

# Promoting Equality and Respecting Diversity

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THE ROYAL  
BOROUGH OF



KENSINGTON  
AND CHELSEA

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## **Promoting equality and respecting diversity**

**The Royal Borough has a clear policy that sets out its commitment to equal opportunities.**

As we run our business, we must be ever mindful that the Council serves a diverse set of communities. We rely on the talent of our diverse staff group to do this.

We value all those for whom we provide services. We recognise that different people will have different needs and our aim is to provide services in a way that responds to those needs. One of our basic principles is that everyone should have fair and equal access to our services.

This is particularly important because some of our services will have a disproportionate impact on some groups. We not only provide support services, we also regulate activities in a number of areas; environmental health, parking, anti-social behaviour and so on. We need to make sure that when we provide services, or take action, we do not discriminate in a way that is not justified or which is illegal.

**Derek Myers**  
Town Clerk and  
Chief Executive

**Councillor Paul Warrick**  
Cabinet Member for  
Service Improvement



## What are we trying to achieve?

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The Council strives to promote fair and equal access to services and equal opportunities in employment. It also seeks to recognise and value the differences in the people we serve and employ.

These differences include:

- Age
- Disability
- Faith or religious belief
- Gender
- Race
- Sexual orientation

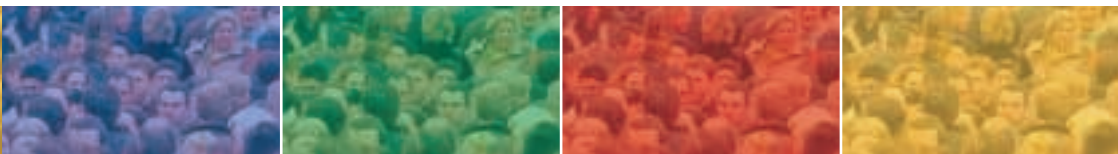
## Why are we doing this?

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**The Council is committed to delivering fair, accessible and relevant services, which recognise the different communities in the Borough.**

This policy supports the Borough aims of “Building Better Communities”, “Supporting the Most Vulnerable People”, “Protecting the Public” and “Providing Community Leadership”.

The Royal Borough has been assessed as ‘Excellent’ by the Audit Commission. As part of this status we wish to demonstrate that we are delivering services that meet the



needs of the communities we serve, and are discharging our responsibilities as an employer.

The Council is committed to achieving level 3 of the Equality Standard for Local Government by March 2005 and reaching level 5 by March 2007.

There are a number of legal requirements which the Council must obey, for example, under the Race Relations (Amendment) Act 2000 we are working to:

- Eliminate unlawful discrimination
- Promote equality of opportunity
- Promote good relations between people of different racial groups

We want to go beyond this to implement the spirit and principles underlying equalities legislation.

### **Equality Standard for Local Government**

Level 1 – commitment to comprehensive equality policy

Level 2 – assessment and consultation

Level 3 – setting equality objectives and targets

Level 4 – information systems and monitoring against targets

Level 5 – achieving and reviewing outcomes



## What we aim to do

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### **Service delivery by the Council**

- Consult widely with all interested parties to ensure our services meet the needs of those who live in, visit or work in the Royal Borough
- Ensure that our services are fair, relevant and accessible to our population
- Provide interpreting and translation when appropriate
- Make all Council buildings accessible where practicable
- Train all staff to improve the services delivered to our communities
- Monitor and review services and policies to ensure there is no unlawful or unjustified discrimination

### **The Council as an employer**

- Encourage and support staff to reach their potential, recognising that resources are not infinite
- Ensure that all staff have the right to fair treatment in their employment and working conditions
- Provide a safe and accessible working environment
- Strive for a working environment free from discrimination and harassment
- Provide equal access to learning and development opportunities
- Ensure our recruitment is fair. This includes fulfilling our commitment to the “Positive about disabled people” standard
- Have an equal pay policy



## **How will we measure our progress?**

- Monitor progress against our corporate equality action plan and race equality scheme. Set targets to demonstrate that the commitments are being achieved. These targets include national and local performance indicators and will focus on key service outcomes, user satisfaction levels and the make-up of service users. We will report on these annually
- Monitor, where appropriate, who uses our services, with respect to age, disability, gender and race
- Monitor all stages of the recruitment process

## **Who will do this?**

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- All staff because everyone has a responsibility not to discriminate in the way they treat users of our services, or other staff
- Managers because each has a responsibility to make sure that services respond to the needs of the diverse communities in the Borough. These communities should be involved in planning and evaluating services. Inevitably, managers will need to prioritise actions and resources but this should be done on the basis of need and should avoid unlawful discrimination
- Staff in each Business Group whose job is to implement action plans and audit the achievement of equality objectives



- The Director of Personnel and General Services (DPGS) who is the lead officer for the Council on equality and diversity. DPGS chairs the corporate equalities group, which monitors progress in relation to the Council's equality plan and ensures policies are reviewed. An annual report is produced to inform Councillors on progress
- The Cabinet Member for Service Improvement who has overall responsibility for the equality and diversity portfolio

## **If we fail to deliver**

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- Users of our service should try to resolve the matter locally in the first instance. If they have tried and failed, they may wish to make a formal complaint. Forms are available at all main reception desks
- Staff should report any unresolved employment issues to their immediate line manager or, if this is not appropriate, to the next line manager



**If you would like this document translated into your language, please write to the address below.**

### **Arabic**

إذا رغبت بالحصول على هذه الوثيقة مترجمة الى لغتك،  
الرجاء الكتابة على العنوان بالاسفل

### **Farsi**

اگر شما مایل هستید که این مدرک به زبان شما ترجمه شود، لطفاً یا آدرس زیر تماس  
حاصل فرمائید.

### **French**

Veuillez écrire à l'adresse figurant ci-dessous si vous souhaitez  
obtenir une traduction de ce document dans votre langue.

### **Portuguese**

Se deseja obter este documento traduzido para a sua língua,  
por favor escreva para o endereço abaixo indicado.

### **Somali**

Hadii aad rabto in laguugu turjumo dokumentigan afkaaga,  
fadlan waraaq u soo qor cinwaanka hoos ku xusan.

### **Spanish**

Por favor escriba su dirección debajo si quiere que este  
documento sea traducido a su idioma.

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