

Equality Impact Assessment Form

When completing this form you will need to provide evidence that you have considered how the ‘protected characteristics’ may be impacted upon by this decision. In line with the General Equality Duty the Council must, in the exercise of its functions, have due regard for the need to:

- a) Eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;
- b) Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- c) Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

This form should be completed in conjunction with the guidance document available on the Intranet or by contacting the Corporate Support Team ext. 2607.

1. Persons responsible for this assessment:

Names: Jason Bennett	
Date of assessment: January 2017	Telephone: 01594 812472 Email: Jason.bennett@fdean.gov.uk

2. Name of the policy, service, strategy, procedure or function:

New Website Is this a new or existing one? New

3. Briefly describe it aims and objectives

The current website was launched back in 2009 and its ability to cope with the change in customer behavior in the way they are accessing the site via various mobile technology and along with the need to encourage ‘Default to Digital’ / channel shift a key principle, where appropriate, the current site is limited in its ability to cope with this increasing demand. The need to introduce a new website that is customer focused and compatible with the latest technology, with a fresh modern look meaning it’s user friendly, quicker and easier to find information on services and make payments.

4. Are there any external considerations? (e.g. Legislation/government directives)

<ul style="list-style-type: none"> • To cope with the increasing demand for service interactions on mobile technology. • To have a technology platform that allows us build on to meet with such directives: The European Parliament, the Council and the Commission agreed on the first EU-wide rules to make the websites and mobile apps of public sector bodies more accessible, especially for the blind, the deaf and the hard of hearing. The Directive will cover public sector bodies' websites and mobile apps, from administrations, courts and police departments to public hospitals, universities and libraries. It will make them accessible for all citizens - in particular for the blind, the hard of hearing, the deaf, and those with low vision and with functional disabilities. http://europa.eu/rapid/press-release_IP-16-1654_en.htm
--

5. What evidence has helped to inform this assessment?

Source	✓	If ticked please explain what
Demographic data and other statistics, including census findings	<input checked="" type="checkbox"/>	Accessing services on mobile devices
Recent research findings including studies of deprivation	<input type="checkbox"/>	
Results of recent consultations and surveys	<input type="checkbox"/>	
Results of ethnic monitoring data and any equalities data	<input type="checkbox"/>	
Anecdotal information from groups and agencies within Gloucestershire	<input type="checkbox"/>	
Comparisons between similar functions / policies elsewhere	<input checked="" type="checkbox"/>	Same layout and functions as West Oxfordshire and Cotswold
Analysis of audit reports and reviews	<input type="checkbox"/>	
Other:	<input type="checkbox"/>	

6. Please specify how intend to gather evidence to fill any gaps identified above:

Google Analytical data of how the customer is accessing our site with an increasing majority coming in from mobile devices.

7. What level of impact either directly or indirectly will the proposal have upon the general public / staff? (Please quantify where possible)

Level of impact	Response
NO IMPACT – The proposal has no impact upon the general public/staff	<input type="checkbox"/>
LOW – Few members of the general public/staff will be affected by this proposal	<input type="checkbox"/>
MEDIUM – A large group of the general public/staff will be affected by this proposal	<input checked="" type="checkbox"/>
HIGH – The proposal will have an impact upon the whole community/all staff	<input type="checkbox"/>
Comments: This change will impact upon anyone using the Council website.	

8. Considering the available evidence, what type of impact could this function have on any of the protected characteristics?

	Potential Negative	Potential Positive	Neutral	Reasons	Options for mitigating adverse impacts
Age – Young People		X		The site will be more modern and compatible with mobile devices so will be more engaging to young people.	
Age – Old People		X		The site will be more user friendly than the existing site so information will be easier to find. The search function will be enhanced and improved layout will make finding information easier. Staff have been given 'writing for the web' training which will make information clear and concise. Having the postcode lookup function will help direct customers easily to the information relevant to them.	
Disability		X		Increased functionality as the new technology platform will work better with individuals assisted technology software. Ability to increase visibility with text resizing and high contrast built in features.	
Sex – Male			X		
Sex – Female			X		
Race including Gypsy and Travellers			X		
Religion or Belief			X		
Sexual Orientation			X		
Gender Reassignment			X		
Pregnancy and maternity			X		
Geographical impacts on one area			X		
Other Groups		X		The website will allow residents to obtain information and carry out transactions online without having to visit or	

				telephone the Council offices, which is of particular benefit to those living in rural areas of the districts. For people who do not have access to the internet alternative access channels such as phone, face to face etc. will continue to be available as appropriate.	
--	--	--	--	--	--

9. Action plan (add additional lines if necessary)

Action(s)	Lead Officer	Resource	Timescale

Declaration

I/We are satisfied that an equality impact assessment has been carried out on this policy, service, strategy, procedure or function and where an negative impact has been identified actions have been developed to lessen or negate this impact. We understand that the Equality Impact Assessment is required by the District Council and that we take responsibility for the completion and quality of this assessment.

Completed By:	Jason Bennett	Role:	Web and Digital Services Manager	Date:	31 January 2017
Line Managers signature:				Date:	
Reviewed by Corporate Equality Officer Group:				Date:	

Please forward an electronic copy to the Corporate Support Team – corporatesupport@fdean.gov.uk.