

Equality Impact Assessment Full Assessment Form

Service:

Communications

Title of policy, function or service:

Communication Strategy

Lead officer:

Communications Advisor

People involved with completing the EIA:

Corporate Projects Officer. – it should be noted that this EIA will be reviewed as part of a rolling programme when an assessing group has been established and trained.

Type of policy, function or service:

Existing:

New/proposed

Changed

STEP 1 - Make sure you have clear aims and objectives

What is the aim of your policy or new service?

The Communication Strategy sets out SHP's approach to communicating with all our different audiences, both internal and external including customers, employees and the media

Who is the policy or service going to benefit and how?

The strategy is intended to benefit all staff, residents, tenants, leaseholders and external stakeholders.

What outcomes do you want to achieve?

- Support the delivery of SHPs vision, values and mission
- Identify, develop and put in place channels of communication with customers, employees and stakeholders
- Maximise positive publicity for the organisation, enhancing and protecting the reputation of SHP
- Ensure employees are well-informed, have access to relevant information, understand their contribution to the performance of SHP and have the opportunity to make suggestions and receive feedback
- Ensure customers are well informed and involved
- Maintain a consistent high standard of visual identity for SHP
- Ensure communication is clear' uses appropriate language and delivered in a consistent way that is appropriate and clearly understood by the target audience
- Establish good relationships with the press and media

What barriers are there to achieving these outcomes?

Information on all communication needs may not be accurate, therefore we may not be communicating with staff, customers and other stakeholders in the most appropriate way.

STEP 2 - Collecting your information

What existing information/ data do you have?

1. The staff survey which conducted during August 2010 showed drops of on average 10% within the communications section from the previous survey.
 - Satisfaction with employees being able to put forward ideas fell from 87% to 73%
 - Staff attending regular team meetings fell from 95% to 80%
 - Satisfaction with how SHP communicated overall was 73%
 - Satisfaction at being kept informed about activities within SHP 87%, when this was asked about changes that affect my job it fell to 59%
 - The most satisfied groups in the staff survey are those who are disabled and from a minority ethnic group (however numbers for the later are low)
 - The least satisfied groups are those aged 18-24 and those aged 60+
2. The annual customer communication survey showed:
 - 67% think our website is interesting
 - 81% think the website is easy to read
 - Development work we carried out to the navigation of the site has resulted in a marked improvement to last years' figures in terms of you finding it easy to find the information you are looking for, up from 37% to 78%.
 - 85% think our leaflets are good with 25% thinking they are excellent
 - 91% think our leaflets are useful
 - 87% are satisfied with the content and quality of our leaflets
 - 91% have found a leaflet relating to the subject they were looking for.
 - 90% read Shoreline News
 - 84% think Shoreline News is good and 27% think it is excellent
 - 84% find Shoreline News interesting with 25% of you finding it very interesting
 - 84% of you are happy with the variety of information included
 - No diversity information is available therefore it is unclear whether any groups are more or less satisfied than others
3. We have the blue flag database of, which includes any communication requirements of our tenants but this would need to be cross-referenced with the diversity information we hold which is not currently done and there is no way currently of reporting how many alternative language/ format documents have been sent out.
4. Editorial Team – there are currently 2 employees and 15 customer editorial team members they are 100% white British, 10:5 female:male split, 47% disabled, two with specific communication requirements
5. Plain English champions in the organisation, they are 100% white British, 81.82% female, no disability.
6. The latest census data shows that, back in 2001, the ethnic minority population in North East Lincolnshire represented less than 2% of the total population. A more recent estimate in 2004 shows this figure had risen to 3.6%, and in mid 2007 4.8%. Further increases are expected due in part to the increase of migrant workers from EU accession countries such as Poland and Lithuania
7. From 2009, older people have outnumbered children in North East Lincolnshire, and by 2026, people of 50 years or older will represent 44% of the total resident population.

Using your existing data what does it tell you?

Communication needs to be targeted to specific diverse groups.

Satisfaction is low in some areas and for some diverse groups. For other surveys there is no diversity breakdown therefore it is unclear whether satisfaction for all groups is comparable.

The population profile of North East Lincolnshire is rapidly changing and communication needs to reflect this.

The editorial team is not reflective of the community

The Plain English Champions are not reflective of the community

Information on communication needs is not stored centrally.

Step 3 – What's the Impact?

Is there an impact on some groups in the community?

Age

Ageing population will lead to differing communication needs.

No central store for customers/ staff who require alternative formats e.g. large print may lead to them receiving information that they cannot read.

Disability (think about those people with physical, sensory and learning disabilities and those with poor mental health)

No central store for customers/ staff who require alternative formats e.g. large print may lead to them receiving information that they cannot read.

No mention in the strategy of Braille, audio documents, hearing loop

Ethnic Origin or people with particular nationalities

No central store for customers/ staff who require alternative languages may lead to them receiving information that they cannot read.

Cultural needs, including offensive words and pictures may be overlooked as the editorial panel and plain English champions are not reflective of the community.

Gender

The Editorial Panel and Plain English champions are not reflective of the community gender split.

Transgender

Lack of understanding of trans people by staff and the wider community.

Religion/ Belief

Cultural needs, including offensive words and pictures may be overlooked as the editorial panel and plain English champions are not reflective of the community. There is a lack of targeted communication at places of worship.

Sexual Orientation

Lack of data of LGB satisfaction, and the editorial panel and plain English champions are not reflective of the community as they do not contain anyone who has declared to be from this diverse group. Positive images of same sex couples need to be included in publications and on the website.

Marital Status/ Civil Partnership

No issues identified

Pregnancy/ Maternity

No issues identified

Other socially excluded groups e.g. those on low income, single parents, carers, homeless people, people with low literacy etc.

No central store for customers/ staff who require alternative formats/ languages may lead to them receiving information that they cannot read.

Cultural needs, including offensive words and pictures may be overlooked as the editorial panel and plain English champions are not reflective of the community.

STEP 4 – What are the differences?

Are any groups affected in a different way to others as a result of the policy, project or service?

It is an aim that all communities and groups to have access to publications and other communications regardless of their diverse group.

Does your policy, project or service either directly or indirectly discriminate?

Yes

No

Additional information - If yes how are you going to change this?

STEP 5 – You're almost there - now you need to consult!

Who have you consulted with?

If you have not consulted yet please list who and how you are going to consult with specific groups or communities

Consultation will take place as part of the strategy development process. A group representative of the community and our tenants will be constituted to consider the draft strategy prior to approval. Other stakeholders who will be involved in the consultation include bodies which are identified during the process as appropriate contributors.

STEP 6 – Make a decision based on steps 2-5

What changes or benefits have been made as a result of your consultation?

If you are in a position to change or introduce the policy, project or service clearly show how it was decided on

The strategy is to be reviewed annually and the EIA recommendations will be incorporated into this process.

If you **are in a position to introduce the policy, project or service but still have information to collect or actions to complete to ensure all equality groups have been covered please list with timescales**

Consultation will need to take place but once this has been completed, in relation to the EIA, the following actions will be incorporated:

- Alternative communication tools to be incorporated into the action plan
- Access to information should *always* be in the customers preferred format
- Central store of communication needs to be developed in conjunction with customer profiling
- Review the membership of the Editorial group and plain English champions to ensure they are reflective of the community
- Promote the use of positive images particularly same sex couples
- Alternative communication methods and formats to be specifically detailed within the strategy
- Targeted communication and promotion at places of worship and other community groups.

If you **are not in a position to go ahead what actions are you going to take? (Please list actions with timescales)**

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

The strategy will be monitored through the action plan on a regular basis and reviewed annually. The Communication Advisor will be responsible for the monitoring and implementation of the strategy.

STEP 7 - Congratulations you've made it! - Now just publish your results



Send an electronic copy of the EIA to the Business Improvement Team who will publish it on the website

This EIA has been approved by:

Business Improvement

Date: 08/06/2011

Contact n

01472 572282

