

# Equality Impact and Needs Assessment Form

## Section One – Screening

Name of strategy, policy or project:
Communications
Directorate and service area:
Chief Executive's, Corporate Communication Unit
Name and contact details of officer completing assessment:
Tony Parker (Corporate PR Manager), Peter Doyle (Head of Corporate Communications), Julie Beardall (Directorate Equality Lead)
1. What is the main purpose of the strategy/policy/project (or the changes you want to make to it)?  To ensure that the County Council's work is supported by dynamic and effective two-way communications with the public, stakeholders, members and staff and that this reflects corporate values and the DCC brand.
2. What are the main activities of the strategy/policy/project?  Main activities include managing media relations, public affairs, developing direct communication channels (including DCC website, DevonTalk citizen magazine, and targeted e-communications), marketing and branding activity, internal communications, and co-ordination of DCC consultation and engagement activity.
3. Who is intended to benefit from the strategy/policy/project, and how?  The public, service users, key stakeholders, members and staff.
4. Is the strategy/policy/project consistent with the Council's equality policies?  Yes
5. Is responsibility for the strategy/policy/project shared with another department, authority or organisation? If so, what responsibility and which bodies?  Yes. Although co-ordinated centrally, responsibility for directorate and service-based communication and engagement activity is currently devolved throughout the organisation.

6. What impact is the strategy/policy/project likely to have on different sections of the community? You may wish to use the table below as a prompt.

	<b>Positive impact</b> – it could benefit ✓ (check box)	<b>Negative impact</b> – it could disadvantage ✓ (check box)	<b>Reason</b>	<b>Are there additional factors that could contribute to the experience of isolation<sup>1</sup>? If so, what are they?</b>	<b>Evidence</b>
<b>Gender</b>					
• Women	<input checked="" type="checkbox"/>	<input type="checkbox"/>			Support for ADVA on promotion of Domestic Violence project
• Men	<input checked="" type="checkbox"/>	<input type="checkbox"/>			Support for ADVA in launching special DV helpline for men.
<b>Ethnic Group</b>					
• Asian or Asian British people	<input checked="" type="checkbox"/>	<input type="checkbox"/>			Standard statement on all key publications offering availability of translation and special needs formats.  Guidance on equality issued to all communicators as part of refreshed Communications Protocol.
• Black or Black British people	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
• Chinese people	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
• Gypsy or Roma People	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
• Irish People	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
• People of Mixed Heritage	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
• White People	<input checked="" type="checkbox"/>	<input type="checkbox"/>			

<sup>1</sup> Refer to section 3 of the EINA guidance.

	<b>Positive impact – it could benefit</b> ✓ (check box)	<b>Negative impact – it could disadvantage</b> ✓ (check box)	<b>Reason</b>	<b>Are there additional factors that could contribute to the experience of isolation<sup>1</sup>? If so, what are they?</b>	<b>Evidence</b>
<ul style="list-style-type: none"> <li>• People of other ethnic backgrounds</li> </ul>	<input checked="" type="checkbox"/>	<input type="checkbox"/>			<p>Guidance on sensitive use of imagery and photographs issued as part of new Corporate ID Guidelines.</p> <p>Regular attendance at DCC BEM Reference Group.</p> <p>Support for REC in project to challenge prejudice in local media</p>
Asylum Seekers and Refugees	<input checked="" type="checkbox"/>	<input type="checkbox"/>			Work with police to develop communications protocols to help manage communications over Asylum Seekers and Refugees in Exeter.
People with physical, sensory or learning disabilities	<input checked="" type="checkbox"/>	<input type="checkbox"/>			<p>Guidance on sensitive use of imagery and photographs issued as part of new Corporate ID Guidelines.</p> <p>Working to progress DoH Easy Read standard including development of use of Total Communications across the authority.</p>

	<b>Positive impact</b> – it could benefit ✓ (check box)	<b>Negative impact</b> – it could disadvantage ✓ (check box)	<b>Reason</b>	<b>Are there additional factors that could contribute to the experience of isolation<sup>1</sup>? If so, what are they?</b>	<b>Evidence</b>
					Development of online accessibility features.
Deaf People who use British Sign Language	<input checked="" type="checkbox"/>	<input type="checkbox"/>			Support for Sign Vision events and specific consultation work with Exeter Deaf Club.  BSL signing included as part of key corporate videos/webcasts including special DVD for Deaf community on Contact Arrangements and Feedback.  Member of staff achieving BSL NVQ Level 1.  Introduction of Screen Reader technology on website plus other accessibility features.
People with mental health issues	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
Lesbians, gay men and bisexual people	<input checked="" type="checkbox"/>	<input type="checkbox"/>			Guidance on sensitive use of imagery and photographs issued as part of new Corporate ID Guidelines.
Trans people	<input checked="" type="checkbox"/>	<input type="checkbox"/>			Community Roadshow used to support LGBT history month.

	<b>Positive impact</b> – it could benefit ✓ (check box)	<b>Negative impact</b> – it could disadvantage ✓ (check box)	<b>Reason</b>	<b>Are there additional factors that could contribute to the experience of isolation<sup>1</sup>? If so, what are they?</b>	<b>Evidence</b>
					LBGT DCC staff group supported through Insider staff e-magazine.
Age					
<ul style="list-style-type: none"> <li>Older people (60 +)</li> </ul>	<input checked="" type="checkbox"/>	<input type="checkbox"/>			<p>Support for launch of Senior Councils including use of Community Roadshow in consultation work.</p> <p>Developed dedicated 50+ webpages and carers webpages (with older people)</p>
<ul style="list-style-type: none"> <li>Younger people (17-25) and children</li> </ul>	<input checked="" type="checkbox"/>	<input type="checkbox"/>			<p>Support to launch Young People's Achievement Awards.</p> <p>Developed dedicated Young People's webpages (with young people)</p> <p>Use of Community Roadshow vehicle to support consultation activity at Kongomana Youth festival, etc.</p>
People of different faith groups or beliefs including non-believers	<input checked="" type="checkbox"/>	<input type="checkbox"/>			Work with REC and Exeter Muslim community on Hate and Prejudice Crime Prevention project

	<b>Positive impact – it could benefit</b> ✓ (check box)	<b>Negative impact – it could disadvantage</b> ✓ (check box)	<b>Reason</b>	<b>Are there additional factors that could contribute to the experience of isolation<sup>1</sup>? If so, what are they?</b>	<b>Evidence</b>
Travellers	<input checked="" type="checkbox"/>	<input type="checkbox"/>			Support for public meetings on traveller sites.  Use of Community Roadshow vehicle to support Traveller Education.
Other (please specify) ALL	<input checked="" type="checkbox"/>	<input type="checkbox"/>			Equalities impact built in to current Consultation Strategy (under review)  Work to promote use of Plain English across authority including training programme for web publishers and other authors.  Ensuring an accurate demographic weighting is given in all formal consultation.  Development of specific forums and identification of community 'gatekeepers' for sharing with service directorates undertaking user and other consultation activity.
Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>			

**Notes:**

- Faith groups cover a wide range of groupings, the most common of which are Muslims, Buddhists, Jews, Christians, Sikhs and Hindus. Consider faith categories individually and collectively when assessing positive and negative impacts.
- The categories relating to ethnicity include those used in the 2001 census. Consideration should be given to the needs of specific communities within the broad categories such as Bangladeshi people and to the needs of other communities such as Turkish/Turkish Cypriot, Greek/Greek Cypriot and Polish that do not appear as separate categories in the census.
- An adverse impact does not necessarily require action to be taken. Actions must remain in proportion with the benefits that could be achieved and resources available to complete them. If adverse impacts are identified and actions for improvement are not proportionate, the reasons for not taking action should be detailed and open to challenge.

7. If you have indicated there is a negative impact on any group, is that impact:		
Legal?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
<i>(i.e. it is not discriminatory under anti-discriminatory legislation – refer to the Council's website or your Directorate Equality Representative if guidance is needed)</i>		
Intended?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Level of impact	HIGH <input type="checkbox"/>	LOW <input type="checkbox"/>
If the negative impact is possibly discriminatory and not intended and/or of high impact you must complete section two of this form. If not, complete the rest of section one below and consider if completing section two would be helpful in making a thorough assessment.		
8. a) Could you minimise or remove any negative impact that is of low significance? Explain how:		
b) Could you improve the strategy, project or policy's positive impact? Explain how: Strategy and policies are under constant development. See action sheet. See Action Plan (on page 11) <i>You may wish to use the action sheet at the end of Section Two.</i>		
9. If there is no evidence that the strategy, policy or project promotes equality, equal opportunities or improved relations – could it be adapted so that it does? How?		

**Please sign and date this form. Keep one copy, send a copy to your Directorate Equality Representative and publish the results on the Council's website.**

Signed: Tony Parker

Date: March 2008

## Equality Impact and Needs Assessment Action Plan

Please list below any recommendations for action that you plan to take as a result of this impact assessment.

Issue	Action required	Lead officer	Timescale	Resource implications	Comments
Plain English	Roll out of Plain English training programme	Sam Hill	March – September 2008	Additional resources identified via Corporate Comms budget	Training programme begun via Corporate Marketing Forum
	Peer assessment of all web content	Jo White		Directorate resources limited	Rolling programme of assessments begun
Total Communications	Identification of corporate standards and packages plus training programme.	Sam Hill	March – September 2008	Within Corporate Comms budget	
Positive Images photo database	Community project with BME communities	Tony Parker	March – March 2008/09	Additional £7,500 (joint funding being sought)	
	Corporate photo database to be established	Sam Hill	September 2008	Within budget	
Consultation and engagement	Major review of activity and gap analysis	Malcolm Macdonald	September 2008		
	Review and refresh Consultation Strategy (particularly equalities impact)		September 2008		
	Compile and share comprehensive contact list of		September 2008		

	community groups and 'gatekeepers'				
	Joint pilot of social networking for youth engagement and consultation	Carl Haggerty	Phase 1 December 2008		

**NOTES:**