



The Citizens Advice equality scheme

2005 - 2008



Fair Accessible Inclusive Relevant

The Citizens Advice equality scheme: 2005 – 2008

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Foreword

It's with considerable pride that we are publishing the first ever Citizens Advice equality scheme.

The equality scheme is an important way for us to let people know how Citizens Advice is doing when it comes to equality and diversity, and what each part of Citizens Advice is doing to improve:

- our employment practice, so that we become an employer of choice;
- the leadership and support we give to Citizens Advice Bureaux in their roles of employer, volunteer agency, service provider and policy influencer;
- how we gather and use the evidence from our clients to reflect the perspectives of marginalised people from minority groups as well as marginalised people from majority groups.

I'm proud that much of this work is not new for Citizens Advice. Rather it's the next phase in our long tradition of striving to put our values into practice. We are sometimes far from perfect, but we always try to reflect and learn.

What is new, is having a picture of what and how we're doing brought together in one place. In the coming years we'll be using and reviewing this picture to help us:

- celebrate and be more confident about our commitment to equality and diversity and the things we do well;
- identify gaps and areas where we are not doing well and put in place improvement plans. The baseline section of the scheme already highlights some problems we need to tackle;
- identify opportunities for joint work on areas of common interest across various parts of Citizens Advice and with other organisations;
- be more accountable to clients, bureaux, funders and other stakeholders.

Finally, equality and diversity is about how we work together and the decisions we make. It is never more important than during difficult times, and as we go to print Citizens Advice, like many other charities, is facing funding cuts. I'm proud that we're using the savings review as an opportunity to find new ways to promote equality and achieve our aim of becoming a first point of contact for discrimination advice in partnership with others.

I look forward to working with you all to achieve the outcomes we have identified and look forward to reporting good progress in future years.



David Harker
Chief Executive

1. Introduction: the Citizens Advice service

- 1.1 The Citizens Advice service helps people resolve their money, legal and other problems by providing free advice and information, and by influencing policymakers. The service is delivered by 462 member bureaux delivering advice from nearly 3,300 locations in England, Wales and Northern Ireland. Each bureau is a registered charity and a member of Citizens Advice.
- 1.2 Citizens Advice is a membership organization and a charity. Its role is to:
- develop, support, represent and lead the service
 - set, maintain, and monitor standards for the service
 - ensure that the voice of CAB clients and the service is heard
 - provide quality services and products

2. FAIR: the equality and diversity strategy for the Citizens Advice service

- 2.1 In 2004, the Citizens Advice trustees approved FAIR, Accessible, Inclusive and Relevant (FAIR), the equality and diversity strategy for the Citizens Advice service.
- 2.2 FAIR is part of the 2004 – 2008 Citizens Advice service Corporate Strategic Plan, and includes detailed equality and diversity objectives for every aspect of the service's work.
- 2.3 FAIR sets two aims for the whole of the service:
- to make equality and diversity part of everything we do
 - to become a (not 'the') first point of contact for discrimination advice, in partnership with others.
- 2.4 FAIR also aims to ensure that:
- people of all communities in England and Wales know that they can rely on the Citizens Advice service for high quality advice that is accessible, and responsive to their needs
 - all of our work is relevant to and valued by all parts of the community, including people who experience discrimination and exclusion.
- 2.5 The Citizens Advice Trustee Board expects that Citizens Advice and bureaux will address all the main equality areas - age, disability, gender, race, religion/belief, and sexual orientation – in their work between 2005 and 2008.
- 2.6 Equality and diversity are central to the future of the Citizens Advice service. Although we are not required by law to publish or report against an equality

scheme, we are doing so because we want the public, member bureaux, our partners and funders to know what we aim to achieve and hold us accountable for progress.

3. The Citizens Advice equality scheme

3.1 This equality scheme covers the work of Citizens Advice, the national membership organisation. It has two parts:

- an equality business plan setting out actions to be taken between 2005 and 2008 to achieve our equality and diversity objectives
- an equality baseline which outlines how we will measure performance and outcomes.

3.2 This equality scheme is adapted from the Commission for Racial Equality's race equality scheme for public bodies. It differs in two main ways: our scheme covers not only race but all the main equality areas¹; and we have prioritised delivery of key actions that will help us make progress, rather than assessing impact. As part of the scheme we will develop an impact assessment process that suits the work of Citizens Advice.

3.3 Many of the baseline measures are about how well the service as a whole performs on equality and diversity issues. This is because everything that Citizens Advice does is intended to support bureaux to deliver effective support to clients, and this is how our performance should be judged.

3.4 Each year, the Citizens Advice Annual Business Plan will include the equality and diversity activities agreed for that year.

4. How we developed the equality scheme

4.1 The objectives in the FAIR equality and diversity strategy cover every area of the Citizens Advice service's work, and are based on extensive consultation with member bureaux and our national partners between August and October 2004.

4.2 Since then, representatives from each of Citizens Advice's seven divisions² have met regularly to turn these service-wide objectives into specific plans for Citizens Advice, the national charity. Each division has developed detailed equality and diversity objectives for their work, and contributed information for the baseline.

¹ Some divisions have focused on race, faith and disability issues this year, and will cover additional objectives on gender, sexual orientation and age by early 2007. Other divisions have covered all equality strands.

² The seven divisions in Citizens Advice are: Advice, Communications, Finance and Planning, Human Resources, IT Services, Network, and Policy.

- 4.3 At the same time, bureaux are working at a local level to set equality and diversity objectives to include in their annual business and development plans. Activities will vary from bureau to bureau, depending on their local circumstances and the populations they serve. Citizens Advice has been supporting bureaux through guidance, information and a series of equality business planning templates.

5. What happens next?

- 5.1 Key actions for 2006/07 have already been included in the Citizens Advice operational grids plan for 2006/07. Each year we will report on progress and measure changes against both the actions and the equality baseline.
- 5.2 The equality scheme is a living document. Divisional representatives continue to meet three times a year to review progress. We will update the scheme each year in response to changes in the external environment, new opportunities, and lessons from experience. These changes will be noted in the annual progress report.

6. Overall support to the FAIR strategy

- 6.1 The Chief Executive provides overall leadership for the equality and diversity strategy within the national organisation, supported by his office through communications and coordination.
- 6.2 Executive directors in Citizens Advice are responsible for leadership and ensuring resourcing and implementation of the strategy, including the actions identified below.
- 6.3 The Corporate Management Information Team have played a key role in establishing a baseline and performance monitoring, and will be responsible for ensuring the performance data is kept up to date.

7. The equality business plan

- 7.1 In the tables overleaf, each FAIR equality and diversity outcome is listed under the Citizens Advice strategic objective it relates to, together with key outcome measures, and the detailed plans.

Equality Business Plan

Strategic objectives 1 and 3

Meet the needs of as many people as possible and ensure we reach those in greatest need. Innovate and develop new services.

FAIR outcome

We will provide inclusive, quality services, and achieve fairness/equality in:

- access to advice and non-advice services
- availability and targeting of services, including discrimination advice
- service user satisfaction levels

Key outcome measures

Client profile at national level – bureau services
Demographics of users of Adviceguide
Number of issues dealt with that include discrimination
Client satisfaction by demographics

Action	Lead division	Timescale	Comment
As part of information system review – review www.adviceguide.org.uk (equality proofing tool delivered June 2006, system audited and revised by end December 2007). Review Advisernet contents for relevance to disabled and black and minority ethnic (BME) communities. Develop a strategy and plan revisions as necessary.	Advice	Ongoing as part of updating.	Race and disability
Revise CAB Certificate in Generalist Advice training in light of new Strategic plan and core service revision.	Advice	Ongoing from April 2006	All equality areas
Develop Adviser Development Framework for employment (includes discrimination).	Advice	ADF completed 2005	All equality areas
Training modules for guidance tutors and advice session supervisors on race and disability discrimination and equality (under SORB Majority Matters project).	Advice	Winter 2006/07	Race and disability
Develop guidance for bureau auditors and Quality of Advice Audit on assessing operational equality and diversity criteria in revised membership scheme.	Advice	Audit – October 2006 Quality of Advice Assessment revisions – February 2007	All equality areas

Action	Lead division	Timescale	Comment
Develop guidance for Quality of Advice Audit on assessing advice-related equality and diversity criteria in revised membership scheme.	Advice	Quality of Advice Assessment revisions – February 2007	All equality areas
Ensure that there are sufficient processes in place so that Membership and Standards Committee can be informed when equality and diversity issues arise and can take appropriate action.	Advice	Completed by August 2006	All equality areas
Provide training and guidance on client demographic monitoring with CASE. After first year, review if this needs to be a mandatory field.	Advice	Management Information System seminars – ongoing	All equality areas
Maintain, develop and expand Specialist Support services to deal with discrimination issues <ul style="list-style-type: none"> • seek additional funding • add consumer discrimination work to service menu • develop staff skills and expertise to deal with queries 	Advice	Funding dependent	All equality areas
Implement Majority Matters project on discrimination on the basis of Sexual Orientation, Religion and Belief and Age.	Advice	October 2005 to March 2007	Sexual orientation, faith, age
Adviser <ul style="list-style-type: none"> • adjust print to conform to Citizens Advice accessibility standards • include separate strand of discrimination articles 	Advice		Disability All equality areas
Commission and learn from research into unmet demand for Citizens Advice services amongst people facing discrimination and exclusion.	Chief Executive Office	June 2006	All equality areas
Define strategies and develop programme to enable Citizens Advice to become a first point of contact for discrimination advice, in partnership with others.	Chief Executive Office	September 2006	All equality areas
Undertake pilot project on participatory engagement with people facing discrimination and exclusion.	Chief Executive Office	December 2006	All equality areas
Analyse coverage of Citizens Advice's work in BME and disability media over one year and double this.	Communications	Ongoing	Race, disability

Action	Lead division	Timescale	Comment
Review number of images of race, faith and disability photos in image bank produced for bureaux and increase these.	Communications	Review in September 06 (when photo library is operational); increase by Mar 07	Race, faith, disability
Update guidance on equality issues and practice.	Human Resources/ Chief Executive Office	July 2006	All equality areas
Support training and active work of FAIR champions in each region.	Network	Ongoing	All equality areas
Support and develop regional equality groups, service such groups and action events/training and bureau development work arising. Link groups' work with social policy work.	Network	Ongoing	All equality areas
Ensure access and equality are key themes addressed at all conferences in 2006.	Network	2006	All equality areas
Owners to equality check documents/ guidance in Bureau Management Information System (BMIS), to be added to the "How to write for BMIS" document, and include best practice examples.	Network	March 2006 Completed, now business as usual	All equality areas
Incorporate Equality check into Business Planning Visit process.	Network	Pilot April – June 2006.	All equality areas
Ensure Bureau Management Consultancy Line (BMCL) cases are equality checked and feedback provided to Bureau Management Consultants and Regional/Senior Managers.	Network	Ongoing – business as usual	All equality areas
Support bureaux to complete client profile form on CASE recording system including compulsory monitoring of disability and ethnicity	Finance and Planning (CMIT) with Network, Advice and IT services	Ongoing	All equality areas, especially ethnicity and disability
Ensure roll-out and support for guidance on equality monitoring and issue clear definitions for key terms.	Finance and Planning	Timescale dependent on Audit department lead.	All equality areas
Work with the CASE team to clarify extent of bureau completion of client profile forms and reports to regions and centre.	Finance and Planning	2006 onwards	All equality areas

Action	Lead division	Timescale	Comment
Begin process of comparison of client profile reports at regional, national and sub-regional level with community profile for baseline data collection.	Finance and Planning	Start 2006	All equality areas
Develop protocols to check that all areas of National Development Team work encompass at least one of the target groups.	Policy	By end of October 2006	All equality areas
Ensure work on partnerships encourages focus on target groups.	Policy	Ongoing	All equality areas
Review portfolio of National Development Team work and identify gaps. Agree focus on priority groups.	Policy	By end August 2006	All equality areas

Strategic objective 2			
Have a greater influence on policy			
FAIR outcome			
We will run effective, inclusive campaigns, and achieve equality/fairness in: <ul style="list-style-type: none"> • coverage of equality issues in national and local social policy work and campaigns in order to promote equality and tackle discrimination and disadvantage • stakeholders', such as partners, policy makers, government and Local Authorities' satisfaction levels with our engagement with and influence on key equality issues. 			
Key outcome measures			
Number of bureau evidence forms relating to discrimination			
View of external stakeholders: their perception of the CAB service and our commitment to equality and diversity			
Number of National Development Team projects with an equality focus and range of issues covered			
Media coverage of race, faith and disability, and other equality-related issues generated by Citizens Advice over one year			
Action	Lead division	Timescale	Comment
Guidance / training on use of discrimination, race, disability issues on CASE and Bureau Evidence Forums.	Advice/Policy	Management information systems training on-going.	All equality areas, especially race, disability
Analyse coverage of race, faith and disability-related policy issues generated by Citizens Advice over one year and increase this by 50 per cent.	Communications	Ongoing	Race, faith, disability
Establish actual partnership working with regional equality agency during 2006.	Network	2006	All equality areas
Review guidance to bureaux on reporting discrimination on Bureau Evidence Forms.	Policy	Completed	All equality areas
Encourage bureau membership of racist incident monitoring schemes. Gather and analyse evidence on racist incidents from bureaux participating in racist incident monitoring schemes.	Policy	2006/7	Race

Action	Lead division	Timescale	Comment
Influence outcome of new Equality Bill fighting discrimination and protecting minority communities. Identify and develop relations with relevant government departments on equality issues.	Policy	2005/6	All equality areas
Influence outcome of new welfare reform legislation so that it does not jeopardise the rights of people living with disabilities.	Policy	Ongoing	Disability
Campaign to protect asylum seekers supported by local authorities.	Policy	Ongoing	

Strategic objective 4			
Improve funding			
FAIR outcome			
We will seek and allocate resources equally and fairly in:			
<ul style="list-style-type: none"> • providing advice and non-advice services • conducting relevant staff and volunteer development, project and social policy work. 			
Key outcome measures			
Number of equality-related fundraising bids made by Citizens Advice			
Support to bureaux for funding equality and diversity work			
Action	Lead division	Timescale	Comment
Analyse the number of equality-related funding bids made and increase to at least six relevant bids each year	Communications	Ongoing	All equality areas
Ensure race, faith, disability, gender, sexual orientation and age bids are always in the top ten priorities for Fundraising.	Communications	Ongoing	All equality areas
Evaluate existing support for bureau fundraising on equality and diversity issues. Develop plan for providing additional support.	Communications	2006/7	All equality areas
Review current practice and identify method to capture equality and diversity costs as a standard line in Citizens Advice and bureau budgets to record <ul style="list-style-type: none"> • access costs • translation/interpreting costs (including Welsh and BSL) • promotion of services to people facing discrimination and exclusion (NB: pers. assistant/carer costs already accounted separately.) 	Finance	2006/07	All equality areas
Develop guidance for Citizens Advice and bureaux for use of these budget lines and explain why they are important.	Finance	2006/07	All equality areas
Develop equality marker in business planning and budgeting process for each division, allowing each budget holder to indicate as part of the planning process which activities have equality and diversity content. Business Support Accountants will request this information as part of the budget process.	Finance	2006/07	All equality areas
Review Funding Bid Calculation to include equality and diversity costs.	Finance	2006/07	All equality areas

Strategic Objective 5			
Develop all our people			
FAIR outcome			
We will be an inclusive, best practice employer, and achieve equality/fairness in:			
<ul style="list-style-type: none"> • representation of people at all levels of the workforce and governance structures • treatment of employees/volunteers at every stage of their experience working/volunteering for the service • employee/volunteer satisfaction. 			
Key outcome measures			
Profile of bureau volunteers, trustees and paid staff			
Profile of Citizens Advice staff			
The percentage of Citizens Advice staff who believe that we demonstrate that we are an equal opportunities employer.			
Action	Lead division	Timescale	Comment
To develop leadership strategy to establish executive board as champions and role models.	Chief Executive's Office with Human Resources	2006/07	All equality areas
Establish directors' and managers' role and responsibility for developing and maintaining a diverse working environment, free from bullying, through an extension of the management development programme which includes: <ul style="list-style-type: none"> • module for directors/managers on developing staff from minority groups and their leadership potential, and on equality and diversity issues in performance management • module on bullying and harassment. 	Chief Executive's Office with Human Resources	2005/6 and ongoing	All equality areas
Coordinate and support divisions' work in implementing the FAIR strategy and report to Equal Opportunities Subcommittee of Trustee Board	Chief Executive's Office	ongoing	All equality areas
Support and focus work of Wales and regional equality forums, including FAIR champions	Chief Executive's Office	ongoing	All equality areas
Support work of Black Workers', Disabled Workers', Lesbian, Gay and Bisexual, and Women's network groups	Chief Executive's Office	ongoing	Race, disability, gender, sexual orientation.

Action	Lead division	Timescale	Comment
To engage in dialogue about building a diverse workplace and developing the programme to achieve it through two day pilot event to shape full programme and inform human resources strategy	Human Resources	2005/6	All equality areas
Ensure engagement and development of ethnic minority and other minority staff, through: <ul style="list-style-type: none"> • review impact of Positive Action Initiative (2001) • consider repeating Positive Action Initiative and widening to other minority staff • explore extension of aspiring managers programme (possibly joint with other employers such as Scope's Diversity Works project) • membership of Stonewall Diversity Champions. 	Human Resources	2005/6 2006/7 2006/7 from 2005/06	Race All equality areas All equality areas Sexual orientation
Promote awareness and increase current employees' knowledge and understanding of equality and diversity: <ul style="list-style-type: none"> • workshops and training including general awareness for all staff • improving accessibility of information through intranet and bulletin. 	Human Resources	2005/6 and ongoing	All equality areas
Ensure all new employees are aware of Citizens Advice commitment to equality and diversity, through: <ul style="list-style-type: none"> • review of corporate staff induction to ensure equality and diversity policies and FAIR strategy are clearly covered • introduce buddy system for new starters from minority staff. 	Human Resources	2005/6	All equality areas
Strengthen support for employees: <ul style="list-style-type: none"> • emphasise and increase awareness of dignity at work and equal opportunities policy • introduce employee counselling – helpline • promote Self Organised Network Groups through induction. 	Human Resources	2005/6	All equality areas

Action	Lead division	Timescale	Comment
Ensure that bureaux understand and maintain good practice in respect of equality and diversity: <ul style="list-style-type: none"> skill up key bureau-facing staff to put equality and diversity into practice in their jobs (eg. Business Management Consultants, Training Management Consultants and tutors). 	Human Resources	2005/6 and ongoing	All equality areas
Ensure all policies and procedures are fair and transparent and non-discriminatory: <ul style="list-style-type: none"> audit of policies and procedures, and amendments made based on regular review. 	Human Resources	2005/6 and ongoing	All equality areas
Ensure that all applicants receive fair treatment: <ul style="list-style-type: none"> review of recruitment policy, consider ageless application. 	Human Resources	2006/7	All equality areas
Increase the numbers of disabled applicants, candidates and employees: <ul style="list-style-type: none"> obtain 2 ticks symbol – by working towards 5 commitments. 	Human Resources	2006/7	Disability
Ensure all data held on staff is accurate to allow monitoring of fair treatment: <ul style="list-style-type: none"> annual data cleansing effort with follow up from March 2005 introduce monitoring of religion, belief, and sexual orientation. 	Human Resources	2006/7	All equality areas
Ensure Citizens Advice is fully compliant with the new Age Discrimination Legislation. <ul style="list-style-type: none"> check current policies and procedures and prepare for changes/impact. 	Human Resources	2005/6	Age
Ensure pay scheme is diversity-proof <ul style="list-style-type: none"> complete equal pay audit and deal with any issues identified. 	Human Resources	2005/6 2006/7 follow up	All
Support the Equal IT group working on IT accessibility so that the group feel involved in decisions on IT developments and implementation.	IT services	Ongoing	Disability

Action	Lead division	Timescale	Comment
Implement Accessibility Projects/ Consultancy Services so that: <ul style="list-style-type: none"> • new disabled workers will feel welcome, safe and supported • accessibility assessment are carried out over the coming year • feedback obtained about the quality of the service is high • bureau managers feel more supported by the service. 	IT services	December 2006	Disability
Develop and implement a framework to ensure that: future Citizens Advice products (including applications, services, and web sites) are accessibility proven prior to implementation, so that: <ul style="list-style-type: none"> • new IT releases are accepted by a disabled testers group prior to release • no IT products with serious accessibility issues are released • support to disabled users is available via the Helpdesk. 	IT services	March 2007	Disability
Ensure that Citizens Advice and bureau staff are aware of and know how to access guidance and support on Accessibility issues so that: <ul style="list-style-type: none"> • the number of hits from bureaux and Citizens Advice staff to the Accessibility section on CABlink increases • accessibility-related support requests to the BITSS helpdesk increase • there is high quality feedback from bureaux via surveys. 	IT services	December 2006	Disability
Identify and promote best practice, including defining target groups for recruitment and developing baseline for measuring future progress.	Network	Completed 2005/06	All equality areas
Analyse composition by race/faith/disability/gender/sexual orientation and age of media champions group and increase.	Communications	Analysis complete, training being actioned	All equality areas
Analyse calls to volunteer hotline over one year by race and disability and increase the percentage of callers from these groups.	Communications	Baseline for 2005/06 will be available in July 06 to be compared with 2006/07 in March 07	Race and disability

Action	Lead division	Timescale	Comment
Analyse the ethnicity and disability of conference delegates and aim to increase this for 2006.	Communications	Baseline for 05 provided. Analysis of delegates at conference 06 to be provided by November 06. (based on delegate feedback analysis)	Race and disability
Implement Managing Equalities course for bureau managers.	Advice	Subject to strategic review of training services: report due July 2006.	All equality areas
Review policy on training venues, courses and materials accessibility.	Advice	As above.	Disability
Promote Aspiring Managers programme, targeting ethnic minority disabled staff and volunteers at bureau level.	Advice	As above.	Race and disability
Ensure accessibility for e-learning courses.	Advice	As above.	Disability

8. The FAIR baseline

- 8.1 In this section, we have included data for key measures under each FAIR outcome. Other measures are also being used and are available on request.
- 8.2 The measures were identified by each division within Citizens Advice. During the development of the FAIR strategy, trustees considered whether to set specific equality and diversity performance targets, but decided to focus instead on practical actions, combined with regular progress reviews. Bureaux serve very different local populations and provide many different kinds of services: headline national targets are unlikely to be meaningful for most.
- 8.3 We have noted where we think information is not likely to be fully representative. Since 2004, an integrated computerised case management system (CASE) has been rolled out across the service. This allows bureaux to capture demographic information about clients. All bureaux have been required to collect information about clients' ethnicity and disability since 2005. Over time, these changes should result in significant improvements in national data about CAB clients.

Strategic objective 1 and 3: Meet the needs of as many people as possible and ensure we reach those in greatest need. Innovate and develop new services.

Measure 1.1: Client profile at national level – bureau services.

This measure is designed to provide an accurate national picture of clients who use bureau advice services, enabling us to track and analyse changes over time. However, national information about the profile of Citizens Advice clients has only recently become available and we publish this data as indicative only, with some reservations about its consistency. We expect data to become more reliable as recording mechanisms become more familiar to staff.

We have not set targets for this measure: specifying an ‘ideal’ client profile would have little relevance either nationally and for individual bureaux who serve vastly different and diverse local populations.

Ethnicity

Data is for 2005/06 (quarter 1 and quarter 2).

Ethnic origin	Percentage of clients	Percentage of population in England and Wales (2001 census)	Percentage of population below poverty line*
Asian or Asian British	5.5%	4%	9%
Black or Black British	5.5%	1.9%	4%
Chinese or other ethnic group	3.2%	0.8%	3%
Mixed Race	1.8%	1.2%	1%
White	84.0%	92.1%	83%

* for individuals below 60% of median income after housing costs. Family Resources Survey 2004/5, quoted in ‘Households Below Average Income (HBAI) 1994/95-2004/05’, DWP (includes Scotland and Northern Ireland)

Range of proportion of BME (Black and minority ethnic) clients

In the bureau with the lowest percentage of BME clients, 0.3 per cent identified as BME. In the bureau in London with the highest percentage of BME clients, 73 per cent are BME, and out of London 46 per cent.

Age

Age	Percentage of clients
0-16	0.4%
17-24	11.8%
25-65	75.3%
65+	12.5%

Disability

Nationally, 3.93 per cent of clients are recorded as identifying as disabled. The remainder are either not disabled or were not recorded. This compares to 21 per cent of the adult population of the UK who consider themselves to be disabled (source DWP, 2003/4 Family Resources Survey – the number of people with a long-standing illness, disability or infirmity, and who have a significant difficulty with day-to-day activities – for all people over 16 years, except for 16-18 year olds in non-advanced full time education. The recommended question for CAB clients is ‘Do you consider yourself to be disabled and/or to have a physical or mental impairment that has a substantial and long term effect on your ability to carry out day to day activities?’)

Range of proportion of disabled clients advised by bureaux

We can't currently report with any surety on the lowest, because of how data is recorded. In the bureau with the highest percentage of disabled clients, 33 per cent identify as disabled.

Gender

In 05/06, 44.19 per cent are recorded as male, 55.81 per cent as female.

Religion and belief and sexual orientation

We do not monitor clients' religion or belief, or sexual orientation nationally.

Measure 1.2: Demographics of users of Adviceguide

Adviceguide is the online information service provided by Citizens Advice. The data about the profile of Adviceguide users is limited as it comes from the voluntary completion of online feedback section, filled in by around 2.5 per cent of visitors. We have recently made arrangements to include questions about sexual orientation, gender identity, and religion and belief on the feedback form. We are investigating ways to encourage more visitors to provide data about themselves.

Users of Adviceguide (figures from 24.11.04 – 24.11.05)

	Percentage of respondents	Percentage of UK population (2001 census)
Age		
Under 16	0.5%	20.2%
16 – 24	22%	11%
25 – 30	20.6%	8%
31 – 40	27.2%	15.5%
41 – 50	14.8%	13.2%
51 – 60	9.8%	12.2%
60 +	5%	19.8%
Gender		
Female	62%	51%
Male	38%	49%
Ethnicity		
Bangladeshi	0.4%	0.48%
Black (African)	1.8%	0.83%
Black (Caribbean)	1.0%	0.96%
Black (Other)	0.5%	0.17%
Chinese	0.7%	0.42%
Indian	2.4%	1.79%
Irish	1.8%	1.21%
Other	4.5%	1.96%
Pakistani	1.3%	1.27%
White British	85%	90.91%
Disability		
Identify as disabled	10%	

Measure 1.3: Number of issues dealt with that include discrimination: 2004/05

We expect this figure to rise over time, as a result of changes to discrimination law, and efforts to improve Citizens Advice bureaux' capacity to offer local discrimination advice, in partnership with others. However, there is currently no reliable national estimate of the likely demand for discrimination advice, and so no basis for setting a reliable target for this indicator.

Discrimination Issues	England and Wales	Percentage
Benefits	3,187	7%
Consumer	5,308	11%
Employment	22,303	49%
Housing	5,526	12%
Legal	2,373	5%
Relationships	5,064	11%
Tax	412	1%
Utilities	1,645	4%
All discrimination issues	45,817	100%

By the end of 2006/07 we will also be able to track nationally the numbers of issues by the type of discrimination (age, disability, etc).

Measure 1.4: Client satisfaction, by demographics

This is an area which is both important and hard to measure. A research study conducted in 2003/4 by MORI – 'Unmet demand for Citizens Advice Bureaux' shows:

- overall clients' net satisfaction with the Citizens Advice service is 70 per cent
- BME clients' net satisfaction with the Citizens Advice service is 50 per cent.

Although the figure for BME clients is from a statistically unrepresentative sample, it is of serious concern, and we have recently commissioned small scale qualitative research to understand better how different groups of people view the Citizens Advice service, and how to improve access for people experiencing discrimination and exclusion.

Given resource constraints, a repeat of the major public survey conducted in 2003/4 by MORI is unlikely. Citizens Advice will, however, continue to develop its understanding of clients' experiences and satisfaction. Possible information sources include client satisfaction surveys conducted by bureaux, further small scale research, and analysis of externally-commissioned surveys and research, including the English and Welsh Civil and Social Justice surveys commissioned by the Legal Services Research Centre.

Strategic objective 2: Have a greater influence on policy

Measure 2.1: Number of bureau evidence forms relating to discrimination

Bureaux send in evidence forms to highlight policy issues that are then used for national policy work. We are developing systems to track how many bureau evidence forms relate to discrimination. As an interim measure, we reviewed the number of forms submitted electronically (currently around half of all the forms received from bureaux) in 2005/06. We aim for this figure to rise significantly between 2005 and 2008, as more clients approach bureaux with discrimination enquiries, and more advisers highlight discrimination in bureau evidence forms.

In 2005/06, 119 electronic bureau evidence forms (EBEFs) related to discrimination issues faced by clients, out of a total of approximately 20,000 EBEFs. Based on this sample, discrimination issues were identified in approximately 0.6 per cent of EBEFs.

Measure 2.2: View of external stakeholders - their perception of the CAB service and our commitment to equality and diversity

In April – May 2005, a sample of 105 key stakeholders and a wider audience within government and the media, showed that

- 99 per cent of respondents felt it was ‘very important’ or ‘quite important’ for Citizens Advice to understand issues facing those at risk of prejudice and discrimination, and 80 per cent felt that Citizens Advice’s performance on this issue was ‘very good’ or ‘good’.
- 94 per cent of respondents felt it was ‘very important’ or ‘quite important’ for Citizens Advice to use evidence to tackle the causes of social exclusion and inequality, and 71 per cent felt that Citizens Advice’s performance on this issue was ‘very good’ or ‘good’.

We aim for the gap between performance and external stakeholder expectations of the role that Citizens Advice can play to narrow between 2005 and 2008.

(source: Citizens Advice: Understanding Perceptions, May 2005, Opinion Leader Research)

Measure 2.3: Number of National Development Team projects with an equality focus, and range of issues covered

The National Development Team support bureaux to develop inclusive advice services. This measure gives an indication of the range of initiatives underway as at March 2005.

Equality focus	Total number of projects
People with mental health problems	6
Single parents	6
People with learning difficulties	1
Young people	5
Prisoners, probation clients and young offenders	6
People on low incomes, housing association tenants and families in deprived areas	6
Adults over 50	9
Travellers, asylum seekers/refugees and people whose first language is not English	4
Victims and survivors of domestic violence	4
Disabled people	5
Body positive/AIDS support groups	1
People with drug and alcohol problems	1
People from minority ethnic communities	13
Homeless people	3
Ex service people	1
Women	1

Measure 2.4: Media coverage of race, faith, disability and other equality related issues generated by Citizens Advice over one year.

Between January and December 2005, a total of 34 articles highlighting Citizen Advice policy or advice work on discrimination and equality issues appeared in the mainstream media.

We aim for this figure to increase, although media coverage is strongly related to the resources available within the press office and these are currently limited.

Strategic objective 4: Improve funding

Measure 4.1: Number of equality-related fundraising bids made by Citizens Advice

This measure needs to be treated with care. When assessing performance, we will also look at actual funds raised as well as number of bids, whether we have been able to raise funds for the most strategic equality work, and how effectively equality and diversity issues have been integrated across fundraising efforts.

During the year 2004/05, approximately ten fundraising bids were made with a strong equality focus. Many other bids included an equality dimension.

Measure 4.2: Support to bureaux for funding equality and diversity work

During 2006/7, Citizens Advice will identify ways to provide greater support to bureaux to raise money for equality and diversity work. We will also identify a performance measure to measure the effectiveness of this support.

Strategic objective 5: Develop all our people

We need to increase the diversity of our paid staff, volunteers and trustees, particularly in management and governance roles.

Measure 5.1 Profile of bureau volunteers, trustees and paid staff, 2004/05

Ethnic Group	Volunteers	Trustees	Paid staff	Total
Asian or Asian British	3%	3%	4%	3%
Black or Black British	3%	2%	4%	3%
Chinese or Other Ethnic Group	1%	0%	1%	1%
Mixed	1%	1%	1%	1%
White	92%	94%	90%	92%
Not Given	0%	0%	0%	0%

Age Band	Volunteers	Trustees	Paid staff	Total
25 to 34	8%	6%	16%	10%
35 to 44	13%	16%	27%	17%
45 to 54	20%	24%	31%	25%
55 to 64	33%	32%	18%	29%
65 and over	21%	20%	2%	16%
under 25	5%	1%	5%	4%
Not Given	1%	0%	1%	1%

Gender	Volunteers	Trustees	Paid staff	Total
Female	66%	39%	76%	64%
Male	34%	61%	24%	36%
Not Given	0%	0%	0%	0%

Disabled	Volunteers	Trustees	Paid staff	Total
No	91%	93%	95%	92%
Yes	9%	7%	5%	8%
Not Given	0%	1%	0%	0%

Measure 5.2: Profile of Citizens Advice staff

We have a good gender balance at senior levels, but BME and disabled people are under-represented at senior levels.

Figures below show national totals and by role for employees in post on 31 March 2005.

Age Range	Total	Percentage	Admin/ Organiser	Professional and Specialist	Executive Management	Leader
Under 25	11	3%	9	2	0	0
25 to 34	93	24%	45	45	3	0
35 to 44	114	29%	24	79	9	2
45 to 54	123	31%	22	73	22	6
55 to 64	53	13%	16	32	5	0

Disabled	Total	Percentage	Admin/ Organiser	Professional and Specialist	Executive Management	Leader
Yes	13	3%	2	9	2	0
No	381	97%	114	220	39	8

Ethnicity	Total	Percentage	Admin/ Organiser	Professional and Specialist	Executive Management	Leader
White	355	89%	97	213	37	8
BME	39	11%	19	18	2	0

Gender	Total	Percentage	Admin/ Organiser	Professional and Specialist	Executive Management	Leader
Female	259	66%	95	139	20	5
Male	135	34%	21	92	19	3

Religion and belief

A staff survey conducted in April 2005 gives information for 348 respondents (74 per cent of all staff): 41 per cent defined as Christian; 7 per cent belonging to other faiths; 44 per cent as belonging to no religion; and 7 per cent did not want to give information. Note the 'other faiths' data is not disaggregated here by individual faith in order to maintain the anonymous nature of the survey. Data is not disaggregated by role for the same reason.

Sexual orientation

A staff survey conducted in April 2005 gives information for 348 respondents (74 per cent of all staff): 83 per cent defined as heterosexual; 10 per cent as lesbian, gay or bisexual; and 6 per cent did not wish to give information. Data is not disaggregated by role to maintain the anonymous nature of the survey.

Measure 5.3: The percentage of Citizens Advice staff who believe that we demonstrate we are an equal opportunities employer

In the 2005 Citizens Advice staff survey, 47 per cent of respondents believed that we demonstrate that we are an equal opportunities employer. This is a disappointing finding, and the new Human Resources strategy will include actions aimed at improving performance in this area.