



**Oadby & Wigston**  
BOROUGH COUNCIL

# **EQUALITY ASSESSMENT**

## **PART 1 - INITIAL SCREENING**

<b>Name of Policy/Function:</b>  <b>Communication Policy Guide &amp; Strategy 2017-2019</b>	<input checked="" type="checkbox"/>	This is <b>new</b> policy
	<input type="checkbox"/>	This is a <b>change</b> to an existing policy
	<input type="checkbox"/>	This is an <b>existing</b> policy, Function, not previously assessed

<b>Date of screening</b>	24 August 2017
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### **1. Briefly describe its aims & objectives**

This report introduces 'Oadby & Wigston Borough Council's Communication Policy Guide & Strategy 2017-2019' document. This document details proposals for our short-term strategy for communication, alongside policy and best-practice advice for staff.

### **2. Are there external considerations?**

*e.g. Legislation/government directive etc*

Data Protection. Copyright, Defamation Legislation and Equality Act 2010

### **3. Who are the stakeholders and what are their interests?**

Council employees, resident and Members  
Residents will be interested in how the Council will engage with them through the three Forums and other engagement mechanisms.

### **4. What outcomes do we want to achieve and for whom?**

Adopting the strategy and policy guidelines will provide a consistency of written communication and branding. Which will help create a professional, modern and

cohesive appearance for internal and external stakeholders. It will provide a valuable training aid for staff. Increasing the understanding and confidence in using communication best-practice, which will help improve our capacity to share organisational success - both internally and externally. It will help improve internal communication and the sharing of information across different services. The document will help staff have an understanding of the need and the preferred protocols for effective internal communication, which will help build a 'one team' culture and break up any potential silo working.

**5. Has any consultation/research been carried out?**

Consultation with Managers on content. Research with other organisations and centres of excellence. Small working focus group of senior managers, including a member of Senior Management Team.

**6. Are there any concerns at this stage which indicate the possibility of Inequalities/negative impacts?**

There are no concerns about any negative impacts. The document is in Plain English so it is accessible to all. Anyone who needs special arrangements such as Braille, audio and different language or large print can request them.

**7. Could a particular group be affected differently in either a negative or positive way?**

**Positive** – *It could benefit*

**Negative** – *It could disadvantage*

**Neutral** – *Neither positive nor negative impact or not sure.*

	Type of impact, reason & any evidence
Disability	Document accessible.
Race (including Gypsy & Traveller)	Neutral
Age	Neutral
Gender Reassignment	Neutral
Sex	Neutral
Sexual Orientation	Neutral
Religion/Belief	Neutral
Marriage and Civil Partnership	Neutral
Pregnancy and Maternity	Neutral

**8. Could other socio-economic groups be affected?**

*e.g. carers, ex-offenders, low incomes, homeless?*

No

**9. Are there any human rights implications?**

No

**10. Is there an opportunity to promote equality and/or good community relations?**

By improved communications that is accessible to all should encourage better relationships with our partners and residents. The use of improved images used on our website will reflect the local community. Under the Equality Act 2010 , Section 149 implementation of the PSED (Public Sector Equality Duty) three aims, noting it will support the Authority`s engagement with our stakeholders.

**11. If you have indicated a negative impact for any group is that impact legal?**

*i.e. not discriminatory under anti-discrimination legislation*

No

**12. Is any part of this policy/service to be carried out wholly or partly by contractors?**

Yes

**13. Is a Part 2 full Equality Assessment required?**

No

**14. Date by which a Part 2 full Equality Assessment is to be completed with actions.**

N/A

**Please note that you should proceed to a Part 2, the full Equality Impact Assessment if you have identified actual, or the potential to cause, adverse impact or discrimination against different groups in the community.**

We are satisfied that an initial screening has been carried out and a full equality assessment **is not required\*** (please delete as appropriate).

Completed by Karen Pollard Date 24/08/2017  
(Policy/Function/Report written)

Countersigned by Anne Court Date 24/08/17  
(*Head of Service*)

Screened by: Veronika Quintyne Date 24/8/2017  
Community Engagement Officer

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(*Community Engagement Officer*)

Equality Assessments shall be published on the Council website with the relevant and appropriate document upon which the equality assessment has been undertaken.