

Stafford Borough Council

Equality Impact Assessment Form (EIA)

See Guidelines on completing Equality Impact Assessment Forms

Equality Impact Assessment	
1	Title of Function or Policy to be assessed: Communications and Engagement Strategy 2008-2011
2	Date: 17 th December 2008
3	Name of Lead Officer: Tracy Redpath
4	EIA Team: Tracy Redpath Trish Riach William Conaghan
5	Head of Service: Norman Jones – Head of Policy and Improvement
6	Existing, new or review: New
7	Set out the aims/objectives/purposes/outcomes of the function or policy, and give a summary of the service provided: To ensure we are seen as a customer first organisation and to improve level and quality of engagement within our community. To build a strong and effective communications infrastructure throughout the whole council and the Borough of Stafford
8	Linked policies, functions: Are there any other functions, policies or services, which might be linked with this one for the purposes of this exercise? Media Protocol Corporate Branding Photography Protocol IT Users Guide and Website Specification

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9	<p>Who is it intended to affect or benefit (the target population):</p> <p>All residents Local businesses Organisations Third sector Staff Tourists Elected members Partner organisations Trade unions Potential employees</p>		
10	<p>Within this table, state whether the policy or function will have a positive or negative impact across the following factors and provide any comments.</p>		
	Positive Impact	Negative Impact	Comments
	Age		Neither, no known concerns
	Disability		Neither, no known concerns
	Gender		Neither, no known concerns
	Race		Neither, no known concerns
	Religion/belief		Neither, no known concerns
	Sexuality		Neither, no known concerns, but there is a need to include details on the monitoring forms
11	<p>What evidence do you have for the statements you have made above?</p> <p>General - Stafford Borough Council are setting up a distribution list for all press releases. The Staffordshire Equalities Network have a database, and the list will include other non media organisations for targeted groups e.g. blind, hard of hearing, lesbian and gay and BME groups.</p> <p>Currently compliments and complaints are collected but not analysed. They are in the process of transferring them to an electronic document management record. Once this has been done staff can monitor for equalities issues.</p> <p>Residents Panel and Compact Agreement for engagement and consultation. The Council can use the Compact for engaging with hard to reach groups.</p>		

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Age – Stafford Borough Council are going to set up a children and young people panel. The Children’s Trust Board is going to have a representative from the youth forum.

Disability – The website has recently been evaluated and advice has been taken from the Blind Centre in Stafford. Advice has also been taken for dyslexia and those who cannot read. The site can be read aloud, there is a text only version, text size can be altered and recommended colours have been used. Other recommendations from the website evaluation are included in the website plan. The website developers can make use of a company who test the website for disabled use.

All documents will state that they are available in another language, Braille, audio disc etc. The Council are currently looking at their corporate branding (text size, font etc) involving all documents and uniforms and will incorporate RNIB guidelines.

Gender – The People Panel was selected for equal numbers of male and female.

Race – Demographics and County Council data are used to analyse and adapt the website for languages used in the Borough. They have access to in-house speakers of other languages and can also use County Council interpreters.

Religion/belief – The Borough engages with and consults faith groups through the LSP. They also engage with Parish Councils for every external policy. Consideration of venues/times needs to be given for consultation and engagement.

Sexuality - No known concerns but it needs to be included on the monitoring form so complaints, for example, can be monitored for equalities issues.

12. From evidence given at Q.11 what actions, if any, will you need to take against each of the following equality strands:

General – new distribution list needs to be included in the strategy.

Monitor compliments and complaints for equalities issues once they are held in electronic form.

Disability:

Race:

Gender:

Age:
Religion/belief: Strategy needs to include consideration of appropriate venues/times for consultation and engagement.
Sexuality: Include sexuality on the monitoring forms
<p>13. Briefly explain how the policy or function contributes to Community Cohesion by answering the following questions:</p> <ul style="list-style-type: none"> • How will it provide equality of access to services, information and employment? • Does it or could it celebrate diversity? • Will it or could it promote good relationships within and between communities? • How will it help to prevent social exclusion? • Will it help to reintegrate those who have become excluded? • How will it provide good quality, inclusive services? <p>It is built into the Communications and Engagement Strategy that the way of engaging is through the Place Survey. The Place Survey is used to consult local people about their opinions of the place they live in, the quality of life in local areas and their satisfaction with local public services. This data can then be used to look at issues raised regarding Community Cohesion.</p>
<p>14. Consultation: Describe what consultation has been undertaken on this function or policy, who was involved and the outcome.</p> <p>Internal Staff Group, Cabinet, Leadership and the Customer Services Manager have been consulted.</p>
<p>Head of Service: I am satisfied with the results of this EIA *The findings will be referred to within Service Plans and targets built around these. I agree to review the Action Plan after 12 Months</p>
Signature of Head of Service:
Completion of the Toolkit:

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Action Plan

Please list on this sheet the nature of any issues and any recommendation for actions that you plan to implement as a result of undertaking this Impact Assessment

Issue Identified	Action to be taken	Name Lead	Date to be Achieved

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