1 Foreword

I am delighted to introduce this Equality Strategy for Salford.

Our greatest asset is the people who live and work in Salford. Ensuring equality in everything we do and recognising the rich diversity and opportunities provided by the communities within Salford is vital for our city moving forward.

This strategy is a first but major step towards developing an Equality Charter for Salford.

Salford City Council is committed to treating everyone fairly and ensuring our great city is welcoming to all. However, we cannot do this on our own and this strategy has been developed by our partners across the city including other public sector organisations, private sector representatives, the community, voluntary and social enterprise sector agencies, but most importantly by the communities themselves.

There is an associated action plan that will be constantly reviewed. It is these actions that will bring about change as we continue to grow.

Together we will make Salford a great city for everyone, helping you live and work here, encouraging visitors and making Salford the place of choice now, in the future and for generations to come.

Councillor Paul Dennett
Assistant Mayor for Humanagement and Workforce Reform
2 Introduction

2.1
This is the overarching equality strategy for Salford. It outlines the equality vision, principles, aims and objectives that partners will adopt to ensure Salford is a fair, cohesive and equitable city for all our residents. All other equality, diversity and cultural policies and plans will be aligned to this citywide equality strategy. Striving to ensure there is equality in all our practices is an evolving process and this strategy is a step towards developing an Equality Charter for Salford.

2.2
Our vision for equality in Salford is:

Salford is growing - with a bold ambition to become a modern global city.

Our greatest asset is our people and the rich diversity of our communities. We are committed to equality; giving everyone equal chances and opportunities to live and fulfil their potential in a city where everyone feels safe and respected. Together we will celebrate our diversity which is the spirit of Salford.

2.3
Equality means having the right to be treated as an individual and not to be discriminated against because of who you are or what makes you different from other people. Where a person experiences disadvantage then this will be addressed to ensure all the people of Salford are treated fairly.

3 Our equality principles

3.1
As a minimum, Salford commits to the fundamental principles detailed under the general equality duty within the Equality Act 2010. The general equality duty states we should have ‘due regard’ to the need to:

Eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act.

Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it.

Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

3.2
For public services there is also the Public Sector Equality Duty which adds specific duties intended to help performance on the general equality duty.

3.3
Having due regard of the need to advance equality of opportunity means that, in delivering this strategy and supporting local policy development, consideration is given to the need to:

- Remove or minimise disadvantages suffered by persons due to their protected characteristic.
- Take steps to meet the needs of people with protected characteristics.
- Encourage persons who share a relevant protected characteristic to participate in decision making about their community and the city.

3.4
By fostering good relations we will tackle prejudice and promote understanding.
3.5 Ensuring these principles are embedded within all our activities we will also contribute towards the City Mayor’s vision for Salford contained within the City Plan:

- A growing city - connecting people to opportunities
- A caring city - protecting the most vulnerable
- An innovative city - reforming public services
- A co-operative city - communities working together

3.6 It is essential that we are compliant with the equality regulations and it is through working together we will deliver better outcomes for all local residents by sharing knowledge and resources, sharpening our focus and minimising duplication.

4 Who does our strategy include?

4.1 Our Equality Strategy for Salford includes all who live, work and visit our city. It is for all our partners and that includes our communities. In particular, our strategy ensures we consider all those who identify with a protected characteristic, these being:

- Age
- Disability
- Gender reassignment
- Pregnancy or maternity
- Race, including ethnic or national origins, colour or nationality
- Religion or belief, including lack of belief
- Sex or gender
- Sexual orientation or identity
- Marital or civil partnership status

4.2 Furthermore, this strategy strives to ensure we also take into account the equality needs of the most marginalised groups within our community including those with caring responsibilities and those in care, homeless, refugees and people seeking asylum, people in and coming out of the criminal justice system, people with substance misuse problems, deprivation and socio-economic status.

4.3 It is also acknowledged that people often identify with more than one characteristic, and that multiple-discrimination can occur.
5 Salford – a growing and increasingly diverse city

5.1
The following section provides information that highlights the rich diversity of our city’s communities and population. It is not a complete set of data but is included to provide some context to the strategy.

5.2
Salford is a growing and increasingly diverse city. In 2011, there were over 103,000 households in the city (an increase of over 10% since 2001) with a population of 233,933. It is estimated that by 2021 there will be over 265,000 people living in Salford. Although some of our communities are new, many are well established, for example with third or fourth generation children from migrants and Salford has been a diverse city for a long time. In the longer term Salford aspires to be a modern global city, and its population is set to grow even further. It is predicted that Salford’s population will grow at a higher rate than the Greater Manchester, North West and national averages between now and 2025.

Population change by ward between 2001 - 2011

Legend
- City of Salford
- Wards

Population change (%) MYE01_UK11
- 16.0% to 111.0%
- 8.0% to 15.9%
- 3.0% to 7.9%
- -2.9% to 2.9%
- -5.7% to -3.0%

Source: Census 2011, Office for National Statistics
The 2011 Census of population provides the most reliable demographic information:

### City of Salford

#### Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 4</td>
<td>16,300</td>
<td>6.97%</td>
</tr>
<tr>
<td>5 - 14</td>
<td>26,000</td>
<td>11.16%</td>
</tr>
<tr>
<td>15 - 64</td>
<td>158,500</td>
<td>67.76%</td>
</tr>
<tr>
<td>65 +</td>
<td>33,100</td>
<td>14.15%</td>
</tr>
</tbody>
</table>

#### Disability

<table>
<thead>
<tr>
<th>Disability</th>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disabled</td>
<td>48,417</td>
<td>20.70%</td>
</tr>
<tr>
<td>Not disabled</td>
<td>147,421</td>
<td>89.02%</td>
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#### Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>116,782</td>
<td>49.92%</td>
</tr>
<tr>
<td>Female</td>
<td>117,151</td>
<td>50.08%</td>
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</table>

#### Race

<table>
<thead>
<tr>
<th>Race</th>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>200,327</td>
<td>85.60%</td>
</tr>
<tr>
<td>BME</td>
<td>33,606</td>
<td>14.37%</td>
</tr>
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</table>

#### Religion/belief

<table>
<thead>
<tr>
<th>Religion/belief</th>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christian</td>
<td>150,111</td>
<td>64.20%</td>
</tr>
<tr>
<td>Muslim</td>
<td>6,030</td>
<td>2.60%</td>
</tr>
<tr>
<td>Jewish</td>
<td>7,687</td>
<td>3.30%</td>
</tr>
<tr>
<td>Buddhist</td>
<td>1,040</td>
<td>0.40%</td>
</tr>
<tr>
<td>Sikh</td>
<td>324</td>
<td>0.10%</td>
</tr>
<tr>
<td>Hindu</td>
<td>1,504</td>
<td>0.60%</td>
</tr>
<tr>
<td>Other religion</td>
<td>691</td>
<td>0.30%</td>
</tr>
<tr>
<td>No religion</td>
<td>52,105</td>
<td>22.30%</td>
</tr>
<tr>
<td>Unknown</td>
<td>14,441</td>
<td>6.20%</td>
</tr>
</tbody>
</table>

#### Marital status

<table>
<thead>
<tr>
<th>Marital status</th>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civil partnership</td>
<td>627</td>
<td>0.33%</td>
</tr>
<tr>
<td>Divorced</td>
<td>17,165</td>
<td>9.09%</td>
</tr>
<tr>
<td>Married</td>
<td>69,938</td>
<td>37.05%</td>
</tr>
<tr>
<td>Separated</td>
<td>5,910</td>
<td>3.13%</td>
</tr>
<tr>
<td>Single</td>
<td>81,837</td>
<td>43.35%</td>
</tr>
<tr>
<td>Widowed</td>
<td>13,303</td>
<td>7.05%</td>
</tr>
</tbody>
</table>

#### Caring responsibility

<table>
<thead>
<tr>
<th>Caring responsibility</th>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>23,402</td>
<td>10.00%</td>
</tr>
<tr>
<td>Total</td>
<td>233,933</td>
<td></td>
</tr>
</tbody>
</table>

#### Notes

- Disabled = people of working age (16 – 64 years) with a health condition or disability that limits their day-to-day activities.
- Information for sexual orientation/identity or gender reassignment was not collected for the 2011 Census.
- ‘White’ includes English, Welsh, Scottish, Northern Irish, British and Irish, but excludes gypsy or Irish traveller or white other.
- Caring responsibility refers to the provision of unpaid care, help or support to family members, friends, neighbours or others because of long-term physical or mental ill-health or disability, or problems related to old age.
- It is recognised that people do not align with a single protected characteristic and that other issues, such as poverty, are also significant (Salford was ranked the 18th most deprived local authority in England according to the 2010 Index of Multiple Deprivation). While much has been done locally to tackle issues of deprivation, the problems people face may often be exacerbated as a result of inequality, discrimination, social exclusion and marginalisation of protected groups. The following provides a snapshot of the various protected groups within our population:
5.4.1 Age
- The proportion of older people aged 65 and over has dropped since 2001 by 6%; but the number of children aged 0 to 4 years increased by 30.4%.
- 3% higher 24 – 39 age group compared to the England average.
- We have a world class university that attracts many students predominantly aged 18 – 24 years from all over the globe.

5.4.2 Disability
- 11% of Salford’s population felt that their day-to-day activities were affected or limited ‘a lot’ by their long term health problems or disability. Another 9.7% said they were limited ‘a little’.
- The number of households with one person with a limiting long term illness or disability fell by 8,500 to 30,100 between 2001 and 2011 (drop of 22%). However 5,300 of these households contained at least one dependent child.
- Around half of successful incapacity benefit claims are given on the basis of mental health and behavioural conditions.
- The most common disability is hearing impairment (around 17% of the population) and this often goes unaddressed.

Mid-2013 Population Estimates
Population Structure - Salford vs England

% of total population within each age band

Source: Office for National Statistics
5.4.3 Gender reassignment
- Reliable information concerning ‘gender identity’ and the transgender community is not available, however, it is estimated that there are nearly 50 trans individuals living in Salford.
- It is known that there are disproportionately high levels of mental health issues and depression experienced by members of this community and hate crime and harassment are significant issues.

5.4.4 Pregnancy or maternity
Lone parents in Salford are overwhelmingly women. In 2011, over 13% of all households in Salford were made up of lone parent families.

5.4.5 Race
Over 11% of Salford’s citizens were born abroad, and more than half of those had come to live in the city since 2004. The largest number of people born outside the UK were from the Middle East and Asia. People identifying Poland as their country of birth were the single largest European community.
- In the ten year period from 2001 to 2011 the Black, Asian and Minority Ethnic communities increased by 176%.
- The 2011 Census records 18 ethnic minority categories (including five identified as ‘other’ such as ‘other Asian’); 12 of these having more than a thousand residents each. It is acknowledged that this does not reflect the full range of ethnic minority communities within the city. This assumption is supported by information provided by interpretation and translation services who supply over 40 languages for people where English is not their first language.

Country of birth by number in 2011

Source: Office for National Statistics
• Schools data demonstrates a rise in the percentage of non-White British pupils to roughly 24% of the total, but this does not include most Jewish schools in the city.

• Recently there has been an increase in primary school pupils for whom English is not the first language - from a base of 2% in 1997 to 14% in 2013.

• East Salford and Ordsall and Langworthy neighbourhood areas contain the greatest diversity and numbers of residents born outside the UK.

• Salford has a significant gypsy, Roma traveller population dispersed across the city with four traveller sites and several hundred people living in households. Caution must be taken when distinguishing between ‘Romanian’ and ‘Roma’ communities as, although Roma are Romanian by nationality they may originate from across the east and central parts of Europe; Romanian also includes ‘non-Roma’.

• Salford also has an increasing population of refugees and people seeking asylum who experience particular hardship financially and barriers in accessing services such as healthcare.

5.4.6 Religion or belief
• The decade 2001 to 2011 saw a reduction in people identifying as Christian from 76% of the population to 64%.

• Religions in Salford (excluding Christian and those with no religion / belief or their religion was not declared)

• The Jewish community in Salford is growing at over five times the national average to 7,867 and contains the country’s biggest orthodox Jewish community outside of London.

• Citywide the Muslim communities have doubled to over 6,000 people.

• Other faiths include small numbers of Buddhists, Sikhs and Hindus often living in quite specific areas of the city (such as Buddhists in Irwell Riverside).

• 52,105 people stated they had no religion and 14,441 people did not declare a religion at all (collectively 28.45% of Salford population).

Religions in Salford
(excluding Christian and those with no religion/belief or their religion was not declared)

Source: Census 2011, Office for National Statistics
5.4.7 Sex or gender

- Salford has approximately equal numbers of female (117,151 = 50.08%) and male (116,782 = 49.92%) residents.
- Female pupils consistently outperform male pupils at GCSE. Reading ability within boys is a significant concern and is particularly important with regard to raising aspirations of boys and their progression into further / higher education.
- Higher educational attainment by female pupils does not translate into higher paid jobs or higher rates of employment; this in turn leads to a gender pay gap.
- The overwhelming majority of victims of domestic violence are women.

5.4.8 Sexual orientation or identity

- Information on sexual orientation or identity was not collected through the 2011 Census and consequently records for people identifying as Lesbian, Gay or Bisexual are not so robust. A calculation of the estimated number of Lesbian, Gay, Bisexual and Transgender (LGBT) people over the age of 18 in Salford is between 1,855 and 8,146. These figures were calculated excluding those who ‘prefer not to say’. This means that it is possible that the Salford LGBT population is equal to or even larger than the UK average, in particular for gay men.
- Information on civil partnerships was collected as part of the 2011 Census and this suggests that lesbian and gay people prefer to live within the central Salford wards, in particular within the Ordsall and Langworthy neighbourhood.
- 11% of reported hate crimes and hate incidents in the city were classed as being motivated by homophobia.
6 Working in partnership

6.1
Salford City Partnership brings together organisations to ensure that local people achieve the best outcomes. The ‘family of partnerships’ is already making a real difference on issues that affect the lives of local people. The Children and Young People’s Trust, Health and Wellbeing Board, Community Safety Partnership, Strategic Housing Partnership and Skills and Work Board all have their own specific agreements, action plans, strategies and membership appropriate to the issues that they are concerned with.

6.2
All Salford residents regardless of their identity or background share similar aspirations - to live healthy lives, feel safe, be active citizens and have access to opportunities for themselves and their families to reach their full potential in education, training and employment. This partnership equality strategy takes an enabling approach, seeking to support and challenge the existing key partnerships in the city to consider and address the equalities agenda more effectively within their specific areas of focus and expertise.

7 Engaging with our communities

7.1
This strategy and accompanying action plan has been developed through consultation and engagement with over 50 partners and communities across the city.

8 Our equality objectives

8.1
We have established four objectives to ensure we achieve our vision for equality:

- By removing barriers that prevent disadvantaged groups from playing a full and equal role in decision-making.
- By developing a better understanding of the diversity of our local communities, bringing people together and building a sense of belonging.
- By developing the capacity of local organisations to be more responsive to the diverse population.
- By connecting residents from Salford’s diverse communities to opportunities.

8.2 Objective 1

By removing barriers that prevent disadvantaged groups from playing a full and equal role in decision-making

8.2.1
Salford has a strong tradition of community engagement, with local residents involved in decision-making in partnership and organisational structures as well as a range of engagement mechanisms such as the Council’s Community Committees, local forums and task groups, Salix’s Customer Senate and City West’s Local Area Panels. As the diversity of Salford’s population grows, we want to empower all of our local communities to be actively engaged in decision-making and to help provide informed solutions to some of the issues that we face.

8.2.2
We want to engage with residents from groups that are currently ‘under-represented’ and support them to move into positions of influence across the city such as involvement in housing organisation boards, Salford City Partnership groups and school governing bodies. At the same time, ensuring fears
and concerns that may arise within the majority or endemic population are recognised, challenged and acted upon to encourage good relations.

8.2.3
While organisations in the city regularly seek the views of local people we recognise that this is not always done in a fully inclusive manner. We will commit to joining up consultation exercises with local communities but also to look at doing this in a way that avoids duplication and is less piece-meal. We want to develop more of an ongoing dialogue with local groups and ensure that not only are their views taken in to account but that feedback is consistently sought.

8.2.4
We recognise that local groups representing disadvantaged communities are often struggling to secure funding and we want to help local groups by developing a more joined up approach to funding by organisations in the city.

8.2.5
We will also have a clearer understanding of which groups are genuinely ‘under-represented’ in positions of influence in the city and prioritise collective action to address those gaps.

8.3 Objective 2

By developing a better understanding of the diversity of our local communities, bringing people together and building a sense of belonging

8.3.1
Salford has undergone unparalleled change in recent years; the past ten years in particular have seen the demography of the city transformed alongside the physical regeneration of neighbourhoods in the city. While these changes have been most noticeable in the parts of the city adjacent to the urban centre of Manchester there have been changes in the make-up of communities across the city.

8.3.2
The number of households increased by over 10% between 2001 and 2011 and it is predicted that Salford’s population will continue to grow at a higher rate than the Greater Manchester, North West and national averages between now and 2025. A significant driver in this growth has been inward migration from outside the UK with the proportion of Salford’s population that was born outside the UK doubling from 2011 to the current date.

8.3.3
As the city’s population evolves and grows it is increasingly important that we focus on having a more detailed and dynamic understanding of the diversity of the local population, in particular their contributions, and the changing needs of local residents.

8.3.4
Community cohesion is integral to functioning communities. A key contributor to community cohesion is integration which enables existing and new residents to adjust to one another and to achieve a sense of belonging. Community cohesion cannot be achieved or aspired to if any group of people are excluded or find they are unable to access services. We cannot create or force community cohesion on its own, it has to happen within and by communities. However, we do have a responsibility to create the right conditions for community cohesion to happen and remove barriers where possible. By empowering local people, it will shape and sustain neighbourhoods and ensure services are accessible to those who need them the most, improving understanding, health and wellbeing, safety, and reducing tensions, such as hate crime, that may otherwise develop.
8.3.5
By pooling information (such as monitoring reports, data sources and research) and keeping one another updated on emerging community intelligence, we will create a richer picture of the people who live in Salford’s neighbourhoods. This will ensure we are better informed about potential community impacts (both positive and negative) when planning services and making decisions.

8.3.6
We will also pool resources to develop joint work to address gaps in knowledge on certain communities. This could be community based research or a targeted engagement project focused on specific groups where current data collection does not appear to provide an accurate picture, or where a group is starting to appear on data sources but little is known in terms of their experience of services in the city. Examples of the former could be local lesbian, gay, bisexual and transgender communities and gypsy Roma traveller groups, and the latter might be the wide range of emerging African communities.

8.4 Objective 3
By developing the capacity of local organisations to be more responsive to the diverse population

8.4.1
The pace and scale of demographic change in Salford creates significant challenges for organisations in the city wanting to make sure their staff are skilled up to work with diverse communities and their various needs. We take seriously our responsibilities to support equality of opportunity and eliminate discrimination. We are committed to ensuring staff from local organisations develop an understanding of the many groups that call Salford home. We want local service providers to feel confident about assessing and addressing the diverse needs of local residents.

8.4.2
As well as having a workforce that is culturally aware and representative of the local population, we recognise how important it is that organisations delivering services in the city employ people from across Salford’s communities. We recognise that as local employers we have a responsibility to be exemplars in removing barriers to job opportunities for residents from Salford’s disadvantaged communities. We also recognise that we should be working to increase diversity at all levels of our organisations, making sure that there are no ‘glass ceilings’ for any individuals seeking to reach their full potential in employment.

8.5 Objective 4
By connecting residents from Salford’s diverse communities to opportunities

8.5.1
A significant number of local organisations play a positive role in linking local people into training/employment opportunities. At the highest level the partnership’s Skills and Work Board is committed to increasing adult skills, reducing worklessness and improving household income. In support of these strategic objectives, we see a role for organisations working at community level to join up more effectively their community development activities to support learning and capacity building targeted at residents and groups from disadvantaged communities in the city. Many organisations offer opportunities for both formal and informal learning which support the development of skills and increase confidence and we believe there is potential to use these activities to more effectively increase opportunities for learning but also to help meet a need where current demand exceeds the offer available from traditional learning providers.

8.5.2
Organisations across Salford make a significant contribution to reducing worklessness through the delivery of apprenticeships and work experience placements. We believe such initiatives can make
a real difference to the lives of local residents from disadvantaged communities by offering structured routes into employment. We are committed to ensuring that a diverse and representative range of local people benefit from such opportunities through more effective signposting and in some circumstances looking at the potential for targeted work with certain groups who are currently not participating in such programmes.

8.5.3 Furthermore, we recognise that overcoming worklessness is not only about gaining meaningful employment, but it is also about accessing better healthcare, housing, childcare and the wider aspects of living and fulfilling aspiration. There are barriers faced by different groups depending on their needs, for example, people with a limiting long term illness have differing healthcare requirements; access to appropriate healthcare for people seeking asylum and speakers of other languages; and if their application to become a refugee is successful then their housing needs immediately change. We recognise that an individual’s circumstances, and needs, vary and that a range of solutions is required to ensure tailored and appropriate support.

9 Delivering and monitoring performance: How will we know if the strategy is working?

9.1 The Salford Equality Strategy will be overseen by the City Partner Group, with individual partners responsible for their specific activities.

9.2 The City Partner Group is led by the City Mayor and includes key representatives from each of the family of partnerships, safeguarding boards, plus community and other third sector representatives to regularly review the strategic direction for the city. The group leads on cross-cutting issues including cohesion, community engagement and empowerment and is uniquely placed to make sure the aims and objectives of the Equality Strategy are embedded within the work of the wider family of partnerships.

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

9.4 As a partnership we will agree performance indicators that reflect the priorities and outcomes we want to deliver. Where benchmarks exist these will be used to set challenging targets, measured three times a year to make sure we are making a difference. Examples of how we can monitor our progress include the use of partners’ complaints processes, recording of hate crime incidents, employment statistics and provision/take up of services.

9.5 This strategy is a step towards the creation of an Equality Charter for Salford. The strategy will be reviewed as the charter develops and within three years (2018) as a minimum.
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