Chesterfield Borough Council

Equality Impact Assessment - Full Assessment Form

Service Area: Business Transformation
Section: Communications and Marketing
Lead Officer: John Fern

Title of the policy, project, service, function or strategy the preliminary EIA is being produced for: Corporate branding

Is the policy, project, service, function or strategy:

Existing
Changed X
New/Proposed

STEP 1 – MAKE SURE YOU HAVE CLEAR AIMS AND OBJECTIVES

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

a) To provide effective and consistent marketing materials through the adoption of one single standard for branding instead of the multitude of approaches currently occurring.

b) To provide effective and modern branding that can be used by income generating services to compete commercially.

c) To produce a range of templates that will save time and money by removing the need to redesign posters and leaflets for small scale events and activities run by the council.

d) To ensure residents and businesses know what services are provided by Chesterfield Borough Council and how they can contact the council about those services.

e) To save time and money by reducing the number of calls that have to be redirected each year from members of the public who approach the council about services it doesn't provide eg redirecting queries about roads to Derbyshire County Council.

f) To provide branding that can easily be used on digital communication channels, such as social media and websites.

As the branding is developed further over time and the colour palette and document templates are expanded further consultation with services (including the policy team) will take place to ensure colour contrast and legibility continue to be adhered to.

Who is the policy, project, service, function or strategy going to benefit and how?

> The branding is anticipated to benefit the local community and the Council, by making messages and information clearer.

What outcomes do you want to achieve?

> Simpler, less confusing and less technical messages will be given to all audiences.
>
> The branding will provide communication messages and a clear visual identity that help people quickly identify council services.
>
> This means the public will also find it easier to know how to contact the council about those services.

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

> The existing branding has a poor visual identity and there is widespread public confusion between the 'place brand and the council's own brand.
>
> While the visual identity is about a range of visual indicators of a brand most people focus on the logo. The existing logo is poor from an accessibility perspective because it is difficult to scale down in size, as is often required, while still maintaining legibility. It also works poorly in digital formats, such as Twitter or Facebook.
>
> Removing some of these barriers is a key driver for the corporate branding project.
>
> The tender specification and contract between the Council and the agency specified that accessibility and equalities issues must be considered at all stages throughout the process to ensure that the branding is appropriate and accessible.

STEP 2 – COLLECTING YOUR INFORMATION

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

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The agency appointed to carry out the work on behalf of the council carried out an audit of the council's existing branding and its brand strategy. This drew heavily on the Are You Being Served? residents' survey to assess current public recognition of council services.

Pictures were also taken demonstrating some of the difficulties that the existing branding creates for people with protected characteristics and the wider population.

They were also able to draw on their extensive experience, and that of other designers, who regularly have to try and deal with the accessibility issues created by the existing branding, particularly when used in digital formats.

In addition they were able to draw on public opinions expressed in the local media and on social media to understand some of the confusion created by the existing branding and the place brand.

There was also the engagement process detailed below.

STEP 3 – FURTHER ENGAGEMENT ACTIVITIES

Please list any additional engagement activities undertaken to complete this EIA e.g. met with the Equalities Advisory Group, local BME groups, Employee representatives etc. Could you also please summarise the main findings.

Date	Engagement Activity	Main findings
21 July 2014	Consultation with council leader and deputy leader	Established the values and services they associate with the council and their ideas on the vision and brand values that they want to see in the future.
23 July 2014	Consultation with Destination Chesterfield marketing manager	Established his views on the current position of how council services are reflected within Destination Chesterfield and confusion that had been created due to council facilities using Destination Chesterfield branding for services it was never intended to. Established the brand values and services he associates with the council. Established the accessibility and other issues created by using the council's existing brand
5 August 2014	Consultation with public focus group	Established the values and services that people associate with the council and its activities and what they want to see in the future. Established areas where the public understood or didn't understand the services and functions provided by the council. In particular the understanding around the difference between the place brand and the council brand was established.

		Established the factors within the existing visual identity that people wished to see. In particular the public wished to keep the Crooked Spire at the heart of the visual identity.
5 August 2014	Consultation with business community (Destination Chesterfield)	As above
5 August 2014	Consultation with CBC staff	Established staff perspectives on the above issues.
6 August 2014	Consultation with CBC chief executive	As above (see council leader and deputy leader)
13 August 2014	Feedback session with public focus group	Gave feedback from the first session and demonstrated how that had been used to create the brand strategy, including the key communication messages. Some initial design concepts were presented to show how that strategy could then potentially be interpreted once the brand guidelines were completed.
13 August 2014	Feedback session with staff group	As above

STEP 4 – WHAT'S THE IMPACT?

Is there an impact (positive or negative) on some groups/people with protected characteristics in the community? (think about race, disability, age, gender, religion or belief, sexual orientation and other socially excluded communities or groups). You may also need to think about sub groups within each equalities group or protected characteristics e.g. older women, younger men, disabled women etc.

Please describe the potential impacts both positive and negative and any action we are able to take to reduce negative impacts or enhance the positive impacts.

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Group or Protected Characteristic	Positive impacts	Negative impacts	Action
Overall issues	The biggest improvement will be generated by creating a consistent, professional standard for all marketing materials instead of the current unregulated approach that leads to dozens of different styles and the use by some teams of strange fonts, colours, formats and, on occasions, pieces of ClipArt.

Legibility of promotional materials will be improved. This will partly be through the extensive work to improve the scalability of the logo. A reversed out version of the logo has also been produced which has white as its core to ensure it can be used to contrast clearly with other colours that are introduced to the palette over time.

The core corporate colours are red and black which have been selected as high contrast colours to improve legibility. As the main text font colour is black it contrasts easily when used on white backgrounds.

Clearer identification of services through a more professional | | The brand guidelines document will need enforcing to ensure that the new brand values and visual identity are being applied correctly and continue to have accessibility and legibility issues at the heart of all designs.

A sans serif font has been selected for the logo rather than a serif font to keep the type face clean and to avoid blurring, particularly when being used in formats like newsprint. The weight of the font and the spacing of the wording has been carefully selected to enable the size of the logo to be scaled up and down without impacting on legibility.

Where the colour palette and document templates are expanded further consultation with services (including Policy team) will take place to ensure colour contrast and legibility continue to be adhered to.

Using the brand strategy communication messages to simplify the message about the |

	approach to branding will help all protected characteristic groups to access services		range of council services so people understand when the council is providing a service and when it is another local authority
Age – including older people and younger people.	All marketing materials will continue to be offered in alternative formats on request (eg large print) in line with the principles contained in the external communications strategy. The updated logo will also be more suited for use in a range of settings, including social media, which will enable the Council to communicate more effectively with a range of age groups.		Apply the principles of the external communications strategy.
Disabled people – physical, mental and sensory including learning disabled people and people living with HIV/Aids and cancer.	All marketing materials will continue to be offered in alternative formats on request (eg large print) in line with the principles contained in the external communications strategy.		Using the brand strategy communication messages to simplify the message about the range of council services so people understand when the council is providing a service and when it is another local authority
Gender – men, women and transgender.	As above		
Marital status including civil partnership.	As above		
Pregnant women and people on maternity/paternity.	As above		

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Sexual Orientation – Heterosexual, Lesbian, gay men and bi-sexual people.	As above		
Ethnic Groups	As above, plus marketing materials will continue to be offered in alternative languages on request		Apply the principles of the external communications strategy.
Religions and Beliefs including those with no religion and/or beliefs.	As above		
Other groups e.g. those experiencing deprivation and/or health inequalities.	As above		

From the information gathered above does the policy, project, service, function or strategy directly or indirectly discriminate against any particular group or protected characteristic?

Yes
No   X

If yes what action can be taken to stop the discrimination?

Please see table above.

STEP 5 – RECOMMENDATIONS AND DECISION MAKING

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

From inception equality and accessibility issues have been a fundamental part of the project. The tender specification and contract both required the successful bidder to ensure accessibility issues were at the heart of the process throughout delivery.   The eventual choice of logo was the product of extensive work to improve legibility while the brand guidelines will embed this thinking into the roll-out of the branding in the coming months and years.

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

The brand guidelines will provide the 'rule book' which all services must follow once the branding is implemented.

A system is being set up to ensure the communications and marketing team are able to enforce the new rules on each individual piece of work.

The brand guidelines, including the accessibility and legibility requirements, will also be expected to be written into all future relevant procurement processes where there is a branding element to the delivery of the service eg ensuring branding on rubbish lorries applies the brand guidelines.

STEP 6 – KNOWLEDGE MANAGEMENT AND PUBLICATION

Please note the draft EIA should be reviewed by the appropriate Head of Service/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: 12/11/14

Reviewed by Policy Service
Name: Katy Marshall
Date: 12/11/14

Final version of the EIA sent to the Policy Service ☑

Decision information sent to the Policy Service ☐