

As a Council we are committed to providing high quality services that are customer focused. These services will be accessible, sensitive and responsive to the diverse needs of Oldham's individuals, families and communities.

For more information about how we endeavour to continuously improve our customer services and meet customer needs, please go to:

http://www.oldham.gov.uk/contact_us/customer-charter.htm



Equality & Diversity in Customer Services

As part of our on going commitment to delivering excellent customer service, we endeavour to collect relevant equality information about our customers. This information helps us to understand if we are meeting our customer needs and how we can improve the services we offer. Below are a number of examples of where we are currently collecting this type of information. Whilst we recognise that this information is not perfect, this is something we will work to improve. The information we currently collect will help inform our equality objectives as part of the Equality Act 2010.

Legal & Advice Services

On behalf of the Council, Oldham Citizens Advice Bureau provides free, independent and confidential advice to residents on their rights and responsibilities. The information below represents the age, gender, ethnicity and disability of CAB clients.

Client Age			Client Ethnicity		
	Nos.	%		Nos.	%
0-16	13	0.2	White – British	5145	67.5
17-24	658	9.6	White – Irish	35	0.5
25-34	1345	19.6	White – Other	126	1.7
35-49	2263	32.9	White - Roma/Gypsy/Traveller	2	0
50-64	1804	26.2	Asian or Asian British - Bangladeshi	472	6.2
65+	794	11.5	Asian or Asian British - Indian	41	0.5
Not stated	740		Asian or Asian British - Other	105	1.4
Total	7617		Asian or Asian British - Pakistani	680	8.9
Client Disability			Black or Black British - African	269	3.5
	Nos.	%	Black or Black British - Caribbean	55	0.7
Disabled	2154	28.3	Black or Black British - Other	71	0.9
Long-term illness	176	1	Mixed – Other	9	0.1
Not disabled	3658	69.4	Mixed - White & Asian	32	0.4
Not stated	1629	}	Mixed - White & Black African	35	0.5
Total	7617		Mixed - White & Black Caribbean	31	0.4
Client Gender			Chinese	7	0.1
	Nos.	%	Other	145	1.9
Female	3941	51.7	Unknown or Declined to reply	357	4.7
Male	3623	47.6	Total	7617	
Not stated/other	53	0.7			
Total	7617				

Source: Data from Oldham CAB monitoring systems; data for Oldham CAB relates to April-December 2010; figures include users of both generalist and specialist advice; Please note: Figures rounded in some cases.

Telephone Enquiries

In 2010, of callers enquiring about council tax, housing and council tax benefits, environmental health and our environmental services:

Ethnicity

- 85% described themselves as White
- 8% described themselves as Asian or British Asian
- 1% described themselves as Mixed/Dual Heritage
- 1% described themselves as Black or Black British
- 1% described themselves as Other Background.
- 3% preferred not to say

Disability

- 21% considered themselves to have a disability
- 71% considered themselves not to have a disability
- 8% preferred not to say

Source: Unity Partnership Contact Centre Survey Satisfaction Results 2010.

Please Note: This data only reflects a selection of callers who chose to answer questions about their ethnicity and disability status and as such does not necessarily accurately represent the Oldham's demography.

Waste Collections

Our waste service provides assisted collections to residents who are physically unable to put their bins out for collection. Around **2,500 assisted collections** are provided every week for reasons of:

- disability
- age (infirmity)
- pregnancy/maternity

In addition, we have targeted over **11,000 households in ethnically diverse communities** with tailored communications in order that these residents are not prevented from effectively utilising our recycling services.

Source: Oldham Council data; Waste & Resources Action Programme data, 2009

GCSE Attainment

In 2011 pupils achieving 5 or more A*-C GCSEs (including English and Maths) were as follows. (This data also includes the percentage point gap between the ethnic group in question and an average of all ethnic groups i.e. if a group has a positive gap they are achieving higher than their peers).

	Result				Gap				
	2010	2011	Change	2007	2008	2009	2010	2011	Average
	(Boys and girls)								
White	54.5	59.0	4.5	2.5	+3.0	+3.8	+2.6	+3.3	+3.0
Pakistani	43.3	47.2	3.9	-13.8	12.1	18.8	8.6	8.5	12.4
Bangladeshi	42.8	45.7	2.9	-10.3	10.7	8.7	9.1	10.0	9.8
Black	42.7	46.1	3.4	-15.1	12.0	6.0	9.2	9.6	10.4
Mixed/Dual Heritage	45.7	46.2	0.5	9.5	10.9	5.8	6.2	9.5	4.6

Source: Oldham Council Performance, Services & Capacity (last refreshed: 28/09/2011)

Library Visitors

Our libraries cater for a wide range of customers, including active users who have borrowed books in the last 12 months, and customers who have used public access computers in the libraries in the last 12 months.

Age & ethnicity of active borrowers

Age & ethnicity of people who use public access computers

Age & ethnicity of active borrowers			Age & ethnicity of people who use public access computers			Age & ethnicity of people who use public access computers		
Ethnic Group	Nos.	%	Age Group	Nos.	%	Ethnic Group	Nos.	%
White	26789	72.4%	Under 16	12785	34.6%	White	12037	54.8%
White British	23890		16 - 24	3313	9.0%	White British	10560	
White Irish	107		25 - 34	3683	10.0%	White Irish	57	
Any Other White background	2746		35 - 44	3817	10.3%	Any Other White background	1385	
Traveller of Irish Heritage	6		45 - 54	3252	8.8%	Traveller of Irish Heritage	15	
Gypsy / Roma	40		55 - 64	3861	10.4%	Gypsy / Roma	20	
Mixed	547	1.5%	65 - 74	3518	9.5%	Mixed	586	2.7%
White and Black Caribbean	137		75 and over	2439	6.6%	White and Black Caribbean	166	
White and Black African	97		Unknown	310	0.8%	White and Black African	126	
White and Asian	121		Total	36978	N/A	White and Asian	126	
Any Other Mixed background	192					Any Other Mixed background	168	
Asian	6761	18.3%				Asian	7086	32.3%
Indian	207					Indian	178	
Pakistani	3511					Pakistani	3851	
Bangladeshi	2736					Bangladeshi	2604	
Any Other Asian background	307					Any Other Asian background	453	
Black	579	1.6%	Age	Nos.	%	Black	1044	4.8%
Caribbean	115		Under 16	5286	14.3%	Caribbean	136	
African	395		16 - 24	6010	16.3%	African	790	
Any Other Black background	69		25 - 34	4447	12.0%	Any Other Black background	118	
Other	166	0.4%	35 - 44	2652	7.2%	Other	162	0.7%
Chinese	92		45 - 54	1651	4.5%	Chinese	52	
Any Other Ethnic Group	74		55 - 64	1122	3.0%	Any Other Ethnic Group	110	
Unknown	2136	5.8%	65 - 74	586	1.6%	Unknown	1043	4.7%
Refused	557		75 and over	180	0.5%	Refused	199	
Not yet obtained	1579		Unknown	24	0.1%	Not yet obtained	844	
Total	36978		Total	21958	N/A	Total	21958	

Source: Oldham Council Performance Services & Capacity, Library database, figures for Q2 2011

Please note: These figures need to be interpreted with caution as some libraries had gaps in their ethnicity recording; a more detailed breakdown of this information is available on request.