

EQUALITY IMPACT ASSESSMENT (EIA)

Directorate:	Communications, Cultural and Civic Services	Lead officer responsible for EIA	Sarah Tidy
Name of the policy or function to be assessed:		Communications and Engagement Strategy 2023-26	
Names of the officers undertaking the assessment:		Sarah Tidy	
Is this a new or an existing policy or function?		New	
<p>1. What are the aims and objectives of the policy or function?</p> <p>The strategy is designed to help the Council better communicate and engage with its stakeholders.</p> <p>The objectives of the strategy are:</p> <ol style="list-style-type: none"> 1. Bring Council priorities to life - develop a compelling and engaging narrative to tell the story of what the Council is working to achieve for local people. 2. Empower employees to tell our story - provide the right opportunities and tools to empower employees to actively participate in delivering our vision and values and act as ambassador for the Council. 3. Listen, respond and collaborate - listen and respond to local people and work with them to achieve our vision for Broxtowe. 4. Build effective communications platforms - communicate to the right people, in the right way using the right channels. 			
<p>2. What outcomes do you want to achieve from the policy or function?</p> <ul style="list-style-type: none"> • Increased understanding of our corporate priorities and objectives • Increased engagement with our stakeholders • Behaviour change 			
<p>3. Who is intended to benefit from the policy or function?</p> <ul style="list-style-type: none"> • Residents and service users • Employees • Elected Members • Partner bodies and organisations • Business community • Local groups and forums 			
<p>4. Who are the main stakeholders in relation to the policy or function?</p> <ul style="list-style-type: none"> • Residents and service users • Employees • Elected Members • MPs • Partner bodies and organisations • Business community • Potential investors • The media • Local groups and forums 			

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<ul style="list-style-type: none"> • Civic Dignitaries • Influencers 			
5. What baseline quantitative data do you have about the policy or function relating to the different equality strands? <ul style="list-style-type: none"> • Workplace profile • Ward profiles • Electoral data 			
6. What baseline qualitative data do you have about the policy or function relating to the different equality strands? <ul style="list-style-type: none"> • Feedback from local groups and stakeholders. • Equalities monitoring data from consultation exercises conducted by the Council. 			
7. What has stakeholder consultation, if carried out, revealed about the nature of the impact? The strategy aims to break down barriers across different groups and encourage more engagement with the Council, so the likely impact would be positive in nature.			
8. From the evidence available does the policy or function affect or have the potential to affect different equality groups in different ways? In assessing whether the policy or function adversely affects any particular group or presents an opportunity for promoting equality, consider the questions below in relation to each equality group: The strategy does not adversely affect any particular group and aims to ensure the Council and its communications and engagement activity is accessible to as many different groups as possible.			
<input type="checkbox"/> Does the policy or function target or exclude a specific equality group or community? Does it affect some equality groups or communities differently? If yes, can this be justified? No			
<input type="checkbox"/> Is the policy or function likely to be equally accessed by all equality groups or communities? If no, can this be justified? No			
<input type="checkbox"/> Are there barriers that might make access difficult or stop different equality groups or communities accessing the policy or function? The strategy aims to break down barriers across different groups and encourage more engagement with the Council, so the likely impact would be positive in nature.			

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<p>□ Could the policy or function promote or contribute to equality and good relations between different groups? If so, how?</p> <p>By creating a shared sense of understanding amongst stakeholders about the context the Council is working in, our ambitions and how we serve local people and ensuring there are opportunities for us to listen to what people from all backgrounds have to say.</p>			
<p>□ What further evidence is needed to understand the impact on equality?</p> <p>Regular evaluation will take place throughout the duration of the strategy to monitor its impact and effectiveness and identify areas to focus on in terms of the equality strands.</p>			

9. On the basis of the analysis above what actions, if any, will you need to take in respect of each of the equality strands?
Age: Regular evaluation to ensure this group is engaged.
Disability: Regular evaluation to ensure this group is engaged.
Gender: Regular evaluation to ensure this group is engaged.
Gender Reassignment: Regular evaluation to ensure this group is engaged.
Marriage and Civil Partnership: Regular evaluation to ensure this group is engaged.
Pregnancy and Maternity: Regular evaluation to ensure this group is engaged.
Race: Regular evaluation to ensure this group is engaged.
Religion and Belief: Regular evaluation to ensure this group is engaged.
Sexual Orientation: Regular evaluation to ensure this group is engaged.

Executive Director:

I am satisfied with the results of this EIA. I undertake to review and monitor progress against the actions proposed in response to this impact assessment.

Signature: