

Appendix two

Consultation On Our Proposed Equality Objectives

March 2025

Consultation Report

This report presents the findings from our latest consultation regarding our proposed Equality Objectives. We conducted a survey on **Let's Talk Newcastle Online** between **29 November 2024** to **11 January 2025**, and received **79 responses**, with **53 people** taking the time to complete the full consultation. This figure is very similar to when we last conducted this consultation in December 2018, when we received 84 responses.

The consultation asked to people say how important (or not, as the case maybe) they thought these proposed equality objectives were:

- **Service Delivery** – Providing fair and inclusive services that promote wellbeing
- **Leadership** - Leading the way in Equality, Diversity and Inclusion and being a beacon of good practice
- **Communities** – Tackle prejudice and promote good relations amongst our communities
- **Diverse Workforce** – A diverse and inclusive workforce which reflects our communities

People were asked for their comments on our proposals and any other equality related issues they wanted to raise. We also asked them to give us some information about their demographics such as age, gender and where they live.

What did people want?

The largest percentage of people in the consultation said that the following objectives were very important: **Service Delivery** and tackling prejudice and promoting positive relations in our **Communities**.

What people thought of our proposed objectives?

Those responding to the survey said that the following objectives were very, fairly or quite important:

Service Delivery - 71%

Leadership – 52%

Communities – 69%

Diverse Workforce – 19%

What people told us about our proposed objectives:

The most common themes in the comments were that they wanted us too:

- Encourage and empower the “diverse voice” of our city and challenge those resistant to positive change.

- Go beyond acceptance and focus on inclusivity of language and supporting those with hidden challenges when belonging to a protected characteristic, looking to actively educate.
- Equality, Diversity, and Inclusion to be more than ticking a box and a tool to aid in enhancing quality services.
- Better understand of the aging and disabled demographics in our city and review practical support like transport links and feeling safe walking down our streets (when people are using bicycles and scooters).
- Continue to support Women and Girls subject to violence, to feel safe living in Newcastle.
- A competent workforce able to treat people fairly and without discrimination.
- Fairness and consideration of the Equality Act to continue to be demonstrated when reviewing policies and process.
- Diverse role models to be prevalent to raise aspirations across the demographics.
- Promote the Geordie heritage of friendship and unity in adversity.

About the people who took part:

The majority of people who took part in the survey, answered as an **individual resident** (rather than a group or a Newcastle City Council employee). The following identities were the most prevalent:

Sex: Female.

Gender identity align with sex at birth: Yes.

Age: 40-49, 50-59, over 60 (were equally proportionate)

Ethnicity: White British

Sexual orientation: Heterosexual/Straight

Employment status: Full timed/Retired (were equally proportionate)

Disability: most people did not respond to this question

Location: The wards with the highest number of respondents were **Heaton** and **Wingrove**.

How we informed people about the consultation:

Aswell as conducting the survey on **Let's Talk Newcastle Online** between **29 November 2024** to **11 January 2025**, we informed people and organisations about the survey via the following channels:

We shared the survey with **3980** people registered on from the **Let's Talk Newcastle Community**.

We published an inclusive video to accompany the Let's Talk Survey featuring **Cllr Irim Ali** (with BSL, subtitles and the ability to translate).

We featured the video on our social media **Facebook, Twitter/X, YouTube** and **LinkedIn** feeds which aimed to boost responses by inviting people to take part and give their views. Cllr Ali also provided comments to support the videos publication.

We contacted **221 key stakeholders**, who are on our verified engaged customers list, representing a diverse range of groups from all the protected characteristics.