

Equality Impact Assessment Template – Policy, Function or Strategy

This document should be completed when a new policy, function or strategy is introduced or when a substantive change to an existing policy, function or strategy is recommended. This will ensure equality considerations are taken into account before a decision is made and the policy, function or strategy can be altered, if required.

| | | |
|--|---|--|
| 1. Policy, function or strategy | | |
| a. | Name/description of the policy, function or strategy ¹ | Communications and engagement strategy 2023/25 |
| b. | Responsible organisation(s)/Lead Service | Communications, Tourism and Health and Safety |
| c. | Lead Officer | George Barbour, Service Manager for Communications, Tourism and Health and Safety |
| d. | Date of Impact Assessment | 17 January 2023 |
| e. | Partners/other Services involved in the development of the policy, function or strategy | N/A |
| f. | Is the policy, function or strategy? | <input type="checkbox"/> New |
| | | <input checked="" type="checkbox"/> Reviewed/Revised |
| g. | What is the purpose of the policy, function or strategy (include details of any new legislation which prompted the introduction of the policy, function or strategy or the substantive change to the policy, function or strategy)? | The strategy seeks to put in place a new communications and engagement strategy for the council and replacement of the existing strategy. The strategy also seeks to ensure greater communications planning and part of that seeks to ensure communications activity across service is consistent and ensures The Equality Act 2010 and other legal duties are taken account of in future communications activity. |
| h. | What are the intended outcomes of the policy, function or strategy? | To improve communications planning and activity to ensure greater clarity and consistency. |

¹ Please attach details of the policy, function or strategy to this Template

| | | | |
|----|---|--|---|
| i. | Geographical area (Inverclyde-wide or a specific location) | Inverclyde-wide and, potentially, beyond Inverclyde depending on the audience. | |
| j. | Which parts of the Equality Duty will the policy, function or strategy impact on? | X | Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by The Equality Act 2010 |
| | | X | Advance equality of opportunity between people of different groups |
| | | X | Foster good relations between people from different groups |
| k. | Will those who may be directly or indirectly affected by the policy, function or strategy be involved in its development? | | |

| | | |
|---|------------|-----------|
| 2. Does the policy, function of strategy impact on: | | |
| | Yes | No |
| a. Protected Characteristics under The Equality Act 2010: Age; Disability; Gender Reassignment; Pregnancy and Maternity; Race; Religion and Belief; Sex; Sexual Orientation (see Section 3) | Yes | |
| b. Reducing inequalities of outcome caused by socio-economic disadvantage – Fairer Scotland Duty ² (see Section 6) | | No |
| c. Local Outcomes Improvement Plan (LOIP) 2017/22 ³ (see Section 7) | Yes | |

² [Fairer Scotland Duty: guidance for public bodies](#)

³ [Local Outcomes Improvement Plan 2017/22](#)

| | | |
|--|-----|--|
| d. Corporate Plan 2018/22 ⁴ (see Section 8) | Yes | |
|--|-----|--|

3. If 'Yes' is selected for any part of Section 2, please populate the other relevant Sections of this Template.

4. If 'No' is selected for every part of Section 2, please state the reasons for this.

Please sign below and email a copy of this Template to Karen Barclay, Corporate Policy and Performance Officer:
karen.barclay@inverclyde.gov.uk

| | |
|------------|-------|
| Signature: | Date: |
|------------|-------|

3. Impact – Protected Characteristics

Which of the Protected Characteristics will the policy, function or strategy have an impact upon?

| | | |
|--|---------------|--|
| | Impact | |
|--|---------------|--|

⁴ [Corporate Plan 2018/22](#) (agenda item 5)

| Protected Characteristic | Positive | | Neutral | Negative | | Reasons/Comments |
|--------------------------------|----------|-----|---------|----------|-----|---|
| | High | Low | | High | Low | |
| Age | | Yes | | | | The strategy aims to embed protected characteristics into communication planning to ensure age is taken account when planning communications activity by council services, where relevant. |
| Disability | | Yes | | | | The strategy aims to embed protected characteristics into communication planning to ensure disability is taken account when planning communications activity by council services, where relevant. |
| Gender Reassignment | | Yes | | | | The strategy aims to embed protected characteristics into communication planning to ensure gender reassignment is taken account when planning communications activity by council services, where relevant. |
| Marriage and civil partnership | | Yes | | | | The strategy aims to embed protected characteristics into communication planning to ensure marriage and civil partnership is taken account when planning communications activity by council services, where relevant. |
| Pregnancy and maternity | | Yes | | | | The strategy aims to embed protected characteristics into communication planning to ensure pregnancy and maternity is taken account when planning communications activity by council services, where relevant. |
| Race | | Yes | | | | The strategy aims to embed protected characteristics into communication planning to ensure race is taken account when planning communications activity by council services, where relevant. |
| Religion and belief | | Yes | | | | The strategy aims to embed protected characteristics into communication planning to ensure religion and belief is taken account when planning communications activity by council services, where relevant. |
| Sex | | Yes | | | | The strategy aims to embed protected characteristics into communication planning to ensure sex is taken account when planning communications activity by council services, where relevant. |
| Sexual orientation | | Yes | | | | The strategy aims to embed protected characteristics into communication planning to ensure sexual orientation is taken account when planning communications activity by council services, where relevant. |

| | | | | | | |
|--|--|-----|--|--|--|---|
| Other groups to consider <ul style="list-style-type: none"> Carers | | Yes | | | | The strategy aims to embed protected characteristics into communication planning to ensure targeted communications takes account of the needs of individual groups, such as carers, where relevant. |
|--|--|-----|--|--|--|---|

| | |
|---|---|
| 4. Which parts of the Equality Duty will the policy, function or strategy have an impact upon? | |
| X | Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Equality Act 2010 |
| X | Advance equality of opportunity between people from different groups |
| X | Foster good relations between X people from different groups |

| | |
|--|---|
| 5. Impact – groups | |
| From the information you have highlighted above, describe the positive and negative impacts and the groups affected under The Equality Act 2010. | |
| <p style="text-align: center;">Positive impacts + <i>(Describe groups affected.)</i></p> <p>By embedding examination of protected characteristics as a key responsibility into future communications the strategy seeks to have a positive impact on all protected characteristics.</p> | <p style="text-align: center;">Negative impacts - <i>(Describe groups affected.)</i></p> |

6. Impact – Fairer Scotland Duty

What impact will this policy, function or strategy have on reducing inequalities of outcome caused by socio-economic disadvantage?

| Positive impact + | Neutral impact = | Negative impact - |
|--|---------------------|----------------------|
| + | = | - |
| <p>Briefly describe how the policy, function or strategy will impact on reducing inequalities of outcome.</p> | | |

7. Impact – LOIP 2017/22

Which Priority/Priorities from the LOIP 2017/22 will this policy, function or strategy impact on?

| | |
|--|--|
| X | 1. Population: Inverclyde’s population will be stable and sustainable with an appropriate balance of socio – economic groups that is conducive to local economic prosperity and longer term population growth |
| X | 2. Inequalities: There will be low levels of poverty and deprivation and the gap between the richest and poorest members of our communities will be reduced (This may already have been highlighted at Section 6.) |
| X | 3. Environment, culture and heritage: Inverclyde’s environment, culture and heritage will be protected and enhanced to create a better place for all Inverclyde residents and an attractive place in which to live, work and visit |
| X | 4. The local economy: Inverclyde has a thriving and diverse local economy, economic activity is increased and skills development enables both those in work and those furthest from the labour market to realise their full potential |
| <p>Briefly describe how the policy, function or strategy will impact on the LOIP Priority/Priorities.</p> | |

Priorities 1-4: The strategy supports all services, activity and projects of the council to improve consistent communications planning and will have an impact on all LOIP 2017/22 Priorities.

8. Impact – Corporate Plan 2018/22

Which Priority/Priorities from the Corporate Plan 2018/22 will the policy, function or strategy impact on?

| | |
|---|---|
| X | 1. To promote Inverclyde, to both residents and visitors alike, as a great place to live, work and visit |
| X | 2. To work collaboratively, to enable strong, connected and empowered communities, particularly in areas of deprivation, so that residents have influence and control over the things that matter to them |
| X | 3. To grow the local economy in a way that creates opportunities for all our residents, including access to good quality jobs |
| X | 4. To reduce the prevalence of poverty and, in particular, child poverty in our communities |
| X | 5. To safeguard, support and meet the needs of our most vulnerable families and residents |
| X | 6. To improve the health and wellbeing of residents so that people live well, and for longer |
| X | 7. To protect and enhance our natural and built environment |
| X | 8. To preserve, nurture and promote Inverclyde's unique culture and heritage |
| X | 9. To deliver services that are responsive to community needs and are underpinned by a culture of innovation, continuous improvement and effective management of resources |
| X | 10. To develop motivated, trained and qualified employees who deliver quality services that meet current and anticipated service needs |

Briefly describe how the policy, function or strategy will impact on the Corporate Plan Priority/Priorities.

Priorities 1-10: Communications is at the heart of how the council works and the aim of the strategy is to provide supports for all services, activity and projects of the council to improve consistent communications planning and will have an impact on every corporate plan priority.

9. Evidence

What evidence do you have to help identify any potential impacts of the policy, function or strategy?

Note: Evidence could include information from consultations, surveys, the Citizens' Panel, focus groups, interviews, projects, user feedback, complaints, Officers' knowledge and experience, equalities monitoring data, publications, research, reports, and local and national groups.

| Evidence | Details |
|---|--|
| Consultation/Engagement (including any carried out while developing the policy, function or strategy) | Individual council services have been consulted on the draft strategy including IT, customer services, civil contingencies, human resources and policy. The draft strategy was also reviewed by the council corporate management team prior to submission to the committee for approval. |
| Research | |
| Officers' knowledge and experience (including feedback from frontline staff) | |
| Equalities monitoring data | |
| User feedback (including complaints) | |
| Stakeholders | |

| | |
|--|--|
| Other | |
| Are there information gaps and, if so, what are these? | |

10. Consequences of analysis

What steps will you take in response to the findings of your analysis? Please select at least one of the following and provide a brief explanation.

| | | | |
|----|--|--------------------------|--|
| a. | Continue development with no changes | X | |
| b. | Continue development with minor alterations | <input type="checkbox"/> | |
| c. | Continue development with major changes | <input type="checkbox"/> | |
| d. | Discontinue development and consider alternatives (where relevant) | <input type="checkbox"/> | |

How will the effect of the policy, function or strategy be monitored following implementation?

The strategy will be reviewed at six monthly intervals by the Council's Corporate Management Team.

When is the policy, function or strategy due to be implemented?

Following committee approval expected to be on 31 January 2023.

When will the policy, function or strategy be reviewed?

January 2025.

What resources are available for the implementation of the policy, function or strategy? Have these resources changed?

Existing resources in corporate communications, though the report to committee highlights that there are potential future costs and resource implications from delivery of detailed reports on individual actions subject to future agreement by the Corporate Management Team and, where relevant, a committee of the council.

11. Please use the space below to detail any other matters arising from the Equality Impact Assessment process, including what action could be taken to mitigate the impact of the policy, function or strategy.

The strategy also supports delivery of a number of other council strategic priorities, examples of which include The British Sign Language Plan 2018/24 and The Gaelic Language Plan 2022/27.

Details of the Person(s) who completed the Assessment:

| | |
|-----------|--|
| Name: | George Barbour |
| Position: | Service Manager Communication, Tourism and Health and Safety |
| Date: | 17 January 2023 |

| | |
|-----------------------|--|
| Authorised by: | |
| Name: | Ruth Binks |
| Position: | Corporate Director – Education, Communities and Organisational Development |
| Date: | |

Thank you for your assistance with the completion of this task.

Please send a copy of the completed Template to Karen Barclay, Corporate Policy and Performance Officer at karen.barclay@inverclyde.gov.uk.