

Appendix B: Recommendations and our responses

Recommendation	Response/action	Reference in the Strategy
<p>Narrative style. It has been recommended that the council develops a series of iterations of the Strategy to engage the different audiences it needs to connect with. In doing so we have also been asked to consider:</p> <ul style="list-style-type: none"> • What engages a group of people? (powerful stories, data, or images for example) • What is important for them to hear to instil confidence in what is being proposed? (it may be a description of the progress already being made on the objectives, or endorsement from groups that are already onboard). 	<p>The Strategy has been updated to include additional data, case studies about local groups and uses local pictures that people can relate to.</p> <p>Once the Strategy has been finalised we will produce a two page summary along with translated versions of this document in a range of languages to reflect our local communities. These will be downloadable from the Council's website.</p> <p>Progress against our objectives and action plan will be reported annually and this will be publicly accessible.</p>	<p>For case studies please refer to pages 6,7,9,13 and 16 of the Strategy.</p>
<p>Local context. Feedback suggested the data in this section appeared 'cherry picked' and needed to be much more reflective of the bigger picture.</p> <p>It was commented on that EDI Strategies at their best should combine the current realism with an optimism that in the future things will improve.</p> <p>In addition it has been recommended that we utilise this section of the Strategy to promote the business case for diversity and that this emphasis should be a prominent theme that runs throughout the document.</p>	<p>We have provided some narrative and updated the demographic data for further consideration.</p> <p>The legal duties section has been re-titled to greater explain why equality, diversity and inclusion is important to Telford & Wrekin Council. In addition to our legal requirements it also now includes our business case for diversity in the workplace and an update on the Armed Forces Act.</p>	<p>Please refer to page 6 of the Strategy</p> <p>Please refer to pages 11 and 12 of the Strategy</p>

<p>Celebrating Diversity. It was felt that the actions set out against this priority are laudable but disconnected from the business case for cultural diversity. Cities like Birmingham, Leicester and Manchester have capitalised on this. There is hardly a major city that does not host a ChinaTown; Notting Hill's Carnival draws in two million visitors over the course of a weekend. The recommendation is that the EDI Strategy should set the current celebratory actions within the context of developing Telford and Wrekin's cultural assets.</p>	<p>We will build cultural diversity into our core event programme where ever possible and involve different community groups. Some examples of this recently have been the Love Telford event and Telford Carnival.</p>	
<p>Workforce. Whilst the engagement didn't cover workforce specifically, some participants pointed to the under-representation of Black, Asian & Minority Ethnic individuals in the council. Polski Glos stated that Polish people do not see the council as an attractive employer. The invisibility of disabled people was also raised. It has been suggested that a similar engagement exercise takes place internal to the council.</p>	<p>Actions around becoming a more diverse and inclusive employer already feature in our action plan under Priority Area 2</p>	<p>Please refer to page 20 of the Strategy.</p>
<p>Action plan. In developing a detailed action plan that supports the EDI Strategy, the Council would find it a helpful starting point to refer to the issues raised through the engagement process. Prioritising a response to some of the recommendations made may also be a useful way of building the trust required to move forward together.</p>	<p>Referring to the issues raised by participants we have liaised with relevant services to consider all individual comments. Following this a number of new proposed actions have been added to the Strategy and clearly highlighted for further information.</p> <p>Appendix C of this report sets this out in more detail. It includes all comments received along with our responses, and where a new action has been identified it provides the action number in the Strategy.</p>	<p>Please refer to page 18 of the Strategy onwards for the updated Action Plan</p>