?</p> <p>→ Do you want a service to be reviewed and specific changes made that will make your goal achievable?</p> <p>Be as specific as you can:</p> <p>Do you want more partnership working with other voluntary and community sector organisations?</p> <p>Or the public body to have a better understanding of your work and role?</p>

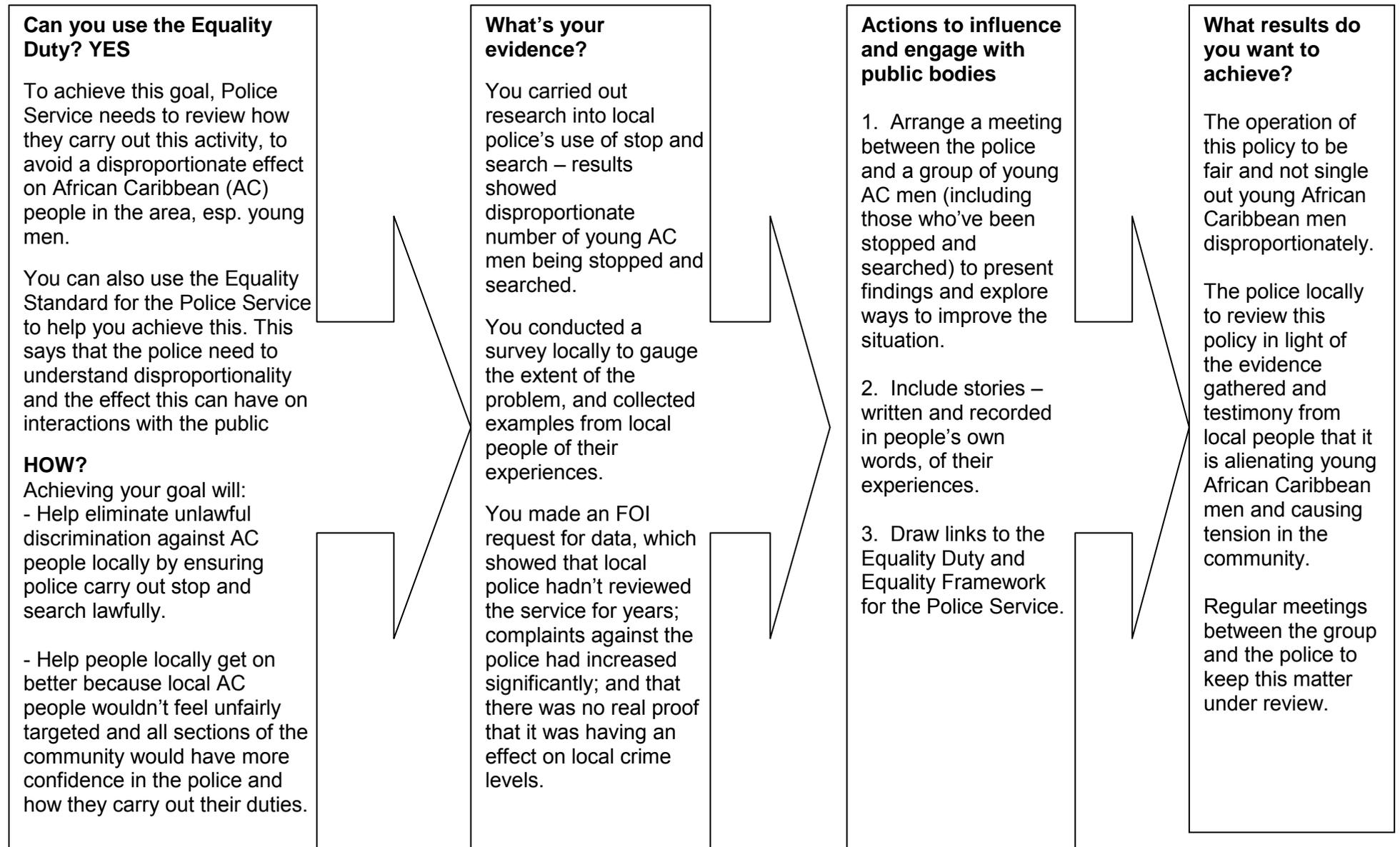
## Example 1: Goal – Improving the sexual health of young people in a local area



## Example 2: Setting up a community garden



### Example 3: To reduce the numbers of young African Caribbean men being stopped and searched by the police authority



## Linking your goals to a public body's priorities to improve equality outcomes

To effectively influence and engage with a public body, your group will often need to demonstrate that your activities complement and contribute to the priorities of the public body you are trying to influence. To do this you need to identify:

- What the key aims and priorities of the public body are. There will usually be in a published document such as a strategic plan or business plan.
- Which of the public body's priorities are relevant to your work. Look out for priorities that have strong links to equality, like priorities aimed at helping vulnerable or marginalised people who find accessing services particularly difficult or who face multiple hardships.

Then consider:

- Which of the public body's priorities your group would be well placed or best placed to help them achieve, using the Equality Duty and other relevant equality frameworks.

Then work out how you can best demonstrate:

- What you have to offer e.g. that working with your group will help the public body to consult with or hear the views of ordinary local people.
- What evidence you have to support your arguments. This evidence can be both 'hard' like statistics or 'soft' like stories from people who have had had experiences using services.
- The solutions you have to suggest to the public body that demonstrate your understanding of the challenging times facing public bodies.

By taking this approach you can help to position your group as a key partner with the public body. By working with you on a particular goal, you can also help the public body to fulfil its obligations under the Equality Duty.

We have worked up **an example** of how a public body might approach setting their high level strategic aims and priorities and how they might draw equality outcomes from those and set key equality measures.

**Example: Grid to link a local authority’s high level priorities to equality outcomes and measures**

Aims	Strategic priorities	Equality Outcomes	Key equality measures
<p>Boost local economy</p>	<ol style="list-style-type: none"> <li>1. Save public funds</li> <li>2. Maximise income for our citizens</li> <li>3. Reduce worklessness</li> <li>4. Reduce duplication and increase effectiveness</li> <li>5. Be an economically active employer</li> </ol>	<ul style="list-style-type: none"> <li>• Improve job opportunities for disabled people locally</li> <li>• Target volunteering opportunities at those least likely to volunteer currently, young people, single parents. Volunteering activities can help people gain skills, experience and self confidence that could lead onto paid employment</li> <li>• Use technology, webcams, computer software, to improve access for those who are deaf or hard of hearing, have a visual impairment or mobility issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Welfare benefits gained</li> <li>• Debts written off</li> <li>• Debts rescheduled</li> <li>• No. of volunteers trained into paid employment</li> <li>• Discrimination issues identified</li> <li>• Volunteer profiles more diverse</li> <li>• New volunteer roles created</li> <li>• Networking and community groups engaged</li> <li>• Volunteers recruited and trained</li> </ul>
<p>Reduce poverty &amp; improve health &amp; wellbeing of individuals</p>	<ol style="list-style-type: none"> <li>1. Reduce poverty</li> <li>2. Reduce stress and anxiety</li> <li>3. Improve people’s confidence</li> <li>4. Provide training and development</li> <li>5. Increase methods of access</li> </ol>	<ul style="list-style-type: none"> <li>• Maximise income, targeting efforts at most marginalised groups – single parents, and disabled people –so they have more money to spend on essentials</li> <li>• Improving people’s skills &amp; confidence through training and development, focussing on young men not in education or training</li> <li>• Empowering people to tackle the problems they face</li> <li>• Provision of independent hate incidents reporting centres and discrimination advice</li> </ul>	<ul style="list-style-type: none"> <li>• Continuous training opportunities undertaken</li> <li>• Numbers of disabled people helped into work</li> <li>• Numbers of deaf or hard of hearing people using webcams</li> <li>• Numbers of disabled people using computer software or other technologies to access services and avoiding unnecessary and costly travelling</li> </ul>
<p>Improve community cohesion</p>	<ol style="list-style-type: none"> <li>1. Increase capacity by working with partners and agencies</li> <li>2. Influence local policies to develop services</li> <li>3. Workforce embedded in the community</li> <li>4. Increase access to advice through signposting and referral</li> <li>5. Effective use of community based premises</li> </ol>	<ul style="list-style-type: none"> <li>• Recruit a diverse volunteer base</li> <li>• Promote community involvement</li> <li>• Promote reporting of hate incidents</li> <li>• Facilitate integration of migrant and immigrant peoples</li> <li>• Develop an initiative to open up mosques and other faith based community buildings to the wider public</li> </ul>	<ul style="list-style-type: none"> <li>• More young men, not previously in education or training, entering education or training</li> <li>• More hate incident reporting centres set up and used</li> <li>• More and varied hate incidents reported and being dealt with</li> <li>• More faith-based community buildings being opened up for use by other local people</li> </ul>