

Portfolio:	Service:	Person responsible for the assessment:	Date Completed:
Partnership Services	Policy & Partnerships	Jamie Angus (Communications Officer)	tbc

PART A

Aims and procedures of the policy/service/function

1	Title of function or policy to be assessed	External Communication, Consultation and Engagement Strategy
2	The status of the policy	Revised (from 2008 version)
3	EIA Team	Jamie Angus; Becky Harris, Julie Eaton-Lees; Joan Cox
4	What are the aims, objectives, and purpose of the policy?	<p>To improve and develop the way we communicate with local people, businesses and other stakeholders.</p> <p>To improve residents' perceptions of the council and the services it provides.</p> <p>To ensure that the information we provide online is clear, concise and accessible.</p> <p>To introduce and develop the concept of social media.</p>
5	Are there any other functions, policies or services which might be linked with this one for the purposes of this exercise?	<p>Corporate Strategy 2008-2012</p> <p>Internal Communication Strategy</p> <p>Our Duty to Involve</p> <p>Our consultation toolkit</p> <p>Sustainable Community Strategy 2008-2020</p>
6	Who is it intended to affect or benefit (the target population):	<ul style="list-style-type: none"> • Local people and local businesses • Partner organisations including the community and voluntary sector • Parish councils • Other councils • Developers • Media • Regional and central government • Tourists and visitors • Councillors

		• Staff
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PART B

Consideration of data and research

7	List all examples of data (qualitative and quantitative) or any consultation information available that will enable the impact assessment to be undertaken	Residents' Panel surveys Place Survey 2008 data + Place Survey mimic survey 2010.
8	Evidence of complaints against the service/policy/procedure on grounds of discrimination	n/a
9	What does the consultation/research/data indicate about the negative impact of the service, policy, procedure, or practice?	n/a
10	What does the consultation/research/data indicate about the positive impact of the service, policy, procedure, or practice?	The more effective we are at communicating our message, the more informed local people will feel about the work we do. The more clear, concise and accessible information is, the more likely residents are to have a positive perception of the authority.

PART C

Testing of impact - positive, negative and neutral

11	Within this table, state whether the policy or function will have a positive or negative impact across the following factors and provide any comments.					
		Positive impact	Negative impact	Neutral	What evidence do you have for this?	Using the evidence, what action will you need to take?
	Age	Y			By developing social media tools we could look to break down barriers amongst the older population – for example, the fastest growing demographic on Facebook is women aged 45-65.	
	Disability	Y			Provision for audio, large print and Braille versions of The Review.. Commitment to improve	

					accessibility to diversity web pages.	
	Gender			✓		
	Marriage, Maternity, Paternity			✓		
	Race	Y			Commitment to reflect the district's demographics make-up in the images/literature we produce. Google translation tool to be introduced to the website too.	
	Religion/Belief			✓		
	Sexuality			✓		
	Transgender			✓		
	Human Rights (inc civil partnership)			✓		

Director/Head of Service:



Date: 5th April 2011

I am satisfied with the results of this EIA.

I have seen the Council's 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.