



Equality Impact Assessment form

1) Name the Strategy, Policy, and Procedure or Function being assessed.

Customer Communications Strategy 2016/18

2) What are the aims of the strategy, policy, procedure or function being assessed?

Whose need is it designed to meet?

Are there any measurable elements such as time limits or age limits?

The aims of this strategy are to provide an improvement in how centralised communications are delivered.

It is designed to meet the needs of all customers, staff and partners.

3) Who has been consulted?

Derby Homes Youth Board.

4) Identify potential impact on each of the of the diversity 'groups' by considering the following questions. There may be other questions you need to think about which are specific to the strategy, policy, procedure or function you are assessing.

- Might some groups find it harder to access the service?
- Do some groups have particular needs that are not well met by the current service, policy, procedure or function?

- What evidence do you have for your judgement (e.g. monitoring data, information from consultation / research / feedback)?
- Have staff / residents raised concerns and or complaints?
- Is there any local or national research to suggest there could be a problem?

Please use the table below to record your findings / answers

Strand	No Impact	Negative Impact	Positive Impact	Comments / Evidence
Age			x	The strategy aims to be inclusive to as many customers as possible. It proposes a more coordinated use of customer data to target communications to deliver tailored messages and a better use of new media to reach wider audiences.
Disability	x			
Gender	x			
Race	x			
Religion & Belief	x			
Sexual Orientation	x			
Transgender	x			
Marital Status	x			

5) Does the strategy, policy, practice or function promote equality of opportunity?

- Does it link to Derby Homes Core objectives
- Can any positive impacts be promoted as best practice

This strategy is developed around Derby Homes Delivery plan, which in turn is aligned with Derby City Council's plan 2016-19.

6) If 'adverse Impacts' are identified is it?

- Legal (i.e. not discriminatory)
- What is the level of impact?

7) Are there any changes you could introduce which make this strategy, policy, procedure or function, work better for this group of people? Detail the actions planned and any further research or consultation required and how the actions will be monitored.

This Strategy replaces the previous Derby Homes Communications and Marketing Strategy.

There will be regular performance monitoring at the operational level and to Senior Management Team. Regular updates will be reported to Derby Homes Operational Board.

8) If actions / suggestions for improvement have been identified, what should the positive outcome be for Derby Homes' customers?

- An improved standard in communication output.
- Customer are more informed about Derby Homes Services
- Customers are aware of efficient methods of contacting Derby Homes and are easily able to contact us, make service requests or access information in methods that suit them
- Customers benefit from any cost savings made as a result of implementing the strategy

9) Do you consider a full Equality Impact Assessment is required or do the actions identified and planned meet the adverse impacts identified?

No.

Monitoring

Review / New EIA (date or Timeframe)	3 years/September 2019
Name of person/s completing this form	Paul Cole
Date assessment completed	23/9/16
Name (and signature) of manager approving EIA	Paul Cole