

# BRAINTREE DISTRICT COUNCIL - IMPACT ASSESSMENT

## WHY DO I NEED TO DO AN ASSESSMENT?

This Impact Assessment isn't designed to 'catch you out'. It is designed to help you think about and improve the way you deliver your services by ensuring that they are as inclusive as possible.

It will help you to test the impact on people when reviewing or developing new policies, strategies and functions to find out if there is any adverse impact or illegal discrimination or any unmet need or requirements.

Legislation imposes duties on local authorities to promote equality and tackle discrimination related to Age, Disability, Gender (includes marital status, gender reassignment), Race (colour, ethnic or national origin, nationality) Religion or Belief, Sexual Orientation, However, we have also included discretionary but important additional categories relevant to our District in this assessment process: People Living in Rural Areas, People living in Urban Areas, People on Low Incomes and People for whom English is not their first Language.

To comply with legislation the Council is required to publish its Impact Assessments and these will be made available on our website.

## WHAT HAS TO BE IMPACT ASSESSED?

You need to do an Assessment when reviewing, making changes to or developing new and existing policies, strategies and functions that are relevant to equality. This can be determined as follows:

### RELEVANT – Impact Assessment must be done

- The policy, strategy or function will impact on people (residents, staff or people living, visiting or working in Braintree District)
- The policy, strategy or function may benefit some people or communities and not others

### NOT RELEVANT – Impact Assessment not needed

- No intended impact on people
- The policy, strategy or function is administrative only

## HOW DO I DO THIS ASSESSMENT?

By answering the questions in the following Assessment template you will be able to consider any possible positive or negative impacts that a new or existing policy, strategy or function may have on defined groups, using data as evidence, and take action accordingly.

## IMPACT ASSESSMENT – INITIAL SCREENING

Name of Policy, Strategy or Function being assessed	Marketing and Communications function
Is this a new or existing Policy, Strategy or Function?	<b>Existing</b>
Person responsible for the assessment	<b>Claire Thwaites</b>
Service Area	<b>People and Democracy</b>
Head of Service	<b>Sharon Lowe</b>
Date	<b>26/04/10</b>

### **1. What is the main purpose of the Policy, Strategy or Function?**

**To provide information about the council and its services to residents of the district, to staff and all stakeholders.**

**Through information and communication channels, make sure people can access the services they may require.**

**To ensure that residents' views are considered when developing and reviewing the provision of services.**

### **2. Who else will be involved in the delivery of this Strategy, Policy or Function?**

**If so, state who they are. They will need to be involved in producing this Impact Assessment**

**The services who are involved in developing the content and methods of communication and information provision.**

**Our marketing briefing process will prompt services to impact assess the work they are delivering at the initial briefing stage.**

**3. Who are you delivering your service to/who will be affected by the Strategy, Policy or Function?**

**It depends on the target groups. Each communication will have different potential “audience”, although some corporate communications will be directed at “all” residents or “all” stakeholders.**

**4. To ensure that you have all available information that could help you to undertake this Impact Assessment complete the following table to evidence which of the following sources of information you are using, or intend to use, to assess the impact of the Policy, Strategy or Function on people within the following equality groups:** Disability, Race (colour, ethnic or national origin, nationality) Religion or Belief, Sex (marital status, gender reassignment), Sexual orientation, Age, People living in rural areas, People living in urban areas, People on low incomes, People for whom English is not their first language. **The sources listed are for guidance so please add/substitute your own categories as appropriate.**

<b>Source</b>	<b>Reference (date/ relevant publication, etc)</b>
Performance Indicators/Targets	<b>Quarterly performance reports – Place Survey</b>
User Satisfaction Surveys	<b>People’s Panel survey and service surveys</b>
Consultation results (new and existing)	<b>Service consultation, consultation on topic/ issues polls</b>
Staff monitoring data	
Complaints information	
Demographic profiles (census, etc)	<b>Mosaic data</b>
Local Needs Analysis (internal or external sources)	<b>Ward profiles- Mosaic- service data</b>
Staff Survey results	<b>Email surveys on issue- Investors in People surveys</b>
Research reports	
Best Practice Information	
Benchmarking data	
Expert views of people representing the equality	<b>People’s Panel and Place Survey as start point and</b>

groups	<b>focus groups for more detailed understanding.</b>
Other – please state	<b>Dependent on the communication’s brief we draw on any information about the audience that we gather. This includes our performance, demographics, any satisfaction or perception data available.</b>

**5. Based on the data indicated in question 4, assess the impact that the Policy, Strategy or Function could have on the groups below. The impact could be positive ie it will benefit this group, it could help to promote equality, access, or improve relations within equality groups. The impact could be negative i.e. it could disadvantage them. You need to explain the reasons for the impact assessment you have made**

<b>Equality Group</b>	<b>Category</b>	<b>Positive Impact</b>	<b>Negative Impact/ Risk</b>	<b>Explanation</b>
Age	Children 0-16	v		<b>Depending on who communication is aimed at we use appropriate channels. For instance, social media being employed for younger people</b>
	Young People 17-25	v		
	Ages 26-59	v		
	Older People 60+	v		
Disability	Blind/Partially Sighted	v		<b>Braille/ large print an option for main communication</b>
	Deaf/Hearing Impaired	v	<b>v face to face information difficult</b>	<b>Hearing loops in main council rooms</b>
	Wheelchair user/mobility difficulties	v		<b>All public meetings and events wheelchair accessible</b>
	Learning Difficulties		v	<b>Comms aim to be simple but not currently</b>
	Mental Health Difficulties		v	<b>Or mental health difficulties</b>
	Learning Difficulties		v	

Gender	Women	v		
	Men	v		
	Transgender	v		
Race	White including English, Scottish, Welsh, Irish, Eastern European (Polish Slovak, etc) Other White background – please specify	v		<b>Website now includes a translation service. Main publications can be translated into other languages</b>
	Asian including Bangladeshi, Pakistani, Indian, Vietnamese, Chinese, Other Asian background – please specify	v		
	Black including Caribbean, Somali, Other African, Other Black background – please specify	v		
	Mixed Dual Heritage including White and Black Caribbean, White and Black African, White and Asian, Other mixed background – please specify	v		
	Gypsies/Travellers	v		
Religion/Belief	Buddhist	v		<b>Now have a Faith Group to form links with council and identify any issues for us to consider</b>
	Christian	v		
	Hindu	v		
	Jewish	v		
	Muslim	v		
	Sikh	v		
	Other – please specify	v		
Sexual Orientation	Lesbian Gay men Heterosexual Bi-sexual	v		<b>LGBT Group to form links to identify any issues for us to consider</b>
Social Inclusion	People living in rural areas	v		<b>Information is provided about services in rural areas directly via parishes</b>

	People living in urban areas	v		
	People on low incomes	v		<b>Campaigns to target groups on low incomes</b>
	English not first language	v		<b>Key information can be translated</b>
Other (optional)	Use to define Impact on any groups specific to this Strategy, Policy or Function not listed above.			

**6. Based on your answer to question 5, could the Policy, Strategy or Function discriminate against any of the groups below either directly or indirectly**

**NOTE: Direct Discrimination** occurs when a person is treated less favourably than another in a comparable situation because of their racial or ethnic origin, gender, religion or belief, disability, age or sexual orientation.

**Indirect Discrimination** occurs when an apparently neutral provision or practice would disadvantage people on the grounds of racial or ethnic origin, gender, religion or belief, disability, age or sexual orientation, unless the practice can be objectively justified by a legitimate aim

Group	Direct Yes/No	Indirect Yes/No	If Yes state how
Age			It could but
Disability			

Gender			
Race			
Religion/Belief			
Sexual Orientation			
Social Inclusion			

**7. Referring to your answers to questions 5 and 6, can you easily minimize or remove any negative impacts identified and if so how?**

**8. If the negative impacts cannot be minimized or removed, they need to be justified. Please explain how and what the evidence for this is.**

**You may want to refer back to the monitoring data you listed in Question 4 to answer this question.**

**Whenever we do it we take into account each people**

**9. If you have identified any impacts as positive in Question 5, are there any further ways in which can you adapt the policy, strategy or function to increase or extend its positive benefits for equality groups? Please explain your reasoning.**

**10. Based on the information you have now provided in this assessment please proceed as follows:**

<b>Equality Impact Assessment</b>	<b>Action</b>
No negative impacts have been identified and this has been justified with evidence	Go to Q11 and Sign Off
Negative impacts were identified but have been minimized or removed	Go to Q11 and Sign Off
There is insufficient evidence to reach a valid conclusion on the Impact	Go back and collect additional evidence/data and then complete a new Assessment
Negative impacts were identified but have not been minimized, removed or justified	Complete the Action Plan below and then sign off by completing Q11

**11. Sign Off**



<b>Assessment Completed by (name &amp; signature)</b>	
<b>Senior Manager (name &amp; signature)</b>	
<b>Date:</b>	

**A copy of the signed Impact Assessment and any Action Plan should be retained and appended to the relevant Policy/Strategy document or Business Plan. A signed hard copy and an electronic copy should be sent to Charmaine Dean, Head of Community Services. It is a statutory requirement to publish the results of Equality Impact Assessments. We will make these available on our website.**

## **IMPACT ASSESSMENT ACTION PLAN**

**You now need to develop and implement an Action Plan to address the negative impacts identified that could not be minimized, removed or justified.**

**This should include more detailed research, further data collection or consultation with representatives from the equality group(s) who you have identified as being likely to suffer a negative impact/be disadvantaged by the Policy, Strategy or Function being assessed.**

## **ACTION PLAN**

<b>Equality Group (eg young people, blind/partially sighted, etc)</b>	<b>Negative Impact Identified</b>	<b>Action</b>	<b>By Who</b>	<b>Start Date</b>	<b>End Date</b>


**ACTION PLAN MONITORING**

How will you monitor progress of your Action Plan? And at what intervals?	
How frequently will this monitoring take place?	
Who will be responsible for this?	

**Now go back to question 11 to complete and sign off this Assessment**