



EQUALITY AND DIVERSITY REPORT AND OBJECTIVES FOR 2012-2015



Prevention Protection Response

Making West Midlands Safer

WEST MIDLANDS FIRE SERVICE

www.wmfs.net

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SECTION 1:

INTRODUCTION TO THE PUBLIC SECTOR EQUALITY DUTY

The Equality Act received Royal Assent in April 2010 and most of its provisions came into force in October 2010. The provisions around positive action in recruitment and promotion and the Public Sector Equality Duty came into force in April 2011.

The Public Sector Equality Duty

The Public Sector Equality Duty, section 149 of the Act, came into force on 5 April 2011. This requires public bodies to consider the needs of all individuals when carrying out their day to day work: in shaping policy, in delivering services and in relation to their own employees. This is in the form of the general duty and specific duties detailed overleaf:

Specific Duties

The Equality Act 2010, Specific Duties Regulations 2011 came into force on 10 September 2011. The Specific Duties help public bodies perform the Equality Duty better by requiring them to be transparent about how they are responding to the Equality Duty, by publishing relevant, proportionate information showing compliance with the Equality Duty and to set equality objectives. Supported by equality data, each section outlines key Equality Objectives which are aligned to the work 'The Plan' and have been developed to further progress our journey towards excellence.

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General Equality Duty

To have due regard to:

- i. **Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.**
- ii. **Advance equality of opportunity** between people who share a protected characteristic and those who do not.
- iii. **Foster good relations** between people who share a protected characteristic and those who do not.

Protected Characteristics:

- ▶ age;
- ▶ disability;
- ▶ gender reassignment;
- ▶ marriage and civil partnership;
- ▶ pregnancy and maternity;
- ▶ race;
- ▶ religion or belief;
- ▶ sex; and
- ▶ sexual orientation.

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The Service currently has 38 fire stations and five fire safety centres. The management structure is based upon the seven Local Authority areas within the West Midlands. We have a network of Operations Commanders who are responsible for managing local performance and service delivery for the areas of:

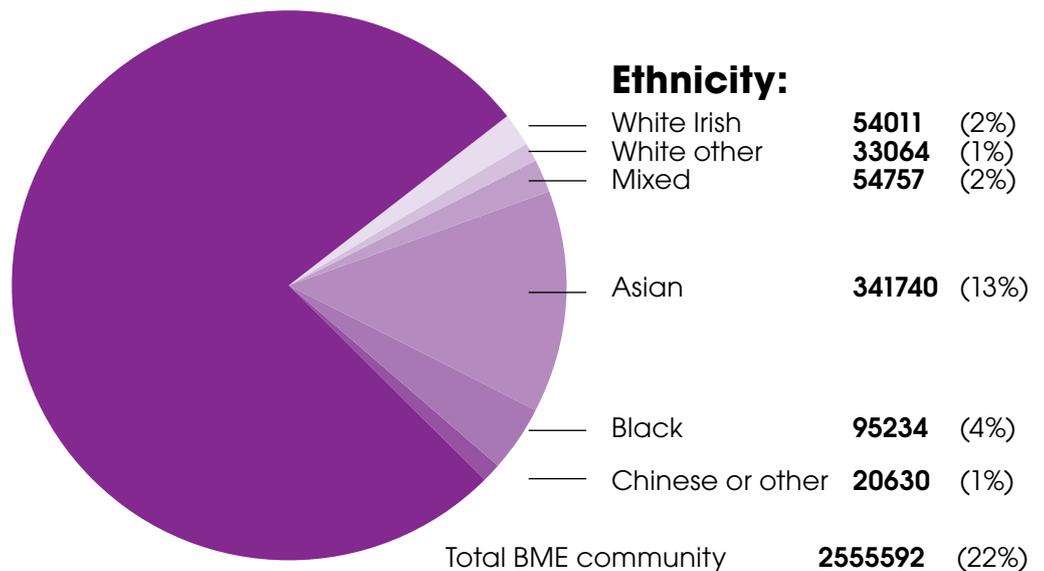
- Birmingham North
- Birmingham South
- Coventry
- Dudley
- Sandwell
- Solihull
- Walsall
- Wolverhampton

SECTION 2: WEST MIDLANDS FIRE SERVICE AND ITS COMMUNITIES

West Midlands Fire Service serves a population of approximately 2.6 million people living in a million dwellings. It covers the cities of Birmingham, Coventry and Wolverhampton and the Metropolitan Boroughs of Dudley, Sandwell, Solihull and Walsall. (A detailed map of our Community Fire Stations and Fire Safety Centres can be found on our website www.wmfs.net).

Community profiles are often used by organisations to benchmark progress with regard to equality and diversity. We have therefore used the community profiles aligned to the geographical region covered by the Service.

Communities Profile: West Midlands Region



1 Based on census data Sandwell MBC.

The West Midlands region has high proportions of Black and Minority Ethnic Groups (22%) and this has increased since the 2001 census.

SECTION 3:

OUR APPROACH TO EQUALITY AND DIVERSITY

Our strategic aim is to 'make the people of the West Midlands Safer' through a combination of protection, prevention and response. It is our commitment to do this in ways that meet the differing needs of our communities in order to deliver services effectively.

The Plan - Our Strategy

The Plan intends to provide the direction of travel for 2012-2015, mapping our core Strategic Objectives which are monitored through the Quarterly Performance Framework. Our four key priority areas are:

Communities and Partnerships

To educate, inform and target vulnerable people, meeting the needs of diverse communities through work with partners; to combat arson and fire crime and protect businesses from fire.

Response

To deploy appropriate resources that deal effectively with incidents and plan well for large scale emergencies.

People

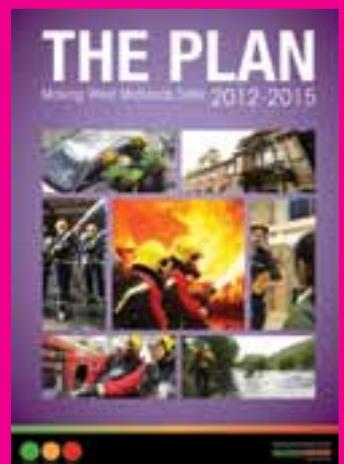
To develop organisational and leadership capacity which rewards and recognises staff who perform well and promotes health, safety and wellbeing across the Service.

Value for Money

To deliver a Value for Money service and ensure continuous improvement.

Core Values

Through our Core Values we believe in treating people with respect and reflecting on our own conduct and behaviours;



Of the 21 objectives set out in The Plan under these headings, 15 of them work towards meeting one or more aims of the General Duty.

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appreciating other people's differences and striving towards excellence. Equality and Diversity is one of the Core Values that the organisation and its people promote and practice; alongside People, Improvement and Service to the Community.

Commitment to Excellence in Equality & Diversity

Equality and Diversity is at the heart of the organisation's business planning processes and outcomes. In particular, over the last three years WMFS has made significant strides towards embedding Equality and Diversity (E&D), within business processes, policies and decision making; demonstrated through winning four National Awards including from the CIPD People Management Awards; HR Distinction Awards and Asian Fire Service Association National Awards. The service is committed to continuous improvement using the Fire and Rescue Service Equality Framework.

The Fire & Rescue Service Equality Framework assesses organisational excellence in five key areas:

Accountability

Leadership & Promoting Inclusion

Effective Service Delivery & Community Engagement

Employment & Training

Evaluation & Sharing Good Practice

SECTION 4:

TOWARDS EXCELLENCE - ACCOUNTABILITY

Ultimately, the Fire Authority members are legally responsible for Equality and Diversity within the organisation. The Fire Authority will approve all major strategic decisions and direction as well as providing the organisation with the relevant challenge and scrutiny on Equality and Diversity issues. Authority members receive regular updates on Equality and Diversity progress through reports and presentations at the Authorities Scrutiny Committee meetings.

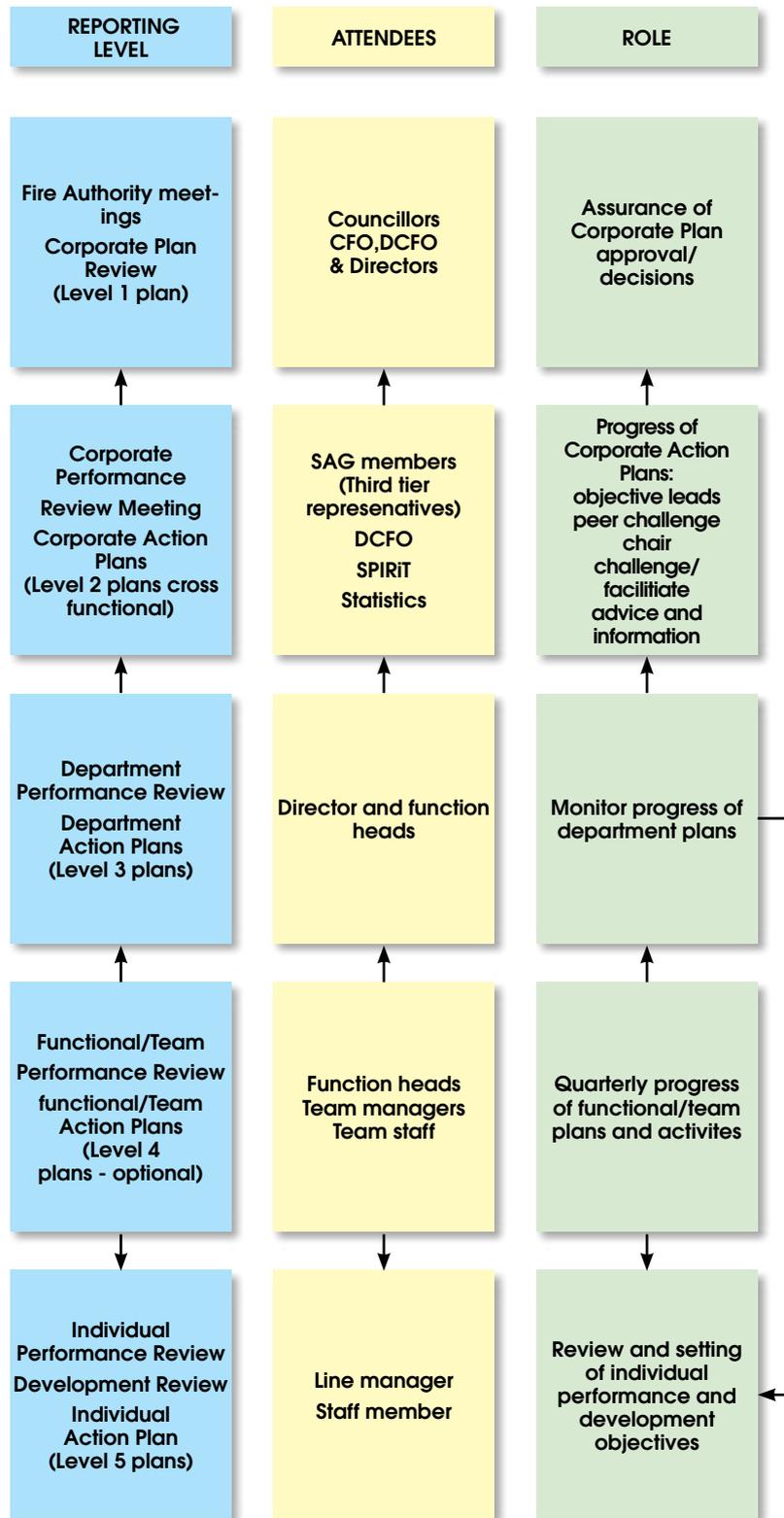
Corporate Board is responsible for driving our Equality agenda and achieving equality outcomes for our employees and the communities we serve. They provide scrutiny, direction and challenge through reviewing progress on a quarterly basis. A key strategic decision made by the Board has been to work towards achieving Excellence in the FRS Equality and Diversity Framework.

Corporate Board are advised by the Strategic Advisory Group (SAG) on key policy and strategic issues. E&D is also reported through the organisation's Performance Management reporting structure, set out in Diagram 1. The diagram illustrates that E&D is mainstreamed in our decision making processes at all levels within the service.

As a team, Equality and Diversity are responsible for managing compliance, best practice and providing technical advice. They also raise the profile of Equality and Diversity issues through campaigns and activities.

The work of the Community Fire Safety Team enables the focus on the quality of service delivery to be maintained, particularly through prevention and protection work. With a specialist Deaf Team, Community Advocates and Vulnerable Persons Officers, this team has a wide organisational impact.

Diagram 1 : WMFS Quarterly Reporting Framework



N.B The arrows demonstrate how (within the performance reporting framework) outputs from each meeting would feed into another

Fire Authority Review -

As part of the Fire Authority, Audit and Performance Management Committee meetings will set a Forum for the outcomes of strategic performance review meetings to be reported for information and where appropriate approval.

Corporate Performance Review -

These reviews take place once a quarter and involve the review of our 15 corporate action plans, improvement plans, corporate risk and corporate performance measures.

Department Performance Review -

Managers will meet to discuss progress against the department action plan.

Function Team Performance Review -

Regular reviews of function/team action plans help the team understand how it is performing and set future direction.

Individual Performance Review -

The objectives set in this derive from department, function and, or team plans, and occur at least annually.

**EQUALITY & DIVERSITY OBJECTIVES 2012 - 2015:
ACCOUNTABILITY**

By making a commitment towards achieving Excellence in the Fire and Rescue Service Equality Framework we are raising the expectations of our people: our communities, partners and employees to deliver services and demonstrate practices which reflect the principles of the General Duty in all that we do. The journey towards achieving excellence requires us to challenge ourselves and continuously improve. We recognise that inclusion strategies will form a key dimension to the Equality and Diversity agenda as we move forward. Some of our key specific and measurable Equality Objectives that promote accountability at all levels of the Service include:

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1. Our *Strategic direction and drive* will continue to be given through our Authority and Corporate Board members. They will also monitor progress and provide scrutiny on our Equality and Diversity performance *through equality analysis* such as through quarterly reports and equality impact assessments.
2. Managers will lead in *identifying and embedding* Equality and Diversity actions into their local directorate/section plans and all employees will identify and promote relevant E&D principals and actions within their work accordingly.



SECTION 5:

TOWARDS EXCELLENCE - LEADERSHIP & PROMOTING INCLUSION

Personal Commitment & Leadership

The Service has won four National Awards recognising and celebrating our achievements in Equality and Diversity. In addition to this, the Chief Fire Officer and two other employees have been recognised with awards for their individual contributions.

At the 2011 CIPD Awards **West Midlands Fire Service won an award in the category of Change Management.** This was with regard to the positive Equality and Diversity outcomes for our employees and our diverse communities.

In January 2012, the service won another award at the HR Distinction Awards in the category of Diversity and Inclusion.

The Service has also won **two national awards from the Asian Fire Service Association (ASFA)**; one for the Equality & Diversity Manager supporting the work of the network and another for our work on developing a community engagement tool in partnership with the Communities and Local Government and East End Foods.

WMFS also celebrated the Runners up position at the Safer Birmingham Partnership, Dragons Den Competition, where public services submitted case studies detailing how they have engaged with communities. WMFS shared our work with the Roma Gypsy community where we developed Faith Cards with Fire Safety Messages which were an effective tool of communication. This work was produced using the Product Media Place Model of Engagement, further details of which can be found later in the report.

Strategic Leadership - Equality Analysis

The organisation has revised its Equality Impact Assessment (EIA) Framework to ensure equality considerations lead to better equality outcomes. The process now takes a more evidence, research and consultation based approach in developing an EIA.



Organisational scrutiny and risk assessment is considered by Building upon Success (BuS) Programme Board for all BuS related EIAs and by Corporate Board for all other business areas including BuS decisions. The Fire Authority is responsible for the scrutiny of EIAs in reports presented to them.

Promoting Inclusion: Celebrating Cultural Diversity Evening

WMFS celebrated Cultural Diversity with over 250 people including our employees, their families and communities. This was a key staff and community engagement event where role models from within and outside of the Service shared their experiences in the journey towards success and contribution towards their communities.

EQUALITY & DIVERSITY OBJECTIVES 2012 -2015: LEADERSHIP & INCLUSION

Attributes of leadership can be displayed at all levels; each and every person within the service is encouraged to promote Equality and Diversity which is reflected in our commitment to our core values in all that we do.

1. Authority and Corporate Board members will continue to demonstrate their commitment to Equality and Diversity through leadership actions and personal impact.
2. The Authority continues to profile and provide the support and resources required to deliver equality and diversity improvements.

SECTION 6:

TOWARDS EXCELLENCE - EFFECTIVE SERVICE DELIVERY & COMMUNITY ENGAGEMENT

The West Midlands Fire Service has a commitment to protect all communities within the region through meeting their varying needs. The Equality Act provides protection to the most marginalised groups within society with regard to social, economic and physical disadvantage. In identifying the different needs of the communities that we serve, we realise that certain groups of people within communities are often 'disproportionately more at risk'; we also realise that there is often a direct correlation between people who are most at risk and those that are from one or more of the protected groups: for example single parents, people aged over 65, and people from new migrant communities.

Key milestones and highlights of Community Engagement & Service Delivery work

Employees are given training to become a Vulnerable Persons Officers (VPO) in order to share the understanding gained through specialist training with firefighters and to deliver better services targeting vulnerable people.

Community advocates build relationships with communities to promote prevention work through their local networks. We also have a number of committed volunteers who enrich their service with their experiences and contribution.

Prevention: Schools Education Work

Each year the Service works with thousands of children and young people through schools and youth groups to educate them on a range of safety issues including:

- Fire safety through the Spark pack
- Road safety through 'Your Choice - On the Road' programme
- Personal safety through 'Your Choice - Your Safety' activity.
- Your Choice - Could you live with it' programme addressing arson issues.

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In 2010 the service completed:

- Home Safety Checks (HSC): 40,908
- HSC at high risk properties: 26,999 (66%)
- Vulnerable People Cases undertaken: 210 (60 ongoing)

Since 1993, every year WMFS runs a Schools Safety Quiz aimed at Year 5 pupils, which promotes Safety for young children, where a series of Quiz Nights culminate in a Brigade Grand Final held at Fire Service Headquarters in July.

April 2009 - 2010: we have had 139 referrals for **Fire Safety Tutoring** with young people who have required intervention from pre-school children to convicted serial arsonists. There is a 98% success rate in the course as a first time intervention.

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Case Study: Birmingham Aurora Youth Development Project

This project is designed to work over a period of 10-12 months with young people aged 14-17 who are involved in the criminal justice system, to encourage the individual to change their behaviour and to stop offending. To progress to the future phases of the course, the young person must have shown improvements in behaviour, attitude and reduced their offending. All young people who completed phase 3 have broken the cycle of offending and have not offended since May 2010. One young person used cardio-pulmonary resuscitation when his neighbour suffered a severe asthma attack and eventually stopped breathing, and as a result saved their neighbour.

Youth Work

- Young people in Year 9 are exposed to the **'Your Choice - How are you getting home'** activity.
- Sandwell Youth Programme has enabled young people to achieve 30 hours of OCN Level 1 courses in **'understanding firefighting'** from 18 different secondary schools.
- The **F.I.R.E programme** is aimed at youth offenders and endeavours to build self-esteem, change behaviours and encourage young people to develop aspirations. Delivered primarily by firefighters, last year 20 programmes were undertaken supporting 300 young people through five days of learning and development.
- WMFS has **16 branches of the Young Firefighters' Association** each with approximately 15 people; an average total of 240 young people. YFA has on average a 15 week programme that enables young people to gain an OCN accreditation. Three of our branches specifically cater for young people with disabilities and/or learning disabilities.
- Firefighters provide safety training as part of the **Prince's Trust programmes** aimed at young people between the ages of 16-25, reaching approximately 1000 young people per year.
- Tipton has 20 young people engaging in a regular fit club aiming at young people from deprived backgrounds.

Deaf Awareness Team

For the last four years, WMFS has supported and attended local Deaf Forums in the West Midlands to better inform our practices through community engagement and consultation. As outcomes, WMFS has initiated and improved several policies and services including changes to the WMFS website, advice on contacting the emergency services and Home Safety Checks; improvements to deaf smoke alarms (making them wireless and more portable) and British Sign language (BSL) trained staff who provide home safety advice and who have also produced a home safety DVD In BSL.



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Safeside

Safeside provides 16 life-sized scenarios that create experiential learning and Interactivity in a stimulating, safe environment. 2010 saw the 10,000th visitor to Safeside being greeted by the Chief Fire Officer.



Migrant and Refugee Education Programme

As part of the Safer Birmingham Partnership, the service developed the Migrant and Refugee Education programme. Between May 2010 and September 2010, the programme delivered to 594 migrants from 64 countries. Using Safeside facilities, our Community Volunteers educate students attending the programme who will get the opportunity to experience different scenarios and learn about personal safety, health awareness, community and fire safety.

Product Media Place

Our Product Media Place (PMP) tool has hailed recognition from the Home Office as a successful cost effective engagement tool. Using the tool, we have tailored safety messages for different communities, examples of these include:

- East End food agreed to 1 million of their products to carry WMFS fire safety messages fire of charge with respect to their corporate social responsibility;
- Using faith cards with free safety messages targeting the Roma Gypsy communities
- Having messages on Hard Dough to target the Black African Caribbean communities.

Fire Safety in Business

Our Fire Safety teams aim to engage with diverse communities to support them in meeting Fire safety legislation requirements through raising awareness, for example a Business Safety Seminar aimed at the African Caribbean Business Community was held at WMFS Headquarters during Black History month.

Ward End Station serves a diverse community and over time has developed excellent relations with local partners, such as two of the main Mosques in Birmingham of Alum Rock Road and Green Lane; a Asian Women's Centre and a Somalian Women's Parent and Toddler Group.

Open days at fire stations inviting their local communities are a regular feature of the engagement work of the Fire Service. For instance, **Sutton Coldfield Station** organised a Joint Community Open Day on 17 September 2011 with Sutton Coldfield Police; aimed at the local communities accessing information to better educate them on fire safety.

Walsall: Community Alarms. West Midlands Fire Service is working in Partnership with Walsall Community Alarms to install safety packages for vulnerable people as part of their Home Safety Checks. Firefighters install the wireless system which includes a pendant, an intruder alarm, a smoke detector and a key safe, all linked to a 24hr call centre.

This scheme has recently been proved successful, with an elderly gentleman rescued from a smoke filled house.

We also work with Walsall Hub though not just for the elderly people; this project allows two way referrals dealing with vulnerable people such as for Slips, Trips and Falls Service, Neighbourhood Community Officers (not Police) and for making reasonable adjustments. Our Community Advocate has delivered presentations to raise awareness for Parkinson's Carers, Sheltered Housing Scheme and Alzheimer's Charity.

Billesley Station, covering the Wards of Hall Green and Moseley, actively engaged with their local communities through a public event held in September 2011 with approximately 2,000 people attending and engaging in Road Safety displays, which included Road Traffic Collision demonstrations.

Targeted local Community Engagement

There are many initiatives that take place at a local level and the Service encourages its employees to develop effective prevention and protection work. It would be impossible to capture all of our activity as the work is organic and evolving, but here you will find some examples to provide an overview of the range of work we do.



CASE STUDY: Imam Firefighter Experience

As part of the Safer Birmingham Partnership, the service developed the Migrant and Refugee Education programme. Between May 2010 and September 2010, the programme delivered to 594 migrants from 64 countries. Using Safeside facilities, our Community Volunteers educate students attending the programme who will get the opportunity to experience different scenarios and learn about personal safety, health awareness, community and fire safety.

Group Commander Steve Vincent from West Midlands Fire Service, who organised the event said: "We had a great day and it was a privilege to welcome some of the most highly respected and influential people from the imam community to our training Academy.

"It is vital that all the communities we serve feel valued and recognise the importance of fire safety as some of the best people to spread fire safety messages are the individuals themselves."



Wolverhampton. Work with Wolverhampton Homes is an ongoing project targeting medium to high rise properties promoting HFSC's with a similar project starting with Bushbury Hill Estate Management Board.

Joint ventures include working alongside Fire Safety on Sheltered Housing Schemes, with the police in the Graiseley area to promote '999' in the park, '999' Play in the Park is a scheme ran jointly with police from Graiseley Neighbourhood Area.

Working with the police again in the Merridale, Bradmore and Graiseley areas to promote 'Not in my neighbourhood' which raises awareness of good citizenship, ASB etc

Training also continues for Street Wardens on the problems associated with fly tipping, and abandoned cars.

Highgate Station organised its Child Safety Day on 24 June 2011. This event is arranged during Child Safety Week to highlight the importance of child safety to parents and children from the local Children's Centres. 240 children from 6 Sure Starts, 6 private nurseries and also Calthorpe SEN School primary pupils attended the station for a day of fun and safety education.

Sheldon Station have a range of partnership work engaging their local communities including work with Solihull Healthy Minds who work with vulnerable adults; West Midlands Road Safety Partnership and the Beyond Horizon charity, working with children who have suffered with trauma.

Bilston East Project was a four month initiative focused on reducing the high number of arson rubbish fires occurring in the Bilston Station area by 10%. In the four months since the project started, there has been a 38% decrease on 2010 figures, with May showing the biggest decrease of 70%.

Black Boys Can – Role Modelling/Mentoring Scheme. Providing a WMFS mentor/positive role model to a group of predominantly BME school children (either Year 9 or Year 10) within their educational setting. These children are from an economically & socially deprived area of Wolverhampton (Heath Town) and were not successfully engaged in school and are in the lowest achieving set of their year group. They may have started displaying signs of challenging behaviour. There is also a social problem with guns & gangs in this area and the local fire station, Fallings Park, experience a significant number of hoax calls and abuse from local youths.

The WMFS role model inspired and encouraged this group via a variety of sessions from September 2010 – April 2011. The sessions included communicating essential 'Your Choice' safety messages. They were also taught about the dangers of arson, drink driving, hoax calls etc.

The project aimed to increase self confidence and in turn, life opportunities of the students via positive role model. The mentee group were given opportunities to see the work we do (visits to station/Safeside/operational drills etc). This is part of our long term positive action plan to encourage more BME people to consider a career with WMFS.

The project also highlights best practice of multi-agency working alongside the Police and community safety partners.

Coventry. The economic downturn of the past few years has seen the number of young people leaving education and struggling to find work grow to an extent whereby the acronym “Neet” has been coined for them - standing for “not in education, employment or training”. According to figures from Lancaster University, about 16% of young people in Coventry aged between 18 and 24 are considered as Neets

Coventry stations worked in partnership with Coventry City Council and West Midlands Police and gained funding from Whitefriars Housing, Midland Heart and Orbit Heart of England to devise a programme specifically targeting these ‘Neets’.

This voluntary course focused on building core interpersonal skills such as personal confidence and team work through Activities including a physical boot camp and lessons on business pitching and a number of paid apprenticeships and work placements are offered at the end of the course.

Case Study: Ladywood's Got Talent

Ladywood Station supported the people of the Ladywood area which has 7 distinct neighbourhoods where groups are diverse but do not tend to engage with each other.

"Ladywood's Got Talent" was an initiative supported by the Station Commander in partnership with the City of Birmingham Symphony Orchestra; who played in the engine house of Ladywood Station at the behest of a community arts group called EC.

The local community, supported by station staff, used the facilities to prepare and plan the event where over a hundred community people came together to deliver the project. Demonstrating true community spirit, the event was an opportunity for different local neighbourhoods to work together and foster better community relations and cohesion.

The event comprised of 10 acts from Black Gospel to steel drummers, a White singer singing Bob Marley songs, a Polish dance troop and a Black rapper working with an Asian singer. A local College did lighting and videoed a 23 minute documentary, Symphony Hall provided the stage.

One of the outcomes for WMFS was that an Equality Impact Assessment for the event led to a plan to move the community room to ground floor to improve accessibility.

EQUALITY & DIVERSITY OBJECTIVES 2012 -2015 SERVICE DELIVERY AND ENGAGEMENT

The service is committed to using the appropriate and varied prevention, protection and response activities to meet the needs of our diverse communities.

Prevention & Protection Activities

1. Our local plans demonstrate the sophisticated way in which we use our intelligence data and risk mapping within the context of understanding the changing nature of who our communities are and the environment that they live in. We use this information to achieve better outcomes in our prevention, protection and response work. We will publish our local plans to communicate with residents and demonstrate our commitment to and understanding of the needs of our communities and set our accountability towards continuous improvement. In particular, by identifying 20% of the most 'at risk groups' with regard to home fires, road safety, personal safety and community safety and target our resources to make these communities safer.
2. We will continue to raise the awareness of our communities towards managing safety through a range of interventions and educational activities that promote community cohesion; such as through publicity, open days, schools visits, youth work, Safeside and local Station level activities.

Response

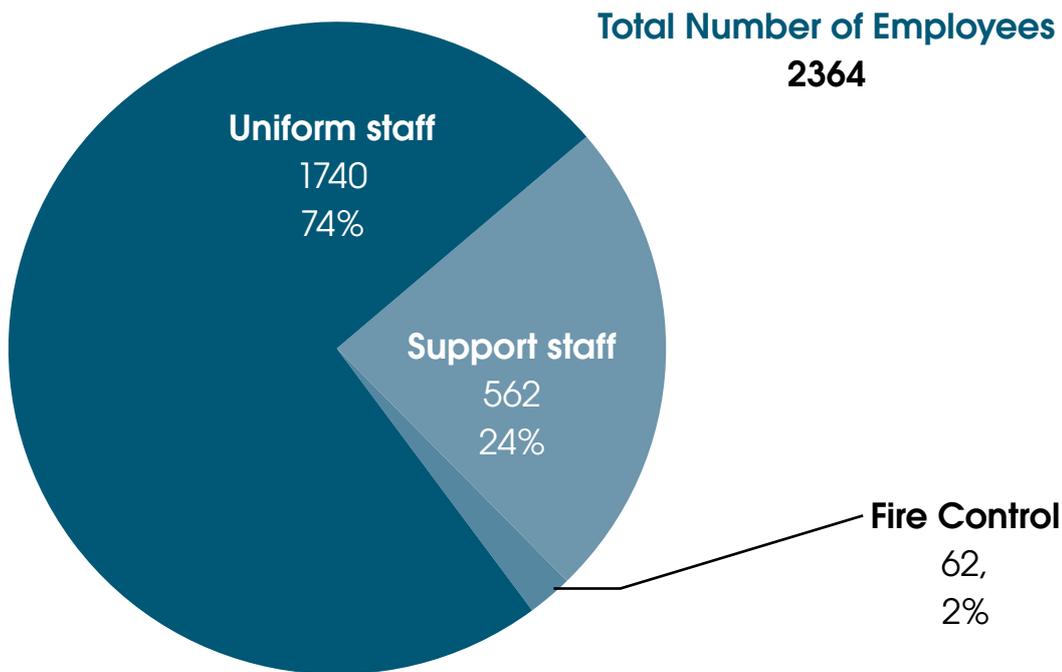
3. We will be well prepared at all times and respond to all emergency response situations with the highest level of expertise, skills and abilities to reduce the risk of fires, road traffic incidents, injury and death.
4. We will ensure that our enforcement activities do not disproportionately impact any specific communities without reasonable justification. Where possible, where trends are identified we will make efforts to advise and provide guidance so that these communities be more proactive in responding to the requirements of the law.

SECTION 7:

TOWARDS EXCELLENCE - EMPLOYMENT & TRAINING

Introduction to Workforce Equality Profile

The service has a total of 2364 employees.



Our People Objectives set out within The Plan make a commitment towards ensuring that our people have a sophisticated knowledge of Equality and Diversity considerations with regard to our behaviours, attitudes and actions in all that we do. We are consistently working towards taking an inclusive and considerate approach to ensure that all of our employees are treated with dignity and respect and that they have equality of opportunity at work. We are proactively ensuring our employees have a comprehensive understanding of the communities that they serve.

Until the recruitment freeze in 2009, the service had made a significant impact in recruiting a more diverse workforce. Whilst we have under representation of women, BME and people with disabilities at all levels of the service, including the Authority and Corporate Board; we are proactively encouraging inclusive and engaging practices directing towards involving all employees.

We are consistently working towards taking an inclusive and considerate approach to ensure that all of our employees are

treated with dignity and respect and that they have equality of opportunity at work. We are proactively ensuring our employees have a comprehensive understanding of the communities that they serve.

Engaging Employees: Employee Opinion Survey

An Employee Opinion Survey was conducted in September 2009 and again in October 2011. One of the critical factors is the high return on both occasions of 61% in 2009 and 57% in 2011.

The section on E&D within the survey is one of the highest rated and shows the commitment and passion of our employees towards equality of opportunity. There is a continued confidence amongst our employees with regard to Equality and Diversity issues.

The Service has a robust Employee Relations Framework and has in place a range of employee support mechanisms

Equality and Diversity Learning and Development

The Equality and Diversity Team provide Core values training and a range of bespoke learning & development interventions to meet the varying and arising needs of managers and employees. This approach allows us to mainstream Equality and Diversity issues when they arise as part of organisational issues with a tailored response.

Gender Equality: Actions taken for improvement

Gender Pay Gap information as of 30 November 2011

	All staff		Uniform staff		Support staff		Fire Control	
Male	1891	80%	1665	96%	224	40%	2	3%
Female	473	20%	75	4%	338	60%	60	97%
TOTAL	2364		1740		562		62	

With recruitment on hold since 2009, there has been a limited impact that we can make with regard to the recruitment of women.

With under representation of women within the service and particularly within uniform staff, the Service seeks to ensure that it retains talent and provides opportunities to readdress the balance.

Our efforts to support and sustain women in management roles include initiatives for female employees to aspire for more in their professional work. These include:

- International Women's Day Conference 'professional & personal development' 2009 and 2011
- Networking Women in the Fire Service Development opportunities 2009 – 2011
- Setting up a West Midlands Fire Service Women's Group, 2012
- Women access to leadership and management skills through ACUA programme with Coventry University.

Race Equality

	All staff		Uniformed staff		Support staff		Fire Control	
White British	2029	86.0%	1518	87.0%	434	80.4%	59	95.2%
White Irish	18	0.7%	13	0.7%	5	0.89%	0	
White other	76	3.0%	64	4.0%	11	1.96%	1	1.6%
Mixed ²	42	2.0%	36	2.0%	6	1.07%	0	
Asian ³	54	2.3%	17	1.0%	37	6.6%	0	
Black ⁴	96	4.0%	66	4.0%	28	4.98%	2	3.2%
Chinese other	21	1.0%	19	1.0%	2	0.36%	0	
Not stated	28	1.0%	7	0.4%	21	3.74%	0	
Total	2364		1740		539		62	

² Mixed denotes people from white/ Black Caribbean; Mixed white/ Black African; Mixed White Asian; Mixed other.

³ Asian denotes: Asian people from Indian, Pakistani, Bangladeshi and other Asian backgrounds.

⁴ Black denotes people from Black Caribbean, African and other Black backgrounds.

Race Equality: Actions taken for improvement

- The BME profile within the organisation is below the demographic profile of 22% on average across the West Midlands.

Actions the service has already taken to address under representation include:

- Asian Fire Service Association (AFSA) development opportunities 2009 – 2011
- Setting up AFSA West Midlands Regional Group 2011
- Black History Month events 2009 – 2011
- Work Experience Programme
- Future Jobs Scheme



Age Equality: Actions taken for improvement

Age Equality profile as of 30 November 2011

	All staff		Uniform staff		Non-uniform		Fire Control	
17-24 yrs	48	2%	27	1%	21	4%	0	0
25 – 35 yrs	666	28%	552	32%	98	17%	16	26%
36 – 45 yrs	868	37%	692	40%	157	28%	19	30%
46 – 55 yrs	643	27%	451	26%	168	30%	24	39%
56 – 65 yrs	126	5%	18	1%	105	19%	3	5%
66 + yrs	13	<1%	0	0	13	2%	0	0
	2364		1740		562		62	

- Sports and Welfare Fund which is inclusive of retired employees.
- Pensions Awareness seminars
- Youth Services including Future jobs scheme and 16 YFA's (Young Firefighter Association's).

Disability Equality: Actions taken for improvement

Disability as of 30 November 2011

There is under representation of disabled employees within the Service. Recent efforts to raise awareness include:

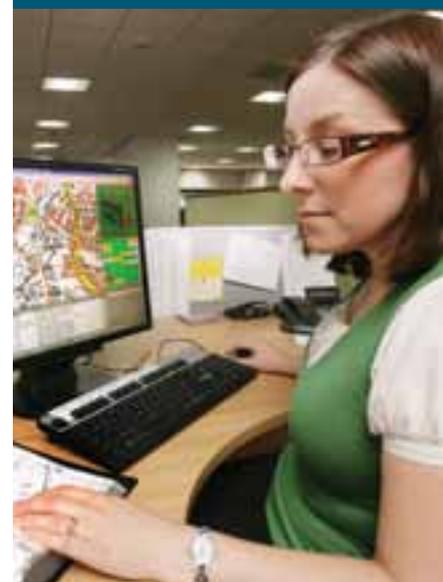
The campaign was successful and created an increase of 122 people reporting on their disability, alongside religion and belief and sexual orientation.

Disability Conference 2012

The Service had its first Disability Conference in February supporting managers in understanding how to manage disability within the workplace. The conference in partnership with West Midlands Police had over 100 people attend with workshops around mental health, Cancer, dyslexia, making reasonable adjustments and managing stress at work.

We have also published a Disability Toolkit and Disability information leaflet.

	All staff		Uniform staff		Support staff		Fire Control	
Disabled	75	3%	39	2%	36	6%	0	0%
Not disabled	1560	66%	1118	64%	393	69%	49	79%
Prefer not to state	108	5%	92	6%	14	3%	2	3%
Not stated	621	26%	491	28%	119	21%	11	18%
TOTAL	2364		1740		562		62	



Sexual Orientation Equality: Actions taken for improvement

	All staff		Uniform staff		Support staff		Fire Control	
Bisexual	11	<1%	11	<1%	0	<1%	0	0%
Gay/lesbian	9	<1%	7	<1%	2	<1%	1	<1%
Heterosexual	526	22%	390	22%	123	22%	13	21%
Prefer not to state	150	6%	133	8%	17	3%	0	0%
Not stated	1666	70%	1197	69%	420	75%	48	77%
	2364		1740		562		62	

The purpose of collecting data around sexual orientation is for us to create an equal and respectable atmosphere for all employees. For Lesbian, Gay, Bisexual and Transsexual (LGBT) people it is not just a matter of sexuality; it is also about being open about their identity and lifestyle, which might not be as conscious a consideration by heterosexual people.

The work the Service has done to openly support LGBT issues from the very top of the organisation has been a positive step forward. We will continue to build upon our efforts and work towards creating an atmosphere where LGBT staff feel confident to declare their sexual orientation. This work includes:

- Attending and supporting Birmingham Pride including the parade 2009- 2011
- Working on the Stonewall Report recommendations.

**Religion and belief equality:
Actions taken for improvement
(Religion and belief as of 30 November 2011 table)**

	All staff		Uniformed staff		Support staff		Fire Control	
Christian	400	17%	284	16%	106	19%	10	16%
Buddhist	2	<1%	2	<1%	0	0	0	0
Hindu	7	<1%	2	<1%	5	<1%	0	0
Jewish	0	0	0	0	0	0	0	0
Muslim	9	<1%	5	<1%	4	<1%	0	0
Sikh	16	<1%	4	<1%	12	2%	0	0
Humanist	1	<1%	1	<1%	0	0	0	0
Scientologist	1	<1%	1	<1%	0	0	0	0
Pagan	4	<1%	3	<1%	1	<1%	0	0
None	175	7%	126	7%	45	8%	4	7%
Other	40	2%	33	2%	7	1%	0	0
Prefer not to state	128	5%	107	6%	21	4%	0	0
Not stated	1581	67%	1172	67%	361	64%	48	77%
	2364		1740		562		62	

The Service is conscious about supporting people's faith within the workplace; below are some of the ways we support our employees with their faith and religion at work:

- **Provision of Reflection Room facilities**
- **Catering staff having themed days**
- **Christmas Carol services**

- Ramadan Guidance
- Multi-Faith Calendars
- St George's Day Celebrations 2009 – 2011
- Islamic Awareness Events

EQUALITY OBJECTIVES 2012 - 2015: EMPLOYMENT & TRAINING

- We will ensure that we tackle any barriers to communication development, inclusion and progression.
- We will ensure that all of our employees are treated with dignity and respect at all levels regardless of their differences.
- We will promote positive action initiatives to specifically engage employees from under representative groups to engage with organisational development as well as their own development.

SECTION 8:

TOWARDS EXCELLENCE - EVALUATION & GOOD PRACTICE

Throughout this report you will find that our partnership work within Service delivery, community engagement and employee engagement is the bedrock of our success. It is through our partnership referral work that we are able to identify the most vulnerable people within society. With our partners we share good practice, pool resources and aim to deliver more value for public money.

We align our service provision to ensure that our Operational Commanders and Station Commanders play a full and active role in local partnerships, for example Crime and Disorder Reduction Partnerships (CDRP) and Local Area Agreements (LAA).

Working alongside our partner agencies in the local communities helps us to achieve much more than would be possible by acting in isolation.

EQUALITY OBJECTIVES 2012 -2015: EVALUATION AND SHARING BEST PRACTICE

Monitoring, evaluation, sharing good practice and ensuring the best use of resources are the key to our aspiration of achieving and sustaining excellence in equality and diversity for our employees and our communities.

1. We will assess the effectiveness of our partnership work in achieving equality outcomes.

SECTION 9

FURTHER INFORMATION

We hope that through this report you have received an overview of how we are working towards achieving excellence in equality and diversity.

We welcome feedback from all stakeholders and members of the public which we hope to consider when reviewing our objectives and in publishing further equality data in the future.

If you wish to obtain any further Information with regard to our equality and diversity work, please contact a member of the Equality and Diversity team by:

Telephone: **0121 380 6214 / 6237**

Email: **equality&diversity@wmfs.net**

Accessibility

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