

## South Staffordshire Council Equality Impact Assessments (EIA)

### Introduction

As functions or policies are reviewed, or new ones developed, an Equality Impact Assessment (EIA) should be carried out to address the following legislation:

- The Race Relations (Amendment) Act 2000;
- Disability Discrimination (Amendment) Act 2006;
- Sex Discrimination Act 1975; and
- To help implement the Employment Equality Regulations on Sexual Orientation and Religion and Belief and Age.

EIAs can help South Staffordshire Council to meet the various stages of the Equalities Standard for Local Government and increasingly service inspections are asking questions about the findings of EIAs.

An EIA is a process to determine whether a policy or function has any "*differential impacts*" that could have an adverse (negative) implication on the basis of a person's race, gender, disability, sexual orientation, religion/belief or age. It is a method to ensure that a function or policy will not create any barriers that could prevent access to services or employment opportunities.

### Explaining the toolkit

- Green text provides guidance on how to complete the form.

Equality Impact Assessment	
<b>1</b>	<b>Title of Function or Policy to be assessed:</b> Internal Communication Strategy
<b>2</b>	<b>Date:</b> 07/06/2010
<b>3</b>	<b>Name of Lead Officer:</b>  Jamie Angus, Communications Officer. (01902) 696502 j.angus@sstaffs.gov.uk
<b>4</b>	<b>EIA Team</b> Fiona Cozens Jamie Angus Becky Harris
<b>5</b>	<b>Director/Head of Service/Service Manager:</b>  Clodagh Peterson – Policy & Partnerships Manager
<b>6</b>	<b>Existing, new or review:</b>  Review and refresh of 2007 Internal Communication Strategy

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<b>7</b>	<p><b>Set out the aims/objectives/purposes/outcomes of the function or policy, and give a summary of the service provided:</b></p> <p>The purpose of this strategy is to continue to improve and build upon progress made to make clearer internal communications across the organisation.</p>
<b>8</b>	<p><b>Linked policies, functions: Are there any other functions, policies or services which might be linked with this one for the purposes of this exercise?</b></p> <p>External Communication, Consultation and Engagement Strategy Place Survey South Staffordshire Viewpoint (Residents' Panel) Staff Survey 2009 Communications Group Corporate Strategy 2008-2012 (obj. 5) 'To be a well managed council'</p>
<b>9</b>	<p><b>Who is it intended to affect or benefit (the target population):</b></p> <p>This document is primarily intended to affect and benefit all members of staff and councillors at South Staffordshire Council.</p> <p>This includes, primarily, staff based at the offices in Codsall, elected Members and (to be added to action plans later) colleagues from remote-based locations such as Leisure Centres, Baggeridge Country Park, Hinksford Mobile Caravan site and officers based at Lane Green depot.</p> <p>This strategy is also intended to help improve the level of service that the council delivers to local residents. Improved lines of internal communication should help make colleagues feel more prepared and informed about the job they do, culminating in improved customer service.</p> <p>The document should also benefit local partners for the same reasons as above.</p>

If you have any queries or comments about Equality Impact Assessments or about the toolkit, please contact:  
Becky Harris, Policy and Partnerships, 01902 696242  
Or email: [b.harris@sstaffs.gov.uk](mailto:b.harris@sstaffs.gov.uk)

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<b>10</b>	<p><b>Within this table, state whether the policy or function will have a positive or negative impact across the following factors and provide any comments.</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;"></th> <th style="width: 15%;">Positive Impact</th> <th style="width: 15%;">Negative Impact</th> <th style="width: 40%;">Comments</th> </tr> </thead> <tbody> <tr> <td>Age</td> <td style="text-align: center;"><b>Yes</b></td> <td></td> <td></td> </tr> <tr> <td>Disability</td> <td style="text-align: center;"><b>Yes</b></td> <td></td> <td></td> </tr> <tr> <td>Gender</td> <td style="text-align: center;"><b>Yes</b></td> <td></td> <td></td> </tr> <tr> <td>Race</td> <td style="text-align: center;"><b>Yes</b></td> <td></td> <td></td> </tr> <tr> <td>Religion/belief</td> <td style="text-align: center;"><b>Yes</b></td> <td></td> <td></td> </tr> <tr> <td>Sexuality</td> <td style="text-align: center;"><b>Yes</b></td> <td></td> <td></td> </tr> </tbody> </table>				Positive Impact	Negative Impact	Comments	Age	<b>Yes</b>			Disability	<b>Yes</b>			Gender	<b>Yes</b>			Race	<b>Yes</b>			Religion/belief	<b>Yes</b>			Sexuality	<b>Yes</b>		
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<b>11</b>	<p><b>What evidence do you have for the statements you have made above?</b></p> <p>As this document is intended to help improve communication within the organisation, all staff should have a greater indirect working knowledge of the council's policies including, for example, its equalities scheme, relevant legislation, and relevant training opportunities available.</p> <p>The work of this strategy should help support the work being done by the authority's Equality and Diversity Reference Group regarding working without discrimination on the basis of age, race, religion, gender, disability or sexual preference.</p> <p>Briefings, including the Chief Executive Bulletins and Insight are also available in alternative formats upon request and large print. This is stated clearly on The Core.</p>																														
<p><b>12. From evidence given at Q.11 what actions, if any, will you need to take against each of the following equality strands:</b></p>																															
<p><b>Disability:</b> To ensure that staff at all levels are included by making communications available, upon request, in various formats in order to prevent exclusion. To monitor any staff requests for alternative formats and to promote the option.</p>																															
<p><b>Race:</b> To actively raise awareness of the council's single equalities scheme</p>																															
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**Religion/belief:**

To actively raise awareness of the council's single equalities scheme

**Sexuality:**

To actively raise awareness of the council's single equalities scheme

**13. Briefly explain how the policy or function contributes to Community Cohesion by answering the following questions:**

- **How will it provide equality of access to services, information and employment?**

This strategy helps establish a policy setting out clearly how we should communicate effectively across the organisation.

- **Does it or could it celebrate diversity?**

Through internal mechanisms such as the Intranet, we have the potential to promote positive community news and events which could help celebrate diversity.

- **Will it or could it promote good relationships within and between communities?**

N/A

- **How will it help to prevent social exclusion?**

This strategy aims to improve communications within the organisation therefore providing colleagues with the information they need to do their jobs and deliver the council's services. Subsequently, improved delivery and engagement should have a positive impact upon all residents and groups within the district.

- **Will it help to reintegrate those who have become excluded?**

This strategy has the potential to assist reintegration. By promoting the Council's single equalities scheme it hopes to raise awareness about hard-to-reach groups within our local communities to staff.

- **How will it provide good quality, inclusive services?**

It is hoped that improved communication will give staff the opportunity to provide an improved, diverse and inclusive service to our residents.

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**14. Consultation:**

Describe what consultation has been undertaken on this function or policy, who was involved and the outcome.

**Staff Survey 2009** – results from this survey, which were open to all colleagues, were used to inform this strategy.

**Communications Group** – The Communications Group provided a broad ranging forum of colleagues from across various service areas whose ideas and opinion were fed into the strategy.

**SMT** – This strategy went before SMT for comments.

**Consultation period with all colleagues** – The final draft of the strategy was placed on the Council's intranet for a period of time to allow all members of staff to comment.

**Director/Head of Service:**

I am satisfied with the results of this EIA

I have seen the Councils (3) Equality Schemes or Equality Action Plan and am satisfied with the contribution it can make.

I agree to review the Action Plan after 12 Months with the Directorate's Equality representative.

**Signature of Head of Service:**



**Completion of the Toolkit:**