

Service being assessed	Communications
Who will be involved in completing this assessment?	Karla Symonds, Service Manager (Communications)
Date of Review	September 2011
Date of Next Review	September 2012
What is the purpose of the service?	<p>To provide clear and accessible information about the Council, its policies and services</p> <p>To consult and listen to, the community, businesses, the Council's employees and all other stakeholders</p> <p>To ensure the web is the enabler to provide information and services to the customer</p> <p>To strengthen the reputation of the Council as an effective and efficient provider of high quality services and to maintain a consistently high profile with key audiences.</p>
Is this assessment being undertaken because of changes to the service? If so what are they?	Assessment being undertaken as part of Council's annual review of equalities information, not because of change to service/policy.

<p>The purpose of this assessment is to understand how services can help the Council to meet its duties under Equalities legislation. The duties can be summarised as</p> <ol style="list-style-type: none"> 1. Eliminate discrimination 2. Advance equality of opportunity 3. Foster good relations between different parts of the community <p>How does this service help the Council to do this, in particular in relation to the categories specifically mentioned in legislation - Race, Gender/Sex, Disability, Age, Religion/Belief, Gender Reassignment, Sexual Orientation, Pregnancy & Maternity and in respect of Duty 1 only – Marriage and Civil Partnerships?</p>	<p>The service aims to promote the all the services of the council to ensure that all members of the community are aware of and can access those which will be to their benefit. It will ensure that it communicates with all members of the community and they in turn can communicate with us.</p> <p>Actively maintain contact and dialogue with societies and organisations representing hard to reach groups and supplying them in the appropriate format with copies of key Council publications, such as Borough News, Corporate Plan etc.</p> <p>Continue to subscribe to the Norfolk interpretation, translation and communication service INTRAN.</p> <p>Extending the use of translations for key publications in audio, tape and enlarged print format together with information contained in minority ethnic languages, so they can be assessed by all members of society.</p> <p>Sharing of information between services and partnership organisations eg NCC, PCT to understand the needs of all members of the community.</p> <p>Ensure the website is accessible to all.</p> <p>Continue to use Readspeak</p>
<p>How will you know that service is working as it should?</p>	<ul style="list-style-type: none"> • Ongoing consultations through meetings with others eg GYOPN, NCDP. • Consumer research – including reviewing requests for information in other formats. • Analysis of interpreter bookings and translation • Monitoring number of complaints regarding publications. • Continually reviewing the Council’s Internet site to ensure it is compliant and user friendly for read only browsers

<p>What data have you used to help you make this assessment?</p>	<p>Ongoing monitoring of corporate communications and publications</p> <p>We are up-to-date on the latest recommendations for alternative format provision (ie print size / colours/ electronic formats. etc). We are aware that no single size is suitable for everyone. For example we offer alternative formats of Borough News on request. When producing information in large print for an individual, ask which size best suits their needs.</p> <p>Requests for type sizes above 28 point should be carefully considered for cost-effectiveness. Very large type sizes can be counter-productive because they cause publications to become bulky and difficult to navigate.</p> <p>Offering alternative formats can avoid these problems. For example providing an audio version of the information or emailing someone a text document so that they can access the information using a screen reader on their computer.</p>
<p>Is there any additional data that you need to collect to help in continuous improvement?</p>	<p>More frequent user surveys however current research has to be within existing financial resources. Ensuring that all communication is within corporate guidelines.</p> <p>Involvement in all services communications eg magazines, leaflets etc to help ensure they are suitable for diverse audiences.</p>
<p>How have you ensured that this service has been designed from a customer's perspective and how have you involved customers in that process?</p>	<ul style="list-style-type: none"> • Attendance at County Communications working group • Feedback from consultation via Citizens Panel • Work and feedback from participation in the County Cohesion Group Disability Groups re Communication/information provision • Research via Citizen Panel on how our customer likes to contact us and be contacted • Attendance at SUMs meetings. • Attend EMT on weekly basis

<p>Has any other consultation been carried out, including to ensure that we have taken into consideration the needs of those not currently using the service?</p>	<p>No.</p>
<p>What is, or what do you expect to be the impact of the way you work on different parts of the community, including those covered by equality legislation?</p>	<p>Who benefits? All members of the community directly benefit</p> <p>Who should be expected to benefit but don't – Why not? Non applicable</p>
<p>On the basis of what you have found out, which of these options will you now follow</p>	<ul style="list-style-type: none"> • Currently reviewing the communications policy – to include new forms of communication including social media. • Look at easy read summaries for all corporate documents
<p>What now needs to be done and by who?</p>	<p>As above</p>
<p>Signed off by</p>	<p>Karla Symonds, Communications Manager</p>