Equality Impact Assessment Form

screentip-sectionA

1. Document Control

1. Control Details

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2. Document Amendment Record

Version	Author	Date	Approved
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3. Contributors/Reviewers

Name	Position	Date
Esme Macauley	CORPORATE CAMPAIGNS AND MARKETING MANAGER	15/12/20
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4. **Glossary of Terms**

Term	Description

screentip-sectionB

2. Assessment

1. **Brief description of proposal / policy / service being assessed**

Change the delivery method for the Arrow Magazine to be digital in Summer and Winter supported with a small print run. The remaining Spring edition to continue as hard copy and be sent out with the council tax letters in March.

screentip-sectionC

2. **Information used to analyse the effects on equality:**

Consultation happens annually through the Citizen Survey which asks how people would prefer to receive information from the council.

3. **Impacts and Actions:**

screentip-sectionD	Could particularly benefit X	May adversely impact X
People from different ethnic groups.	☐	☐
Men	☐	☐
Women	☐	☐
Trans	☐	☐
Disabled people or carers.	☐	☒
Pregnancy/ Maternity	☐	☐
People of different faiths/ beliefs and those with none.	☐	☐
Lesbian, gay or bisexual people.	☐	☐
Older	☐	☒
Younger	☒	☐
Other (e.g. marriage/ civil partnership, looked after children, cohesion/ good relations, vulnerable children/ adults). ***Please underline the group(s) /issue more adversely affected or which benefits.***	☐	☐

screentip-sectionE **How different groups could be affected** (Summary of impacts)	screentip-sectionF **Details of actions to reduce negative or increase positive impact** (or why action isn't possible)
	Actions

Provide details for impacts / benefits on people in different protected groups. **People prefer a hard copy Arrow delivered to their door** 57% of Citizen Survey respondents in 2019 prefer to receive delivered leaflets or flyers (such as the Arrow) to provide information from the Council. This was the preferred option for almost all areas and age groups except people in the Castle, Hyson Green & Arboretum and Radford area who preferred an email newsletter and people aged 16-24 who preferred an email newsletter or social media. **Age appears to be the main factor in different preferences:** People who prefer email and social media are more likely to be people aged 16-24. The over 65s strongly prefer delivered leaflets and local TV/radio and have little access to social media. However 20% of the over 65s would like an email newsletter. **Employment is a factor:** People aged 45-64 and people in employment are more likely to use the City Council website than other groups. The groups least likely to use the website are the over 65s who are more likely to be retired. **Disability or illness is a factor:** 69% of people with a disability or longterm illness prefer delivered leaflets compared to 53% of those without. However 32% of people with a disability or longterm illness would like an email newsletter.	1. Share digital Arrow as an email and through social media with the universities and colleges to help ensure it reaches 16-24 year olds who prefer these digital formats to printed leaflets. 2. Share digital Arrow as an email through Age Friendly Nottingham to help reach the 20% of people over 65 who prefer to receive an email newsletter. 3. Print 12,000 hard copies of Arrow and distribute through: a. Councillors b. Libraries c. Joint Service Centres d. Employment centres e. Food banks 4. Continue to promote online subscriptions to the Latest News email newsletter which promotes the Arrow. NB: Since March 2020 we have seen a c.90% increase in subscriptions to our online City Council newsletter. 5. Create a database of people who wish to receive the Arrow posted to them hard copy. This should be based on certain criteria such as: a. Not having access to the internet b. Not being able to pick one up from the library etc

Housing tenure is a slight factor: 66% of people in social housing prefer delivered leaflets, compared to 62% of privately owned household & 45% of privately rented homes. There is a term 'digital poverty' used to describe people note being able to access services due to not having access to appropriate devices or internet connections. The proposals need to mitigate for this.	6. Create a database of people who wish to receive the Arrow posted to them hard copy as a plain text only version.

4. Outcome(s) of equality impact assessment:

☒	No major change needed	☐	Adjust the policy/proposal
☐	Adverse impact but continue	☐	Stop and remove the policy/proposal

5. Arrangements for future monitoring of equality impact of this proposal / policy / service:

Continue to measure through the Citizens Survey if people's preferences have changed and how informed people feel about council services.

6. Approved by (manager signature) and Date sent to equality team for publishing:

Approving Manager: Ruby Bhattal Head of Communications & Marketing Ruby.bhattal@nottinghamcity.gov.uk 0115 8763340	**Date sent for scrutiny:13/01/2021** Send document or Link to: equalityanddiversityteam@nottinghamcity.gov.uk

SRO Approval: **Ruby Bhattal, Head of Communications & Marketing** **Date approved:**	**Date of final approval:** **07.01.2021**

Before you send your EIA to the Equality and Community Relations Team for scrutiny, have you:

1. Read the guidance and good practice EIA's
   http://intranet.nottinghamcity.gov.uk/media/1924/simple-guide-to-eia.doc
2. Clearly summarised your proposal/ policy/ service to be assessed.
3. Hyperlinked to the appropriate documents.
4. Written in clear user-friendly language, free from all jargon (spelling out acronyms).
5. Included appropriate data.
6. Consulted the relevant groups or citizens or stated clearly, when this is going to happen.
7. Clearly cross-referenced your impacts with SMART actions.