

Equality Impact Assessment Form

A copy of this form is available on the Intranet.

Screening

Name of strategy, project or policy:

Communication Strategy and Action Plan

Officer completing assessment:

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1. What is the main purpose of the strategy, project or policy?

To improve communication within Rossendale Council and with external stakeholders and residents.

2. List the main activities of the project, policy (for strategies list the main policy areas)

The Communications Strategy identifies six key challenges:

1. Improving the profile of Rossendale Borough Council
2. Improving customer satisfaction
3. Engaging with communities
4. Promoting Rossendale
5. Engaging with Elected Members
6. Engaging with Staff

3. Who will be the main beneficiaries of the strategy, project or policy?

Residents, the Rossendale community, elected Members and council staff.

4. Use the table below to tick:

- (a) Where you think that the strategy, project or policy could have a negative impact on any of the equality groups i.e. it could disadvantage them.

- (b) Where you think that the strategy, project, policy could have a positive impact on any of the groups or contribute to promoting equality, equal opportunities or improving relations within equality target groups.

		Positive Impact – it could benefit	Negative Impact – it could disadvantage	Reason
Gender	Women	✓	See question 2, section 2 below.	Improved Communication will benefit all groups
	Men	✓	See question 2, section 2 below.	Improved Communication will benefit all groups
Race	Asian or Asian British people	✓	See question 2, section 2 below.	Improved Communication will benefit all groups
	Black or black British people	✓	See question 2, section 2 below.	Improved Communication will benefit all groups
	People of mixed race	✓	See question 2, section 2 below.	Improved Communication will benefit all groups
	Irish people	✓	See question 2, section 2 below.	Improved Communication will benefit all groups
	White people	✓	See question 2, section 2 below.	Improved Communication will benefit all groups
	Chinese people and other minority ethnic communities not listed above	✓	See question 2, section 2 below.	Improved Communication will benefit all groups
Disability	Physical/learning/mental health	✓	See question 2, section 2 below.	Improved Communication will benefit all groups
Sexuality	Lesbians, gay men and bisexuals	✓		Improved Communication will benefit all groups
Gender	Transgender people	✓		Improved

Identity				Communication will benefit all groups
Age	Older people (60+)	✓	See question 2, section 2 below.	Improved Communication will benefit all groups
	Younger people (17-25), and children	✓	See question 2, section 2 below.	Improved Communication will benefit all groups
Belief	Faith groups *	✓		Improved Communication will benefit all groups
Equal opportunities and/or improved relations eg Rural		✓	See question 2, section 2 below.	Improved Communication will benefit all groups

Notes:

* Faith groups cover a wide range of groupings, the most common of which are Muslims, Buddhists, Jews, Christians, Sikhs, Hindus. Consider faith categories individually and collectively when considering positive and negative impacts.

5 If you have indicated there is a negative impact on any group, is that impact:

Legal? YES ✓ NO

(i.e. it is not discriminatory under anti-discriminatory legislation)

Intended? YES ✓ NO

Level of impact HIGH LOW ✓

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.

6 a) Could you minimise or remove any negative impact that is of low significance?

Explain how:

Yes - see Action Plan in section 2

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

Explain how:

All opportunities to promote equal opportunities will be taken as part of the on-going communication workload.

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

7 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?

The communications strategy provides a good opportunity to promote equal opportunities.

Please sign and date this form, keep one copy and send one copy to the Head of Human Resources.

Signed:

Date:

APPENDIX A

Section Two – Full Assessment

Name of strategy, project or policy:

Communication Strategy and Action Plan

Date:24th April 2006.....

Rossendale Council is committed to fulfilling its equalities responsibilities. In its equalities strategy, the Council gives an undertaking to carry out an equality impact assessment (EQIA) on each policy which has the potential to have an impact on various equality groups. Clearly the Council’s Communication Strategy should be assessed.

In carrying out the EQIA, the Council has taken into account information and data from a number of sources. These sources did not indicate that the Council’s Corporate Communication Strategy had been a significant cause for concern among the residents of Rossendale. However mindful of the duty to promote equality of opportunity and good relations it was felt important to review the Communications Strategy.

Part a

1. Looking back at section one of the EQIA, in what areas are there concerns that the strategy, policy or project could have a negative impact?

- Gender ✓
- Race ✓
- Disability ✓
- Sexuality/Transgender
- Age ✓
- Faith

2. Summarise the likely negative impacts.

Written information provided for customers and staff is not routinely translated and may be inaccessible to people with literacy problems
Equality groups requiring information in special formats may not be fully aware of the

services provided
Differential communications approaches to different equality group may result in unintended discrimination
Photographic imagery may not properly represent the local community and may create a false impression of the borough
Newsletter distribution arrangements may exclude some rural properties
Traditional Communication tools may not fully engage young people

3. What previous or planned consultation on this topic/policy area/project has taken place/will take place with groups/individuals from equality target groups?

If there has already been consultation what does it indicate about negative impact of this strategy, project or policy?

Equality target groups	Summary of consultation carried out or planned
Women	Comments invited through Rossendale Council website – No adverse impact highlighted
Black and minority ethnic communities	Comments invited through Rossendale Council website – No adverse impact highlighted
Disabled people	Comments invited through Rossendale Council website – No adverse impact highlighted
Lesbians, gay men, bisexuals or trans people	Comments invited through Rossendale Council website – No adverse impact highlighted
Older people	Comments invited through Rossendale Council website – No adverse impact highlighted
Young people/children	Comments invited through Rossendale Council website – No adverse impact highlighted
Faith groups	Comments invited through Rossendale Council website – No adverse impact highlighted

4. What consultation has taken place/or is planned with Council staff – including staff that have, or will have, direct experience of implementing the strategy/ policy/ working on the project?

Staff involved in drawing up this strategy will also be responsible for delivering it and are fully aware of a range of potential equality issues that need to be overcome in order for the Communications Strategy to be fully effective with all groups in Rossendale.
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5. Check that research /studies/reports concerning the equality target groups and the likely impact have been used to plan the project and guide it or indicate what research you intend to carry out.

Equality target groups	Title/type/details of report/research
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Women	Consultation with Lancashire PRO group, and the equal opportunities commission website http://www.eoc.org.uk/Default.aspx?page=15016
Black and minority ethnic communities	The Good Race Relations Guide at http://www.cre.gov.uk/duty/grr/local_govt.html
Disabled people	The Disability Equality Duty at http://www.drc.gov.uk/businessandservices/docs/Doing_The_Duty.doc
Lesbians, gay men, bisexuals or trans people	n/a
Older people	n/a
Young people/children	Rossendale Local Strategic Partnership Review of the Impact of the LSP on Young People
Faith groups	n/a
Other sources consulted	<ul style="list-style-type: none"> - Employee Survey 2005 - Customer Satisfaction Survey 2005 - Best Value Customer Services Review - Customer Services Strategy - Rossendale CPA inspection report

6. 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 (Please list them and explain how you will obtain their views)

NO

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.

Communications Office to remain vigilant to potential discrimination and to actively review comments and complaints to identify any new approaches that are required.

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

NO

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

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

Legal?
(not discriminatory, under anti-discriminatory legislation)

Intended?

Low impact?

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 the equality target groups/ensure the strategy/project/policy is non-discriminatory?

Details:

Annual Customer Satisfaction survey will identify any possible problems relating to equality groups.
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Please complete the action form below, sign the EQIA, retain a copy and send a copy of the full EQIA, including the Action Plan, to the Head of Human Resources.

Signed: *(completing officer)*

Date:

Equality Impact 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
Translations into minority languages	Corporate strapline and toolkit	Gill Hoyle	July 2006	£500 from within existing resources	
Advertising alternative formats	Visual and tactile symbolism to be developed	Gill Hoyle	July 2006	£500 from within existing resources	
Photographic imagery may not properly represent the local community	Diversity issues incorporated into photo briefs	Gill Hoyle	ongoing	n/a	
Newsletter distribution arrangements may exclude some rural properties	Review Distribution and target rural properties separately	Nick Molyneux	Nov 2006	£1000 from within existing budget	
Traditional Communication tools may not fully engage young people	More eCommunications	Nick Molyneux	Ongoing	n/a	