

## Objective One Programme for Cornwall and the Isles of Scilly

### Mainstreaming Equality of Opportunity

The social and business cases for equality of opportunity are well documented.....

- ◆ Women represent approximately half of the population yet in Cornwall, whilst there is a very high number of women actually in employment, the great majority of those women are working in part time, low paid and low skilled jobs. Overall women make up 53.1% of employees in employment in Cornwall and the Isles of Scilly compared to 49% in Great Britain as a whole. The majority of full time jobs are however held by men. In addition more men are employed in higher paid sectors such as manufacturing, construction and computing whereas women continue to dominate the lower paid industries such as hotels and restaurants. Even in other areas where women are in the majority such as banking and the finance sector it has been found that men hold the higher paid and more senior jobs.
- ◆ Equality of opportunity enables employers to recruit and select the best person for the work. This in turn will lead to improved employee satisfaction, staff retention and performance leading to an increase in output. It may mean moving away from the idea of men's work and women's work and that "we've always done it that way"
- ◆ Equal opportunities enhances customer satisfaction and therefore enhances the reputation of the business or organisation. This could in turn improve access to previously difficult to reach markets or groups. People with disabilities, from ethnic minority groups, lone parents, etc. will be treated with the respect and dignity that should be afforded all.

Mainstreaming equal opportunities is defined by the European Union as "the systematic consideration of the differences between the conditions, situations and needs of women and men in all policies at the point of planning, implementation and evaluation". In Cornwall and the Isles of Scilly the definition of equal opportunities is broader in scope and encompasses the needs of all regardless of disability, age, ethnicity, sexuality, rural isolation or any other reason which may result in isolation. Mainstreaming equal opportunities in Cornwall and the Isles of Scilly therefore means that the conditions, situations and needs of everyone are taken into consideration. Where barriers exist it is important that solutions are found to overcome them.

One of the key messages of equal opportunities in Cornwall and the Isles of Scilly is  
**Equality of Access**

That access may be in terms of physical needs, e.g. proximity to public transport, in a safe and light environment, have facilities for the disabled, provide child care etc. or it may refer to intellectual access i.e. can everyone access information, training and development

The purpose of this toolkit is to provide you with practical steps that you can take to ensure that your project maximises it's potential to meet the equal opportunities objectives.

**For more information on Equality of Opportunity within the Objective One Programme please contact Janet Mutch. on 01872 241379 or E Mail [jmutch@cornwall.gov.uk](mailto:jmutch@cornwall.gov.uk)**

What do we mean by socially or economically excluded. It could be any of the following

- people with disabilities
- people with mental-health difficulties
- people with learning difficulties or severe literacy and numeracy problems
- people with low self esteem and no motivation
- people from ethnic minority groups and those with English as their second language
- refugees and asylum seekers
- older people
- carers
- people with substance abuse, drug and alcohol problems
- the homeless and rough sleepers
- ex-offenders
- lone parents and teenagers with children
- 13-17 year-olds who have dropped out of the educational system

N.B. Feelings of isolation and exclusion may be exacerbated for people living in rural communities.

The above list is not exhaustive and there may be other groups or individuals who for various reasons are considered, or consider themselves, to be a minority or excluded group.

### **Equality of Opportunity and the Objective One Programme for Cornwall and the Isles of Scilly**

Within the Objective One Programme equal opportunities is a cross cutting theme and is recognised as one of the three strands of sustainable development.

#### **What is a cross-cutting theme ?**

- Equal Opportunities
- Environmental Sustainability
- ICT

These are the horizontal themes running through each of the Priorities. It is not the intention that these are in addition to, or instead of, any of the 5 main priorities. If you consider that the 5 main Priorities are the vertical themes of the Programme, the cross cutting measures are the horizontal themes which are required to run through all the activity of the Programme.

Put simply, this means, that if the Objective One Programme is to achieve its overall objective of “a prosperous Cornwall and Isles of Scilly, where all people and communities share in an improving quality of life.” all projects applying for European Funding through the Objective One Programme **must** appropriately address equal opportunities. The Programme is not looking for the impossible. Solutions to enable equality of opportunity must be realistic and achievable

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The 5 Priorities within the Programme are:

- **SME and Micro Business Support** – *to generate income and employment for the people of Cornwall and the Isles of Scilly*
- **Strategic Investments** – *to secure significant employment and income opportunities for the people of Cornwall and the Isles of Scilly*
- **Developing People** – *to develop and maintain a highly skilled and adaptable workforce.*
- **Community Regeneration** - *to create sustainable rural communities through the development of agriculture and fishing sectors*
- **Regional Distinctiveness** – *to secure income and employment for the people of Cornwall and the Isles of Scilly by maintaining and developing the economic benefits arising from the regions natural, historic and cultural developments.*

The Programme is not looking for warm words and ambiguity. It is not sufficient to say “we / the organisation have an equal opportunities policy or strategy”. What does that actually mean? The Programme is keen to buy positive action which will demonstrate that Cornwall and the Isles of Scilly are committed to equality of access for all. This means that we need to have articulated very clearly within project applications, exactly what activity is taking place? In other words how the commitment to equal opportunities will be demonstrated.

### **Sustainable Development. What does that mean?**

Sustainable development is best described as having three strands. Each of these is dependent on the other two and to be successful cannot stand alone

#### **Social equity**

Social Progress which recognises the needs of everyone

#### **Economic prosperity**

Maintenance of high and stable levels of economic growth and employment

#### **Environmental sustainability**

Effective protection of the environment and the prudent use of natural resources

### **Equal Opportunities within Projects**

When identifying your project, think about the sort of activity which will address equality of access to all.

- Are there barriers to the participation of women, the disabled or other potentially excluded groups?
- If you identify barriers what steps can you take to overcome them?
- Do you need help identifying solutions?
- Has the cost of equal opportunities training been built into the project costings?

For example.

Business support is offered to new entrepreneurs

- Has the threshold to that support been set at a level which will enable women to access it. The Scottish toolkit cites the unintentional exclusion of women because the minimum threshold for development grants or loans was set at too high a level. The system did not take into account the fact that women tend to apply for lower levels of financial support than men.
- Is the support available at times convenient for those with child or other care responsibilities
- Is the support available in rural locations

It may appear that a new SME site has nothing to offer in the way of equality of opportunity, but think about it.

- Is it accessible by public transport
- Is it well lit and secure
- Is there provision for childcare
- Has provision been made for the disabled in the way of parking and access to the premises?
- Are doorways of a suitable width to allow wheelchair access
- Have induction loops been installed

A training programme to assist people seeking employment may be advertised as available to all, but is it really?

- Does it provide for people with disabilities who may need large print or Braille, who may need specialist equipment?
- Is the training held at family friendly times and in venues where women would feel safe
- Is basic skills training available to those who may need it before undertaking vocational courses
- Have single sex courses been considered to encourage people into sectors where they are currently under-represented
- Are all trainers / tutors trained in equal opportunities

The project is to develop a new tourist attraction / garden/ centre

- Is the attraction accessible to all?
- Is information available in a variety of media
- Can the deaf access video information,
- Is there a sensory area for the blind or others who find the written word difficult to understand?
- Has any provision been made for foreign visitors to enable them to understand what the attraction is about? Is the information available in any other language?
- Are there disabled and baby changing toilet facilities
- Are there ramps or seating and rest areas for the elderly and those with mobility difficulties or young children
- Will steps be taken to ensure that all suppliers have equal opportunities policies and strategies

Checklist of equal opportunities good practice

Do you as the project applicant

- ✓ Know about and observe the law
- ✓ Identify real or potential barriers to participation.
- ✓ Identify solutions that will overcome those barriers

If as a result of the project the business will expand what considerations will need to be made to increase the workforce?

- ✓ Recruit from all sections of the community
- ✓ Identify the best person for the job
- ✓ Consider and offer flexible working patterns
- ✓ Ensure that all employees have equal access to opportunities for training, development and promotion
- ✓ Ensure that staff, customers and suppliers know that you are an equal opportunities employer
- ✓ Include an equal opportunities statement in your job recruitment advertisements
- ✓ Have a clear and simple complaints and grievance procedure
- ✓ Review the effects of your policies and modify or amend as necessary
- ✓ Recruiting by word of mouth spread by existing employees may appear sensible but if you are looking to recruit the best person it may be better to advertise more widely

- ✓ Don't discount older workers. They may be able to bring a wider skill and knowledge base to the job
- ✓ Use local press to advertise
- ✓ Ensure that the local job centres aware that you are an equal opportunities employer
- ✓ Make sure that you look internally Do all staff have equal access to training and promotion opportunities
- ✓ Make sure that recruitment advertising makes clear that you welcome applications from all suitably qualified people.
- ✓ Ensure that your advertising material is non-discriminatory
- ✓ Publicise the fact that you are an equal opportunities employer.

## **Equal Opportunities Legislation and Sources of Information**

The following sources of additional help and information can help you to comply with the legal requirements with regard to race, sex, and disability.....

The following are Organisational Internet websites, which will give you an outline of the role and type of information each organisation can provide and a brief outline of the relevant UK legislation.

*(Please note that blue type indicates a web link)*

### **Race Relations Act**

Web site - [www.cre.gov.uk](http://www.cre.gov.uk)

**The Commission for Racial Equality was set up under the 1976 Race Relations Act. It receives a grant from the Home Office, but works independently of government.**

The CRE has three main duties:

- to work towards the elimination of racial discrimination and promote equality of opportunity
- to encourage good relations between people from different racial and ethnic backgrounds
- to monitor the way the Race Relations Act is working and recommend ways in which it can be improved

**The CRE works with organisations in the public, private and voluntary sectors to reduce racial discrimination and promote equal opportunities for employees, customers and service users.**

It provides advice and assistance on equal opportunities policy and practice to many organisations and companies, large and small; and liases with government departments and



representative bodies from all sectors.

[The duty to promote race equality](#)

Advice and assistance for public authorities on their statutory duty to promote race equality



[Equal opportunities policies](#)

A ten point plan to help employers promote equality of opportunity in their organisations



[Ethnic monitoring](#)

How to carry out regular analyses of your workforce and job applicants, by ethnic origin



[Employment](#)

A code of practice, standards, and how to ensure job advertisements comply with the Race Relations Act



[Leadership Challenge](#)

Make a personal commitment to promote racial equality



### [Sectors](#)

Good practice advice specific to your sector

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## **Race Relations Amendment Act 2000**

This amendment to the Race Relations Act looks at the specific requirement for ALL public bodies to put into place a Racial Equality policy. It does **NOT** cover the private sector for which there is no similar requirement.

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## **Disability Discrimination Act**

Web site [www.drc-gb.org.uk](http://www.drc-gb.org.uk)

The Disability Rights Commission (DRC) is an independent body set up by the Government to help secure civil rights for disabled people. Its statutory duties are:

1. To work to eliminate discrimination against disabled people.
2. To promote equal opportunities for disabled people.
3. To encourage good practice in the treatment of disabled people.
4. To advise the Government on the working of disability legislation (the Disability Discrimination Act (DDA) 1995 and the Disability Rights Commission Act 1999).

### Information and advice

Providing information and advice to disabled people and to employers and service providers about their rights and duties under the DDA;

### Codes of Practice

Preparing and reviewing statutory codes of practice, which provide practical guidance to employers and service providers on meeting their obligations under the DDA and on good practice;

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## **Equal Opportunities Act**

Web site - [www.eoc.org.uk](http://www.eoc.org.uk)

The Equal Opportunities Commission was established under the Sex Discrimination Act in 1975. We were set up as an independent statutory body with the following powers:

- To work towards the elimination of discrimination on the grounds of sex or marriage
- To promote equality of opportunity for women and men
- To keep under review the Sex Discrimination Act and the Equal Pay Act

The Equal Opportunities Commission deals **only** with sex discrimination and equal pay . There is a different Commission for Racial Equality and a Disability Rights Commission who deal with race discrimination and disability discrimination. You can link to their websites from this site.

[Equal Opportunities in England: Your Business Too](#)

[Guidelines for Equal Opportunities Employers](#)

[Equal pay](#)

[Codes of practice](#)

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## **Corporate Social Responsibility**

Web site - [www.csforum.com](http://www.csforum.com)

Looks at policies and activities, which could be implemented to ensure that the suppliers and customers of businesses all adhere to robust equal opportunities and environmental policies. Includes a Management Toolkit for setting up a Corporate Social Responsibility Policy. It covers practical examples of equal opportunities and environmental policies

*See also*

### **Business in the Community**

Web site - [www.bitc.org.uk](http://www.bitc.org.uk)

... An increasing number of investment professionals are recognising the business case for companies to adopt a robust approach to **corporate social responsibility** ( ...

Description: A movement of businesses committed to continually improving their positive impact on society

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### **Equality Direct**

Web site – [www.equalitydirect.org.uk](http://www.equalitydirect.org.uk)

Information on equality legislation including;

- Equal Pay Act
- Human Rights Act
- Positive Action
- Family leave

Also gives advice to employers on;

- Getting the right people
- Building your business
- Is it working?

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### **Building Regulations**

Web site – [www.safety.odpm.gov.uk/bregs/brad13.htm](http://www.safety.odpm.gov.uk/bregs/brad13.htm)

This site covers Building Regulation amendment part M which looks very specifically at the building regulations covering access etc. for the disabled in non residential buildings

### **Human Rights Act**

Web site – [www.humanrights.gov.uk](http://www.humanrights.gov.uk)

I have included this page for general interest. It is an extremely complicated Act, which comes under the jurisdiction of the Lord Chancellors Department. There would be little point in project applicants saying that they comply with this Act. Equal Opportunities activity is more usefully spelt out under the specific pieces of legislation

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Other sources of Information to which project applicants could be signposted include:

Learning and Skills Councils	<a href="http://www.lscdevonandcornwall.org">www.lscdevonandcornwall.org</a>
Racial equality Councils	<a href="http://www.cre.gov.uk/about/recs">www.cre.gov.uk/about/recs</a>
Local authorities	<a href="http://www.cornwall.gov.uk">www.cornwall.gov.uk</a>
Employment Service	<a href="http://www.employmentservice.gov.uk">www.employmentservice.gov.uk</a>
Employers Forum on Disability	<a href="http://www.employers-forum.co.uk">www.employers-forum.co.uk</a>
Federation of Small Businesses	<a href="http://www.fsb.org.uk">www.fsb.org.uk</a>
Easy Access to Historic Buildings	<a href="http://www.english-heritage.org.uk">www.english-heritage.org.uk</a>

Other sources of information

**Age Concern in Cornwall & the Isles of Scilly**

5a Little Castle Street  
 Truro  
 Cornwall  
 TR1 3DL  
 Tel: 01872 279693  
 Email: [acc@ageconcerncornwall.org.uk](mailto:acc@ageconcerncornwall.org.uk)

**Cornish Disability Forum**

Penwith Business Centre  
 Unit 6, Longrock Industrial Estate  
 Penzance  
 Cornwall TR20 8HL  
 Tel: 01736 352011  
 Email: [cdf00@hotmail.com](mailto:cdf00@hotmail.com)

**Cornwall Disabled Association**

56 Lemon Street  
 Truro  
 Cornwall TR1 2PE  
 Tel: 01872 273518  
 Email: [cda@care4free.net](mailto:cda@care4free.net)

**Cornwall Racial Equality Council**

P O Box 89  
 Truro  
 Cornwall TR1 1ZD  
 Tel: 01637 852410

**Young People Cornwall**

61 Lemon Street  
 Truro  
 Cornwall TR1 2PE  
 Tel 01872 222447

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