

## WORCESTERSHIRE COUNTY COUNCIL EQUALITY IMPACT ASSESSMENT DESKTOP SCREENING

**This exercise is not an EIA. It is a desktop exercise designed to establish if you need to carry out a full assessment. When completing the screening please use plain English avoiding the use of acronyms or jargon. Any documents referred to should be attached to the screening form.**

Part One: basic information needed to identify the policy and prepare for screening

1.1	Directorate and Section/Unit	PEP- Community Leadership – Marketing & Communications
1.2	Title or brief description of the policy being screened.	Marketing & Communications Plan
1.3	Screening by:	Katharine Clough, Marketing & Communications Manager
1.4	Date of screening	February 2010
1.5	Related policies/functions:	<i>Design &amp; Print Function/ Plan and the Web Design Function / Plan</i>
1.6	To which section of the Directorate or Corporate "business/service plan" does this relate?	<i>Communications element of Directorate service plan , underpins all elements of Corporate Plan.</i>
1.7	Is this a new or existing policy?	<i>There is an existing screening document</i>
1.8	What is the policy trying to achieve?	A vehicle for effective and efficient marketing and communications for Worcestershire County Council.
1.9	What are the planned outcomes for this policy?	<i>Plan Objectives :-</i> <ul style="list-style-type: none"> <li>• Integrated external communications that reinforce and support the council's brand and identity</li> <li>• Co-ordinated member communications</li> </ul>

		<ul style="list-style-type: none"> <li>• A productive and transparent relationship with the media</li> <li>• Raising organisational profile</li> <li>• Identification of Efficiencies</li> <li>• Co-ordinated and professional consultation and research</li> <li>• Effective internal communications</li> <li>• Effective Emergency and crisis communications</li> <li>• Effective Partnership work</li> </ul>
1.10	Who will benefit from the policy? How will they benefit?	<i>Communities, Staff, Elected Members and Partners.</i>
1.11	Who is formally responsible for the <b>delivery</b> of this policy? If different, who is responsible for <b>leading</b> on the delivery?	<p>The Head of Service for Community Leadership is formally responsible.</p> <p>The Marketing &amp; Communications manager is leading on the delivery and the central Marketing &amp; Communications team are equally responsible for implementation.</p>
1.12	What (if any) are the key priorities within this policy?	<p><i>Key priorities-</i></p> <p><i>Manage the reputation of Worcestershire County Council</i></p> <p><i>Inform residents of the services on offer to them from Worcestershire County Council</i></p>
1.13	What (if any) previous consultation has been done on this policy? Who was consulted and when?	The EIA dated July 2007 stated that staff, Directorate Management Teams , PEP portfolio holder and the Corporate Consultation group had been consulted .The plan has since been revised with internal

		but no external consultation taking place.
1.14	Is equality monitoring in place for this policy?	No

Part Two: this is the test to see if further action is required. For the purpose of this exercise concentrate on the impact on people of differing age, gender, disability, race/ethnicity, religion or belief and sexual orientation.

		Y	N	Details including what information you have based your decision on.
2.1	Is there any way in which the policy is directly discriminatory or in breach of the County Council's Equality and Diversity Policy? (see Annex E)		x	<i>Complies with County Council's policy.</i>
2.2	Are there any barriers to people from minority groups getting the full benefit of this policy which have not been resolved as part of the policy?	x		<i>Traditional media used such as press and web however further research needed in relation to the potential additional mediums used by the equality strands to ensure full benefit.</i>
2.3	Are there any other ways the policy could unintentionally deliver poorer quality outcomes for individuals because they belong to a minority group or groups?(they may belong to more than one)		x	
2.4	Could minority groups reasonably believe they would be likely to get poorer benefits from the policy?		x	

2.5	In what ways could this policy make a positive contribution to equality or to relations between groups?			<i>Greater community engagement across diverse groups.</i>
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If the answer to questions 2.1 to 2.4 is yes or "could be yes" then you **must** take action. If the issue is straightforward then remedy this **now** so the answer changes to no. If it cannot be remedied now or there are outstanding issues you must continue on to a full EIA. Where you have decided a full EIA is not required but have identified actions which must be taken then please record these below:

Specific Action	How will you know when this is completed?	Resources/cost	Person Responsible	Completion date
Research into how individuals representing the six equality and diversity strands wish to receive information about the county council.	- Worcestershire Viewpoint research which will give a cross county perspective of channels used , sample will include minority groups.	- No cost	- Marketing & Communications Manager	- February 2010
	- Consultation Portal research targeted to E&D strands ascertaining which channels are used and which are desirable	- No Cost	- Marketing & Communications Manager	- Sept 2010
	- Focus group research within E&D communities and staff	- Mileage cost of facilitator	- Marketing and Communications	- Oct 2010

	network groups		Manager in liaison with Equality & Diversity Manager	
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