

Notice of meeting of

Decision Session - Executive Member for Leisure Culture & Social Inclusion

To: Councillor Ayre (Executive Member)

Date: Tuesday, 11 January 2011

Time: 4.15 pm

Venue: The Guildhall

AGENDA

Notice to Members – Calling In

Members are reminded that, should they wish to call in any item on this agenda, notice must be given to Democracy Support Group by:

10.00 am on Monday 10 January 2011 if an item is called in before a decision is taken, or

4.00pm on Thursday 13 January 2011 if an item is called in after a decision has been taken.

Items called in will be considered by the Scrutiny Management Committee.

Written representations in respect of items on this agenda should be submitted to Democratic Services by **5.00pm on Friday 7 January 2011**.

1. Declarations of Interest

At this point, Members are asked to declare any person or prejudicial interest they may have in the business on this agenda.

- 2. Minutes** (Pages 3 - 6)
To approve and sign the minutes of the meeting held on 9 November 2010.

3. Public Participation - Decision Session

At this point in the meeting, members of the public who have registered their wish to speak at the meeting can do so.

The deadline for registering is **Monday 10 January 2011 at 5:00pm.**

Members of the public may register to speak on:-

- an item on the agenda;
- an issue within the Executive Member's remit;
- an item that has been published on the Information Log since the last session.

- 4. Fairness and Inclusion Update** (Pages 7 - 24)
The purpose of this report is to update the Executive Member about progress with fairness and inclusion matters in the council.

- 5. Renewal of the YorkCard and Library Card** (Pages 25 - 28)
This report seeks approval for a relaunch of the YorkCard in February 2011.

- 6. Area Based Working Pilot Project**
This report details the progress and achievements made in the first quarter of the year-long Area Based Working pilot project. *(The Executive Member will consider this item at the next listed Decision Session on Tuesday 2 February 2011.)*

- 7. Any other business which the Chair considers urgent under the Local Government Act 1972**

No items have appeared on the Information Log since the last Executive Member Decision Session.

Democracy Officer:

Name- Judith Cumming

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E-mail- judith.cumming@york.gov.uk

For more information about any of the following please contact the Democracy Officer responsible for servicing this meeting:

- Registering to speak
- Business of the meeting
- Any special arrangements
- Copies of reports

Contact details are set out above.

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Would you like to speak at this meeting?

If you would, you will need to:

- register by contacting the Democracy Officer (whose name and contact details can be found on the agenda for the meeting) **no later than 5.00 pm** on the last working day before the meeting;
- ensure that what you want to say speak relates to an item of business on the agenda or an issue which the committee has power to consider (speak to the Democracy Officer for advice on this);
- find out about the rules for public speaking from the Democracy Officer.

A leaflet on public participation is available on the Council's website or from Democratic Services by telephoning York (01904) 551088

Further information about what's being discussed at this meeting

All the reports which Members will be considering are available for viewing online on the Council's website. Alternatively, copies of individual reports or the full agenda are available from Democratic Services. Contact the Democracy Officer whose name and contact details are given on the agenda for the meeting. **Please note a small charge may be made for full copies of the agenda requested to cover administration costs.**

Access Arrangements

We will make every effort to make the meeting accessible to you. The meeting will usually be held in a wheelchair accessible venue with an induction hearing loop. We can provide the agenda or reports in large print, electronically (computer disk or by email), in Braille or on audio tape. Some formats will take longer than others so please give as much notice as possible (at least 48 hours for Braille or audio tape).

If you have any further access requirements such as parking close-by or a sign language interpreter then please let us know. Contact the Democracy Officer whose name and contact details are given on the order of business for the meeting.

Every effort will also be made to make information available in another language, either by providing translated information or an interpreter providing sufficient advance notice is given. Telephone York (01904) 551550 for this service.

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Holding the Executive to Account

The majority of councillors are not appointed to the Executive (40 out of 47). Any 3 non-Executive councillors can 'call-in' an item of business from a published Executive (or Executive Member Decision Session) agenda. The Executive will still discuss the 'called in' business on the published date and will set out its views for consideration by a specially convened Scrutiny Management Committee (SMC). That SMC meeting will then make its recommendations to the next scheduled Executive meeting in the following week, where a final decision on the 'called-in' business will be made.

Scrutiny Committees

The purpose of all scrutiny and ad-hoc scrutiny committees appointed by the Council is to:

- Monitor the performance and effectiveness of services;
- Review existing policies and assist in the development of new ones, as necessary; and
- Monitor best value continuous service improvement plans

Who Gets Agenda and Reports for our Meetings?

- Councillors get copies of all agenda and reports for the committees to which they are appointed by the Council;
- Relevant Council Officers get copies of relevant agenda and reports for the committees which they report to;
- Public libraries get copies of **all** public agenda/reports.

City of York Council

Committee Minutes

MEETING	DECISION SESSION - EXECUTIVE MEMBER FOR LEISURE CULTURE & SOCIAL INCLUSION
DATE	9 NOVEMBER 2010
PRESENT	COUNCILLOR AYRE (EXECUTIVE MEMBER)

16. DECLARATIONS OF INTEREST

Members were invited to declare at this point in the meeting any personal or prejudicial interests they might have in the business on the agenda. None were declared.

17. MINUTES

RESOLVED: That the minutes of the Decision Session – Executive Member for Leisure, Culture and Social Inclusion meeting held on 12 January 2010 and 12 October 2010 be signed and approved as a correct record.

18. PUBLIC PARTICIPATION - DECISION SESSION

It had been reported that there had been four registrations to speak at the meeting under the Council's Public Participation Scheme.

Cllr Crisp spoke on item 4 Playbuilder Project – Next Steps and expressed her concerns relating to option A as this did not include the Garnet Terrace scheme. She informed the Executive Member that local residents in the Leeman Road area were concerned to hear that if option A was chosen Garnet Terrace would be excluded. The residents and Ward Councillors felt this was unacceptable and she urged the Executive Member to consider option B and include Garnet Terrace.

Representations were received from a local resident regarding item 4. He expressed his concerns with option A as it excluded the Holgate Ward area. He had spoken to some local residents in the Leeman Road area who were appalled to hear that Garnet Terrace maybe excluded and they had started a petition to support the development. He informed the Executive Member that Back Park does not meet the full need for play provision in the area and requested that the Executive Member consider option B.

Representations were received from a local resident of the Westfield Ward regarding item 4. He commented on the Grange Lane site and expressed his concerns with option A. He asked the Executive Member to consider option B as this would allow more areas to be developed.

Cllr Looker spoke on item 4 and expressed her concerns with option A as this would exclude the Holgate Ward. She was concerned that the Guildhall Ward would be overlooked and she reminded officers that the City Centre area had no play provision. She understood that officers had difficulty in locating a suitable site within the City Centre and hoped they would continue to research the area so that when funds did become available officers could get a scheme in place quickly. She felt this area was desperate for a play provision to allow children that live in the City Centre and children that visit the area somewhere to play.

19. PLAYBUILDER PROJECT-NEXT STEPS

The Executive Leader considered a report that informed him of the Government's Playbuilder Initiative which allocates money for the development of play areas across the city.

It had been brought as an urgent item because a condition of the revised allocation was that it had to be used by 31 March 2011. A decision was therefore required in order to deliver the chosen projects or uses within this time frame.

Officers gave an update and commented on the 4 options available. Officers noted the representations and confirmed that they would continue to investigate a suitable play area within the City Centre.¹ The Executive Member added this as an additional recommendation.

The Executive Member thanked officers for their work in quickly compiling this report in order to make sure a decision could be reached at this meeting in order to progress the schemes necessary to ensure completion by March 2011.

The Executive Member considered all options available and stated that:

- Option A would deliver schemes closer to the original allocation per scheme that was proposed for 2010/11 but he felt this option does not represent the most prudent allocation of resources to address identified need across the City.
- Option C would not be the best use of available resources.
- Option D would not help to address the identified need for improved facilities for young people across the city

The Executive Member considered the representations made and thanked Cllr Waller and Mr Rodgers for their written representations and confirmed that option B was the recommended option as that would see resources committed to 6 schemes across the City. He agreed to include the Garnet Terrace site rather than a Guildhall site.

He commented on the tight timescale officers had to work to and expressed his concerns that unforeseen circumstance could overtake events and there was the possibility that certain schemes may not be delivered within this timescale. He did not want funds to be lost as a result of such circumstance and he added an additional recommendation.

RESOLVED: That the Executive Member agreed:

- (i) That Copmanthorpe Parish Council and Haxby Town Council be allocated £47k each to pay for a Playbuilder scheme within their area.
- (ii) That the Playbuilder project officer post be funded from the capital reallocation.
- (iii) That option B from Paragraphs 15 and 16 be the proposed approach to deliver the remainder of the Playbuilder Initiative
- (iv) That if for any reason any of the approved schemes were not able to proceed by March 31st 2011, the funding for that scheme be reallocated to the remaining schemes or to other suitable play area improvements as determined by the Assistant Director for Communities and Culture in consultation with the Executive Member for Leisure Culture and Social Inclusion.
- (v) That work be undertaken to highlight possible schemes in the Guildhall Ward for when funding becomes available.

REASON: To improve children's and young people's play opportunities.

Action Required

Officers to continue to consider suitable play areas in the City Centre CC

20. ANY OTHER BUSINESS WHICH THE CHAIR CONSIDERS URGENT UNDER THE LOCAL GOVERNMENT ACT 1972 - POPPLETON JUNIOR FOOTBALL CLUB: APPROVAL OF LOAN

The Executive Member considered a report that sought his approval to make a loan to Poppleton Junior Football Club which the club will use to finance the development of a new changing room, club room and associated car parking at the Millfield Lane site, Poppleton.

The Officer gave an update and stated the urgency for this report was due to a very late and unexpected increase in the cost of materials for the project. This had created a significant funding shortfall of £10,000, which jeopardised the whole project just as it was about to start on site. Approval was needed now and could not wait until the December Executive Member meeting. The officer confirmed he was confident that the club would be able to repay the loan over a 5 year period.

The Executive Member stated he fully supported the project being undertaken by Poppleton Tigers. The council had been able to offer support through Section 106 funding and the Executive Member was keen to ensure that the Football Foundation's investment of £370k was not placed in jeopardy.

RESOLVED: That the loan of £10K to Poppleton Tigers Junior Football Club over 5 years be approved.

REASON: So that the project can go ahead and that all other external funding is not lost

Councillor Ayre, Executive Member
[The meeting started at 4.15 pm and finished at 4.45 pm].



**Decision Session - Executive Member for
Leisure Culture & Social Inclusion****11 January 2011**

Report of the Director of Communities and Neighbourhoods

Fairness and Inclusion Update**Summary**

1. The purpose of the report is to update the Executive Member about progress with fairness and inclusion matters in the council.
2. It focuses on actions arising from the corporate Fairness and Inclusion Strategy (FIS) and Single Equality Scheme (SES) 2009-12.
3. The report asks the Executive Member to note the progress with fairness and inclusion matters.

Background

4. After a two-year period of consultation and development, the corporate Fairness and Inclusion Strategy and Single Equality Scheme were approved by the Executive in December 2009. As asked by the Executive, an Easy Read version was produced and circulated within and outside the council. This can be found in Appendix 1.
5. The strategic aim is to make sure that people do not suffer disadvantage in council services and employment as a result of their:
 - **gender** (including trans people)
 - **disability**
 - **race**

- **age**
- **religion and belief**
- **sexual orientation**

6. To help achieve the aim, there are six areas of action:

- Know the community
- Leadership, partnership and commitment
- Engage with people from the equality strands
- Provide responsive services
- Have a modern, diverse workforce
- Take action in each directorate

Besides promoting fair and inclusive practice, these actions help the council to manage any risks associated with fairness and inclusion. Below are examples of recent action in each of these areas:

7. Know the community

- a) A corporate customer and staff equality profiling questionnaire that was developed with help from and approved by the Equality Advisory Group (ex Social Inclusion Working Group)
- b) Using the questionnaire to collect and analyse responses to a number of surveys including the Place Survey, the budget 2010 consultation, the housing status survey and the last staff survey. The results have been used to shape action plans like the One City Plan and the Workforce Plan.
- c) Holding focus groups for Black & Minority Ethnic people and young people, to boost Place Survey and other survey samples from these groups
- d) Using quantitative and qualitative data, putting in place the first ever city-wide profile for older people and children in poverty.

8. Leadership, partnership and commitment

- a) The development of One City Plan with Without Walls partners.
- b) Working with our partners to develop common approaches to equality and diversity policy and practice.
- c) Promoting equality and diversity in procurement, commissioning and grants

- d) Developing common standards for inclusive access to services across the council
- e) Promoting participation in civic and public life to people from the equality strands, starting with young people.

9. Engage with people from the equality strands

- a) Reviewing the Social Inclusion Working Group and renaming it the Equality Advisory Group (EAG), so as to clarify and sharpen EAG members' roles and responsibilities and EAG ways of working. The Group continues to advise the Executive on equality and diversity practice in the council. In the longer term, it is hoped that closer links with Inclusive York will make it possible for the Group to support and advise key council partners as well as the Executive.
- b) Setting up and fostering the development of the Staff Equality Reference Group (SERG). SERG has produced a number of advisory reports (called "products") that HR colleagues have used to complete relevant Equality Impact Assessments.

10. Provide responsive services

- a) A rolling programme of Equality Impact Assessments (EIAs) incorporating the annual budget and More for York blueprints.
- b) Reviewing customer service procedures (such as the York Contact Centre) to make sure that they are accessible to people from vulnerable and marginalised groups.
- c) Reviewing the council internet site to make it more accessible.
- d) A rolling programme of equality and diversity training for staff and an equality and human rights pre-Council seminar.

11. Have a modern and diverse workforce

There are specific diversity objectives in the Workforce Plan 2010-12

12. Take action in each Directorate

Each directorate has produced a Single Equality Scheme. The schemes include action that each Directorate takes to contribute to the six corporate objectives.

13. The 2009-12 strategy and scheme will be reviewed in 2011 to take into account on going feedback from EAG and SERG, comments from peer reviews on fairness and inclusion in the council, demographic changes in York, the introduction of the Equality Act 2010 and local, regional and national developments - like the refresh of the council corporate strategy, the fairness and inclusion aims and objectives of Local Enterprise Partnerships and the publication of the coalition government's fairness and inclusion objectives.

Consultation

14. The corporate Equality Leadership Group (ELG) and the Directorate Equality Leads (DEL) network have been involved in writing this report.
15. The ELG is chaired by the Director for Communities and Neighbourhoods who is mandated by Council Management Team to lead fairness and inclusion issues in the council. The ELG meets regularly to track progress with the corporate strategy and scheme.
16. The DEL is a group of senior officers who lead on and support fairness and inclusion activity in each directorate.

Corporate Priorities

17. The strategy contributes to all themes of the Corporate Strategy 2009-12, particularly the Inclusive City and Effective Organisation themes.

Implications

18. Financial – None arising from this report
19. Human Resources (HR) –The strategy and single scheme provide the framework for fair and inclusive employment policies and practices, now further developed in the Workforce Plan.

20. Equalities - The strategy and single scheme support councillors and officers to promote fairness and inclusion in everything they do.
21. Legal – The strategy and scheme ensure that the council meets key legal requirements as in the Equality Act 2010 and legislation that preceded it.
22. Crime and Disorder – None arising from this report
23. Information Technology (IT) – None arising from this report
24. Property - None arising from this report
25. Other - None arising from this report

Risk Management

26. The strategy and single scheme as well as the actions identified in the body of the report help the council to manage the risk of not meeting council fairness and inclusion objectives as well as the requirements of equalities legislation.
27. The risks are recorded in the corporate risk register and reviewed regularly by the Equality Leadership Group.

Recommendations

28. The Executive Member is asked to note the progress made with Fairness and Inclusion.

Annexes

Annex 1 – Corporate Fairness and Inclusion Strategy and Single Corporate Equality Scheme 2009/12 - Easy Read version

Contact Details

**Author: Evie Chandler
Corporate Equality and
Inclusion Manager
Tel: 551704**

**Chief Officer Responsible for the
report:
Sally Burns
Director of Communities and
Neighbourhoods**

**Charlie Croft
Assistant Director
Lifelong Learning &
Culture
Tel: 553371**

**Report
Approved**



Date 30.12.10

Wards Affected:

All



For further information please contact the author of the report

Corporate Fairness and Inclusion Strategy and Single Corporate Equality Scheme



CITY OF
YORK
COUNCIL



Word list

Audit Commission

An independent watchdog which checks on public services to make sure services are doing a good job.

Consultation

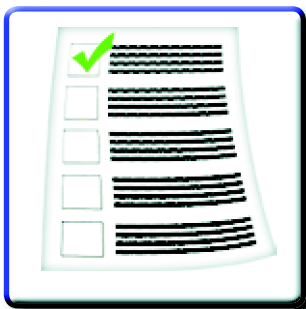
A way of finding out what people think.

Corporate Engagement Strategy

A big plan to help the council find out what people want and tell people about services.

Equality Framework for Local Government

Actions that all councils have to follow to make sure they meet equality law and best practice



Equality Impact Assessments

A way of checking how a service or policy might affect groups of people in the equality strands.

Equality Scheme

Actions to make sure no-one is excluded from council services and employment because of their gender, age, race, sexual orientation, disability or religion and belief.

Equality Strands

These are people grouped by their gender, age, race, sexual orientation, disability or religion and belief. We aim to make sure that people are not treated unfairly because of these things.

Fairness and Inclusion

Making sure that people are treated fairly and get the support they need to take part in the community.



Partners

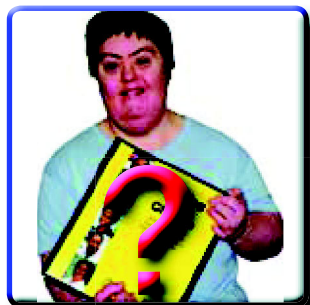
The groups we work with in the private, public, community and voluntary sectors.

Sexual Orientation

Whether a person is gay, lesbian, straight or bisexual.

Strategy

This is a big plan - which usually lasts for several years.



What's in this booklet?

- About the council
- What are 'fairness and inclusion'?
- Why 'fairness and inclusion'?
- Who lives in York? What is life like in the city?
- Making the lives of people from the equality strands better, in York – main actions from July 2009-2012: (The Single Corporate Equality Scheme 2009-12)
- Who will make sure the strategy and scheme happen?
- How will we know the strategy is working?
- Tell us what you think



About the Council

The council is made up of many different services. Each of these must meet different needs, laws and ways of working.



The Fairness and Inclusion Strategy and the Single Corporate Equality Scheme 2009-12 will make the way we work more consistent **across the council**. They put disadvantaged people **first** when we plan and deliver our services.



What are 'fairness and inclusion'?

They are about **treating people in line with their needs** and making sure people do not get worse services and jobs because of their:

- Gender
- Disability
- Race
- Age
- Religion and belief
- Sexual orientation



Why fairness and inclusion?

Because it is important to:

- People who live in the city - because it makes their lives better
- Councillors and council staff working with partners in the private, public, community and voluntary sectors. They all have said that:



"We will do our best to make sure that all citizens, regardless of race, age, disability, sexual orientation, religion or belief or gender, feel included in the life of York. We will help improve prospects for all, tackle poverty and exclusion, and make services and facilities easy to access."



- To do as Equalities law asks. It protects people who may suffer discrimination because of their gender, disability, race, age, religion and beliefs or sexual orientation. These are the called the **equality strands**.



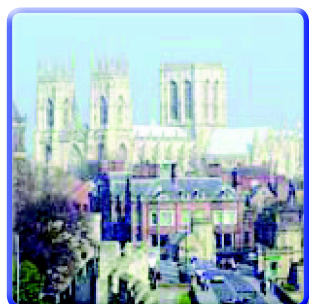


The law says the council must be **fair and inclusive** in services and jobs. It also says that the council must promote fairness and inclusion in the community it serves and the organisations it works with. It asks the council to set up action plans to show how it will meet equalities law.



- **The people who inspect us.** They work for the **Audit Commission** and check that the council is doing a good job. They expect us to do everything we can to meet the needs of groups of people in the equality strands so everyone has equality of opportunity when using our services or working with us.

They also expect the council to spend money wisely, where it will help as many people from the equality strands as possible, or groups of people from the equality strands that are particularly vulnerable.



Who lives in York? What is life like in the city?

To write this strategy, we first thought about who lives in York and what life is like in the city.

A mixture of people live in York.

If only 100 people lived in York in 2001:

- **91** would class themselves as White British and **9** as Black and Minority Ethnic
- **52** would be women, **48** would be men
- **41** would be over **45** years old; **23** would be under 19 years old
- About **5** would have different sexual orientations
- **17** would have no faith or belief; **76** would, with about **74** of them saying they were Christian
- **17** would have long-term illness



More about York

York's population is growing. There are more women, older people and Black and Minority Ethnic groups.



People from different religion and belief backgrounds, and the Lesbian, Gay, Bisexual and Trans communities are asserting their identities and needs more.

York is a 'well off' city with small areas where people are not so well off. In comparison to other people who live in York, they often face poor education, health and job prospects.

Difficulties people face in the city

Over two years, we asked groups of people from the equality strands to tell us about difficulties they face in the city. This is what they told us:



- Difficulty in **accessing information, services and jobs**
- Possibly unfair treatment in services and jobs
- **Feeling safe in the community**
- **Bullying and harassment** in services and jobs
- **Isolation.** There is a need for support networks and places for people to meet.



Bullying and harassment

The Council will think about what to do about these issues every time it plans and delivers what it does.

Officers and councilors will also ask:



- Does what we are doing or planning to do lead to people from the equality strands being treated unfairly? What can we do about this?
- Does it make it harder for them to get services or jobs? What can we do about this?
- Does it make them feel safe, welcome and included in the council and in York? If so, can we do these things in other work we do?



www.york.gov.uk

This process of thinking and acting is called an **Equality Impact Assessment (EIA)**. We do many Equality Impact Assessments a year and the action we need to take is published on our web site every year.

Making the lives of people from the equality strands better in York



Below are the main actions that we have planned from July 2009 to July 2012. They will help us to make the lives of people from the equality strands better. These actions make up our **Single Corporate Equality Scheme**.

Theme 1 - Know the community

The lives of people in York are affected by their differences in terms of gender, age, disability, race, religion or belief and sexual orientation.

Knowing our community is about:



- collecting **information and feedback** to help understand differences within and between groups in York
- looking at issues that affect people's lives. These are things like access to services, health, education, community safety and access to jobs.
- making sure that we reach all parts of our community and listen to what different groups tell us about their lives.

Theme 2 - Leadership, partnership and commitment



Vision and commitment to fairness and inclusion are key to making people's lives better.

Our councillors are important in this. They know about different groups in the community.

Our managers and staff will work in partnership with these groups.

They will work with others to look at:



- how our money is spent.
- fairness and inclusion in how we buy goods and services and how we give grants.
- involving people from the equality strands in planning and delivering services and checking how good services are.

Theme 3 – Engaging with people from the equality strands



We need to recognise people's different needs, situations and goals. To do this we need to take away the barriers that limit what people can do and be.

Equality law says that the council must engage with people from protected groups - particularly vulnerable people.



[www.york.gov.uk/
council/community_
eng](http://www.york.gov.uk/council/community_eng)

Find out more in our **Corporate Engagement Strategy** please have a look at: [www.york.gov.uk/council/
community_eng](http://www.york.gov.uk/council/community_eng)

We will work with vulnerable groups through our **Social Inclusion Working Group** and our **Staff Equality Reference Group**. Both these groups have people from all six equality strands in them. They aim to include people in making our services better.



Theme 4 – Providing responsive services

All services must take into account the needs of people from the six equality strands.

We will look at how services and decisions by the council or partner organisations affect people from the equality strands. This is to make sure that we don't treat them unfairly.

This is called carrying out an **Equality Impact Assessment**.



www.york.gov.uk

Each year these will be put on the council's web site at: www.york.gov.uk.

Each assessment will lead to action plans. These will be part of our service plans.

Theme 5 – Having a diverse workforce

The make-up, skills, commitment and understanding of our workforce are important. They make a big difference to how we deliver fair and inclusive services.

This means we will set up a **Workforce Strategy**.

This will have clear equality aims. It will take into account our local labour market and barriers that people from the equality strands face in getting jobs.

We will also make sure that:

- we check the way we work to see how it affects equality
- our training deals with equality
- all staff are treated with respect in the workplace.





Theme 6 - Acting in each business area

The council has several business areas called “Directorates”.

Each of these will put in place their own **Fairness and Inclusion Action Plan** for 2009-12.

These will be called **Directorate Single Equality Schemes**.



Who will make sure the strategy and scheme happen?

Councillors who make up the council executive and very senior managers who make up the council management team will make sure they happen.

Our **Social Inclusion Working Group** and **Staff Equality Reference Group** will give them advice.

All councillors, staff and partners will help make sure that fairness and inclusion are at the heart of everything the council does.

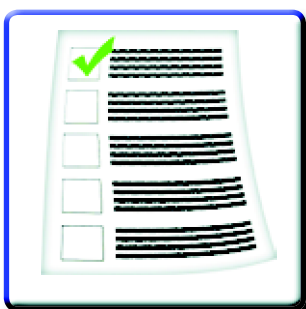


How will we know the strategy and scheme are working?

Every year we will check progress with our single corporate equality scheme and publish how we are doing on the internet.

We shall also check whether people from the equality strands get better results from what we do and we will tell everyone what we find.

To help us do this we shall use the **corporate fairness and inclusion scorecard**.



This has four parts:



- 1 Whether we have made progress in meeting the targets we have set locally using a list of **national performance indicators**.

They are about equality and inclusion across the city and the whole council, for example about increasing the numbers of people supported to live independent lives.



- 2 Whether we have made progress in meeting targets set locally, using a list of **local performance indicators** set by the council. These are things like how many women and Black and Minority Ethnic officers have senior jobs in the council.

- 3 The level of the Equality Framework for Local Government reached by **the council as a whole**.

- 4 Completing a programme of **Equality Impact Assessments** every year. Making sure that actions from past assessments are put in our service plans.

We will ask for feedback from the **Social Inclusion Working Group** and our **Staff Equality Reference Group** about how we are doing.



Tell us what you think

We wrote this strategy and scheme after we had involved and talked with lots of people and groups.

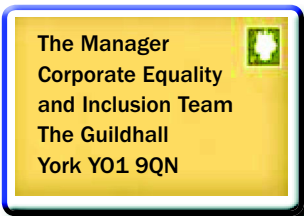
We will look at the strategy and scheme each year. This is because our city, the council and the environment are always changing.



equalities@york.gov.uk

Email your views to equalities@york.gov.uk

You can write to:



The Manager
Corporate Equality and Inclusion Team
The Guildhall
York YO1 9QN

This information can be provided in your own language.

我們也用您們的語言提供這個信息 (Cantonese)

Ta informacja może być dostarczona w twoim własnym języku. (Polish)

Bu bilgiyi kendi dilinizde almanız mümkündür. (Turkish)

 **01904 551550**



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Executive Member for Leisure, Culture and
Social Inclusion

11 January 2011

Report of the Assistant Director (Communities and Culture)

Renewal of the YorkCard and Library Card

Summary

1. This paper seeks approval for a relaunch of the *YorkCard* in February 2011.

Background

2. The current card was issued in 2004. For York residents it is a combined *YorkCard* and Library Card (people living outside the authority but working in York can have a library card only version).
3. The *YorkCard* gives free entry to the Council's museums and discounts for swimming and sports activity. (Other organisations also provide discounts for *YorkCard* holders from time to time without reference to the Council and it is widely accepted during the Residents First Festival).
4. Although there is no expiry date on the existing card we intend to reissue it in February. This is because we are re-registering all library members to ensure that our records are accurate and up to date. We also need to collect equalities information to enable us to improve our service. In addition we will collect email addresses and mobile phone numbers so we can send out overdue notices by email and text rather than by post which will be a potential efficiency saving.

Consultation

5. Discussions have taken place with the York Museums Trust and they are in agreement with the proposal.

Proposal

6. The card will be accompanied by a leaflet promoting the discounts associated with a *YorkCard* as it is clear that many residents are still unaware of these. The leaflet will showcase the latest refurbishment of the Yorkshire Museum and the new exhibitions at the Castle Museum. With a joint ticket for both museums currently at £12 per adult the £2 cost for the *YorkCard* would be recouped by the first visit.
7. Residents will also be asked to sign up for the Yortime Newsletter which goes out by email monthly. This newsletter lists all events taking place either run by

or supported through CYC cultural services. Where possible, each event will have a preferential YorkCard rate, for example author events at Libraries.

8. The new Energise Centre will be promoted, outlining where discounts are possible.
9. It is proposed that, when the card is renewed, residents are asked to pay an “administrative charge” of £2. It is proposed that this would be for adult cards only with children’s and young people’s cards remaining free.
10. The default position will be that people are invited to renew their combined cards and pay the £2; however, if a resident objects to paying the £2 they would be offered a Library Card only free of charge (NB we are not legally able to charge for library membership.)
11. It can readily be demonstrated that an administrative charge of £2 is justified: Although the card itself costs just 6.5p there are costs associated with informing residents of the need to renew their card and staff time involved in issuing it and maintaining the system.
12. The card will be valid until February 2013. This will be the case with all cards issued after January 2011 and up to the next January 2013. It is proposed that cards issued from June 2012 onwards would be free of charge given their short life span.

Implications

Financial

13. The charge is likely to recoup around £100k. There are 142k library members of whom 101k are adult York residents. If only 50% pay the £2 (accepting that some registered members will in fact have moved away or died) approximately £100k would be raised, i.e. £50k per financial year. This income would be a significant help in recouping the current library income shortfall £165k.

Equalities

14. An Equalities Impact Assessment is being undertaken for the re registering exercise

Risk Management

15. In compliance with the Councils risk management strategy the main risk that has been identified in this report is that of damage to the Council’s image and reputation and failure to meet stakeholders’ expectations (Governance).

Measured in terms of impact and likelihood, the risk score has been assessed at less than 10. This means that at this point, the risks need only to be monitored as they do not provide a real threat to the achievement of the objectives of this report”.

Recommendations

16. The Executive Member is asked to agree to the relaunch of the YorkCard
- i. to the promotion of existing and new offers as set out above
 - ii. to the administrative charge of £2

Contact Details

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(01904 553316)

Chief Officer Responsible for the report:

Charlie Croft
Assistant Director (Communities & Culture)

**Report
Approved**



Date 30.12.10

Specialist Implications Officer(s)

Debbie Mitchell
Finance Manager
4161

Wards Affected:

All

For further information please contact the author of the report

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