

EQUALITY OBJECTIVES  
2025 – 2028  
CONSULTATION  
FEEDBACK

## Methodology

The consultation was carried out between 4<sup>th</sup> November 2024 until 29th November 2024, covering a period of 4 weeks.

The survey was hosted on the Let's Talk Coventry platform. This is the platform where Coventry City Council hosts all its live consultations. An easy-read text was available.

The consultation was promoted across the city through Council newsletters and social media posts.

## Survey Findings

The survey received 69 responses.

### How are you responding to this consultation?

How are you responding to this consultation?	
As a member of the public	49
On behalf of a charity, voluntary or community sector organisation (VCS)	3
As a Coventry City Council Employee	13
As a Coventry business owner or representative	1
As a local Councillor	1
Other (please specify)	1

Most of those responding said that they were responding as a member of the public, 13 responses were received from Coventry City Council employees, the 'other' response was a member of the West Midlands Combined Authority.

### Do you agree with this objective?

Deliver inclusive services that better meet the needs of our diverse communities through better use of data, including equalities data

The Council is committed to understanding more about its customers and using this intelligence to help shape the way in which we can deliver the best services for those groups of customers in most need.

Do you agree with this objective?	
Yes	53

No	15
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This objective received 68 responses, 78% of those who responded said they agreed with this objective.

Do you have any comments about this objective?

Objective	Agreement	Disagree	No Vote - Comment	Total Comments
Objective 1	22	12	0	34

Table of comments who agree with the proposal

Theme	Number
Inclusivity	7
Agreement	4
Target most in need	3
Engagement	2
Data Collection	2

Of the 22 people who agreed with this objective and the 17 who left a comment, 7 suggested that the aim needs to ensure it is inclusive rather than targeting particular groups. Services need to support all communities, even if they do not fit a particular or special category.

One person said

- We need to ensure that inclusivity is the key to attaining this objective - by focusing too specifically on diverse communities you are in danger of failing to create a homogeneous citizenship. Together we create the best outcomes.
- I'm more than a little concerned that the Council is ONLY committed to "deliver the best services for those groups of customers in most need".

Those who said they agree with the objective told us

- Of course you should use data to help make decisions

While some felt that, although in favour of data collection, they feel targeting and support should be based on need rather than category.

- I agree that data should be collected and analysed in the interests of targeting anyone who needs help, but this should be for ALL people regardless of which race, religion, colour, belief, sexuality, ability they hold ... certainly, it should ensure that no group is favoured above any other

Of those who agree with the objective and commented 3 said to target most in need.

- Sensible to target services to most in need

Two of those responding thought that connecting with the community is important and felt that opportunities should be given to meet with communities to listen to their views. 2 comments were around data collection and care needed to ensure that people are comfortable to state their characteristics openly and a need to collect data consistently across partnerships.

Of those who disagree with the objective 12 comments were received.

Theme	Number of comments
Treat everyone the same	4
Deliver good services	3
Engagement	2
Inclusivity	1

Of the 12 comments received by those against the objective 4 said that groups should not be singled out for additional or special services, one comment suggested that the financial situation of the council means that the focus should be on satisfying the majority, for others the feeling that groups without a special category are left behind was stated.

- Just treat everyone the same. No special grace or favour to any group. By biasing to LGBT for example alienates other groups. Don't single them out, simply say you treat everyone the same.

Of those against the objective 3 indicated that they would like good services, this is similar to the comments in the category above, people are keen for the majority of the city to receive good services for everyone before or instead of choosing to support equalities agendas.

- Start by delivering the best services to the majority of the city. Basically at the moment services are woeful, regardless of which group they are delivered to. Once you can demonstrate you can deliver a even a moderate to good service, then see about understanding other groups...

Engagement was raised by 2 of those not in favour of the objective.

Comments were around how to ensure that those not digitally connected can be reached and the need to get together to discuss this.

Inclusivity received 1 comment which seems to indicate that choosing to prioritise 1 characteristic means that other groups are left behind.

### Do you agree with this objective?

Promote integration, remove barriers and improve community cohesion across Coventry through targeted activities that address the diverse needs of our newly arrived communities

The Council is keen to retain a strong focus to the third strand of the equality duty around fostering good relations between different groups. This objective will focus on the Council's work on Integration as delivered by the Migration Team.

Do you agree with this objective?	
Yes	49
No	18

This question received 67 responses of those responding 73% agreed with the objective.

### Do you have any comments about this objective?

Objective	Agreement	Disagree	No Vote - Comment	Total Comments
Objective 2	19	12	0	31

### Table of comments who agree with the proposal

Theme	Number
Balance	6
Collaborate wider than the Migration Team	3
Integration	2
Finances	1
Education	1

Of the 19 people who said that they agree and left a comment, 6 people feel that there needs to be a balance between newly arrived communities and the people who live in the city and fall outside of this group.

Many feel that integration and community cohesion are both the responsibility of settled communities as well as those newly arrived.

- Also look at the diverse needs of the citizens who have lived here all their lives, and balance the 2

Of those in favour of the proposal 3 people indicated that the responsibility for this objective should be wider than the Migration Team.

- This cannot be the sole responsibility of the migration team

Integration is the theme for 2 of the comments.

- I believe that integration is good. However I find that certain groups really stick to their communities. I think that more activities to integrate everyone is key. We all can learn from each other regardless of race, sexuality and disabilities.

Finances was a concern for one person, although in favour of the objective they said:

- Yes and no again. This is a complex question with many layers. Yes support should be given, but newcomers also need to contribute to the success of any migration. It should also be noted that council funds are in short supply and are not unlimited and referring to the first question regarding equality, funds should not be disproportionately routed to the migration over any other council service.

The table below shows the themes of those not in favour of this objective

Theme	Number
Balance	5
Integration	4
Collaborate wider than the Migration Team	1
Education	1

Of the 12 people who disagree with the objective and left a comment 5 feel that there needs to be a balance between the resources allocated to newly arrived communities and other groups.

- We have enough citizens in Coventry that are living in extreme poverty, particularly children. I feel that our focus should be on them first. Then if there any resources left over, by all means use them elsewhere.

We received 4 comments about integration, Some feel that newly arrived communities do not wish to integrate with the wider community and have a duty to help promote positive relationships with the host community.

- Not sure that spending loads when there is a lack of money and you are talking about charging for services are a good use of money. You cannot promote integration unless you have shared values and some of the communities do not. Targeting resource at newly arrived communities means less in the pot for older people, children and people with disabilities so no I do not agree that targeting funding in this way helps everyone.

One comment combines both the need for this to go beyond the Migration team and for education.

- I think you need to have a collaborative approach as one size does not fit all. Also there are lots of faith groups etc that do amazing work with these types of communities so it is important to understand what services you currently offer and how effective they are and make changes accordingly. This is how you remove barriers by valuing the voice of the communities and integration will happen if the wider community is educated about difference. Issues usually occur through ignorance or what people read in the media.

### Do you agree with this objective?

To Increase year on year the percentage of appointments made to candidates who are either LGBT+, with a Disability or from the Global Majority and reduce the number of leavers from these demographics.

The Council is committed to improving the diversity of the Council's workforce to better represent and reflect the diversity of the city.

Do you agree with this objective?	
Yes	34
No	33

This question received 67 responses and is the objective that received the most disagreement.

51% agree with this objective.

### Do you have any comments about this objective?

Objective	Agreement	Disagree	No Vote - Comment	Total Comments
Objective				
3	18	26	1	45

The table below represents the comments of those who agree with this policy and left a comment.

Theme	Number
Genuine Commitment	7
Terminology	3
Focus on leavers	3
Representative	2
Management	1
Ability	1

The largest number of comments from those who agreed with the objective and left a comment was around a genuine commitment to this.

Some comments, while agreeing that this is a good idea felt that the candidates should not be recruited based on equality criteria alone and that actions need to demonstrate that this is not a box ticking exercise.

- As long as these are not just tick box exercises but really are going to help people who are disadvantaged. Action speaks louder than words.

3 of those who commented referred to the language used.

- It's important to explain terminologies which are not familiar within wider society like 'Global Majority' - this is an academic term used widely now, but there are many people who will not understand what this means, so a definition for this and explanation of what the acronym LGBTQ+ stands for will make the messaging more accessible. LGBTQ+ is a more commonly used acronym.

3 people who agree with the objective felt that we need to look to retention and understand why people wish to leave.

- I think it's really important to look at why people are leaving - it's no good increasing the number of appointments, if the culture/environment means that they do not feel comfortable or safe and look to move on.



2 of those in favour of the objective referred to representation.

- Ideally the proportion of staff from these groups (and those in senior position)s would mirror the community
- Education to change people’s prejudices

The table below shows the comments from those who disagree with the proposal and left a comment.

Theme	Number of comments
Ability	20
Genuine commitment	2
Representative	2
Terminology	1

Ability received by far the most comments, with many stating that employment should be based on the most qualified and talented to undertake the role, and that race, sexuality and other characteristics make little or no impact on suitability for roles. While some went as far as to say that this objective is divisive.

- Employ the best candidate for each role. If they are from a minority group, great! But don't discount a good candidate just to tick a box
- The workforce should be selected from the best candidates available who will deliver the best public services. The groups listed in the above statement will benefit more from good services than they will from artificially selecting employees.

Genuine commitment received 2 comments, with one person saying they wish to raise awareness of discrimination and another wondering about approaches to this.

- If someone does not want to disclose their sexuality it is their personal choice, also some disabilities are not visible are we saying individuals would have to make this type of disclosure to be shortlisted..... I would rather be selected on what I say and can offer the organisations but what I would expect Coventry to do is to ensure that staff have an awareness of unconscious bias so that barriers for individuals that fit into the above highlighted groups are

removed, this would achieve the goals you have set out quicker and more effectively.

Of the comments received 2 indicated that the council should be representative of the wider Coventry community.

- I agree with the disabled element as they do need greater support. Just because someone is lgbt+ shouldn't put them above the straight community

### Do you agree with this objective?

Improving outcomes and tackling inequalities within our communities

The Council is keen to maximise its work in this area and have more of an impact on addressing inequalities in the city, through its role as a Marmot Partner.

Do you agree with this objective?	
Yes	50
No	14

64 people answered this question. 78% of those who responded said that they agreed with this objective.

### Do you have any comments about this objective?

Objective	Agreement	Disagree	No Vote - Comment	Total Comments
Objective 4	17	10	4	31

The below table shows the comments received by people in favour of the objective

Theme	Number
Other priorities	4
Treat equally	3
Terminology	2
Communication	2
Agreement	2
Finances	1

4 of those who agree with the objective mentioned other priorities, some inequalities such as those without homes and social class, older people and less healthy people etc should also be considered.

- This should include the inequalities by race, religion AND class

3 comments referred to equal treatment, comments refer to the most vocal groups within the community., bullying and everyone regardless of characteristics being given opportunities.

- Everyone should have the opportunity to be their best, most healthy and live a long productive life with the chance of a good education and a job based on ability.

2 of those responding were unsure what Marmot is or felt that others wouldn't know.

- I don't think the majority of Coventry citizens actually know what a Marmot partner is.

Communication was mentioned by 2 respondents in favour of the objective. Giving information about Marmot principles and reducing prejudice were mentioned under this theme.

- Need to get the principles of Marmot out into the community

A commitment to Marmot principles and the difficulty in achieving the goals were mentioned by the people in agreement, with suggestions that this is difficult to achieve with some groups.

For those who said they were not in favour of this objective the table below shows the themes for the comments received.

Theme	Number
Terminology	7
Communication	2
Treat equally	1
Finances	1

Terminology received the most comments among those who were not in favour of the objective. Some referenced a waste of money and did not understand what Marmot meant.

- I have no idea what a Marmot is in the context - other than a herbivorous squirrel-type animal. However the fact that Coventry Council appears to be a Partner to something implies it has yet again cost the tax payer money.

2 comments came under the communication theme and suggested that there was no context around this.

One mentioned treating people equally while another talked about finances.

- All communities should be treated equally

Is there any information that you think would help deliver these objectives or any other comments you would like to make?

This question received 27 comments.

The comments are themed below:

Theme	Number of comments	Quotes
Inclusive communication	11	<p>I think it is important to understand your audience otherwise this consultation feels like a tick box exercise. It is important to have a range of options to participate as you are already excluding people from the process.....</p> <p>Don't lecture, engage with people. Allow people to question as at the moment it feels like if you raise a concern or question something you are immediately labelled as a fat right nutter</p> <p>You assume the objectives need delivering, by the way you have framed this question.</p>
Focus for all	4	<p>Benefits and targets should be for ALL people regardless of which community, race, religion, colour, belief, sexuality, ability they hold ... certainly, it should ensure that no group is favoured above any other</p> <p>Like any business, your priority should be to support the majority of your paying customers. Then if you have spare capacity/ resource, then chase your dreams</p>
Work differently	3	<p>Yes - recognise true need and not just those objectives that are politically attractive.</p> <p>Engage antiracist organisations like BRAP to help council start talking about issues that are not talked</p>

		about. We just had far right riots is it not time to at least start using the word racism in our vocabulary.....
Financial impacts	3	Street lights are off and brown bin waste paid for on top of extortionate council tax and the council drives this clap-trap. You lot need to get real and stop spending other peoples money on employing staff that drive these kind of projects. Sack them and save some of our cash  I think the amount of tax payers money being used in projects which only increase division is a disgrace
Transparency and detail	3	There are many other more pressing priorities the Council should be focusing on.  These proposals are wholly abstract and vague so anyone reading them will no idea what they mean or what in detail they will entail or require of the ordinary citizens and financially in their implementation. Therefore they are largely meaningless.
Other	3	Yes, I would like to see equality impact statements against each and ALL protected characteristics, for any initiative going forward and for them to be promoted and highlighted on all your promotional materials....  My husband is wheelchair bound and has great difficulty mobilising around the area due to barriers in place and thoughtlessness of other road and pavement users

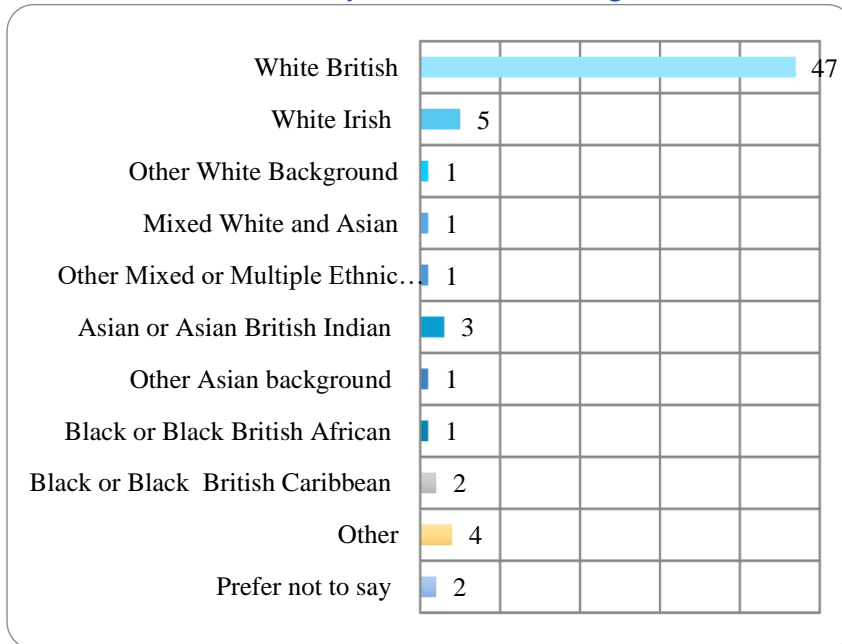
How would you describe yourself?

How would you describe yourself?	
Male	32
Female	31
In another way	2
Prefer not to say	3



68 people answered this question with an almost equal number of males and females, 2 people said they identify in another way and 3 did not wish to state their preferred gender.

### Which best describes your Ethnic Background?



This question was answered by 68 respondents. 78% of those responding said they identify as White, this includes the largest group White British making up 69% of those responding to the survey. From those who were not in this group the largest amount of responses (3) were those from the Asian/ British Indian ethnic background.

### What is your sexual orientation?

What is your sexual orientation?	
Asexual	1
Bisexual	5
Gay man	3
Heterosexual/ Straight	43
Queer	1
Other	3
Prefer not to say	10

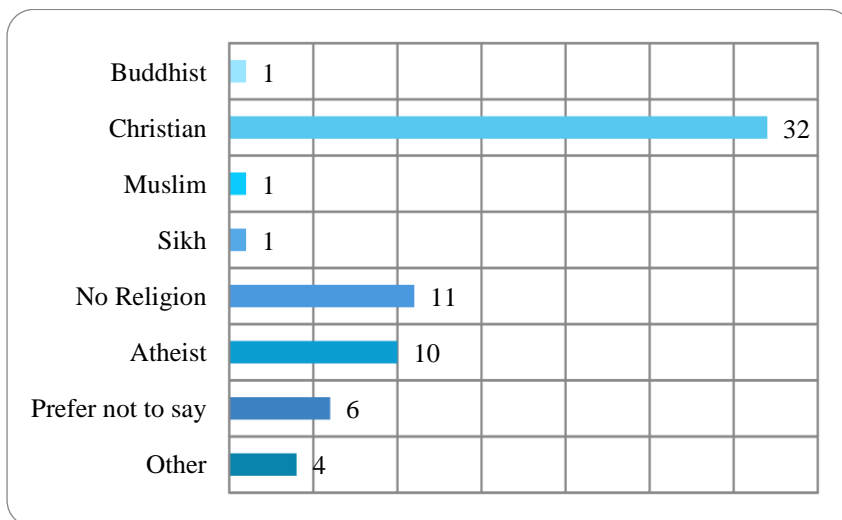
Most of the 66 people who responded to this question (65%) said they identify as heterosexual.

## What age group are you in?

What age group are you in?	
16 - 24	3
25 – 34	6
35 – 44	7
45 – 54	13
55 – 64	17
65 – 74	11
75 – 84	8

Of those 65 respondents who answered this question, the largest number 26% are within the 55 – 64 age group.

## Do you consider yourself to be?



Most of those who responded to this question identify as Christian, this is just under half of all respondents who answered this question.

## Do you consider yourself to have any disabilities or long-term conditions?

Do you consider yourself to have any disabilities or long-standing health

issues?	
Yes	39
No	27

66 people answered this question. 59% of these said they have a long term condition or disability.