

Equality Impact Assessment Form **Reference –**

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| **Department** | Office of the Chief Executive | **Version no** | 1.0 |
| **Assessed by** | David Glanville | **Date created** | 21.12.23 |
| **Approved by** | Jenny Cryer | **Date approved** | 21.12.23 |
| **Updated by** |  | **Date updated** |  |
| **Final approval** |  | **Date signed off** |  |

Please keep a record of when updates are made and who has made them. Final approval should be given when the EqIA is published. A referencing system will be in place for annual budget changes, but outside of this, you should use your service’s own reference. The reference should remain the same from initial proposal through to implementation and on going reviews. Please remember this form ONLY needs completing if you have decided there are impacts (positive or negative) on people. If there are no impacts then this should be recorded in a publicly available format (e.g. a committee report) **with a summary of why you have reached this conclusion.**

The Equality Act 2010 requires the Council to have **due regard** to the need to

* eliminate unlawful discrimination, harassment and victimisation;
* advance equality of opportunity between different groups; and
* foster good relations between different groups

# Section 1: What is being assessed?

**1.1 Name of proposal to be assessed.**

BBERT 56 Reduction of marketing spend.

**1.2 Describe the proposal under assessment and what change it would result in if implemented.**

This proposal is to reduce overall spending across marketing and advertising through better identification and segmentation of audiences. More appropriate use of channels in particular social media and web and more effective working practices and evaluation.

# Section 2: What the impact of the proposal is likely to be

* 1. **Will this proposal advance equality of opportunity for people who share a protected characteristic and/or foster good relations between people who share a protected characteristic and those that do not? If yes, please explain further.**

This proposal advance equality of opportunity through better targeting of social media advertising to reach more people who do not access formal written communication or local media and will enable equalities messaging to reach more people. Targeted communication to specific groups will be possible using a broader range of channels.

* 1. **Will this proposal have a positive impact and help to eliminate discrimination and harassment against, or the victimisation of people who share a protected characteristic? If yes, please explain further.**

This proposal will enable information about support for people experiencing victimisation including hate crime to access information about support services.

* 1. **Will this proposal potentially have a negative or disproportionate impact on people who share a protected characteristic? If yes, please explain further.**

The group potentially impacted by this proposal are those who are digitally excluded. People within this group are likely to disproportionality come from economically disadvantaged communities and have low income which is an additional protected characteristic in Bradford.

Older people are less likely to have digital access and may also be impacted.

For other groups more sophisticated targeting of information why channel and segmentation is possible using social media and messaging will be more effective. For disabled residents the functionality on social media and web can provide better accessibility to information.

The digital exclusion work done by the Council has identified points of access in all communities where residents can access information, and these will be used alongside the digital channels. This project includes work with older people services to encourage digital inclusion for older residents. The continued use of e mail stay connected bulletins alongside social media will also provide for non-social media users.

* 1. **Please indicate the level of negative impact on each of the protected characteristics?**

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(Please indicate high (H), medium (M), low (L), no effect (N) for each)

|  |  |
| --- | --- |
| **Protected Characteristics:** | **Impact**  (H, M, L, N) |
| Age | M |
| Disability | L |
| Gender reassignment | L |
| Race | L |
| Religion/Belief | L |
| Pregnancy and maternity | L |
| Sexual Orientation | L |
| Sex | L |
| Marriage and civil partnership | L |
| **Additional Consideration:** |  |
| Low income/low wage | M |
| Care Leavers | L |

**2.5 How could the disproportionate negative impacts be mitigated or eliminated?**

(Note: Legislation and best practice require mitigations to be considered)

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# Section 3: Dependencies from other proposals

**3.1 Please consider which other services would need to know about your proposal and the impacts you have identified. Identify below which services you have consulted, and any consequent additional equality impacts that have been identified.**

All customer facing services will be impacted by this proposal, and the Communications Business Partners are working with the services on enhanced social media and channel usage.

# Section 4: What evidence you have used?

**4.1 What evidence do you hold to back up this assessment?**

Financial analysis of the spending on print and advertising

Analysis of the channel use of the current communications offer

**4.2 Do you need further evidence?**

Further work on channel use will be undertaken and liaison with the digital inclusion project.

# Section 5: Consultation Feedback

**5.1 Results from any previous consultations prior to the proposal development.**

Further consultation has not been undertaken at this stage.

**5.2 The departmental feedback you provided on the previous consultation (as at 5.1).**

Further consultation has not been undertaken at this stage.

**5.3 Feedback from current consultation following the proposal development (e.g. following approval by Executive for budget consultation).**

Further consultation with disability access groups in relation to maximising access features on social media and web

**5.4** **Your departmental response to the feedback on the current consultation (as at 5.3) – include any changes made to the proposal as a result of the feedback.**

Not applicable at this stage- feedback from the current consultation will be taken into consideration to ensure protected characteristic groups are not disproportionately impacted.