

## Chesterfield Borough Council Equality Impact Assessment - Full Assessment Form

<i>Title of the policy, project, service, function or strategy:</i>	Communication and Engagement Strategy	
<i>Service Area:</i>	Policy and Communications	
<i>Section:</i>	Policy and Communications	
<i>Lead Officer:</i>	John Fern / Allison Potter	
<i>Date of assessment:</i>	17/05/2018	
<i>Is the policy, project, service, function or strategy:</i>		
<i>Existing</i>	<input type="checkbox"/>	
<i>Changed</i>	<input type="checkbox"/>	
<i>New / Proposed</i>	<input checked="" type="checkbox"/>	

### Section 1 – Clear aims and objectives

#### 1. What is the aim of the policy, project, service, function or strategy?

The previous community engagement, internal communications and external communications strategies have been brought together to create a joint strategy. This strategy sets out the overall direction and principles behind all our communications, consultation and engagement work and aims to make it easier for the public to know what services we provide and how to contact and engage with us. It aims to focus our attention on some key transformational issues that will enable us to achieve the desired outcomes.

## 2. Who is intended to benefit from the policy and how?

The strategy will benefit all residents, businesses, visitors to Chesterfield and council employees, who have an interest in the services provided by the council, by providing a framework for clear and accessible communication and engagement.

## 3. What outcomes do you want to achieve?

- To meet growing and changing customer expectations and demand.
- To respond to financial challenges
- To respond to demographic changes (eg ageing population)
- To adopt a digital first approach to communications that seeks to increase the number of people accessing information and talking to the council through digital communication channels (eg website, social media, email, e-newsletters, video).
- To build and maintain our brand, including a clear visual corporate identity, so that tax payers can clearly see the delivery of services they are paying for.
- To ensure our brand is applied consistently and in a coordinated way across the council and its services.
- To improve the user experience of our website.
- To increase the number of people using our website and social media channels to obtain information, participate in consultations and to carry out transactions.
- To deliver pro-active media relations and public relations that informs the public about our vision, priorities, services and success in delivering them.
- To develop alternative channels to communicate messages and to engage with the community.

**4. What barriers exist for both the council and the groups/people with protected characteristics to enable these outcomes to be achieved?**

Barriers potentially exist due to people with protected characteristics not necessarily being aware of the support available to meet their specific communication/engagement needs eg translating a document.

This requires constant awareness of equalities issues by all staff involved in communication and consultation processes to take every opportunity to highlight the support available.

**5. Any other relevant background information**

The strategy will sit alongside the following existing policies and protocols:

- The consultation and engagement toolkit
- Brand guidelines
- Media protocol
- Social media policy
- Style guide
- Microsite (website) protocol

## Section 2 – Collecting your information

**6. What existing data sources do you have to assess the impact of the policy, project, service, function or strategy?**

- Community engagement activities within the corporate community engagement schedule eg *Are You Being Served?* survey, STAR (Survey of Tenants and Residents) survey
- Website analytics data
- Social media analytics data / engagement levels
- Media monitoring data
- Feedback from councillors and staff from customer service interactions

## Section 3 – Additional engagement activities

**7. Please list any additional engagement activities undertaken when developing the proposal and completing this EIA. Have those who are anticipated to be affected by the policy been consulted with?**

Date	Activity	Main findings
13.10.17	Meeting with Leader and Deputy Leader of the council	Discussion held to establish key ideas and priorities
22.11.17	Community Engagement Group meeting	Draft document shared with the group for feedback and comments
1.12.17	Meeting with Chief Executive	Discussion held to establish key ideas and priorities
8.12.17	Meeting with Assistant Director Customers, Commissioning and Change	Discussion held to establish key ideas and priorities and potential links to the upcoming Customer Services Strategy and ICT investment programme

Appendix C

31.1.18	Community Engagement Group meeting	Draft document shared with the group for feedback and comments
12.3.18	Meeting with Leader and Deputy Leader	Draft document shared for feedback and comments
14.3.18	Community Engagement Group meeting	Draft document shared with the group for feedback and comments
20.3.18	Community, Customers and Organisational Scrutiny Committee	Draft document shared with the committee for feedback and comments
9.4.18	Corporate Management Team	Draft document shared with Senior Leadership Team and Corporate Management Team managers for feedback and comments

## Section 4 – What is the impact?

8. Summary of anticipated impacts.			
	Positive impact	Negative impact	No disproportionate impact
Age	√	<input type="checkbox"/>	<input type="checkbox"/>
Disability and long term conditions	√	<input type="checkbox"/>	<input type="checkbox"/>
Gender and gender reassignment	√	<input type="checkbox"/>	<input type="checkbox"/>
Marriage and civil partnership	√	<input type="checkbox"/>	<input type="checkbox"/>
Pregnant women and people on parental leave	√	<input type="checkbox"/>	<input type="checkbox"/>
Sexual orientation	√	<input type="checkbox"/>	<input type="checkbox"/>
Ethnicity	√	<input type="checkbox"/>	<input type="checkbox"/>
Religion and belief	√	<input type="checkbox"/>	<input type="checkbox"/>

9. Details of anticipated <u>positive</u> impacts.							
a)	Introducing a wider range of communication channels to offer more choice to people in different age groups. Although no one age group exclusively uses a particular communications channel some are more likely to be used by certain age groups eg Newspaper readership is significantly higher among older audiences than young or middle aged people						
	√ Age	<input type="checkbox"/> Disability	<input type="checkbox"/> Gender	<input type="checkbox"/> Marriage	<input type="checkbox"/> Pregnancy	<input type="checkbox"/> Sexual orientation	<input type="checkbox"/> Ethnicity
b)	General improvements to communication and engagement channels audiences in the borough, making messages clearer and offering more opportunities to express views. Offering more opportunities to engage at a time and in a way to suit them.						

Appendix C

	<input checked="" type="checkbox"/> Age	<input checked="" type="checkbox"/> Disability	<input checked="" type="checkbox"/> Gender	<input checked="" type="checkbox"/> Marriage	<input checked="" type="checkbox"/> Pregnancy	<input checked="" type="checkbox"/> Sexual orientation	<input checked="" type="checkbox"/> Ethnicity	<input checked="" type="checkbox"/> Religion
c)								
	<input type="checkbox"/> Age	<input type="checkbox"/> Disability	<input type="checkbox"/> Gender	<input type="checkbox"/> Marriage	<input type="checkbox"/> Pregnancy	<input type="checkbox"/> Sexual orientation	<input type="checkbox"/> Ethnicity	<input type="checkbox"/> Religion

**10. Details of anticipated negative impacts.**

a)	<i>Negative impact:</i>							
	<i>Mitigating action:</i>							
	<input type="checkbox"/> Age	<input type="checkbox"/> Disability	<input type="checkbox"/> Gender	<input type="checkbox"/> Marriage	<input type="checkbox"/> Pregnancy	<input type="checkbox"/> Sexual orientation	<input type="checkbox"/> Ethnicity	<input type="checkbox"/> Religion
b)	<i>Negative impact:</i>							
	<i>Mitigating action:</i>							
	<input type="checkbox"/> Age	<input type="checkbox"/> Disability	<input type="checkbox"/> Gender	<input type="checkbox"/> Marriage	<input type="checkbox"/> Pregnancy	<input type="checkbox"/> Sexual orientation	<input type="checkbox"/> Ethnicity	<input type="checkbox"/> Religion
c)	<i>Negative impact:</i>							
	<i>Mitigating action:</i>							
	<input type="checkbox"/> Age	<input type="checkbox"/> Disability	<input type="checkbox"/> Gender	<input type="checkbox"/> Marriage	<input type="checkbox"/> Pregnancy	<input type="checkbox"/> Sexual orientation	<input type="checkbox"/> Ethnicity	<input type="checkbox"/> Religion

<b>11. Have all negative impacts identified in the table above been mitigated against with appropriate action?</b>			
<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/> N/A	<i>If no, please explain why:</i>



## Section 5 – Recommendations and monitoring

---

**12.** How has the EIA helped to shape the policy, project, service, function or strategy or affected the recommendation or decision?

It has reaffirmed our commitment to provide communications and engagement opportunities in alternative formats requested by the public and to ensure we are offering as wide a range of potential communication channels as possible

**13.** How are you going to monitor the policy, project, service, function or strategy, how often and who will be responsible?

Through service plan results, through community engagement surveys and monitoring data. It will also be monitored every six months by the council's Community, Customers and Organisational Scrutiny Committee

## Section 6 – Knowledge management and publication

---

Please note the draft EIA should be reviewed by the appropriate Service Manager and the Policy Service **before** WBR, Lead Member, Cabinet, Council reports are produced.

Reviewed by Head of Service/Service Manager	Name:	John Fern
	Date:	4/6/2018
Reviewed by Policy Service	Name:	Allison Potter
	Date:	17/05/2018
Final version of the EIA sent to Policy Service		√
Decision information sent to Policy Service		<input type="checkbox"/>