



## Cambridge City Council Equalities Panel

**Date:** Tuesday, 11 January 2022

**Time:** 4.00 pm

**Venue:** via Microsoft Teams

**Contact:** Helen.Crowther@cambridge.gov.uk, tel: 01223 457046

### Agenda

- 1 Welcome, Introductions and Apologies
- 2 Declarations of Interest
- 3 Minutes of Previous Meeting and Matters Arising (Pages 3 - 14)
- 4 Public Questions
- 5 Customer Service Operating Model Equality Impact Assessment (Pages 15 - 34)  
Clarissa Norman, Customer Services Operations Manager, and Sally Hodgson, Transformation Consultant
- 6 Cambridgeshire and Peterborough Region of Learning (Pages 35 - 38)  
Michelle Lord, Arts Development Officer
- 7 Cambridge Purple flag status (Pages 39 - 42)  
Jenny Granshaw, Leisure & Night-time Project Manager at Cambridge BID
- 8 Any Other Business
- 9 Date of Next Meeting  
The next Equalities Panel meeting will be held on 5 July 2022.

**Chair:** Robert Pollock

**Elected Members:** Councillors S. Baigent, Flaubert, Healy and Smart

**Public Members:** Graham Lewis, Raheela Rehman, Orsola Rath Spivack and Dr Susan Wan

**Staff Members:** Naomi Armstrong, Lesley-Ann George, Ariadne Henry and Alistair Wilson

## Information for the public

Please note that the meeting will be held between 4pm and 6pm virtually on Microsoft Teams.

Members of the Panel will be sent a link in advance via email to join the meeting on Teams.

If you are not a member of the Panel but are interested in joining to observe the meeting, please contact Helen Crowther, Equality and Anti-Poverty Officer, on 01223 457046 or [helen.crowther@cambridge.gov.uk](mailto:helen.crowther@cambridge.gov.uk).

**EQUALITIES PANEL**6 July 2021  
4.00 - 6.00 pm**Chair:** Robert Pollock**Councillor member:** Baigent, Cox, Flaubert, Healy and Smart**Public members:** Graham Lewis, Orsola Spivack, Raheela Rehman, Susan Wan,**Officer members:** Ariadne Henry**Other officers in attendance:** Deborah Simpson, Helen Crowther, David Kidston, Vickie Jameson**FOR THE INFORMATION OF THE COUNCIL****21/10/EP Welcome, Introductions and Apologies**

Apologies were received from:

Staff members: Alistair Wilson, Lesley-Ann George, Naomi Armstrong

**21/11/EP Tribute to Judith Margolis**

A tribute was given for Judith Margolis by Robert Pollock, Chief Executive, before starting the meeting:

The Equalities Panel is very saddened that Judith Margolis, Public Member of the Panel, died recently of gallbladder cancer.

Judith has been on the Panel as a public member for a number of years, and before we started this meeting we wanted to pay tribute to her, including to her contribution on the Panel. Judith was a passionate advocate for local people and her insights on disability rights and tackling discrimination and poverty were hugely valued.

Outside of the Panel, she was Chair of Disability Cambridgeshire and Trustee for 10 years. Disability Cambridgeshire describe her as having been an “inspirational leader” and hugely important in ensuring the continuation of the charity’s work.

Judith also had extensive and committed involvement with a vast number of other organisations within the voluntary sector involved in the fields of disability rights and reducing poverty, discrimination and/or injustice.

The Panel is pleased that we were able to send her flowers and a card to thank her for her contribution to the Panel before she passed away. Our thoughts and heart-felt condolences are with Judith's friends, family, and colleagues at this difficult time.

### **21/12/EP    Declarations of Interest**

No interests were declared.

### **21/13/EP    Minutes of Previous Meeting and Matters Arising**

The notes of the meeting of the 26 January 2021 were noted.

Helen Crowther, Equality and Anti-Poverty Officer, agreed to resend minutes from the Office of the Police and Crime Commissioner's 16<sup>th</sup> December 2020 Business Coordination Board. These contain details on measures put in place to address disproportionality of Black, Asian and Minority Ethnic people affected by the use of Stop and Search.

Helen Crowther also shared that the Race Equality Toolkit for businesses will be shared with the Equalities Panel once the final draft is ready.

### **21/14/EP    Public Questions**

There were no public questions.

### **21/15/EP    Single Equality Scheme 2021 to 2024**

Helen Crowther, Equality and Anti-Poverty Officer, delivered a presentation on Cambridge City Council's Single Equality Scheme 2021 to 2024 that is due to go to the Environment and Community Scrutiny Committee on 7 October 2021. Helen shared:

- Some key achievements of the previous Single Equality Scheme (2018 to 2021), such as that the Council:
  - Resettled 125 refugees in and near Cambridge
  - Became the 5th local authority to be awarded the Domestic Abuse Housing Alliance accreditation

- Provided nearly 7,900 hires for the Shopmobility service
- The consultation process for the Single Equality Scheme (SES) 2021 to 2024 from summer 2020 to the present, including details on internal meetings with key groups of staff and external meetings with voluntary and community sector organisations supporting different equality groups.
- Information on the Community Inclusion and Engagement Questionnaire undertaken to identify the needs of different communities in the city. The questionnaire findings are being used to inform the SES 2021 to 2024, where they are supported by findings of national research on issues experienced by equality groups. Helen noted that the findings of the questionnaire are not fully representative of the Cambridge population, as 202 people completed it and some equality groups were under-represented in responses, including young people and people from diverse ethnic communities.
- A summary of the proposed objectives of the new Scheme for 2021 to 2024, carried over from the 2018 to 2021 Scheme. The objectives are to:
  - Increase our understanding of the needs of communities
  - Improve access to and take-up of Council services
  - Help ensure all residents have equal access to public activities & spaces and are able to participate fully in the community
  - Tackle discrimination and promote community cohesion
  - Ensure that our employment and procurement policies and practices are non-discriminatory and work towards a more representative workforce
- Three proposed priorities of SES 2021 to 2024 relevant to the objectives that are:
  - To identify opportunities to hear from people with protected characteristics about their experiences of inequality and discrimination: especially relating to poverty and impacts of COVID-19.
  - To collaborate with voluntary and community sector, public sector, and private sector partners, and people directly experiencing discrimination and disadvantage to address equality issues.
  - For services to use intersectionality as an analytical framework in responding to residents' and customers' needs.
- Some of the key issues raised in consultation on the SES 2021 to 2024 and

areas of work that will be taken forward to address these issues:

- Digital exclusion has been exacerbated by the pandemic. The Council plans to help address this through further collaboration with the Cambridgeshire Digital Partnership. The Council will also provide face-to-face appointments when digital exclusion means people cannot get support using the Council's new 'digital first' customer services model and plans to support sheltered housing scheme staff to improve their digital skills to help residents.
- Mental health has worsened during the coronavirus pandemic. Cambridge City Council aims to develop strong working relationships with mental health services, so City Council staff have a better understanding of the services and continue to provide training for Council staff on best practice in supporting service users with mental health problems.
- Loneliness and isolation have been increasingly experienced by young people and disabled people. The Council will look for opportunities to address this through its Community Grants and through its community development work.
- Some organisations supporting different ethnic groups wanted more opportunities for celebrating different cultures. So far in 2021/22 the Council has been supporting CB Mentoring to set up a mentoring project for young people from Black communities in Cambridgeshire. In 2021/22 Gypsy, Roma and Traveller History Month has been marked in the city for the first year. Cambridge City Council also plans to liaise with Cambridge Ethnic Community Forum, Cambridge Women's Resource Centre and other relevant partners about setting up a group for South Asian women.
- Voluntary and community sector organisations that the Council consulted with highlighted that hate crime and hate incidents have been increasingly experienced by people with hidden disabilities, transgender people and South Asian people. Cambridge City Council will continue working with partners in the Community Safety Partnership to help address this issue and continue to provide a Racial Harassment service. The Council plans to encourage other organisations to sign up to Safer Spaces, a campaign run by the Encompass Network, to help organisations identify best practice to be inclusive, safe and welcoming for LGBTQ+ people. In addition, the

Council has developed communications to help raise awareness of the difficulties people with hidden disabilities may have with complying with public health restrictions and to tackle public harassment they experience during the pandemic.

Following the presentation, Equalities Panel members were invited to ask questions or provide feedback on the areas of work and priorities of the new Single Equality Scheme. Panel members asked:

- For more information on how the aims of the Black Lives Matter and may be incorporated into the new SES.
- For details on how the new SES will address the impacts of the Covid-19 pandemic on equalities groups.
- Whether other vulnerable people, as well as many digitally excluded people, will have opportunities to book face-to-face appointments with customer services.
- If local information on anti-Semitic hate crime is available, given that incidences have risen nationally.
- What metrics are in place to measure the success of initiatives addressing inequalities relating to Covid-19.
- Whether the Council is planning to adopt a transgender equality policy.
- What local support is in place to support young people who are LGBTQ+ who have mental health issues.
- What impact that Covid-19 has had on Cambridge City Council's budget and by extension the SES.

In response to these queries, Helen Crowther explained:

- The Council motion on Black Lives Matter specifically asked that in the SES the Council should review employment and retention, with an emphasis on consultation with BAME staff.
- The Council has supported the establishment of a BAME staff group, and will continue holding discussions on race equality issue with all staff members by taking part in Race Equality Week each February.
- The BAME staff group felt that supporting internal promotions is important to retaining BAME staff and to ensure BAME staff are represented in higher pay bands. As a result of this feedback, the Council is developing training for all staff relating to progression in the workplace and applications.

- The Black Lives Matter motion also asked the Council to use its role as a public leader to further race equality and tackle discrimination. The Council will be working with Cambridge Ethnic Community Forum on a needs assessment with ethnically diverse communities, which aims to help identify needs that may be addressed through working with partners.
- In addressing the impact Covid-19, an overarching priority of the Scheme is to continue to develop work with partners to tailor support to people's needs (especially mental health services, Cambridgeshire Digital Partnership, Cambridge Ethnic Community Forum and the Food Poverty Alliance).
- In considering how poverty has been exacerbated for certain groups during the pandemic, the Council aims to make sure it identifies opportunities to hear from people with protected characteristics directly about their needs. Tackling loneliness especially of young people and disabled people will continue to be a priority.
- The Council's Customer Services would make face-to-face appointments with other vulnerable people as well as digitally excluded people. People may be vulnerable due to mental health issues or from experiencing domestic abuse, for instance.
- The Council will ask Cambridgeshire Police if there has been a local increase in anti-Semitic hate crime.
- The feedback on the increases of hate crime experienced by people with hidden disabilities, transgender people and South Asian people was from anecdotal evidence from voluntary and community sector organisations that have been consulted on the new Scheme.
- It is difficult to get local indications of the extent of hate crimes in the city experienced by different groups. A high proportion of people do not report hate crimes or incidents and local figures for each equality group are very low, making it difficult to identify patterns.
- The Council does not currently have plans for a specific transgender equality policy, but the Council has taken a range of action, including producing a pronouns protocol for staff, providing Transgender Awareness training for staff and Councillors, and signing up to Safer Spaces (an Encompass Network campaign to identify good practice for organisations to be welcoming, inclusive and safe to LGBTQ+ employees and service users).



- The Council's Children and Young People's Participation Service (CHYPPS) works with The Kite Trust to signpost and refer young LGBTQ+ people needing support. A Panel member also shared that The Kite Trust is a member of Fullscope, working together with other charities in Cambridgeshire and Peterborough to improve the mental health and well-being of all young people.

David Kidston, explained that the Council's Anti-Poverty Strategy includes a number of different metrics to measures aspects of poverty. The Council is also introducing a Low Income Family Tracker (LIFT) that can help track households that come in and out of poverty. The Council is also working closely with Cambridgeshire County Council on a wider project looking into the impact of Covid-19 on particular groups. A report on Covid impacts on poverty and inequality in Cambridge could be presented to a future meeting.

Robert Pollock, Chief Executive, shared that the impact of Covid-19 on the Council's budget has been 20% net revenue.

### **21/16/EP Equality in Employment End of Year Workforce Update: April 2020 - March 2021**

Deborah Simpson, Head of Human Resources, presented the Equality in Employment report and key information shared included:

- At 31 March 2021, there were 816 staff now compared to 827 at 31 March 2020.
- Staff representation in terms of sex is 52% male and 48 % female and has been broadly 50% male and 50% female for a number of years. Gender pay data for 2020 identified there has been an improvement in the gender pay balance between females and males. There are fewer women in the lowest quartile of the pay bands.
- The highest percentage of staff were in the 45-54 age band, and there are relatively fewer people aged under 24 or over 65. This has been consistent for a number of years.
- There has been an increase in the percentage of BAME people in the workforce from 7.54% at 31 March 2020 to 7.71% at 31 March 2021. BAME representation across the pay grades has improved.
- Cambridge City Council is proposing to increase its target of the percentage of disabled staff to 8.5%. At 31 March 2021, 7.11% of staff declared they

are disabled, which is similar to the previous year. The Council will be looking at why numbers of applicants declaring a disability are declining.

- The 2021 Census data will further help the Council to review its data and set new targets for the percentage of disabled staff and BAME staff as a proportion of its workforce.
- The Council has worked towards increasing representation of BAME people, partly by promoting employment opportunities through networks with far reaching and diverse audiences. Following feedback from the BAME staff group on improving retention of BAME staff, the Council is also developing training for staff around preparing for roles as internal promotions.
- Overall attendance for training across the Council was up in 2020/21, but there was a marked decline in the number of males attending training accounting for 29% compared to 71% female attendees. The Council will look at teams with a high number of males in operational roles to identify actions which identify the imbalance in training attendance between the sexes in this last year.
- Last year there was an increase in staff declaring their sexual orientation, but this year it was lower. We will continue to monitor this.
- The number of job applicants in the 25-54 age group has increased.
- Cambridge City Council has still been using BAME as a term but will be talking to the BAME staff group about terminology that is used in future reporting. The report breaks down overall workforce data and training into categories on ethnicity used in the Census.
- The largest group of people declaring a religion is Christian, which has been the case for a number of years.
- There were 9 promotions compared to 25 in the previous year. There were fewer job roles recruited to in 2020/21 .
- Actions to focus on from the Equality in Employment report include to:
  - Continue monitoring the number of staff declaring as LGBT in case this continues to decline.
  - Follow up on actions relating to recruitment and promotion of BAME staff
  - Using new Census data as a comparator once available
  - Develop an understanding of and address low proportion of disabled applicants
  - Develop an understanding of the change in training attendance by males

The Panel members asked questions on and provided feedback on the Equality in Employment report:

- The Council was asked if more use could be made of infographics to make the information more understandable and if figures may be used in the report as well as percentages. It was suggested that the information on gender pay reporting was especially unclear.
- A Panel member asked whether BAME is a term the Council should still use given reports that this may be disrespectful, and if transgender identity may be reported on as well as sex in the report.
- The Council was asked if data that is unchanging needs to be covered in the report.
- Another Panel member asked if there are processes put in place to increase internal progression and promotion.

In response to these questions and feedback Deborah Simpson, Head of Human Resources, said:

- The Council has changed the look of the report recently and can also look at more use of infographics to make the information clearer for next year. Data on quartiles relating to the gender pay gap is included in the report because it is a requirement of the government to report back on this but it could be held elsewhere as it is not that accessible.
- It is still helpful to report back on statistics that are not changing (for instance the male/female split) because these findings are a key feature of our workforce and understanding of the identity of the organisation.
- The Council is looking to give more support with internal promotion. It did recently have a Management Development Programme and Management Apprenticeships, but attendance of different groups was lower than their representation in the workforce relating to ethnicity. Therefore, the Council is looking into how it can encourage people to be confident to apply for internal positions.

Robert Pollock, Chief Executive, said that Cambridge is one of the sixth youngest cities in the country due to its University but pointed out that the Council has an older workforce. He commented that the Council needs to think about how it ensures it represents its community/ the local population, including related to senior BAME representation.

**21/17/EP    Disability Confident**

Victoria Jameson, Recruitment Manager, delivered a presentation on the Disability Confident Scheme, with which the City Council is accredited. Key points made were:

- Disability Confident was introduced by the Department for Work and Pensions in 2016 to replace the Two Ticks scheme. It encourages organisations to regularly review and develop their processes, helping employers to attract, recruit and retain staff who declare themselves as having a disability.
- There are three levels to the Scheme and Cambridge City Council is a Level 2 Disability Confident Employer.
- 20,000 employers have signed up to Disability Confident and this number is increasing.
- As a Disability Confident Employer, Cambridge City Council has made a commitment to take practical steps to offer positive employment opportunities and are committed to developing the full potential of employees with a disability.
- As at 31 March 2021, 7.11% of the Council's workforce declared themselves to have a Disability. For positions advertised in 2020/21, 5.42% (37) of applicants declared a disability and 7.4% (4) of all people who were appointed declared a disability.
- Disability Confident Level 2 is split into two themes: one about the recruitment of people with a disability, and the other on support and retention of staff with a disability.
- There are a number of actions that the organisation takes and has committed to; some of which include:
  - Displaying the Disability Confident logo on recruitment literature
  - Sharing opportunities with organisations that support disabled people (like the Shaw Trust, Richmond Fellowship, GET Group, Papworth Trust and Cambridge & District Citizens Advice)
  - Ensuring that Job Descriptions and Person Specifications are written and published in such a way that promotes the whole entity of the job, being less prescriptive in asking for skills that exactly match roles and focussing on transferrable skills, when people can learn this within the role.

- Applicants are selected on their abilities and merits according to the requirements of the job. No personal or equality information is available to the panel and applications are anonymised.
- Applicants are asked whether there are any specific arrangements they need to be available for them to be able to make an application or to attend/ participate in interviews.
- The Council can signpost to the Access to Work scheme if people require assistance not covered by the Council's reasonable adjustments.
- Staff can discuss flexible working with managers in review meetings and this is supported by the Council's Flexible Working Policy.
- Cambridge City Council provides wellbeing classes, activities and promotions to support staff within the workforce.
- The Council has a contract with an occupational health provider to support employees and complement its Absence Management Policy.
- The City Council has a contract to provide confidential support to employees via an Employee Assistance Programme.
- The Cambridge City Council Corporate Induction provides all new employees with a half-day session on Diversity & Disability Awareness.
- Terms of reference for staff groups have been published to ascertain if there is the appetite amongst the workforce for setting up a Disability staff group (or other types of staff group). The Council previously had a disability staff group but membership lapsed and staff currently have not expressed an interest in re-establishing it.
- Staff surveys are run to listen to staff about their experiences of working for Cambridge City Council.

The Panel members were invited to ask questions and provide feedback on the information from the presentation outside the meeting. They were asked to offer any thoughts or suggestions on what more the Council can do to understand any further barriers and how these can be addressed, so that representation across the organisation is increased.

A Panel member asked if Cambridge City Council would pursue Level 3 Disability Confident and what this would involve.

Victoria Jameson provided background on the different levels, explaining that Level 1 is about considering becoming Disability Confident (Committed), Level 2 is about meeting the criteria (Employer) and Level 3 (Leader) entails significant additional commitment to becoming a champion within local and

business communities. There are a number of health and social care organisations which are signed up to Level 3 of the scheme and the Council may lead by example to get other types of organisation signed up at this level.

### **21/18/EP Any Other Business**

Panel members were invited to contact Helen Crowther, Equality and Anti-Poverty Officer, with any ideas for future agenda items or feedback or questions on the agenda items from this meeting.

Robert Pollock, Chief Executive, shared that the Council is interested in revisiting the terms of reference of the Equalities Panel in relation to considering inviting larger employers to the Panel to learn about steps they are taking to promote diversity and inclusion in the their workforce and wider contribution to equality in Cambridge.

### **21/19/EP Date of Next Meeting**

11 January 2022.

The meeting ended at 6.00 pm

**CHAIR**

## **Agenda Item 5: Customer Service Operating Model Equality Impact Assessment (Clarissa Norman, Customer Services Operations Manager, and Sally Hodgson, Transformation Consultant)**

*Background paper:*

- *Customer Service Operating Model Equality Impact Assessment*

The Council has developed an Equality Impact Assessment (EqIA) on its new Customer Service Operating model that was implemented in April 2021, and the EqIA was most recently updated in December 2021. The EqIA is being presented to the Equalities Panel to consider whether there are any further equality impacts (positive and negative) and to advise on how n any potential negative impacts could be mitigated. (Note that the EqIA, included as a background paper, sets out details of what the changes to the Customer Services Operating Model were from April 2021.)

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# Cambridge City Council Equality Impact Assessment (EqIA)

This tool helps the Council ensure that we fulfil legal obligations of the [Public Sector Equality Duty](#) to have due regard to the need to –

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Guidance on how to complete this tool can be found on the Cambridge City Council intranet. For specific questions on the tool email Helen Crowther, Equality and Anti-Poverty Officer at [equalities@cambridge.gov.uk](mailto:equalities@cambridge.gov.uk) or phone 01223 457046.

Once you have drafted the EqIA please send this to [equalities@cambridge.gov.uk](mailto:equalities@cambridge.gov.uk) for checking. For advice on consulting on equality impacts, please contact Graham Saint, Strategy Officer, ([graham.saint@cambridge.gov.uk](mailto:graham.saint@cambridge.gov.uk) or 01223 457044).

<b>1. Title of strategy, policy, plan, project, contract or major change to your service</b>
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Customer Service Operating Model
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<b>2. Webpage link to full details of the strategy, policy, plan, project, contract or major change to your service (if available)</b>
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The council website for customer services can be found here: <a href="#">Contact us - Cambridge City Council</a>
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<b>3. What is the objective or purpose of your strategy, policy, plan, project, contract or major change to your service?</b>
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The new service model has been in operation for 8 months now so a review of the EqIA has been undertaken to check for impacts and action measures to mitigate these if required.
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<b>The background to the original EqIA is below:</b>
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Prior to lockdown being enforced in the UK as a result of COVID19 in March 2020, the Customer Service Centre (CSC) operated a drop-in and appointment facility for
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customers to visit Mandela House to receive advice & guidance face-to-face regarding Cambridge City Council Services.

Additionally, customers were able to make payments at the cash office or by using the payment kiosk and could use the facilities in the self-serve area and use internet enabled PCs to make applications for housing, benefits, and carry out job searches etc. Partner organisations such as Cambridge & District Citizens Advice, credit unions and Cambridge Online also operated out of the self-serve area to support customers as appropriate.

A decision was taken in May 2020 with endorsement from Members that these face-to-face facilities should not re-open with the pre-COVID19 delivery model but that revised arrangements should be shaped, and these were implemented from April 2021.

A consultation took place regarding the service to be delivered at Arbury Road. The outcome of the consultation was that Arbury Road reception did not re-open.

A consultation on the customer services delivery model and structure took place between 10<sup>th</sup> December 2020 and 26<sup>th</sup> January 2021 and the outcome of the consultation is that from April 2021:

- That face-to-face customer service delivery became by appointment only – there is assisted digital support in place to help drop-in customers self-serve
- That advisors educate, coach and support customers to use the available digital options where appropriate and possible, providing an enhanced support offer to customers with vulnerabilities and/or complex needs
- That Cambridge City Council will operate as a cashless authority

## **Triage**

An enhanced triage service was introduced across all access channels and consists of anything from signposting to facilities to access information, guidance, and self-service online to more intensive digital support. In addition, customers identified as being vulnerable or with complex needs are supported via a face-to-face service where appropriate, including advocacy to navigate council and partner services. This includes support via a specialist pathway for instance in an emergency e.g. someone presenting as homeless as a result of domestic violence. The customer service centre has been reconfigured at Mandela house to enable staff to provide a triage service to customers when they enter the centre.

## **Appointments**

Appointments are available to customers at the Customer Services Centre (CSC) where customers present as requiring co-ordination of multiple services, have complex needs, in emergencies or where it benefits the council (e.g. to make an arrangement to pay council tax arrears). An immediate or same day appointment is arranged where appropriate.

## **Cashless**

Customers can continue to make cash payments at Banks, Post offices and PayPoints, however a facility is not be available to pay cash to the council directly. Cashiers at both at the CSC and at Arbury Road reception have been closed. Most councils moved away from receiving cash a number of years ago and have reported little adverse response from customers following pro-active engagement with potentially disadvantaged groups.

Support is provided to customers who want or need to make payments in cash. This is tailored according to the customers circumstances.

## **Communications**

When the new service model was introduced customers were informed in the following ways:

- Messaging on the contact centre lines – customers are made aware that self-service options will be discussed with them and that an appointment will be made where a face-to-face discussion is appropriate
- Auto acknowledgements on emails signpost customers to the correct portal or digital option to have their query resolved in the most efficient way
- Advisors discuss digital options with customers, coaching them or signposting them to these options where it is confirmed customers have capability
- The customer services webpage updates customers about how they can receive assistance, informs them of the need for an appointment as well as directing customers to the appropriate digital option
- A pavement sign at Mandela House informs customers of the need for an appointment before entering reception

- A range of articles in Open door (newsletter for Cambridge City Council tenants) and Cambridge Matters (magazine for all residents in Cambridge) have updated customers on new digital options and how to receive support
- The Cambridge City Council tenant welcome pack has been updated to reflect the ways a customer can access support

### **Support to access services**

A comprehensive support offer is in place to ensure that all customers are able to access services and that resources are prioritised to assist customers that need it most, specifically:

- digital assistance (helping customers to use a computer or using it on their behalf)
- advocacy and support (for vulnerable groups)

A blend of different types of support is being provided and front-line staff have been trained to be empowered to assess and provide tailored services to suit the individual. This is via a set of clearly defined frameworks (to assess vulnerability and assisted digital needs) in order to deliver the service.

### **Assisted Digital**

The 'assisted digital' service provides access to equipment and the internet at the CSC together with support across all access channels which aim to increase customer confidence, skills, and propensity to want and be able to access council services online now and in the future based on the best practice approach below.

1. Customers who, with access to equipment and the internet, and with a small amount of help and encouragement could access services, including online, now and in the future – Support includes access to equipment, first time assistance, signposting to courses, light touch signposting and navigation of services, information, and guidance
2. Customers with access to equipment and the internet, and who with more intensive support will be able to access services online now and potentially in the future. This can include assistance with using a PC, setting up an email account or 'My Account', side-by-side assistance with completion of forms, explaining service provision and navigation of services, referral to ICT and other courses and/or referral to other services and partners for help and assistance

3. Customers who temporarily or who will always require officer support and/or advocacy to navigate and/or access services – This includes appointments or home visits to facilitate access to services for the customer, including advocacy and referral across multiple departments. These customers would not be expected to self-service

As we increasingly digitise services, we need to ensure that no-one is left behind and that we continue to pro-actively 'reach out' to residents within the community in order to understand their access requirements and to deliver access to equipment, 'connectivity' and activities that will help them to 'get online'. We will continue to develop other access arrangements including via partners such the county library network to join up provision of access to PCs, devices, and the internet.

### **Vulnerability/complex needs**

A vulnerability 'framework' has been developed to assist frontline staff to identify customers needing additional support. Staff are trained to deliver the appropriate support including advocacy to navigate council and partner services on their behalf.

The following are a list of potential characteristics identified through the review, and forms the basis of the framework in place to deliver outcomes for customers through the revised arrangements:

- A disability and/or impairment that significantly impacts on a person's ability to access services even with assistance. This may cover learning disabilities, mental health disabilities or severe physical disabilities. It will always cover severe hearing and visual impairments;
- Those of pensionable age and unable to navigate on-line services even with assistance;
- Those with a significant ill-health issue;
- Situational circumstances e.g. loss of a job;
- Complicated and urgent scenarios e.g. domestic violence, homelessness/evictions;
- Poverty
- Other factors e.g. substance misuse.

## Organisational Design

After reviewing the feedback from the staff consultation and re-visiting the data associated with the original proposal, a revised staff structure and job descriptions were agreed.

The proposals detailed a service reduction of 4.2 Full Time Equivalent posts (FTE) from 1<sup>st</sup> April 2021, a further 3.6 FTE reduction from 1<sup>st</sup> July 2021, and a final reduction of 2.0 FTE on 1<sup>st</sup> September 2021. This was a total reduction of 9.9 FTE with reductions across Principal, Senior and Customer Service Advisor roles proportionately in line with the forecast reduction of work effort.

### 4. Responsible service

Customer Services

### 5. Who will be affected by this strategy, policy, plan, project, contract or major change to your service?

(Please tick all that apply)

- ☒ Residents
- ☒ Visitors
- ☒ Staff

Please state any specific client group or groups (e.g. City Council tenants, tourists, people who work in the city but do not live here):

Any resident or visitor to Cambridge has the potential to be affected by this change.

Staff working in the Customer Service Centre and Arbury Road Housing reception. Staff members have been consulted and Human Resources and Union reps have also been involved in the review.

### 6. What type of strategy, policy, plan, project, contract or major change to your service is this?

- ☐ New
- ☒ Major change
- ☐ Minor change

<b>7. Are other departments or partners involved in delivering this strategy, policy, plan, project, contract or major change to your service? (Please tick)</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<p>If 'Yes' please provide details below:</p> <ul style="list-style-type: none"> <li>ICT and digital services</li> <li>Housing</li> <li>Environmental Services</li> <li>Property Services</li> <li>Citizens Advice and Cambridge Online</li> <li>Cambridge Digital Partnership</li> <li>Cambridgeshire County Council</li> </ul>	

<b>8. Has the report on your strategy, policy, plan, project, contract or major change to your service gone to Committee? If so, which one?</b>
<p>Recommendation and approval at Strategy and Resources Scrutiny Committee 6<sup>th</sup> October 2020 with delegated authority to proceed.</p>

<b>9. What research methods/ evidence have you used in order to identify equality impacts of your strategy, policy, plan, project, contract or major change to your service?</b>
<ul style="list-style-type: none"> <li>Customer contact volume by channel - analysis and forecasting</li> <li>Complaints review – No complaints have been received regarding the new service model since April 2021</li> <li>Customer feedback</li> <li>Service engagement – Services have been engaged through meetings and workshops to develop and refine the new service arrangements.</li> <li>Learning from COVID19 – Service delivery and access arrangements have been reviewed as part of Cambridge City Council's COVID19 response and recovery plans</li> <li>National sources on digital inclusion - Research undertaken by gov.uk states that 7% of residents in the eastern region of the UK do not use the internet (4% nationally). The alternative means of accessing Council Services mitigate the</li> </ul>

impact of implementing an appointment only service for customers.  
<https://www.ons.gov.uk/releases/exploringtheuksdigitaldivide>

- Resident Involvement survey – 74% of tenants say that they have access to the internet

## 10. Potential impacts

For each category below, please explain if the strategy, policy, plan, project, contract or major change to your service could have a positive/ negative impact or no impact. Where an impact has been identified, please explain what it is. Consider impacts on service users, visitors and staff members separately.

### a. Age

#### Customers

Older people are more likely to be digitally excluded: According to the Office for National Statistics, almost all adults aged 16 to 44 years in the UK were recent internet users (99%), compared with 54% of adults aged 75 years and over. The Council has invested in significant grant funding to support the Cambridgeshire Digital Partnership to help people get online, including older people. It has also been supporting sheltered housing scheme staff to improve their digital skills, so they can deliver enhanced support to older and more vulnerable customers to utilise digital support channels.

The move to an appointment only service at Mandela House has continued to allow access to council services for service users who visit in person regardless of age. The support offered to customers to use digital options either in person or by telephone has been well received.

Advisors have fed back that customers of all ages continue to access council services in person and there are user stories where advisors have successfully supported customers to sign up for and use digital options using the facilities offered in reception, feeding back that they were pleased with the support received and their new ability to use our systems.

Customers visiting to make payments have been supported to continue to make payments by alternative methods, arrangements to enable cash payments at post offices are in place and in the 2022 financial year, barcodes will be available on council tax bills for those customers who need to make payments in cash to do so easily.



A potential impact of closing Arbury Road reception was that older customers may be disadvantaged due to the need to travel to the Customer Service Centre for face-to-face assistance.

Visitors to the Customer Service Centre have been much lower than anticipated and there have been no complaints received about the need to come to Mandela House.

#### Visitors

No feedback has been received from visitors, directions are still accessible through reception services at Mandela House.

#### Staff

Customer Services employs staff between the ages of 25 – 64 made up as follows:

Age	%
18 or Under	0.00%
19-24	0.00%
25-34	30.00%
35-44	35.00%
45-54	17.50%
55-64	17.50%
65 and over	0.00%

National research shows that people aged 55 and over are less likely to be internet users <https://www.ons.gov.uk/releases/exploringtheuksdigitaldivide>. Therefore, customer service staff within this age range may be adversely affected due to lack of digital skills as the service moves towards 'assisted digital' provision.

Training was provided for all staff before the service implementation, additional coaching is part of our routine for staff to develop skills, however this has not been required specifically for digital skills to any significant degree.

## **b. Disability**

### **Customers**

Disabled people as a group are more likely to be digitally excluded, so the enhanced 'assisted digital' service should have a positive impact for this group. The Council has invested in significant grant funding to support the Cambridgeshire Digital Partnership to help people get online, which has included support for disabled people.

In relation to the new Customer Service model itself, the enhanced triage arrangements and vulnerability/complex needs framework developed ensures that customers requiring assistance can be identified through system prompts, observation, and questioning techniques as well as referral from other organisations such as voluntary and community sector organisations and the County council. There have been no complaints from customers that services could not be accessed on the grounds of disability, and staff resource is prioritised to provide tailored assistance. The revised service supports disabled people who need assistance to access Council Services.

### **Visitors**

Visitors to the city are not high users of the CSC, no feedback has been received from visitors and directions are still accessible through reception services at Mandela House.

### **Staff**

Staff members with physical disabilities or reduced mobility can access Mandela House through the main doors, which is an accessible entrance.

10% of the current Customer Service workforce have a known disability. The new service model has not resulted in any of the team raising concerns.

## **c. Gender reassignment**

### **Customers:**

The enhanced triage arrangements and vulnerability/complex needs framework developed ensures that customers requiring assistance can be identified, prioritised and assisted under the new service model.

People under the protected characteristic of gender reassignment are especially likely to have mental health issues. The triage arrangements ensure that customers with mental health issues can receive support through face-to-face appointments where this is the best means to support them. (Stonewall research in 2018 showed that in preceding 12 months, 67% of trans people and 70% of non-binary people had experienced depression and almost half (48%) of trans people in Britain have attempted suicide at least once.)

The research, evidence and available feedback does not indicate that the new service model has had a negative impact for people under the protected characteristic of gender reassignment.

The council has contributed funding for a community needs assessment for LGBTQ+ people in Cambridgeshire in 2021/22, which also asks about experiences of LGBTQ+ people of using our services. There may be findings from this that help shape council services, including support for people with the protected characteristic of gender reassignment under the new Customer Services Operating Model.

Staff

No impact has been identified specific to this equality group regarding the new service model.

#### **d. Marriage and civil partnership**

No impact has been identified specific to this equality group since the new service model was launched.

#### **e. Pregnancy and maternity**

Customer:

No impact has been identified specific to this equality group since the new service model was launched.

Staff:

No impact has been identified specific to this equality group since the new service model was launched.

Staff on maternity/paternity were kept informed of changes within the service.

**f. Race – Note that the protected characteristic ‘race’ refers to a group of people defined by their race, colour, and nationality (including citizenship) ethnic or national origins.**

**Customers**

Language barriers can mean that people are digitally excluded and where English is not their first language.

The enhanced triage arrangements, assisted digital and vulnerability/complex needs framework developed ensure that customers requiring assistance can be identified, so staff resource can be prioritised and staff are trained to provide tailored assistance. No impact has been identified specific to this equality group since the new service model was launched.

**Staff**

10% of staff in Customer Services identify as Black, Asian and Minority Ethnic. No impact has been identified specific to this equality group since the new service model was launched.

The research, evidence, and available feedback does not indicate that the new service model has had a negative impact for people under the protected characteristic of race. The Council has commissioned an Inclusion and Engagement Questionnaire for Minority Ethnic people living in, working in, visiting, or studying in the city, which also asks about experience in accessing Council services, and access to IT equipment and the internet. There may be findings from this that help shape council services, including support for people with the protected characteristic of race under the new Customer Services Operating Model.

**g. Religion or belief**

No impact has been identified specific to this equality group since the service model was launched.

#### **h. Sex**

##### **Customers**

Women are more likely to experience domestic abuse than men (1 on 4 compared to 1 in 6 men) and where they do experience it, this tends to be with much more intensity than for men. This group should benefit from the new arrangements including staff being trained and empowered to identify these types of issues through questioning techniques and ensuring that appropriate support and assistance is provided. The Council is also signed up to the Domestic Abuse Housing Alliance and the White Ribbon campaign to help tackle domestic abuse and ensure survivors receive support they need from council services.

##### **Staff**

80% of staff impacted by the new customer service arrangements are female and 20% male as compared to the rest of the council at 48% female and 52% male.

#### **i. Sexual orientation**

No impact has been identified specific to this equality group since the new service model was launched.

The council has contributed funding for a community needs assessment for LGBTQ+ people in Cambridgeshire in 2021/22, which also asks about experiences of LGBTQ+ people of using our services. There may be findings from this that help shape council services, including support for people with the protected characteristic of sexual orientation under the new Customer Services Operating Model.

j. **Other factors that may lead to inequality – in particular, please consider the impact of any changes on:**

- **Low-income groups or those experiencing the impacts of poverty**
- **Groups who have more than one protected characteristic that taken together create overlapping and interdependent systems of discrimination or disadvantage. (Here you are being asked to consider intersectionality, and for more information see: [https://media.ed.ac.uk/media/1\\_l59kt25q](https://media.ed.ac.uk/media/1_l59kt25q)).**

#### **Low-income groups or those experiencing the impacts of poverty**

##### **Customers**

People on a low income were identified as a group who may have been negatively impacted following the removal of drop-ins for services and cash payments and an increase in digitised services due to a lack of access to a PC or device and funds for internet access.

The enhanced assisted digital arrangements including access to PCs with staff resource to provide tailored assistance have been available to provide support and a positive impact for this group. Support continues to be available through Citizens Advice and community grants via the Cambridgeshire Digital Partnership related to access to equipment, connectivity, and training.

Links with support organisations to ensure that residents have access to digital equipment continue alongside the facilities at Mandela House.

##### **Staff**

The new service model was implemented with one staff member being made redundant on a voluntary basis, indicating that the new model did not have an adverse impact on financial inequality for staff.

**Groups who have more than one protected characteristic that taken together create overlapping and interdependent systems of discrimination or disadvantage**

The council recognises that people may have distinct vulnerabilities due to how different elements of their identity (including protected characteristics) overlap. For instance, older people may have additional vulnerabilities relating to disability and poor health. The enhanced triage arrangements and vulnerability/complex needs framework developed ensures that customers requiring assistance can be identified, prioritised, and assisted under the new service model. Staff are trained to help identify people who might need more tailored support and to consider broad range of circumstances and aspects of individuals' identities that may make them vulnerable.

**11. Action plan – New equality impacts will be identified in different stages throughout the planning and implementation stages of changes to your strategy, policy, plan, project, contract or major change to your service. How will you monitor these going forward? Also, how will you ensure that any potential negative impacts of the changes will be mitigated? (Please include dates where possible for when you will update this EqlA accordingly.)**

The service has been live for 8 months and was a precursor to a wider programme of transformation for Cambridge City Council.

The 'Our Cambridge' programme has begun and will see the council work closely with residents and partner organisations to develop better ways of providing services, including through more use of digital technology.

In keeping with the council's Vision of 'One Cambridge – Fair For All', there will be a clear focus on helping people in the greatest need, tackling climate change and ensuring financial stability of the council, despite its reduced income. This work will fall into three central areas:

**Customer first** – Delivering innovative and efficient services that best meet the needs of customers.

**Community focus** – Developing stronger partnerships with members of the community and supporting them to thrive.

**Empowered people** – Enabling council staff to be innovative and entrepreneurial, making the most of opportunities to work differently, and where appropriate to generate income to reinvest into other council services. The following news release gives more information on the programme.

['Our Cambridge' programme to transform how council provides services and tackles challenges ahead - Cambridge City Council](#)

The new customer service model introduced in April 2021 fits within the customer first theme of the programme and the data, customer experience and outcomes collected within Customer services will feed into the wider transformation programme to continue to ensure that resources are available to support people who are the most vulnerable and/or have the highest needs.

This EqIA is being taken to the Equalities Panel on 11<sup>th</sup> January 2022 for feedback and consultation on other means to gather feedback and information on the new model, contacts to consult with regarding the impact of the current customer service model, as well as helping to inform the Customer First area of the Our Cambridge Programme.

## **12. Do you have any additional comments?**

In the 8 months since the model was introduced, the following data and feedback has been gathered:

Between April and October 2021, a survey on a sample of 3000 customers calling customer services has found that:

- 7% of customers were vulnerable or had complex needs which required an appointment
- 10.5% of customers had their query resolved digitally with assistance from an Advisor
- 29% of customers accepted being referred to a digital option
- 7% of customers who had digital capacity and capability refused to take up digital option

Whilst information on protected characteristics of customers were not collected in the sample, due to the level of sample it is reasonable to conclude that it encompassed customers in every characteristic.

Reduced face-to-face visits have been seen since the new customer service model was introduced and reception services reopened after lockdown.

Pre-covid customer services saw an average of 4,500 customers per month in reception (inc. cashiers) since the new model has been introduced the average has reduced to 627 per month



Supporting customers to use digital or alternative options to make payments to CCC has been successful, no complaints have been received regarding the closure of the cash office

Between May and November 2021 499 customers have required support from an advisor.

- 57 or 11.5% of customers had their query resolved with assistance from an Advisor
- 34 or 7% of customers were vulnerable or had complex needs which required full assistance from an Advisor
- 408 customers required an appointment as a consequence of their enquiry requiring Advisor input

The percentages of customers requiring digital assistance from Advisors in the contact centre broadly mirrors customers visiting reception.

Due to the digital set up of the customer PCs, reports cannot be run to determine the number of customer sessions on them. Feedback from Advisors indicates that an additional 2% of customers utilised PCs unaided.

Customers have always had access to an Advisor when needed and self-service PCs have also been available with assistance.

No complaints have been received regarding the new service model or the move to becoming a cashless authority.

### 13. Sign off

Name and job title of lead officer for this equality impact assessment: Clarissa Norman, Customer Services Operations Manager

Date of EqlA sign off: 09/12/21

Date of next review of the equalities impact assessment: January 2023

Date to be published on Cambridge City Council website: Click here to enter text.

**All EqlAs need to be sent to Helen Crowther, Equality and Anti-Poverty Officer ([helen.crowther@cambridge.gov.uk](mailto:helen.crowther@cambridge.gov.uk))**



## **Agenda Item 6: Cambridgeshire and Peterborough Region of Learning (Michelle Lord, Arts Development Officer)**

*Background paper:*

- *‘Cambridgeshire and Peterborough Region of Learning’ (includes brief summary, delivery approach, equalities commitment, partnership work and current position)*

The Region of Learning is a project that will operate across Cambridgeshire and Peterborough and is being led by Cambridge City Council. It involves a number of partners to help develop learning, skills and career opportunities for young people who face disadvantage and barriers to access. In this item, Panel members will be introduced to the project and which partners are involved, and an update will be provided on what has been achieved so far. The item will include consultation with the Panel on ideas they may have for: raising awareness of the project with employers; increasing engagement with unemployed young people; , and improving wellbeing through the project.

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# Equalities Panel: briefing paper

11 January 2022, 4pm



## CAMBRIDGESHIRE AND PETERBOROUGH REGION OF LEARNING

Michelle Lord, Project Manager, Cambridge City Council

### Brief summary

The Cambridgeshire and Peterborough Region of Learning (CPRoL) has been developed and led by Cambridge City Council (Culture and Community) as part of a strategic partnership with Cambridgeshire County Council and Peterborough City Council. It is a place-based partnership that will offer a universal passport to learning, skills and career opportunities to young people, taking a highly targeted approach to engaging those who face disadvantage and barriers to access.<sup>1</sup> CPROL has been specifically designed to support a system-wide and evidence-based approach to improving outcomes for children and young people that utilises existing local authority assets and new digital technologies.

The model responds to national research and findings that establish a strong correlation between participation in additional learning and experiences, to improved health and wellbeing, increased aspiration and resilience, and a stronger likelihood of progressing into education, training, and employment; and reduced probability of experiencing poverty<sup>2</sup>.

The project has been funded at various stages of development including feasibility, live prototyping and now implementation and delivery between 2021 and 2023. Current funders (cash income) include the European Social Fund (£625k), Cambridgeshire County Council (£112k), Cambridge City Council (£21k), Arts Council England (£100k) and Greater Cambridge Partnership (£150k). Support in kind is received from ARU (£68k), Form the Future CIC (£383k), Shift Momentum Ltd (£60k) Cambridge City Council (£7.5k), and Cambridgeshire County Council (£53k).

### Delivery approach

Alongside on the ground support, the project will include a repurposed, smart library card, web portal and mobile app that can be used wherever learning and activities take place to improve outcomes for young people:

- Provide disadvantaged young people with a credible, alternative way to build confidence, record and demonstrate their skills, competencies, interests, talents or experience not currently captured through formal education; to potential employers, trainers or further/higher education providers
- Support disadvantaged young people by providing individual and personalised pathways to pursue interests, learning and skills development, and career destination,
- Offer wellbeing pathways with learning and activities that promote exercise, psychological wellbeing, healthy eating, relaxation, and connecting with nature
- Bring together existing local learning, events and activity providers in an open digital badge<sup>3</sup> format that captures experience and skills that can be dynamically linked to opportunities.

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<sup>1</sup> This includes young people who have received free school meals/pupil premium, children in care, BAME, looked after children, SEND or with an EHC Plan, living in supported housing, and youth offenders

<sup>2</sup> The contribution of learning, education and skills on long term health has been described by the Health Foundation as the single most important modifiable social determinant of health. Only 25% of disadvantaged young people take part in any learning outside of school, compared to 75% of their peers, where 62% of young people that do go on to achieve a level 2 qualification, compared to 37% of those who do not (Social Mobility Commission). 49.9% of 19-year-olds in Cambridgeshire from low-income backgrounds do not have a level 2 qualification and is the second worst area in the country (Children's Commission). Of young people, the majority of adult and children's service users are from low-income backgrounds with low educational achievement (49.9% compared to 28% of their more advantaged peers).

<sup>3</sup> Open Badges will use the Cities of Learning Badge Standard and are endorsed by City & Guilds

- Enable the end user to set individual goals, generating a bespoke user pathway using the localised information, breaking down the user journey into achievable, easy to follow incremental steps

## **Equalities commitment**

The project will engage 1,070 young people experiencing disadvantage, aged between 15-24 years in the Cambridgeshire and Peterborough region between now and December 2023. This includes those from low-income backgrounds and/or low educational attainment including those at risk of NEET, are NEET, unemployed or economically inactive. Target groups include those with disabilities, young parents in single adult households, Black and Minority Ethnic groups, children in care/care experienced, looked after children, young people who have experienced homelessness, those with SEND or an Education, Health and Care Plan (EHCP), or without basic skills.

Equalities has been embedded within the project from the outset, and has a detailed [Equality and Diversity Implementation Plan](#) with SMART objectives, and a [Equality and Diversity Policy Addendum](#).

## **Partnership working**

CPRoL represents a coalition approach to creating systemic change. Our existing and growing list of partners include the following stakeholder groups:

- Local authority services and teams such as NEET Services, Early Help, Virtual School, CEIAG, SEND/Inclusion, Youth Offending Services, Alternative Education Provision, across East Cambs, Peterborough Cambridge, Fenland, Huntingdonshire and South Cambs localities
- Employment services including JobCentre Plus and Form the Future, who are delivering a range of activity 'on the ground' including 121 career guidance, work experience, work readiness and business mentoring
- Third sector organisations supporting homelessness including YMCA and New Meaning Foundation
- Organisations and providers offering health and wellbeing support such as Cambridge University Hospitals Arts and East of England Culture, Health and Wellbeing Alliance
- Employers from across the ten growth sectors for the region: IT and digital (including creative industries) life sciences, manufacturing, logistics, agritech, education, professional services (legal and financial), construction, and tourism. This includes business networks such as Cambridge Ahead, Business in the Community, Cambridge Wireless, Cambridgeshire Chambers of Commerce, RSA Fellows, Agritech East, and individual businesses like PwC and KPMG
- Formal learning providers including ARU Cambridge and Peterborough campuses, Cambridge Regional College, City College Peterborough, The Open University, Cambridge Academy for Science and Technology, Trumpington Community College, Swavesey Village College
- Informal learning sector including Cambridgeshire Music, Cambridge Junction, Cambridgeshire Skills, Kettle's Yard, Fitzwilliam Museum, Corn Exchange, Library Presents, Cambridge Science Centre, Romsey Mill, Centre for Computing History, and core library hubs in Cambridge, Wisbech, March, Ely, St Neots, St Ives, Huntingdon, Bar Hill and Cambourne

## **Current position**

The Council is working with its core direct delivery partners: [RSA](#), [Form the Future CIC](#), [Navigatr](#), [Shift Momentum](#), [Cambridgeshire Skills](#) and [Badge Nation](#) to enrol young people to the scheme, assess their needs, offer training and support, and develop digital badges and pathways that will become available from June 2022. The academic partnership and development of the data research platform has been delayed due to ongoing Covid support and reduced capacity of staff at County Council.

## **Agenda Item 7: Cambridge Purple flag status (Jenny Granshaw, Leisure & Night-time Project Manager at Cambridge BID)**

*Background paper:*

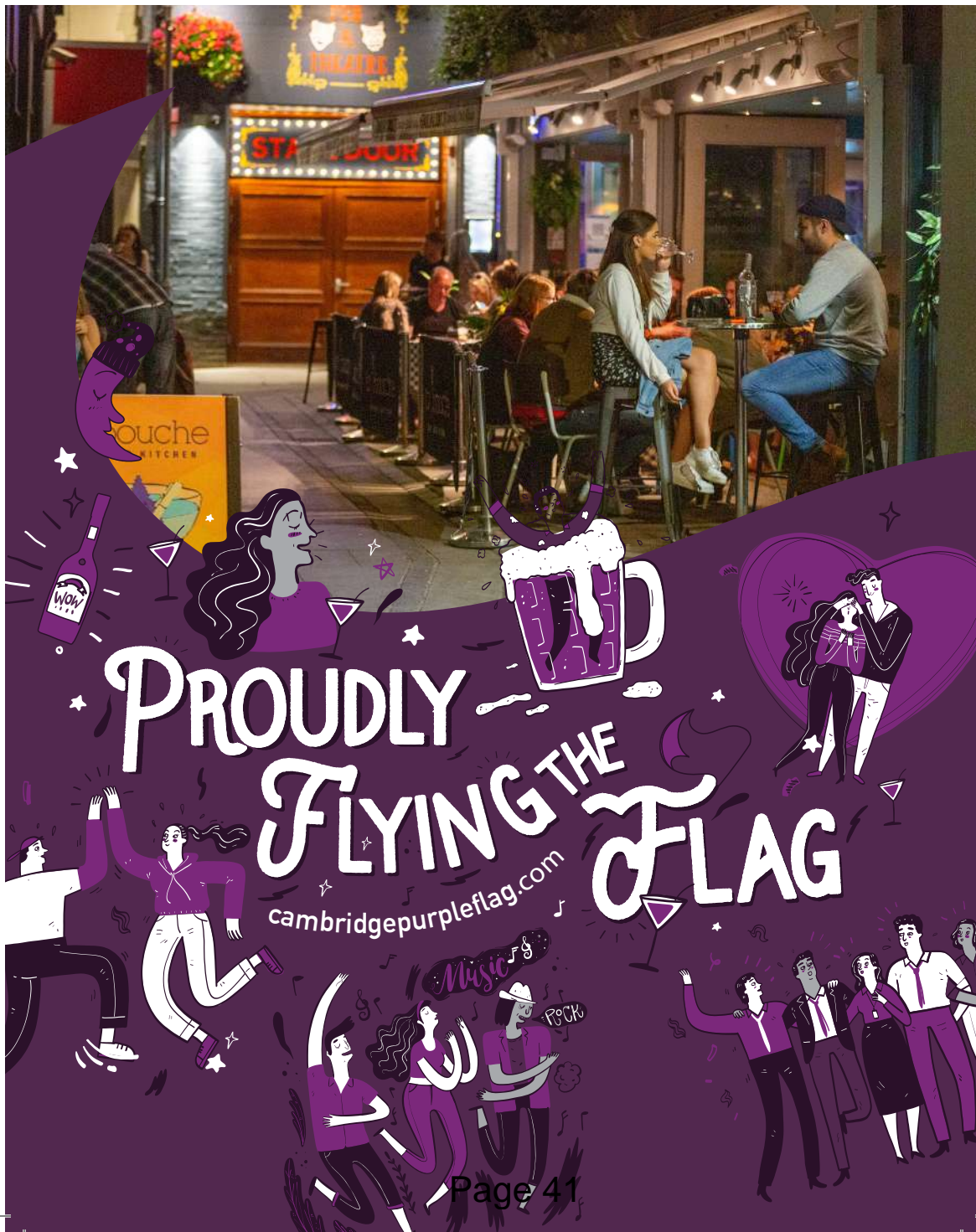
- *The Purple Flag Flyer that highlights night-time services. (This is circulated to venues, colleges and universities, and will be in the next issue of Cambridge Matters.)*

Purple Flag is a national award (held by Cambridge since 2019) accrediting a vibrant, safe, and well-managed night-time economy in towns and cities. There are over 70 Purple Flag cities in the UK and Ireland and the award is managed by the ATCM (Association of Town Centre Management). The Cambridge Purple Flag initiative is co-managed by Cambridge BID (Business Improvement District) and CAMBAC (Cambridge Business Against Crime), with support from a wide range of influential partners, including Cambridge City Council, Police, CCTV, and night-time venue operators.

In 2022 Cambridge will have an in-person assessment to renew our Purple Flag status. This item is being presented to the Equalities Panel as part of the initiative's resident engagement, which is a priority area of the assessment. Cambridge BID and its partners are seeking to promote Purple Flag more widely within the community and take feedback about experiences in the night-time economy of different equality groups.

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# PURPLE FLAG

For a safe and vibrant night out



Cambridge proudly holds a Purple Flag award for the safe management of our city after dark (5pm – 5am). The Purple Flag partnership in Cambridge delivers services and initiatives that keep residents and visitors safe, allowing them to experience a great night out.

## CAMBAC (CAMBRIDGE BUSINESS AGAINST CRIME)

CAMBAC's city-wide radio scheme for businesses is linked to the Police and CCTV.

## CAMBRIDGE STREET AID

Donations support individuals experiencing homelessness and rough sleeping.

## CCTV

135 cameras, HD footage, deployable cameras in priority areas, linked to Police and CAMBAC radios.

## POLICE Op CONNECT

Intelligence-led night-time economy police operation, carrying CAMBAC radios.

## PUBWATCH

Cambridge City Council, Police, and businesses working to achieve a safe social drinking environment in all licensed premises.

## STREET PASTORS

On Friday and Saturday nights the Street Pastors keep an eye out for anyone in need.

## TAXI MARSHALS

Working on designated weekends at St Andrews Street Taxi Rank, getting people home safely.

## RAPID RESPONSE

Cambridge BID's service (daily, 8 – 11am, 07773 369 117) will clean public areas and external premises.

## CAMBRIDGE CITY LICENSING AUTHORITY

Responding to concerns about licensed premises and Taxis (email [commercial@cambridge.gov.uk](mailto:commercial@cambridge.gov.uk) or [taxis@cambridge.gov.uk](mailto:taxis@cambridge.gov.uk) to report an issue).

Find out more about Purple Flag at  
[cambridgepurpleflag.com](http://cambridgepurpleflag.com)

Working in partnership: Cambridge BID, CAMBAC, Addenbrookes, Cambridge City and County Councils, Cambridgeshire Police and Fire services, CCTV, Cambs Cuisine, Hyline Security, La Raza, Street Pastors, Ta Bouche, The Regal, Trinity Hall.