

Equality Impact Assessment Form **Reference –**

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| **Department** | Human Resources | **Version no** |  |
| **Assessed by** | Nick Smith | **Date created** | 11.12.2023 |
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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.**

Savings to be made with placing no adverts with Media.com

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

Bradford Council currently has a service contract with media.com to be able to access to various job vacancy advertising platforms, such as professional body publications and national newspapers.

This proposal is to cease all advertising of roles within BMDC with Media.com. We are currently in contract with media.com until April 2024, however additional advertising of roles equates to a further amount for each advert placed on top of a yearly contract figure. This is paid from departmental budgets who instruct HR to place the adverts on the various advertising sites. The aim would be to communicate with all departments to state that no advertising would be allowed on any other recruitment platforms other than through Bradford Council’s social media platforms. HR would stop processing any advert requests to go on external vacancy websites that incur a charge.

# 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.**

No.

* 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.**

No

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

Yes. We are not withdrawing a mechanism to apply, simply in some cases the breadth of the advertising on certain paid for advertising sites. This could potentially impact our reach into marginalised and underrepresented communities, but this can be addressed by using other advertising and promotion routes that may incur less or no cost.

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

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

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

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

(Note: Legislation and best practice require mitigations to be considered, but need only be put in place if it is possible.)

All other free mediums of advertising will still be used, so will ensure equal access and opportunity. In terms of senior recruitment, where possible this will be facilitated ‘in house’ to reduce the need for external recruitment agencies to be employed to support these processes.

We could do this in a way which would not preclude or hinder our ability to encourage applications from under-represented groups as there are still a huge amount of free opportunities to advertise roles, particularly through social media and free advertising sites.

# 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 BMDC services would need to be made aware of these proposals. Staff networks will also be consulted to seek their input and views.

# Section 4: What evidence you have used?

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

Furtheranalysis is required but over the course of a financial year, many council services will pay for external adverts to be placed with external job vacancy websites.

**4.2 Do you need further evidence?**

This will need to be gathered. Staff networks will also be consulted to seek their input and views.

# Section 5: Consultation Feedback

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

**N/A**

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

**N/A**

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

**N/A**

**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.**

The consultation feedback will be considered, and in particular any disproportionate impact that potentially could be experienced by any protected characteristic