

Equality impact assessment form for quick COVID 19 decisions only

| | |
|-------------------------------------|--|
| Directorate | Corporate Resources |
| Service area | Communications and Marketing |
| Proposal | Implementation of GovDelivery (Granicus) subscription-based email marketing software |
| Reason for proposal | To improve direct digital communication channels to stakeholders |
| Sign off (Director/Head of Service) | Ruth Sadler |
| Date of assessment | 14/07/2020 |

Please read the support notes before completing your assessment that are set out in Appendix 1.

The form

You need to attach the completed form to any report to help councillors and colleagues make their decisions by taking equality implications into account.

The assessment team or name of individual completing this form

Team leader's name and job title – Mandy Atkinson, Communications Officer

Other team members if appropriate

| Name | Job title | Organisation | Area of expertise |
|----------------|--|--------------|--|
| Ruth Sadler | Acting Head of Communications and Marketing | DCC | Communications and Marketing |
| Lynda Innocent | Head of Transformation and Business Applications | DCC | IT / transformation systems (Digital by Default) |
| | | | |
| | | | |

Step 1- setting the scene

Make sure you have clear aims and objectives on what you are impact assessing – this way you keep to the purpose of the assessment and are less likely to get side- tracked.

| | |
|--|--|
| 1. What are the main aims, objectives and purpose of the decision you want to make? | To improve direct digital communication and engagement with DCC stakeholders (internal and external) |
| 2. Why do you need to make this decision? | To support objectives set out in the Communications and Marketing Improvement Plan (2019/20) and DCC's digital by default agenda |
| 3. Who delivers/will deliver the changed service/policy including any consultation on it and any outside organisations who deliver under procurement arrangements? | DCC's Communications and Marketing Team (with support from IT) initially. Future iterations could include delivery by customer services and other DCC teams. NB. Derby Homes may also implement this service under the DCC contract – currently TBC |
| 4. Who are the main customers, users, partners, colleagues or groups affected by this decision? | Stakeholders who subscribe to DCC news and updates, including: - DCC colleagues and elected members |

| | |
|--|--|
| | <ul style="list-style-type: none"> - DCC partner organisations - Derby residents - Derby businesses |
|--|--|

Step 2 – collecting information and assessing impact

| | |
|---|---|
| <p>5. Who have you consulted and engaged with so far about this change, and what did they tell you? Who else do you plan to consult with? – tell us here how you did this consultation and how you made it accessible for the equality groups, such as accessible locations, interpreters and translations, accessible documents.</p> | <p>Approval from CLT June 2020 IT colleagues (via Digital by Default working group) No specific consultation with groups from an equality perspective – this is a widely-used system, in place in many local authorities. GovDelivery (Granicus) confirm that the subscriber-facing components of the system (browser friendly version of email bulletins and landing pages) are all compliant with WCAG 2.1 AA guidelines</p> |
|---|---|

6. Using the skills and knowledge in your assessment team or what you know yourself, and from any consultation you have done, what do you already know about the equality impact of the proposed change on particular groups? Also, use any other information you know about such as any customer feedback, surveys, national research or data. Indicate by a tick for each protected characteristic group whether this is a negative or a positive impact. Only fill in the mitigation box if you think the decision will have a negative impact and then you'll need to explain how you are going to lessen the impact.

| | What do you already know? | Positive impact | Negative impact | Mitigation - what actions will you take to lessen impact? |
|---------------------------------------|--|--|---|--|
| Age – older and younger people | <p>ONS statistics show:</p> <ul style="list-style-type: none"> - Virtually all adults aged 16 to 44 years in the UK were recent internet users (99%) in 2019, compared with 47% of adults aged 75 years and over. - Only 7.5% of adults had never used the internet in 2019, down from 8.4% in 2018. | <p>The generation gap in internet usage is narrowing – offering the potential to reach all age groups using this channel</p> | <p>The small percentage on non-recent / regular internet users will be harder to reach using this channel</p> | <p>GovDelivery will not replace existing traditional channels (e.g. printed leaflets) where these are deemed to be the most effective and value-for-money way of reaching the intended audience. Audience needs and known barriers to communication will continue to be considered when selecting communication channels</p> |

| | What do you already know? | Positive impact | Negative impact | Mitigation - what actions will you take to lessen impact? |
|---|---|--|---|---|
| | <p>- 91% of adults in the UK were recent internet users in 2019, up from 90% in 2018.</p> <p>- 95% of adults aged 16 to 74 years in the UK in 2018 were recent internet users, the third-highest in the EU.</p> | | | |
| <p>Disability – the effects on the whole range of disabled people, including Deaf people, hearing impaired people, visually impaired people, people with mental health issues, people with learning difficulties, people living with autism and people with physical impairments</p> | <p>ONS statistics show:</p> <p>In 2019, the number of disabled adults who were recent internet users reached over 10 million for the first time, 78% of disabled adults.</p> <p>Information may be required in alternative formats / or read with assistive technology for disabled people.</p> | <p>Internet usage among disabled UK adults is increasing, offering the potential of reaching groups via this channel</p> | <p>The small percentage on non-recent / regular internet users will be harder to reach using this channel</p> | <p>GovDelivery will not replace existing traditional channels (e.g. printed leaflets) where these are deemed to be the most effective and value-for-money way of reaching the intended audience. Audience needs and known barriers to communication will continue to be considered when selecting communication channels and alternative formats, e.g. BSL video, will be used as appropriate.</p> <p>The subscriber-facing components of GovDelivery i.e. the browser friendly version of email bulletins and landing pages are compliant with WCAG 2.1 AA guidelines.</p> <p>For colleagues using the software: the back-end user interface application is not fully compliant, although the suppliers embrace best</p> |

| | What do you already know? | Positive impact | Negative impact | Mitigation - what actions will you take to lessen impact? |
|---|--|-----------------|-----------------|--|
| | | | | practices and have modified workflows for administrators to fit their individual needs |
| Gender identity - trans and those people who don't identify with a particular gender, for example, non-binary, genderfluid, genderqueer, polygender and those who are questioning their gender or non-gendered identity. | No known issue | | | |
| Marriage and Civil Partnership | No known issue | | | |
| Pregnancy and maternity - women who are pregnant or who have recently had a baby, including breast feeding mothers | No known issue | | | |
| Race - the effects on minority ethnic communities, including newer communities, Gypsies and Travellers and the Roma community | Information may be required in alternative languages | | | Information in alternative formats can be supplied in line with existing DCC practices |
| Religion or belief or none - the effects on religious and cultural communities, customers and colleagues | No known issue | | | |
| Sex - the effects on both men and women and boys and girls | No known issue | | | |
| Sexual orientation - the effects on lesbians, gay men, bisexuals, pansexual, asexual and those questioning their sexuality | No known issue | | | |

Important - For any of the equality groups you don't have any information about, then please contact our Lead on Equality and Diversity for help. You can also get lots of information on reports completed from organisations' websites such as the Equality and Human Rights Commission, Stonewall, Press for Change, Joseph Rowntree Trust and so on. Please don't put down that the impact affects 'everyone the same' – it never does!

Step 3 – deciding on the outcome

7 What outcome does this assessment suggest you take? – You might find more than one applies. Please also tell us why you have come to this decision?

| | | |
|------------------|----------|---|
| Outcome 1 | X | No major change needed – the EIA hasn't identified any potential for discrimination or negative impact and all opportunities to advance equality have been taken |
|------------------|----------|---|

| | | |
|------------------|--|--|
| Outcome 2 | | Adjust the proposal to remove barriers identified by the EIA or better advance equality. Are you satisfied that the proposed adjustments will remove the barriers you identified? |
| Outcome 3 | | Continue the proposal despite potential for negative impact or missed opportunities to advance equality identified. You will need to make sure the EIA clearly sets out the justifications for continuing with it. You need to consider whether there are: <ul style="list-style-type: none"> • sufficient plans to stop or minimise the negative impact • mitigating actions for any remaining negative impacts • plans to monitor the actual impact. |
| Outcome 4 | | Stop and rethink the proposal when the EIA shows actual or potential unlawful discrimination |

Why did you come to this decision?

GovDelivery will enhance DCC’s ability to communicate and engage with a range of internal and external stakeholders and will not replace existing channels. As with all communications activity, the needs of the intended audience would be taken into account and any barriers mitigated, e.g. the production of printed material, or information being offered in alternative formats.

If you have decided on **Outcome 3**, then please tell us here the justification for continuing with the proposal. You also need to make sure that there are actions in the Mitigation Box to lessen the effect of the negative impact. This is so important and may face a legal challenge in the future.

If you have decided on **Outcome 4** then if the proposal continues, without any mitigating actions, it may be likely that we will face a legal challenge and possibly a Judicial Review on the process - it is so important that the equality impact assessment is done thoroughly, as this is what the Judge will consider.

Appendix 1

Equality impact assessment form for quick decisions concerning COVID 19 – please read this section first before you do the assessment

We've adapted our usual equality impact assessment form so you can use it for quick decisions needed concerning COVID 19. Remember it needs to be completed **before** that decision is made, but we hope it will just act as a reminder that we still need to 'pay due regard to equality' under our **Public Sector Equality Duty** as this is still very much in force. The Equality and Human Rights Commission are keeping an eye on examples of discrimination and collecting evidence so it's important we still check for equality impact.

The Public Sector Equality Duty is part of the Equality Act 2010 and this Duty requires us as a public body to have '**due regard**' to eliminating discrimination, harassment and victimisation and any other conduct that is prohibited by or under the Act. It requires us to advance equality of opportunity and foster good relations between people who share a '**relevant protected characteristic**' and people who don't. Protected characteristics are age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

Having 'due regard' means:

- removing or minimising disadvantages suffered by people due to their protected characteristics
- taking steps to meet the needs of people with certain protected characteristics where these are different from the needs of other people – this also involves taking account of disabled people's barriers and may involve treating some people more favourably than others to achieve this
- encouraging people with certain protected characteristics to participate in public life or in other activities where the participation is disproportionately low.

We usually ask for teams to complete Equality impact assessments, but we realise this is not helpful for quick decisions to do with COVID 19 so you can complete them yourself, if you can't get a team together. Please ask Ann Webster, our Lead on Equality and Diversity for help and advice if you're not sure about something. You'll need to pull together all the information you can about how your proposal affects different groups of people so you can check whether they will be negatively or positively affected. Then you'll need to look at ways of lessening any negative effects or making the service more accessible. Against every negative impact you will need to complete the mitigation section to explain how you will lessen the impact and what action you will take.

We can give you this information in any other way, style or language that will help you access it. Please contact us on: 01332 Minicom: 01332 640666

Polish

Aby ułatwić Państwu dostęp do tych informacji, możemy je Państwu przekazać w innym formacie, stylu lub języku. Prosimy o kontakt: Tel. tekstowy: 01332 640666

Punjabi

ਇਹ ਜਾਣਕਾਰੀ ਅਸੀਂ ਤੁਹਾਨੂੰ ਕਿਸੇ ਵੀ ਹੋਰ ਤਰੀਕੇ ਨਾਲ, ਕਿਸੇ ਵੀ ਹੋਰ ਰੂਪ ਜਾਂ ਬੋਲੀ ਵਿੱਚ ਦੇ ਸਕਦੇ ਹਾਂ, ਜਿਹੜੀ ਇਸ ਤੱਕ ਪਹੁੰਚ ਕਰਨ ਵਿੱਚ ਤੁਹਾਡੀ ਸਹਾਇਤਾ ਕਰ ਸਕਦੀ ਹੋਵੇ। ਕਿਰਪਾ ਕਰਕੇ ਸਾਡੇ ਨਾਲ ਟੈਲੀਫੋਨ ਮਿਲੀਕਮ 01332 640666 'ਤੇ ਸੰਪਰਕ ਕਰੋ।

Slovakian

Túto informáciu vám môžeme poskytnúť iným spôsobom, štýlom alebo v inom jazyku, ktorý vám pomôže k jej sprístupneniu. Skontaktujte nás prosím na tel.č.: Minicom 01332 640666

Urdu

یہ معلومات ہم آپ کو کسی دیگر ایسے طریقے، انداز اور زبان میں مہیا کر سکتے ہیں جو اس تک رسائی میں آپ کی مدد کرے۔ براہ کرم مٹی کام 01332 640666 پر ہم سے رابطہ کریں۔



Derby City Council

Derby City Council The Council House Corporation Street Derby DE1 2FS
www.derby.gov.uk

When you have completed the assessment, get it signed by your Head of Service or Service Director and **send it to our Lead on Equality and Diversity for checking and to publish on our website.** It's a public document so make it easy to understand and no jargon please.

Contact for help

Ann Webster – Lead on Equality and Diversity

ann.webster@derby.gov.uk Tel 01332 643722 Mobile 07812301144