

Consultation on our proposed equality objectives

December 2018



This report presents the findings from our consultation about our proposed Equality Objectives. We ran a survey on **Let's talk Newcastle Online** between **29 September to 8 December 2018**, and received **84 responses**.

The consultation asked to people say how important (or not) they thought these proposed equality objectives were:

- Develop an **engaged** workforce
- Increase the **diversity** of our workforce
- Improve **education** outcomes for vulnerable children
- Improve the **health** and wellbeing of our communities
- Support people in vulnerable groups to access **employment** opportunities
- Work with communities to tackle **hate crime** and encourage people to report it

People were asked for their comments on our proposals and any other equality-related issues people wanted to raise. We also asked them to give us some information about themselves such as age, gender and where they live.

What did people want? A summary

The largest percentage of people in the consultation said that the following objectives were important: improving **education** outcomes for vulnerable children, and improving the **health and wellbeing** of our communities

The most common themes in their comments were that all the proposed objectives are equally important, that mental health services need to be improved, that opportunities for all should be a priority, that we need to reduce car use within the city to promote health and wellbeing, and that there is a need to reduce income inequalities.

Comments included:

“We need to reduce the impact of unequal distribution of wealth and the adverse effects of poverty.”

“We need more support for people with mental health issues.”

What people thought of our proposed objectives

The majority of people responding to the survey (89%) said that the following objectives were very or quite important:

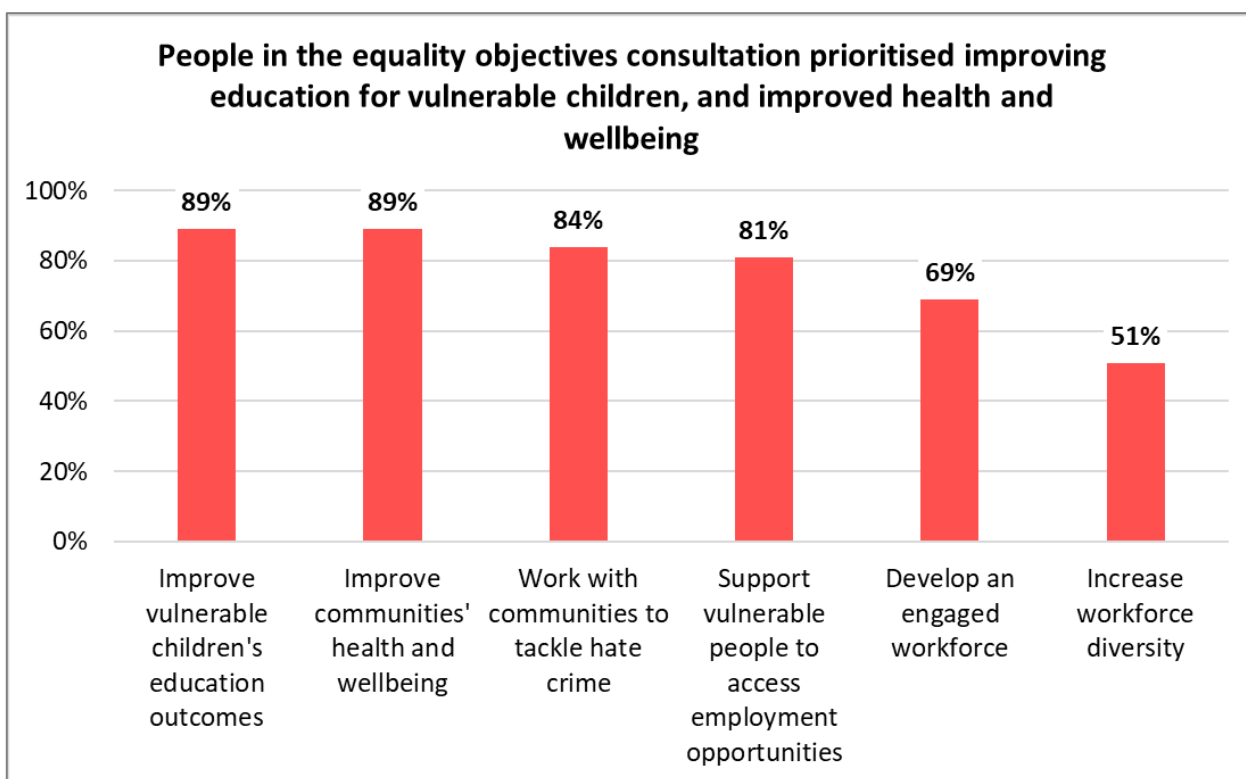
Improve education outcomes for vulnerable children:

78% said this was **very** important

Improve the health and wellbeing of our communities:

61% said this was **very** important

The chart below shows the percentages of people who took part in the consultation who replied “very important” or “quite important” when asked about each proposed objective:



Full details of people’s responses to the proposed objectives are available on request.

What people told us about our proposed objectives

30 people who took part in the survey left comments about our proposed objectives. Full details are available on request, the **most common themes** were:

- All objectives are equally important
- Mental health services need to be improved
- Opportunities for all should be a priority
- Reduce car use to promote health and wellbeing
- Reduce income inequalities
- Not sure what an 'engaged workforce' is

Many comments were made about a particular topic of interest to the person taking part. For example, some people were concerned about the provision of mental health services, or the need to make it possible for disabled people to move around easily by removing obstacles from pavements.

A concern emerging from some people's comments was that they felt that equality meant giving the same treatment and the same amount of resources to everyone. For example, one person said: "You should be improving education outcomes for ALL children, irrespective of their background... how else could it be equality?" and another commented: "Look after ALL people not only minorities, there are too many divisions already."

This suggests that if in future we intend to work with particular groups of people as part of achieving our equality objectives, we should be aware of this feeling among some residents when communicating about our actions, and continue to explain why addressing inequalities benefits the entire city and local area.

About the people who took part

People who took part in the survey had the following characteristics (full details are available on request):

- **Ethnicity:** 85% were White British.
- **Sexual orientation:** 73% were heterosexual
- **Gender:** 55% were male.
- **Employment status:** 45% were employed full-time.
- **Age:** Nearly all respondents in the survey were aged over 45 (90%).
- **Location:** The ward with the highest number of respondents (of those who gave their postcode) was North Jesmond, with 8 out of 84 people who gave their location being resident here.

How we informed people about the consultation

This report presents the findings from our consultation about the proposed objectives. We ran a survey on Let's talk Newcastle Online between **29 September** to **8 December 2018**, and publicised it as follows.

Publicity

We informed people and organisations about this via the following channels:

- All **Let's talk Newcastle Online members** were invited to take part (**2545** people).
- We put out six videos on our **Facebook** and **Twitter** feeds as shown below, including one, "Have you told us what you think about equality?", which aimed to boost response by informing residents what people had said already, asking if they agreed, and inviting them to take part to give their views. The videos received a total of **4027** views:

Video name	Date	Views
Newcastle Equality Consultation 2018: Children	22 October	656
Newcastle Equality Consultation 2018: Diversity	22 October	604
Newcastle Equality Consultation 2018: Jobs	23 October	747
Newcastle Equality Consultation 2018: Hate Crime	24 October	754
Newcastle Equality Consultation 2018: Health	25 October	757
Have you told us what you think about equality?	8 November	509