

EQUALITY IMPACT ASSESSMENT

THE STAGE ONE ASSESSMENT FORM - the initial screening process

SERVICE, POLICY OR FUNCTION BEING ASSESSED: Public Relations and Communications

DESCRIPTION OF SERVICE, POLICY OR FUNCTION: (e.g. main purpose, users or beneficiaries etc)

The key areas of the Communications Team comprise internal communications, external communications, media relations and design. Internal communications include the publication information bulletins informing staff of key issues and initiatives, daily media news update.

External communication includes the publication of Babergh Matters, a council magazine promoting positive council initiatives.

Public Relations involve proactive council publicity through the media and reactive comment on council-related issues.

The team is responsible for designing a diverse range of publicity material and other council-related documents to a corporate standard.

Advise and inform internally e.g. branding, presentation of external documents (leaflets etc)

Manage 'Speak Aloud' on website

The main beneficiaries of the services provided by the Communications Team are local residents, elected members, council staff and media.

Please indicate if it is an existing area of service or a new area/project: Existing

Target Equality Group <i>(see guidance note 2 for details)</i>	Does it have a Positive Impact If yes, please explain how <i>(see guidance note 6 for details)</i>	Does it have a Neutral Impact If yes, please explain how <i>(see guidance note 9 for details)</i>	Does it have a Negative Impact If yes please explain how, indicate if it is legal and whether or not it is intended. <i>(see guidance note 7 for details)</i>	If it has a negative impact, is the level of this impact high or low? <i>(see guidance note 10 for details)</i>
Age		Provision of information is accessible to people whatever their age. Also connected in part with disability where this is age related.		

Target Equality Group <i>(see guidance note 2 for details)</i>	Does it have a Positive Impact If yes, please explain how <i>(see guidance note 6 for details)</i>	Does it have a Neutral Impact If yes, please explain how <i>(see guidance note 9 for details)</i>	Does it have a Negative Impact If yes please explain how, indicate if it is legal and whether or not it is intended. <i>(see guidance note 7 for details)</i>	If it has a negative impact, is the level of this impact high or low? <i>(see guidance note 10 for details)</i>
Belief or faith		Provision of information is accessible to people whatever their belief or faith.		
Disability		Provision of information is accessible to people whatever their disability.	Reading large amounts of text on screen or small print on publications can be difficult for those with literacy and visual impairments.	Low
Sexual Orientation		Provision of information is accessible to people whatever their sexual orientation.		
Gender		Provision of information is accessible to people whatever their gender.		
Race		Provision of information is accessible to people whatever their race.	Those who do not have English as their first language and who do not read mainstream local media will encounter problems in accessing published material.	Low

PLEASE ANSWER THE FOLLOWING QUESTIONS IF ANY AREAS HAVE BEEN IDENTIFIED WITH LOW LEVEL NEGATIVE IMPACT

IS THE IMPACT LIKELY TO CHANGE OVER TIME?

Yes	Yes	No	
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IF YES, HOW WILL THE IMPACT CHANGE?

The level of impact is decreased by the employment of the measures detailed below.
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WHAT CAN YOU DO TO MINIMISE OR REMOVE ANY *UNINTENDED* NEGATIVE IMPACT?

<p>Disability: What is currently done? We have a 'Browsealoud' function on the website for people who have difficulty reading online. The Babergh website enables changes in text size or audio descriptions. Documents are also available in Braille, audio and large text on request. This facility is publicised in leaflets and in Babergh Matters.</p>
<p>Race: What is currently done? We offer a facility on our website to translate text into various languages however this does not include Polish the language of one of the most numerous ethnic groups in the area or a number of non European languages. We also offer the option for people to request translation of key public documents into their choice of language if they are unable to read English. Some wide spread publications have a multi – language section which invites people to request a translation eg council tax leaflet, others do not eg Babergh Matters. In conjunction with the West Suffolk LSP a guide to our and other services has been produced in Polish, Russian and Portuguese, this has been widely distributed.</p> <p>What might be done: We will explore what other web translation sites we might be able to use to extend the number of languages the website can be translated into, focusing particularly on Polish but also some non European languages. We could include a multi language section in all widely distributed publications eg Babergh Matters. There would be an opportunity cost to this in that fewer articles would be incorporated but no printing cost. Including such a multi language panel in some of our leaflets however might increase the size and printing cost. There would be a translation cost to deal with any requests received.</p>

HOW COULD YOU MONITOR THIS WORK?

Ensuring feedback and response is encouraged on all literature and monitoring these responses.
Continuing to work with West Suffolk LSP in respect of the priority languages of Polish and Portuguese, evaluating feedback and response to initiatives.

IF YOU HAVE IDENTIFIED ANY AREAS WHERE THE LEVEL OF NEGATIVE IMPACT IS HIGH PLEASE REFER TO YOUR HEAD OF SERVICE PRIOR TO COMPLETING A STAGE TWO ASSESSMENT FORM

Signed: Janice Rees.....Service Manager undertaking the Assessment.

Date: ...24th September 2008.....