

# Equality Impact and Needs Assessment Form

## Section One – Screening

Name of strategy, policy or project:
Recruitment Advertising
Directorate and service area:
Personnel and Performance Directorate, Employee Relations
Name and contact details of officer completing assessment:
Jason Wilson (jason.wilson@devon.gov.uk)
1. What is the main purpose of the strategy/policy/project (or the changes you want to make to it)?
To provide a recruitment advertising service to Devon County Council and other public sector organisations and charities
2. What are the main activities of the strategy/policy/project?
To oversee the complete advertising process for job vacancies : liaising with the appointing officer, advertising agency and publication / providing advice to appointing officers / and proof reading the advertisements.
3. Who is intended to benefit from the strategy/policy/project, and how?
Managers and appointing officers benefit from a expert service which is able to coordinate the complete advertising process on their behalf.
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?
n/a

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"/>	Internet site/ Choice magazine /media advertising provides access to job vacancies		
• Men	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Internet site/ Choice magazine /media advertising provides access to job vacancies		
<b>Ethnic Group</b>					
• Asian or Asian British people	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Internet site/ Choice magazine /media advertising provides access to job vacancies  Chosen advertising medium may not reach this community		

<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>Black or Black British people</li> </ul>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Internet site/ Choice magazine /media advertising provides access to job vacancies</p> <p>Chosen advertising medium may not reach this community</p>		
<ul style="list-style-type: none"> <li>Chinese people</li> </ul>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Internet site/ Choice magazine /media advertising provides access to job vacancies</p> <p>Chosen advertising medium may not reach this community</p>		
<ul style="list-style-type: none"> <li>Gypsy or Roma People</li> </ul>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<p>Internet site/ Choice magazine /media advertising provides access to job vacancies</p> <p>Chosen advertising medium may not reach this community</p>		

	<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>
• Irish People	<input type="checkbox"/>	<input type="checkbox"/>			
• People of Mixed Heritage	<input type="checkbox"/>	<input type="checkbox"/>			
• White People	<input type="checkbox"/>	<input type="checkbox"/>			
• People of other ethnic backgrounds	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Internet site/ Choice magazine /media advertising provides access to job vacancies  Chosen advertising medium may not reach this community		
Asylum Seekers and Refugees	<input type="checkbox"/>	<input checked="" type="checkbox"/>	language difficulties		Majority of jobs require fluency in written/spoken English
People with physical, sensory or learning disabilities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Visually impaired - may not be able to read written material		Recruitment Adverts are monitored to ensure they comply with legislation and corporate policy
Deaf People who use British Sign Language	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	May not read/write traditional english grammar. Written communications may not be understood		Recruitment Adverts are monitored to ensure they comply with legislation and corporate policy
People with mental	<input type="checkbox"/>	<input type="checkbox"/>			

	<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>
health issues					
Lesbians, gay men and bisexual people	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Internet site/ Choice magazine /media advertising provides access to job vacancies  Chosen advertising medium may not reach this community		
Trans people	<input type="checkbox"/>	<input type="checkbox"/>			
Age					
• Older people (60 +)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Compliance with Age legislation will have a positive impact on this group		
• Younger people (17-25) and children	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Compliance with Age legislation will have a positive impact on this group		
People of different faith groups or beliefs including non-believers	<input type="checkbox"/>	<input type="checkbox"/>			
Travellers	<input type="checkbox"/>	<input checked="" type="checkbox"/>	May not have access to the publications	Lack of access to sites/ being required to move on may lead to inability to hold down a job,	

	<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>
Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>			
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	NO
	<input checked="" type="checkbox"/>	<input type="checkbox"/>

*(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)*

Intended?	YES	NO
	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Level of impact	HIGH	LOW
	<input type="checkbox"/>	<input checked="" 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:

Age

Application forms have been amended to remove age identifiers, where possible.

Ethnic Group:

Their chosen medium to obtain information may not be used to advertise DCC jobs. Because of this they may feel that DCC are not an equal opportunities employer and therefore may decide not to apply for jobs. To minimise this impact DCC could raise awareness of itself as an employer by advertising in the media that this community commonly read. DCC has a Equal Opportunities policy, and a statement is included in the Choice Bulletin and on the bottom of advertisements, to reassure all sections of the community that DCC is an equal opportunities employer.

Asylum Seekers and Refugees

There may be language barriers, as DCC job advertisements are printed in English.

Visually impaired / People who use BSL:

The Choice Bulletin and other publications where adverts are placed, can be requested in braille or large font formats. Job vacancies can be accessed via the internet site, this site exceeds current accessibility standards.

Lesbian, gay men and bisexual people / Trans People:

The chosen medium, for this community, to obtain information may not be used to advertise DCC jobs. Because of this they may feel that DCC is not an equal opportunities employer and therefore may decide not to apply for jobs. To minimise this impact DCC is raising awareness of itself as an employer by advertising in the media that this community commonly read. DCC has a Equal Opportunities policy, and a statement is included in the

Choice Bulletin and on the bottom of advertisements, to reassure all sections of the community that DCC is an equal opportunities employer.

#### Travellers

As travellers may not have a fixed abode, they will be unable to be added to the Choice bulletins mailing list. However, there are alternatives where they can view the current vacancies bulletin, for example, in libraries, job centres and on the internet.

b) Could you improve the strategy, project or policy's positive impact?

Explain how:

Raise DCCs employer profile within the different communities. Advertise in minority press.

*You may wish to use the action sheet at the end of Section Two.*

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: Jason Wilson

Date: 21/09/2006

**Section Two – Full assessment**

Name of strategy, policy or project:

Date:

**Part A**

1. Looking back at section one of the EINA, in what areas are there concerns that the strategy, policy or project could have a negative impact?	
2. Summarise the likely negative impacts.	
3. What previous or planned consultation or research on this topic / policy area / project has taken place / will take place with groups / individuals from different sections of the community? If there has already been consultation or research what does it indicate about negative impact of this strategy, policy or project?	
Section of the Community	Summary of consultation or research carried out or planned

4. What consultation has taken place/or is planned with DCC staff/DCC staff group including staff that have, or will have, direct experience of implementing the strategy / policy / project?
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5. If there are gaps in your previous or planned consultation and research, are there any experts/relevant groups that can be contacted to get further views or evidence on the issues.
YES <input type="checkbox"/> <i>(Please list them below and explain how you will obtain their views)</i>

NO

6. Has the strategy / policy / project been through legal vetting for compliance?

YES

NO

**Note:** This will only be necessary in conditions where the strategy / policy / project is entirely driven by legislative duties **and/or** where there is doubt about the legal interpretations in relation to the outcomes / service being provided.

### Part B

Complete this section when consultation and research has been carried out

7. a) As a result of this assessment and available evidence collected, including consultation, state whether there will need to be any changes made / planned to the policy, strategy or project.

b) As a result of this assessment and available evidence is it important that DCC commission specific research on this issue or carry out monitoring / data collection?

*(You may wish to put this information directly onto the action plan at the end of this form)*

8. Will the changes planned ensure that negative impact is:

Legal? YES  NO

*(not discriminatory, under anti-discriminatory legislation)*

Intended? YES  NO

Low impact? YES  NO

9. a) Have you set up a monitoring / evaluation / review process to check the successful implementation of the strategy, project or policy?

YES  NO

b) How will this monitoring / evaluation further assess the impact on different sections of the community/ ensure the strategy/ policy / project is non-discriminatory?

Details:

10. What is the final policy decision for this assessment?

11. There is a legal requirement to publish the outcome of an Equality Impact and Needs Assessment. Please outline how / where this will happen:

***Please complete the action plan below, sign the EINA, retain a copy and send a copy of the full EINA, including the Action Plan, to your Directorate Equality Representative.***

Signed:

Date:

## 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

**NOTES:**