# TfGM Inclusion and Equalities Strategy

# Annual Report for 2022-23

# Published February 2024

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## Introduction and objectives

As the public transport body for Greater Manchester, we want to create a transport network that is easy for everyone to use. July 2022 saw the launch of our new Inclusion and Equalities Strategy. This is the first Annual Report since the publication of the new strategy. It celebrates our successes over the first 12 months and shines a spotlight on some of the positive work across all our teams.

### Why we’re doing this

Following recommendations by the [Independent Inequalities Commission (IIC) in March 2021](https://www.greatermanchester-ca.gov.uk/what-we-do/equalities/independent-inequalities-commission/#:~:text=Launched%20in%20October%202020%2C%20the,and%20outline%20specific%2C%20ambitious%20recommendations.), and a progress report in July 2022, we held an independent equalities audit by New Economics Foundation (NEF). The findings led to a new set of equality objectives, considering our role as a Transport Provider, an Anchor Institution and an Employer. We worked together across the organisation to develop these, along with an action plan to help make them happen. Twelve months on, we’ve reviewed these objectives and actions and they will guide our direction for the coming year.

### Here are our objectives:

Transport Provider

1. Fully understand Greater Manchester people and places, existing inequalities and evidence-based decision making, including intersectionality, and apply that understanding in everything we do.

2. Enable diverse communities to co-design, shape and influence the Greater Manchester transport system, including addressing barriers to participation.

3. Actively seek to address systemic transport inequalities and maximise the opportunity through the implementation of bus reform to deliver an inclusive and accessible transport network.

4. Embed shared learning and maximise relationships and cross-sectoral partnership working through the Greater Manchester system.

Anchor Institution

5. Use all opportunities to tackle inequalities and support equality outcomes through our organisational policies and procedures, including ensuring consistent and meaningful benchmarking and monitoring.

6. Maximise our role within the Greater Manchester civic institution to enable Greater Manchester Strategy priorities.

Employer

7. Empower our workforce to have a voice and provide opportunities to inform policy.

8. Continue to improve the quality of data we hold to understand the diversity of our workforce.

9. Seek to embed an inclusive culture within the organisation that welcomes and encourages a diverse workforce from across Greater Manchester communities.

### Who is responsible for action?

We have established the Inequalities Steering Group (ISG), which has brought together senior colleagues from across the organisation, who oversee delivery of our equality actions. Progress is being tracked and measured through quarterly reporting to ensure that our objectives are being met. This report outlines what we’ve done so far.

## Greater Manchester’s diverse communities

As a public authority, we have equality responsibilities under The Public Sector Equality Duty. The Equality Act 2010 lists nine characteristics that are protected under the duty: age, disability, gender reassignment, marriage or civil partnership status, pregnancy and maternity, race, religion or belief, sex and sexual orientation. To help us to advance equality and end discrimination, we assess the impact of our work on these protected groups.

As good practice, we also consider socio-economic status within our Equality Impact Assessments. We went on to adopt the Socio-Economic Duty in August 2022, strengthening our commitment to tackling poverty across Greater Manchester.

Here we set out a summary of our diverse communities and their travel patterns, for each protected group.

### Headline summary based on 2021 Census and ACORN 2022:

* Greater Manchester’s population is 2.8m
* Sex – 51% of Greater Manchester residents are female, 49% are male.
* Gender identity – 0.1% of the population are trans men, 0.1% are trans women and non-binary and all other gender identities equal 0.1%.
* Ethnicity – 29% of Greater Manchester residents are from Black, Asian and minority ethnic communities. At least 91 different languages were spoken as a main language in Greater Manchester in 2021.
* Disability – 24% of Greater Manchester ’s population have identified themselves as being disabled.
* Age – almost 15% of Greater Manchester ’s population is aged 65 or over, and 32% is under 25.
* Faith/Belief – 47% of Greater Manchester residents describe their religion/belief as Christian. The second largest group is Muslim, with 13%. 1% are Hindu, 1% are Jewish, and 32% identified as having no religion.
* Sexual orientation – Around 3% of Greater Manchester residents identify as lesbian, gay or bisexual.
* Socio-economic status – 53% of Greater Manchester residents are in the ‘Financially Stretched’ or ‘Urban Adversity’ ACORN categories.

## Spotlights

### Refreshing our Disability Design Reference Group (DDRG)

#### Role of the DDRG

The DDRG is a TfGM advisory group, which is made up of individuals with a range of different disabilities who use their lived experience to assist us in designing an integrated and accessible travel network. The group has been fundamental in the journey of Greater Manchester’s transport network so far and, by continuing to provide a meaningful platform for feedback for individuals who experience barriers on the transport system, we can actively tackle inequalities for disabled people and work towards a better system for all users.

#### Membership refresh

We’ve recently refreshed the membership of DDRG to ensure we have good representation both in terms of demographics and Greater Manchester districts. This includes five of the previous panel members, who have been re-recruited as part of this refresh, along with nine new members.

#### Establishing the new group

The first formal meeting of the DDRG took place at the end of September 2023, following a period of training for new members, provided by Breakthrough UK, who co-ordinate the panel on our behalf. The sessions are hybrid so that members can meet in person at our accessible office in Manchester or they can choose to join remotely with all access requirements taken into consideration.

Agenda items at the first formal meeting included a discussion on using a variety of mobility aids on trams, enhancements planned for Salford Central Rail Station and a collaborative discussion between DDRG members and TfGM Officers on future agenda items.

In addition to attending four formal quarterly meetings a year, DDRG members also have the opportunity to contribute to ‘task and finish’ opportunities, planning and reviewing sessions, joining other meetings, or reviewing and inputting into documents and communications.

We’re excited to see what 2023/24 has in store for DDRG and the valued contributions towards helping us to deliver the Bee Network.

### Commitment to tackling violence against women and girls

#### Becoming White Ribbon Accredited

Safety is a key element of any inclusive and accessible transport network and is frequently raised in our engagement activities. In our Destination: Bee Network Public Conversation, 57% of cis and trans women reported they avoided making journeys due to safety concerns.

TfGM became a White Ribbon Accredited organisation in October 2022, demonstrating our commitment to ending gender-based violence.

#### Community voices informing change

TfGM has developed a three-year action plan setting out the steps we’ll take as an organisation to help end gender-based violence.

The action plan was informed by the findings of 12 engagement workshops, which were held between November 2022 and February 2023 in collaboration with partner organisations. This enabled us to hear from a diverse people about their experiences of safety on the transport network as well as their suggestions for actions TfGM can take to enable men and boys to help end gender-based violence.

People told us they want to see more:

* Communications that focus on unacceptable behaviours and how to report incidents.
* Awareness from front line colleagues of how to support women and girls.
* Engagement with children and young people

Over the next three years, we’re committing to:

* Improving our communications around safety and reporting mechanisms, including promoting GMP’s live reporting service.
* Working with GM partners to ensure a joined-up approach to tackling gender-based violence in GM’s transport network.
* Embedding awareness of White Ribbon in our work with the community, schools and colleges and with children and young people.
* Reviewing our internal policies and procedures to ensure our position on gender-based violence is reflected accurately within them.

To find out more and stay updated about our White Ribbon activity visit our [dedicated webpage](https://tfgm.com/white-ribbon).

### Working together to improve customer information

#### Shaping customer travel information that works well for everyone

As the Bee Network develops, we want to ensure we are providing customer information that works well for everyone. We worked with colleagues within TfGM to review current customer information products, such as our printed information, bus station directional signage and the new Bee Network app. We wanted to focus on engaging with specific groups with lived experience of barriers to accessing customer travel information, whose views we want to amplify to ensure the Bee Network is inclusive and accessible.

#### A collaborative approach

We aimed to establish a best practice approach to targeted engagement activities by allowing groups to work with us to inform project development and decision making. We created two strands to the engagement activities to help us achieve this, these being small collaborative working groups and attendance at wider equality group meetings.

#### Authentic conversations with diverse communities

By bringing together multiple TfGM projects under the title of Customer Information, colleagues were able to work collectively and easily share knowledge and insight about common issues. This reduced the need for participants to repeat their feedback to multiple teams.

The chance to meet throughout the process meant that we were able to have a meaningful and informed conversation. Participants came along to sessions with some background knowledge and ideas, shared good practice examples with us and got a chance to see things progressing and to follow up on previous discussions.

The feedback we received from those who attended indicated that they felt listened to and that they appreciated the two-way conversation and openness of TfGM colleagues. The feedback from these collaborative sessions has gone on to inform the design of the customer information now being delivered across the Bee Network. Participants have made further contributions to the launch of the Bee Network app and testing of on-stop passenger information displays and are continuing to be involved in other project areas.

### Strengthening our work experience offer

As an organisation that has an important local presence and influence, we are aware of the impact our work has on local individuals and communities.

One of the ways we can do this is to support and upskill young people from different backgrounds across the city region through providing high quality, meaningful work experience.

This allows young people to explore career options with TfGM and develop their employability skills, while enabling us to be seen as an employer of choice, helping us to attract new talent to the organisation.

Work experience also presented us with an opportunity to address business priorities. As part of our Inclusion and Equalities Strategy, we are committed to having a workforce that reflects the communities we serve. This is a long-term objective, and we aim to target work experience opportunities at demographic groups which are currently under-represented in our organisation.

#### As part of our strengthened work experience offer coming out of the pandemic we:

* Undertook extensive research into potential strategic partners
* Spoke to a number of private and public sector organisations about their approach to work experience such as Bruntwood and Greater Manchester Combined Authority
* Created a toolkit for TfGM colleagues with clear guidance (launched July 2023)
* Aimed to align work experience with under-represented groups
* Created an Expression of Interest Form for colleagues to manage enquiries
* Started capturing demographic data (where possible) on placements
* Implemented reporting to showcase the impact of work experience placements including demographic data plus reviewing our strategic partners.

### Launch of a new staff network – the Rainbow Network

Over the past six months we have been seeking ways to improve our colleague experience with particular focus on colleague Equalities, Diversity and Inclusion (ED&I). As one of our first steps to driving this forward, we have introduced the Rainbow Network which is led by our colleagues themselves.

The TfGM Rainbow Network has been set up as a dynamic and inclusive network, created by and for employees who identify as Lesbian, Gay, Bi, Trans, Queer, Questioning, Intersex, Ace+, or as allies of the LGBTQIA+ community.

The aims and ambitions for the network are primarily to empower and educate its members and colleagues, to advocate for positive changes that lead to an equitable work environment, to support one another and create a safe space, and to engage with the wider LGBTQIA+ community.

#### Driving meaningful change

The Rainbow Network has already helped TfGM to drive meaningful change by helping to introduce the use of pronouns on email signatures and Teams for those colleagues who wish to do so. We are confident that this will be the first change of many more to come.

#### Future groups and next steps

As an organisation our ambition is to have more colleague network groups within the next 12 months for areas which are driven by what our colleagues want. We will be doing some further engagement with colleagues in the coming months to understand more about their experiences, what they’d like to see, what colleague networks are important to them and those that would be interested in taking a lead role.

We are also currently in the process of setting our ‘Colleague Strategic EDI Plan’ in conjunction with the leadership team and our Non-Executive Directors through our People Committee.

### Removing barriers to help communities become more active

In 2020, TfGM were awarded £1,000,000 by the London Marathon Foundation to deliver the Cycle and Stride for Active Lives programme until September 2024. The programme reaches out to those who experience barriers to walking, cycling, and wheeling across GM, with a particular focus on women, children, diverse ethnic backgrounds, people who are physically inactive, and those from lower socio-economic backgrounds.

To date, 65 community groups have been involved in the project. Groups are provided with a grant and complementary behaviour change activities to help to create long term equal opportunities to access physical activity within their community.

#### Complementary behaviour change activities

The Leaders’ Programme ensures community leaders are equipped with the relevant tools to develop skills that will help their charity, group or social enterprise. To date, 15 group workshops have been delivered covering two main topic areas: developing your social enterprise, organisation and funding; and outreach, PR, and marketing. After workshops, individual tailored 1-2-1 mentoring sessions took place for those that wanted them.

#### Case study – Tameside Women’s Community Cycling Group (TWCCG)

The group, whose membership is women living in the Tameside area who are predominantly from ethnic minority groups and low socio-economic backgrounds, aims to break down barriers to cycling and increase participation by offering learn to cycle, social rides and bike maintenance workshops.

#### Project overview from TWCCG

We want to redress the gender imbalance and lack of diversity in cycling and tackle health inequalities by increasing physical activity, making social connections in the community, improving physical and mental health and wellbeing.

With the funding received from the Cycle & Stride project, we purchased bikes and helmets for the group, paid for various running costs and acquired a cycle mechanic qualification. We have also received fantastic skills support and training from The Cycle and Stride leaders' programme. The funding enabled the group to successfully deliver “learn to cycle” and “build cycling confidence” lessons, organised social rides and bike maintenance workshops. We have provided opportunities and supported women to get back into cycling, take part in organised social rides and participate in bike maintenance lessons.

We are particularly proud of all the participants, especially those who wanted to learn to cycle for the first time having not had the opportunity to learn as a child because of cultural norms or no access to bikes. They particularly enjoyed attending events taught by women.

We are collaborating with Ashton Central Mosque and Rehna Yaseen, Ashton Community Project Lead, to provide a culturally sensitive approach to engage greater participation of women from South Asian communities.

We are working in partnership promoting TWCCG projects and engaging with women to increase participation in various local community services in the Tameside area. These are: Broadoak and Smallshaw Community Centre, Friends of King George V Playing Fields and Waterloo Park Centre.

## Our impact as a Transport Provider, Anchor Institution and Employer

Over the past year, TfGM has completed many other pieces of work to help advance inclusion and equalities. In line with our objectives as a Transport Provider, Anchor Institution and Employer we have…

* Developed a set of customer commitments for the Bee Network.
* Developed a new accessible Bee Network app and website.
* Launched a Model of Community Engagement.
* Gathered feedback from disabled customers on bus franchising, which will inform the design of the buses on the network.
* Invited Greater Manchester Youth Combined Authority to join our Inequalities Steering Group to report on their travel survey.
* Been simplifying our application process for disabled people’s concessionary passes.
* Continued to diversify the range of influencers who are engaged with our communications campaigns to reflect Greater Manchester’s communities.
* Launched a Business Engagement Strategy.
* Carried out analysis of perceptions and satisfaction from 2022 surveys – including analysis against protected characteristics.
* Launched a survey to understand the attitudes of businesses towards current public and active travel provision and challenges they face.
* Undertook an older people’s concessionary pass survey to understand the drop in usage since the pandemic and to inform the development of the Greater Manchester Age Friendly Strategy.
* Developed new intelligence tools to help us better understand the 10 Greater Manchester districts.
* Enhanced demographic data for staff and recruitment to understand where targeted actions are needed to ensure our workforce reflects Greater Manchester’s diverse communities.
* Progressed development of a new Social Value Strategic Plan.
* Delivered disability awareness training to frontline teams responsible for implementing our Accessible Travel Policy.

## Closing summary

### Strong foundations

The first 12 months of the Strategy have allowed us to deliver on key actions that have formed our foundations, such as strengthening our data collection and analysis. This has then enabled us to continue to build robust mechanisms to actively plan, deliver and monitor against our impact as a Transport Provider, an Anchor Institution and an Employer.

### Improved participation

This report sets out the enhancements we have made to the way we involve our communities and seek to advance equality at every opportunity. We are continuing to embed lived experience and collaboration into project planning and delivery to ensure that both the infrastructure and service design and delivery of the Bee Network reflects the needs of the diverse communities it serves. These ways of working contribute to TfGM becoming a more people centred and collaborative organisation.

### Refreshed objectives

The Strategy's objectives continue to act as the guiding principles for what we strive to achieve. The spotlight stories in this report show how we have begun to deliver on these objectives. We will continue to drive the Strategy forward by refreshing the supporting actions and continuing to strengthen our data and evidence. We will also continue to respond to wider GM strategic requirements as part of our ongoing approach.