

Promoting equality

Achieving fairness



**An Equality and Inclusion
Strategy for Salford**

2021-2024

Our vision

Our vision is to make Salford a fair and inclusive city where everyone has equal access to services and opportunities, and is included and represented in decisions that affect them.



Supported by our stakeholders:

Salford City Council

salix homes



University of
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NHS Group

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Introduction.

We are pleased to introduce Salford's new equality strategy, which aims to support our ambition to make Salford a fairer and more inclusive city for all.

This past year has been unlike any we have ever experienced. Covid-19 has profoundly affected every aspect of our lives and has disproportionately affected some people and communities more than others.

The pandemic together with the national Black Lives Matter movement has laid bare many of the deep-rooted structural inequalities and racial discrimination that continue to be present in our society. For example, alongside older people and those with underlying health conditions, Covid-19 infection rates and mortality for people of Bangladeshi, Pakistani and Black ethnicity are more than twice as high as for White people.

Other marginalised groups were also disproportionately impacted by Covid-19. In the first wave of the pandemic, Public Health England reports that those with a learning disability had a death rate 6.3 times higher than the general population. More recent research in Salford finds more than a quarter of deaths were among people living in the most deprived areas of the city.¹ But it is not just people from ethnic minorities backgrounds facing inequalities, white working class boys in particular are being left behind as recent research has shown.²

And while we're incredibly proud of how we have come together as a city to support each other during these most difficult of times, we must use this moment as a turning point in our work towards equality and seek to address the inequalities that continue to hold back many of our communities. This means making our services and institutions more accessible, more representative of the community we serve and free from any form of discrimination.

Though we have made progress over the years, there is still more work to do to create an environment where everyone has an equal voice and access to opportunities, irrespective of their age, disability status, ethnicity, faith, gender identity, sex, sexual orientation or socio-economic background. It is also acknowledged that people often identify with more than one characteristic, and that multiple discrimination can occur.

1. Office for National Statistics Deaths involving Covid-19 by local area and deprivation (August 2020).

2. Commission on Race and Ethnic Disparities – Commission on Race and Ethnic Disparities: The Report – March 2021 (publishing.service.gov.uk)

In Salford we strive to also include other vulnerable individuals and groups who are impacted by inequality and prejudice. Through this we ensure we are working towards a fair and inclusive society for all. This strategy ensures we consider the needs of the most marginalised groups within Salford - including people living in poverty, those with caring responsibilities, those in care, homeless, refugees and people seeking asylum, people in and coming out of the criminal justice system, armed forces, people with substance misuse problems and deprivation.

We live in an unequal Britain, but we want Salford to be a place where everyone who lives and works here feels valued and included. Salford's greatest asset remains our people and we remain committed to making the city a welcoming, tolerant, and thriving place to live and work. As our city recovers from the pandemic, we want to ensure that equality is at the heart of everything we do in Salford, so that all our residents are treated fairly and can benefit from the same access to opportunities. This remains at the core of our vision. And that means we all have a role to play.

The success of this strategy will rest on forging successful partnerships between all our local institutions, Voluntary Community and Social Enterprise Sector (VCSE), communities and businesses. Nurturing a sense of equality and inclusion in a diverse city such as Salford requires a unified approach and we are certain that if we work together, we can make lasting positive change and make Salford a fairer and inclusive place for everyone. We are committed to building an environment which provides equity, to ensure that barriers are removed, and support is put in place to put everyone on a truly equal footing.

Sharmina August

Lead Member for Inclusive Economy, Anti-Poverty and Equalities



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**Progress since
the last strategy.**



Following publication of our previous Equality Strategy in 2016/17, good progress has been made in several areas to promote equality and inclusion across Salford.

For example, we:

- Launched the Salford Equality Network – a partnership of public, Voluntary Community and Social Enterprise (VCSE) and private sector organisations who are committed to improving inclusion in the city through the sharing of learning and best practice.
- Launched the city’s landmark Digital You project to tackle digital exclusion, which has already helped over 8,000 Salford residents to improve their digital skills and access digital services.



- Embedded equality and inclusion within the City Mayor’s Employment Standards Charter; ensuring charter mark employers have sound policies and practices in place to actively promote equalities and address discrimination in the workplace.
- Improved the accessibility of public services and information including investing in access improvements in public buildings and outdoor spaces such as parks; improving the accessibility of the city council website and public documents, and introducing British Sign Language (BSL) at Full Council meetings.
- Developed strong community networks to better engage and give voice to those most marginalised in our communities, such as through the city’s VOCAL VCSE Forums, National Health Service (NHS) Citizens Panels and local community committees.
- Co-developed public health information with local communities, VCSE, Faith organisations and trusted community voices during the pandemic, to ensure vital messages are shared in culturally appropriate ways and reducing vaccine hesitancy.



- Improved the use of Equality Impact Assessments (EIA) as part of public service decision making to ensure due consideration is given to how decisions and services affect different protected groups in Salford and how impacts may be eliminated, reduced, or mitigated.
- Some progress has been made in closing the gender pay gap within the public sector organisations, but there is the acknowledgement that more needs to be done to see a marked improvement.
- Worked with communities to organise a successful programme of annual events to celebrate the rich diversity of Salford communities. This includes events organised to mark Black History Month, Holocaust Memorial Day, Lesbian Gay Bisexual Transgender and Queer (LGBTQ+) History Month, Gypsy Roma Traveller History Month and Salford Pride. We have also improved consideration of equality issues when organising events and activities in the city.
- The city council has participated in Stonewall's Workplace Equality Index – to support our efforts to improve lesbian, gay, bi and trans inclusion in the workplace – increasing our ranking from 413 in 2017 to 282 in 2020. We are also proud to retain our Disability Confident accreditation.
- The Multiagency LGBTQI+ forum provides a platform for discussion and joint action to promote equality and foster good relations for our LGBT community. One such example is a pop-up exhibition, 'Walk in My Shoes', which features audio recordings of Salford resident's telling their story of what it was like to grow up in the city as a member of the LGBT community. The stories include how people grew up experiencing violence, abandonment and isolation, and who survived by forming communities and even secret languages.
- Organisations and the VCSE sector have worked together to tackle Hate Crime – creating new reporting centres, and providing grants for VCSE Sector organisations during Hate Crime Awareness Week
- Salford Clinical Commissioning Group (CCG) has provided funding via the VCSE sector to run projects to reduce inequalities for older people, children and young people, targeted work with women and men, men from Eastern European communities, disabled women, the D/deaf community.
- Seven Salford primary schools and two high schools have been accredited with the School of Sanctuary Award. This is awarded for demonstrating best practice in supporting asylum seeking children and families. This initiative is being developed by several other schools across the city.

- Launched the 'Still I Rise' photography exhibition – in partnership with the Black, Asian and Minority Ethnic Mental Health Champions to celebrate Black History Month.
- Members of the Salford Irish Traveller community, Salford Children's Services and Salford Community Leisure took part in a three year project to build a traditional Bill Wright-style Bow Top Gypsy wagon. This project enabled over 20 young Travellers and non-Travellers to work together and learn from each other, exploring a unique minority heritage which is often misunderstood and maligned.
- Salford Youth Service has worked in partnership with 42nd street to develop an inclusivity handbook for working with LGBTQI+ individuals. The handbook has been distributed to all primary and secondary schools in the city and has enhanced work with LGBTQI+ young people and also runs a support group for parents of trans young people.
- The development of a Jewish forum and a Muslim forum for communities to share specific issues which are pertinent to their community.

- There have been a number of funding opportunities to support communities and organisations in addressing equalities issues e.g. new grants around the themes of loss, substance misuse, carers / families support, suicide prevention, hate crime, trusted voices, alongside funding streams to support Ethnic Minority communities to develop and roll out culturally appropriate Covid-19 messages and awareness raising.
- Age Friendly Salford is a programme of work funded by Salford Clinical Commissioning Group and Salford City Council to engage and support older people to age well. It is delivered by a partnership of voluntary sector organisations: Inspiring Communities together, Age UK Salford and Salford CVS. As an Age Friendly City Salford partners seek to enhance the quality of life and improve the health of older people and encourage participation in social activities. It supports older people to keep informed, safe engaged and respected in local communities.



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**What do we
mean by equality?**



When we talk about equality, diversity or inclusion, it can often mean different things to different people.



In Salford, we think about equality and inclusion has having the right to be treated as an individual and not to be discriminated against because of who you are or what makes you different from other people.

Where a person or community experiences discrimination, then this needs to be addressed to ensure all the people of Salford have equal chances and opportunities to live and fulfil their potential in a city where everyone feels safe and respected.

This strategy forms a key part of our response to the Equality Act 2010, which gives protection to individuals and groups identifying with the nine protected characteristics in the Act. These are: Age, Disability, Race, Sex, Religion and belief, Sexual orientation, Gender reassignment, Pregnancy and maternity and Marriage and civil partnerships.

This means public service in Salford having due regard to the need to:

- Eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act.
- Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it.
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

The Equality Act provides the legal framework for statutory services, but this strategy seeks to go beyond this statutory duty. We want to ensure all sectors and communities take into account the needs of everyone who experiences disadvantage and discrimination; including those with caring responsibilities and those in care, homeless, refugees and people seeking asylum, people in and coming out of the criminal justice system, people with substance misuse problems, deprivation and poverty. We want to ensure everyone has appropriate access, treated inclusively and can benefit from the same access to opportunities.

Types of inequality in Salford

Inequality comes in many forms, from inequalities in people's income, health, education, housing or access to good jobs.

The Greater Manchester Independent Inequalities Commission makes a distinction between horizontal and vertical inequalities. Horizontal inequalities are between groups of people who share different characteristics such as those protected by the 2010 Equality Act. Vertical Inequalities run across society from top to bottom, such as disparities in income and wealth, and access to resources and power.

In Salford, these types of complex demographic and geographic inequalities play out in a number of different ways. For example, according to latest figures³ rates of poverty are higher for people from Pakistani and Bangladeshi backgrounds, along with disabled people and lone parents.

Attainment at Key Stage 4 for those receiving free school meals is worse for people of White British ethnicity (42.2%), particularly prevalent with white boys and young men compared to all ethnic minority groups (47.4%).



Salford women earn less than men with an average gap of £3,372, while 54% of people with a disability in the city are in employment compared to over 86% for the working age population. There also remains a significant life expectancy gap with residents living in the most affluent areas can expect to live for 11.2 years longer for men and 7.2 years longer for women; compared to those in the most deprived areas. Salford residents also spend a higher proportion of their lives in poor health, with healthy life expectancy 5.5 years below the national average.



However, this strategy alone doesn't seek to tackle all these inequalities. Indeed, there are many strategies and programmes of work already underway designed to address a range of these issues, whether that is inequalities in health, education, poverty, or housing for example. Instead, this strategy will sit alongside. The strategy is not intending to reproduce or duplicate but provide a supporting framework to link them together and create a clear sense of purpose and consistency in our ambition to advance equality and inclusion in everything we do.

³ Annual Population Survey, ONS 2016 estimates, Annual Survey of Hours and Earnings

Co-producing a new equality strategy for Salford

To inform development of this strategy we have sought evidence from our local VCSE sector, along with partners and key front-line services who are directly supporting some of Salford's most diverse communities.

From the start, it was agreed that we needed to make sure there was a clear and inclusive community voice shaping this strategy. This is why groups representing many of the protected characteristics have been engaged to help shape its key actions (see page 24 for contributors).

This engagement elicited a rich and diverse set of reflections on residents' experiences of inequalities and what would make people feel more included in the life of Salford. Among the many issues to emerge included the need to ensure more visible representation of protected groups in decision making, equal access to services and spaces and the need for more effective communications so people better understand what services are available and how they can be accessed.

The strategy has also been informed by the work of the Greater Manchester Inequalities Commission and the recommendations made in its 'Good Lives For All in Greater Manchester' report.



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**What does our
city look like?**



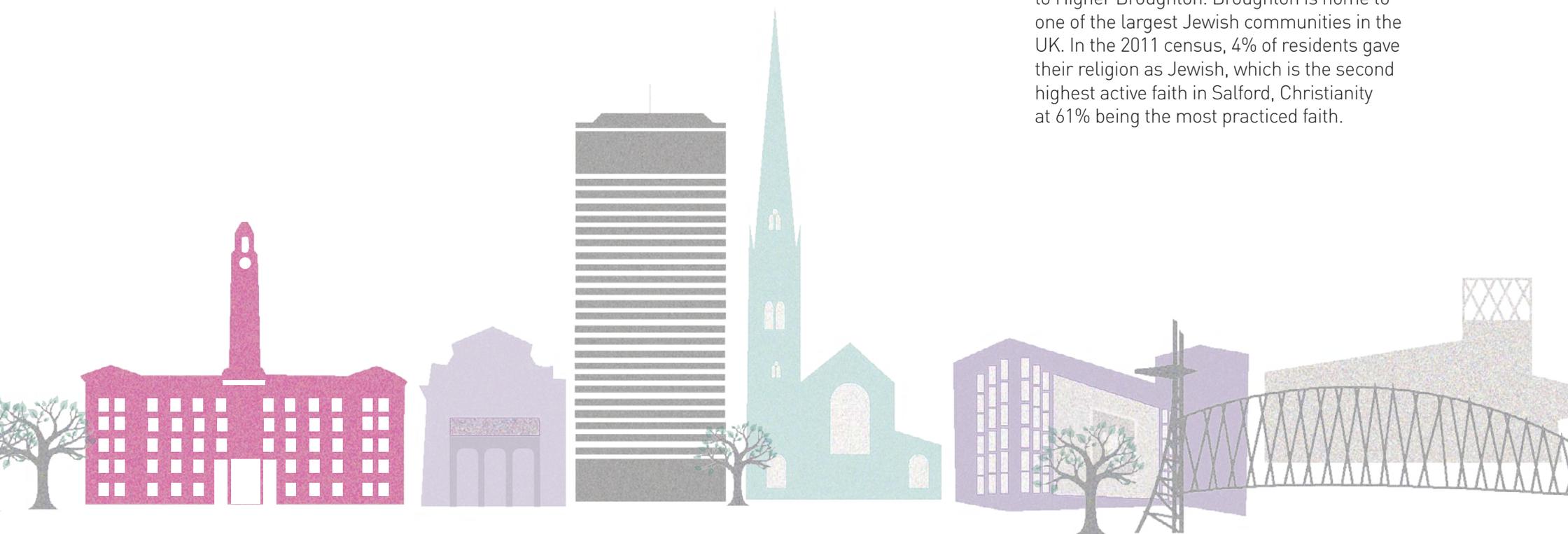
Salford is growing and continues to change.

Increasingly, the city is becoming more ethnically and culturally diverse and so it is vital that our services continue to understand our communities so that we can continue to respond to different needs and experiences.

According to latest available estimates from the Office for National Statistics (2016), there are an estimated 258,843 people living in Salford - an increase of 9.4% since 2011. Much of the population growth has occurred to the east of the city such as Salford Quays and the city's growth is expected to continue with a further 11,000 residents expected in the next five years.

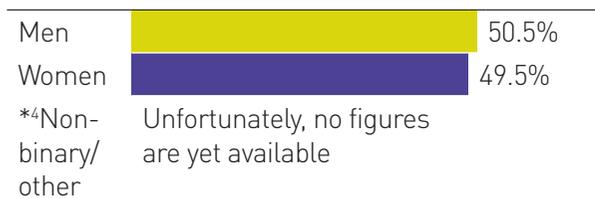
Salford has a younger population than the average for England; with a third of the population aged 20-39 years (compared to 26% across England), and a lower proportion in older age groups. 48,417 (22%) of the working age population (16-64) has a physical or mental impairment that has a long-term negative effect on their ability to do day to day activities, while 23,402 (10%) of people have a caring responsibility.

14.4% of Salford's population are also from ethnic minority groups, while the most diverse parts of the city are found in the east from Eccles town centre to Chapel Street and north to Higher Broughton. Broughton is home to one of the largest Jewish communities in the UK. In the 2011 census, 4% of residents gave their religion as Jewish, which is the second highest active faith in Salford, Christianity at 61% being the most practiced faith.



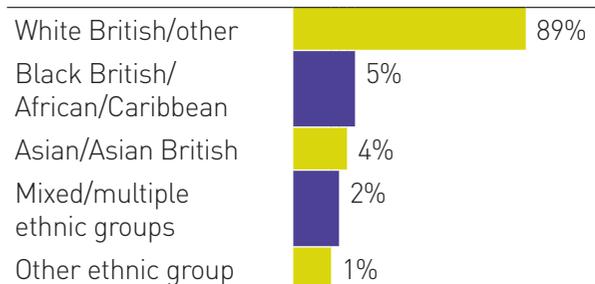
Salford's population

Gender



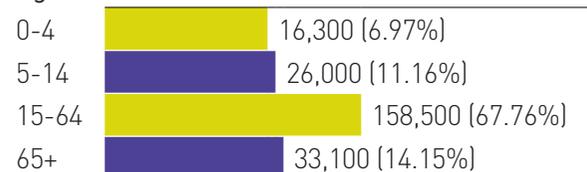
Information for sexual orientation/identity or gender reassignment was not collected for the 2011 Census

Race

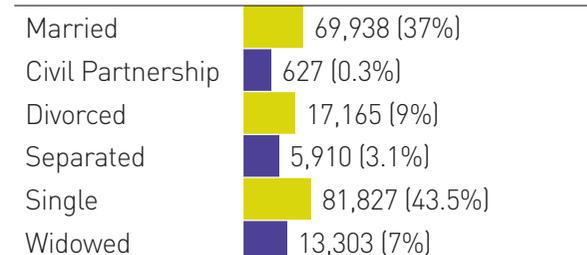


4. The proportions may be inaccurate due to the lack of figures for non-binary/other?

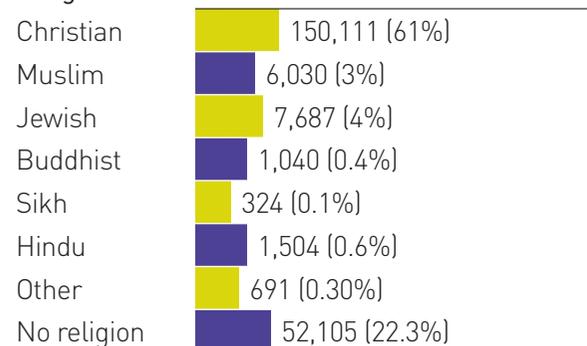
Age



Marital Status



Religion / belief



Disability



Carers – 23,402 /10%

Promoting equality, achieving fairness

Our priorities

Priority ONE.

 People are visibly represented in decision-making and have their differences valued.

Priority TWO.

 People have equal physical and digital access to services and spaces.

Priority THREE.

 People are communicated with in the right language while receiving support to access mainstream information.

Priority FOUR.

 Tackling structural racial inequality.



PRIORITY ONE. People are visibly represented in decision-making and have their differences valued.

Much good work is already taking place across Salford to give voice to those most underserved and marginalised in our communities – particularly as part of the city's efforts in responding to the pandemic.

For example, working closely with our VCSE sector we have developed strong links with many of our communities of identity to ensure they have a strong voice and are able to influence decision making through forums such as VOCAL VCSE Forums (run by Salford CVS), NHS Citizen Panel, Salford Disability Forum, and several individual equality groups such as the city's Jewish Forum and newly emerging Muslim Forum.

But equally, we know there is much more we need to do to ensure residents and marginalised groups feel more democratically engaged and genuinely empowered to shape their own future.

To do this, it is vital that people see individuals like themselves visibly represented in decision-making and their own protected characteristics are reflected in positions of power or they can feel disenfranchised. Alongside visible role models, people want assurance that the voice of their lived experience is heard in forums where decisions that directly affect them are made.

Throughout our engagement with local VCSE groups and organisations, we heard that more work needs to be done in Salford to increase the diversity of representation in any place where decisions are taken in Salford. We also heard about the importance of ensuring staff in public and private sector organisations have a better understanding about the particular needs of Salford's diverse communities to ensure that they have good insight into the different needs that people and communities may have as a result of their protected characteristics.

People working in the public, private and VCSE sectors need to be comfortable speaking to and serving a diverse population. This should not be seen as 'extra', but as an integral part of their role.

Services should always be considered from the standpoint of 'how does this benefit all of our communities?' rather than 'will the change best for us be acceptable to them?'



PRIORITY ONE. People are visibly represented in decision-making and have their differences valued.

Therefore, to ensure people are visibly represented in decision-making and have their differences valued will:

- Work to ensure our local workforce is truly reflective of the local communities we serve. As a minimum, the staff profile of public services, VCSE organisations and larger local businesses should seek to be representative of the UK on the characteristics of ethnicity, disability, gender and sexual orientation.
- Improve organisations meaningful engagement with diverse staff groups to proactively expand and enhance our recruitment outreach to attract more diverse talent (particularly in senior and political positions) and put in place effective workforce data monitoring to identify areas for improvement in recruitment and selection practices.
- Ensure meaningful and regular engagement takes place with residents and communities so they can truly influence and shape the future of their local area. Salford's recent co-production work with the Poverty Truth Commission to listen and learn from the lived experiences of people in poverty is an excellent example of how we can meaningfully co-produce practical solutions and should be seen as a model of best practice for others to follow.
- Ensure marginalised and people from protected groups have more power and influence in decision-making bodies through exploring the use of more democratic forms of decision-making such as a People's Taskforce, Residents Assemblies or participative budgeting for example.
- Ensure public services are always ready to work with people in the places where they already meet and feel most comfortable (such as religious venues). When seeking to undertake engagement, funding should go to community-led organisations to deliver this as often as possible.

“ We need proper provision to make people feel 'wow, they are looking after us'. ”

“ When you don't feel equal you get bitter and start to resent people. ”



PRIORITY ONE. People are visibly represented in decision-making and have their differences valued.

- Ensure that services should never operate on assumptions about people, as each individual will have a combination of characteristics which will help determine their unique individual needs. When standards for a service are being created, these should always be set in partnership with those affected, accounting for the differing needs of different groups
- Develop an environment that nurtures adult and young people's interest in local democracy, as many simply do not feel they have much of a stake in civic life, as reflected in the low turnout in the 2021 local government elections.
- Continue to improve our understanding of the people we serve to make informed evidence-based decisions which deliver the best outcomes for all.
- Ensure staff and volunteers receive appropriate and regular equality and inclusion training to enhance awareness and understanding of Salford's diverse communities, barriers faced and the value of an inclusive workforce.
- Consciously seek to diversify all consultation groups. This should include those being consulted, but also be considered in the formulation of questions and throughout the process.
- Work to establish a new Salford's Women's Commission to examine some of the key issues facing women in Salford and strengthen the city's response to those issues through developing supporting recommendations.
- Increase representation from diverse communities on interview panels for Public sector organisations.
- Voluntarily adopt the Socio-Economic Duty as part of core City Council decision making. The duty, as set out in the Equality Act 2010 (but which is not yet enacted in law), requires public bodies to formally consider measures to address the inequalities that result from differences in occupation, education, place of residence or social class.

“ When you feel disenfranchised from the city, if you don't see yourself, you don't feel recognised or represented in the city, then you don't feel pride for it. ”

“ Disabled people are left out of the conversation so frequently. ”



PRIORITY TWO. People have equal physical and digital access to services and spaces.

The second key priority for this strategy is the need to ensure that Salford people feel that services and spaces (whether provided by the public, private or VCSE sectors) are truly designed for them and cater for their individual needs.

Throughout our engagement with community and VCSE groups and organisations, we heard that for many people, the ability to fully access services can often feel confusing and overly bureaucratic. This can make people trying to find the right support at the right time feel frustrated and without the help they may desperately need. This is especially true for migrants and people who are seeking asylum and refuge who most likely will not have any prior knowledge or support to help 'navigate the system' And they will most likely have English as an additional language

Salford has made huge strides over recent years to improve the accessibility of its services and information to ensure they are appropriately targeted and responsive to the needs of local people.

For example, the city's award-winning Digital You project is helping to tackle digital exclusion by supporting thousands of our most vulnerable and digitally excluded residents to get online. While significant investment has been made in the city's physical infrastructure including our parks, public buildings, health services, transport, housing and online services to make them more accessible for local people.

While these improvements have helped to make a positive difference, we also know there remain many barriers for people, particularly as the pandemic has accelerated a reliance on digital forms of communication. These barriers can include a lack of resources to buy equipment to access online services and information or having the necessary digital skills to navigate the internet (safely and effectively).

Evidence from the council's Covid-19 Equality Impact Assessments have shown that many young people in immigrant and poorer families have struggled to participate in education during lockdowns, while ethnic minority groups and disabled people may have missed vital public health information due to lack of digital access and skills or language barriers.

In addition, physical access to public spaces has been highlighted as an issue, as even where people can enter a building, there may be spaces within which are not accessible to them.

It is vital that when making decisions about services and spaces, that people with protected characteristics are always present and consulted, otherwise services will not likely be shaped to include their individual needs.



PRIORITY TWO. People have equal physical and digital access to services and spaces.

Therefore, to continue to improve physical and digital access to services and spaces in Salford we will:

- Ensure that all public sector service changes, new or revised policies, and strategies incorporate Equality Impact Assessments, beginning at the start of the process and always including the people who will be affected by the changes. This will also include a commitment for public bodies in Salford to consider voluntarily adopting the Socio-Economic Duty to address the inequalities that result from differences in occupation, education, place of residence or social class.
- Within public-sector decision-making meetings, no final decisions will be signed off without the completed EIA being considered. The EIA will then be published on the organisation's website and open to public scrutiny.
- Promote the city's digital devices appeal scheme to collect and redistribute donated devices to local schools and low-income families so that everyone can have access to a computer.
- Commit to undertaking regular consultation with service users and disabled groups to find out what works well for them across the full experience of engaging with the services and what could be better. This will include a commitment to undertake regular accessibility audits for both physical and digital services and spaces; reviewing the design of both existing and planned provision to see what could be improved and working closely with the groups in implements changes.
- Make accessibility a senior and political level priority within organisations to ensure accessibility does not become a siloed issue within different teams.
- Continue the city's award-winning work to tackle digital inclusion for those facing digital, social, or physical barriers, particularly targeting support towards older people, disabled people and low-income households with children.
- If access to support and information is concentrated through digital routes, organisations and VCSE sector should consider how else people can access their services including greater consideration of face-to face support services.

“ People want to be communicated with in a variety of ways and not all expected to access the same digital messages. ”

“ The conversation needs to be reframed re: the financial contribution disabled people make to the economy and how much more they could do if access was provided. ”



PRIORITY THREE. People are communicated with in the right language, while receiving support to access mainstream information.

Effective communication is essential to promoting equal rights and opportunities and creating an open and inclusive environment for everyone.

People want to be communicated with in ways that they will understand, so that they are able to respond and benefit from the same opportunities. The use of jargon, unnecessarily complicated language or even the wrong language in communications can exclude people from understanding what is on offer to them and what they need to do to access support.

This is especially true for people who do not speak English as a first language and for D/deaf people who may use British Sign Language, or need alternative forms of communication such as a text service or hearing loops.

For example, public services can still feel inaccessible to many D/deaf and non-English speaking residents. And even though a good range of translation and interpretation services are in place, it may be a case that people are simply not aware of what is available, or staff may be unaware of how to access these support services or use the equipment correctly.

This inaccessibility breeds a construct of fear in some of our communities who perceive themselves as a 'bother' or 'nuisance' because of their interaction with the system. The use of translations goes beyond simply the practicality of information conveyed and sends a signal that it's sensitive to cultural factors.

Intelligence gathered, organisational knowledge developed and partnership working across the VCSE sector during the response to the Covid-19 pandemic is key to engagement with communities who experience additional barriers due to illiteracy in their home language who may have had disrupted and poor educational experiences e.g. Eastern European Roma or asylum seekers.

As the diversity of the city grows and there is an increase in minority languages and dialects, there are challenges to ensure that we can provide appropriate translation/ interpretation support.

This may include working closely with trusted voices in communities to cascade information and open channels of discussion to ascertain different viewpoints and perspectives. This helps ensure that messages are understood and acted on.



PRIORITY THREE.

People are communicated with in the right language, while receiving support to access mainstream information.

Therefore, to ensure more effective communications are in place we will:

- Work closely with local education, community learning and employment support providers to increase provision and awareness of ESOL (English for Speakers of Other Language) courses to ensure more people have the opportunity to improve their English and benefit from equal access to local opportunities.
- Undertake a review of local written translation and face-to-face interpretation services to ensure they are as accessible as possible, have clear guidance and are sensitive to a range of different cultural factors. When translating and sending out information, commit to involve members of the community to make sure the language is appropriate, and messages are listened to.
- Ensure all public information and documents are made available in a range of accessible communication formats such as Audio-Visual and Braille, and where possible, easy read versions.
- Services will always use appropriate language to signal who their services are for and make it clear if they are gender-specific (if they need to be). This includes encouraging the use of personal pronouns to consciously ensure trans and non-binary people feel included. This will be supported by staff training to ensure staff feel confident and have a clear understanding of the importance of pronouns.
- When communicating information for disabled people, a social model of disability should be used. This proposes that what makes someone disabled is not their medical condition, but the attitudes and structures of society that they encounter. Taking this approach challenges services and organisations to consider their own conventions and structures to make sure these are not compounding difficulties.
- Always ensure a wide variety of communication channels are used to communicate information to different audiences and not become overly reliant on social media as the only form of communication.
- Ensure inclusivity is always built in from the beginning, considering how services and operations are structured, how language is used and how service users are consulted, understood and depicted.

“ There are many instances of good services which lack good communications. ”

“ Translations, even where people cannot read them, signal 'this is for you. ”



PRIORITY FOUR. Tackling structural racial inequality

We want Salford to be fair and inclusive for everyone who lives and works here. However, the Covid-19 pandemic and Black Lives Matter movement has brought into sharp focus the urgent need to address racial inequalities which continue to hold back many of our most disadvantaged communities.

Black and minority ethnic groups experience discrimination and disadvantage every day and while some progress has been made in recent years, it is clear that there is still a long way to go to tackle the structural racial inequality and discrimination that has been so exposed by recent events.

Racial discrimination affects people's life chances negatively in many ways. For example, people from ethnic minority groups tend to have poorer socio-economic circumstances, leading to poorer health outcomes. Research conducted for the RACE Equality Code 2020 shows that Black workers with degrees earn 23.1% less on average than white workers, while only 5.7% of ethnic minority groups work as managers, directors and senior officials, compared with 10.7% of white people.

According to a recent survey by Opinium on behalf of voluntary initiative Reboot, almost half of adults (43%) think systemic racism is common across the UK, despite a recent report from the government's race commission claiming otherwise.

The LGBT foundation research into the impact of Covid highlighted that LGBTQ+ ethnic minorities who experience racial inequalities tend to face higher rates of structural inequality than their white counterparts⁵

This is why we must use this moment as the turning point to fundamentally address many of these structural racial inequalities. We endorse the view of Greater Manchester (GM) Inequalities Commission that structural racism must be a top priority for any serious agenda to tackle inequality. We also acknowledge the consistent mention of the urgency around this issue across our focus groups.

5. (<https://s3-eu-west-1.amazonaws.com/lgbt-website-media/Files/7a01b983-b54b-4dd3-84b2-0f2ecd72be52/Hidden%2520Figures-%2520The%2520Impact%2520of%2520the%2520Covid-19%2520Pandemic%2520on%2520LGBT%2520Communities.pdf>)



PRIORITY FOUR. Tackling structural racial inequality

In Salford, we have developed strong links with our ethnic minority communities to raise awareness and respond to racial inequality in the city. For example, working closely with our VCSE sector we have developed initiatives to ensure ethnic minority groups and representatives have a strong voice and are able to influence decision makers such as through our VOCAL Equality, Diversity and Inclusion Forum, Salford Black Leaders Group, and many ethnic minority staff groups.

More recently, as part of our response to the pandemic, we have undertaken significant targeted engagement work with many of our communities experiencing racial inequalities to communicate vital public health messages and encourage uptake of vaccinations, which are worryingly lower for ethnic minority groups compared with the White population.

We must therefore build on these strong foundations and work together across Salford to seek to dismantle structural racism once and for all by adopting many of the recommendations of the GM inequalities Commission. Priority actions for Salford will include:

- Increase representation of ethnic minorities in the public, private and VCSE sectors. This could include a clear commitment to adopt The Race Equality Code which provides a comprehensive framework to help improve racial diversity in both entry level and leadership roles and make public and private sector organisations accountable through what they publicly report.
- Adopt a Salford-wide reverse mentoring programme to encourage new and innovative ways to address the barriers to race equality. This will be specifically designed for people from ethnic minorities to mentor senior public and private sector leaders in Salford from white backgrounds to raise awareness of racial discrimination and promote changes in practices, procedures and systems to support racial equality.
- Ensure effective and consistent data monitoring processes are in place to better measure and track workforce race equality.
- Commit to work towards completely eliminating the ethnicity (and gender) pay gaps across all levels of organisations in Salford.
- Setting targets for representation in governing bodies and amongst teaching staff; and working towards zero exclusions to address the systematic marginalisation of black boys in the education system
- Improving digital inclusion for children from ethnic minority backgrounds; and ensuring that post-Covid-19 catch-up programmes are tailored to specific communities that need additional support.



PRIORITY FOUR. Tackling structural racial inequality

- Using the Salford Employment Standards Charter to promote the reporting of the ethnicity pay gap for all companies above a certain size, including a commitment to put in place policies to reduce the pay gap where they exist.
- Ensuring more transparent and consistent reporting of the use of policing powers, including stop and search and continuing to raise awareness of hate crime and encourage people to report incidents.
- Proactively challenge unconscious bias and racism within workplaces, including operating with zero tolerance to discrimination in any forms.
- Work closely with the Greater Manchester Race Equality Panel and the Greater Manchester Equality Alliance to further explore racial and ethnic disparities in the city and make recommendations for change.
- To ensure that racial justice is included in all initiatives for underserved communities e.g. ensuring LGBTQ+ initiatives are mindful of racial equality gaps.

“ I think that organisations should be asked this question: do they provide services for all of their communities? ”

“ Within our BAME communities they don't feel that they are equal because they can't access essential services due to language difficulties. ”

**Promoting equality,
achieving fairness**

Measuring success



The Salford Equality Strategy will be overseen by partners from across the city, with these partners being responsible for their activities.

For public sector agencies this will be in line with the Public Sector Equality Duty as a minimum but also in accordance with section 29 of the Equality Act with regards to the provision of services and reasonable adjustments. Requirements for equality under other legislation in existence (such as the Children and Families Act 2014) or in place in the future will also be a basic requirement.

Measurable performance indicators will be developed and agreed by partners to ensure they reflect the priorities and outcomes we want to deliver and reported annually to ensure we are making a difference to the people of Salford.

This strategy is also intended to complement and influence work of the Salford Tackling Poverty Strategy and The Salford Way to contribute towards reducing inequalities for the Salford population.

Contributors

Salford CVS

Salford Disability Forum

Unlimited Potential

Salford Autism Forum

Salford Mental Health Forum

Warm Hut

Yemeni Community Association

Caribbean African Health Network

Salford Forum for Refugees and Asylum Seekers

Age Friendly Salford

Survivors Manchester

Community Doosti

LGBT Foundation

African Rainbow Family

Salford Pride

University of Salford

Caritas

Independent Pentecostal Churches

Talk About It Mate

VOCAL VCSE Leaders

Salford Gateway Action

Salford Primary Care Together

Members of the Salford community with experiences of:

- Autism intersected with physical disability and part of the LGBTQIA+ community
- Physical and learning disabilities

Northern Care Alliance

Salford CCG

Salford City Council – The engagement with contributors was supported by Salford CVS

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ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦਾ ਤਰਜਮਾ ਤੁਹਾਡੀ ਭਾਸ਼ਾ ਵਿੱਚ ਚਾਹੀਦਾ ਹੈ, ਤਾਂ ਕਰਿਪਾ ਕਰਕੇ ਹੇਠ ਦਿੱਤੇ ਨੰਬਰ ਤੇ ਸਾਡੇ ਨਾਲ ਸੰਪਰਕ ਕਰੋ।

ገዢ ሰነድ ላይ ተገልጿልትልትል ለሌሎች ቋንቋዎች ለማስተርጎም፣ በዚህ አብ ታስቲ ተጠቅሱ ዘሎ ቁጽሪ ተሌፎን ደዊልኩም ተወከሱ።

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ئەگەر دەخوازیت ئەم دوکیومیانتە (بەلگە نامەییە) وەر بگێڕدرییت بۆ زمانی خۆت، ئەوا تکایە پەییوەندیمان پێوە بکە لە رێگەی ئەم ژمارەییە خوارەو.

کچیری ددی سند ترجمه پخپله ژبه غواری، لطفاً په لاندی شمیره مونږ سره اړیکه ونیسی.

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If you require this document in an alternative format, please contact **Equalities&Cohesion@salford.gov.uk** and one of the team will reply

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