



Equality Impact Assessment questionnaire

(covering race, gender, disability, sexual orientation, religion or belief and age)

This Equality Impact Assessment (EqIA) seeks to assess the impacts of your service, function, policy or strategy on people who are legally protected from discrimination (this is people belonging to one or more of these groups: race, religion, disability, sexual orientation, religion or belief and age).

Conducting this EqIA will ensure that any positive or negative impacts on people legally protected from discrimination are highlighted and the necessary action is taken to ensure equality in our services.

This impact assessment must be reviewed at least every three years.

Build the next review of this service/policy into your departments' Management Plan.

Service or Policy Area:	Communication and Marketing
Service Unit:	Community & Economic Development
Officer Completing Assessment:	Manda Graham
Telephone:	██████
Date:	08/04/09

General	
Q.1	Please provide a brief description of this service/policy including its aims and objectives
	<p>The Communication and Marketing strand of the Arts Development Plan includes:</p> <ul style="list-style-type: none"> • What's on Worcestershire website – although an impact assessment has already been done for this project under Worcestershire Arts Partnership Projects. • MHDC Arts Website which includes a marketing section. • MHDC ARTS NEWS Ebulletin
Q. 2	Please list the main stakeholders/beneficiaries/ recipients of this service/policy
	Artists, creative businesses, general public, festival organisers, council members and officers (County, District, Parish), Arts Council.
Q. 3	If this service/policy is provided by another organisation behalf of the Council, please give the names of these organisations
	Worcestershire Arts Partnership is a partner in the delivery of the What's on Worcestershire website. This partnership is made up of representatives of all the Worcestershire local authorities.

Consultation	
Q. 4	Please list any consultation activity with internal or external customers carried out over the last year: e.g. satisfaction surveys, focus groups or citizens panel exercises etc.
	A satisfaction survey was carried out on the MHDC ARTS NEWS Ebulletin approximately 1 year ago.
Q. 5	Please list any arrangements you have made, or are planning for consulting with groups protected from legal discrimination on your service/policy
	I would support the development of a corporate approach to communications and marketing
Q. 6	Please list groups protected from legal discrimination you have consulted with

	No specific groups have been consulted so far.
Q. 7	Please state how you consult with members of your staff about your service/policy
	I don't have any staff.
Q. 8	Please list any changes to your service/policy that you have made, or you plan to make as a result of consultation with groups protected from legal discrimination
	No consultation has taken place with specific groups.

Discrimination	
Q. 9	Please list any evidence you have of this service/policy having an adverse impact on any groups (internal or external) protected from legal discrimination
	There is no evidence that either of these areas have an adverse impact on any diverse groups. Both services are only available via computers which discriminates against those who do not have computer access due to age or disability.
Q. 10	If the function or policy is discriminatory, is positive action justifiable to overcome the discrimination?
	Computer access is available free of charge in venues such as Malvern Library but we also intend to produce printed guides to our services where possible.
Q. 11	Could the function or policy have an adverse impact on relations between groups protected from legal discrimination? If so, please describe
	No.

Service Delivery

Q. 12	Please list any alternative ways to improve access to your service/policy by groups protected from legal discrimination. <i>Include this in the Action Plan attached.</i>
	Publicity will be produced to raise awareness of both services. A local marketing leaflet will be produced. The ebulletin is difficult to produce in an off-line format offering a similar service.
Q. 13	Please list any alternative ways to improve understanding of your service/policy by groups protected from legal discrimination. <i>Include this in the Action Plan attached.</i>
	See Q12

Monitoring	
Q. 14	Please describe how monitor of take up of your service/policy
	I don't currently.
Q. 15	How are the results of any monitoring analysed, reported and publicised?
	N/A
Q. 16	Does an analysis of your customer base against baseline population figures for the District show that you are reaching all groups in your area? If not, which groups are adversely affected?
	No current figures about who uses the services.
Q. 17	Please list any performance targets relating to equality in your function
	N/A
Q. 18	Please list any plans you have to introduce new targets on equality in your service/policy <i>Include this in the Action Plan attached.</i>
	No plans currently.

Miscellaneous

Q. 19	If your function is provided by a private sector or voluntary sector organisation on a contract basis, please list any arrangements you have made or plan to make to make sure that these organisations ensure equality.
	N/A
Q. 20	Have you received any complaints about your service/policy in respect of equality issues? If so, please give a brief description
	No.
Q. 21	Please list any staff training issues on equality arising from this assessment
	No.
Q. 22	Does your service/policy result in any financial support being given to people protected from legal discrimination within the voluntary and community sector. If yes, please list organisations and amounts.
	No.
Q. 23	How do you plan to publicise the results of this assessment?
	All EqIAs for the Arts Service will be published on the Council website and intranet.

ACTION PLAN

Please detail any action that you plan to take as a result of this impact assessment

Objective	Action/s	Lead Officer	Completed by
To publish EqIA on the MHDC website	To publish the EqIA on the MHDC website.	Manda Graham	August 2009
To evaluate the use and benefits of the Arts Website and Ebulletin.	To evaluate how many and who uses the Arts Website and Ebulletin services.	Manda Graham	Sept 2009
To consult with customers on service delivery and design	To carry out consultation through the Worcestershire Arts Strategy consultation process.	Manda Graham	Sept 2009
To inform colleagues of the issues and actions in the EqIA through Team talk	To publish the results of the EqIA through team Talk	Manda Graham	Oct 2009
To monitor the talk up of service	To consider how the current evaluation can incorporate evaluation of useage by diverse groups.	Manda Graham	Nov 2009
To raise awareness of the Arts Website and Ebulletin services	Publicity to be produced to raise awareness of both services.	Manda Graham	March 2010
To make information more accessible to non-computer users	To produce Malvern Hills "marketing your event" leaflet	Manda Graham	July 2010