

## Equality Impact Assessment Report Template

<b>Name of policy, procedure or function: Communication and Consultation Strategy</b>		
<b>Service Area: PACS</b>	<b>Team Members: Karlie Thompson, Ian Whadcoat, Matt Wade and Sarah Cromie</b>	<b>Date: 18<sup>th</sup> July 2006</b>
<b>Findings</b>		
<p>The main aims of the Communication and Consultation Strategy are:</p> <ul style="list-style-type: none"> <li>• To effectively engage with the community utilising communications and consultation.</li> <li>• Ensuring that customer participation shapes the services that are provided by CBC and that CBC is accountable through communicating strengths and weaknesses to all stakeholders.</li> </ul> <p>Consultation and communication is of particular significance to the equality and diversity agenda. Work has already been done on drafting a Hard to Reach Toolkit to ensure we are using the right methods and channels when trying to communicate and receive feedback on our services. The ongoing challenge is to ensure that our methods are effective and that the people that need our services know about them.</p> <p>The improvement actions arising from this EIA mainly focus on building our links and networks with specialist service providers and distributing information in a targeted way.</p>		
<b>Further Actions</b>		

Problem/barrier identified	Actions to overcome problem/barrier	Responsibility	Target date	Completed
<b>Barriers for BME groups to corporate publicity</b>	<ul style="list-style-type: none"> <li>• Visit CREC to identify barriers and solutions to effective consultation and communications with BME groups</li> <li>• Explore with CREC about taking active role in planning and running consultations in partnership.</li> </ul>	Matt Wade	<b>Dec 06</b>	<b>DONE</b>
	Visit Moira Centre	Matt Wade	<b>Feb 07</b>	
	Visit Shree Ram Krishna Centre	Matt Wade	<b>Feb 07</b>	

<b>Problem/barrier identified</b>	<b>Actions to overcome problem/barrier</b>	<b>Responsibility</b>	<b>Target date</b>	<b>Completed</b>
	Visit Polish Community Centre	Matt Wade	<b>Feb 07</b>	
	Revise H2R Toolkit. (Use collected evidence from above work)	Matt Wade/Karlie Thompson	<b>Cons and Comms Plan 2007/08.</b>	
<b>Engagement of asylum seekers refugees</b>	Visits Refugee and Asylum Seeker Forum (Varsha Patel)	Matt Wade	<b>Nov 06</b>	<b>Visit on 12/12/06</b>
	Visits DREAMERS (A Lake)	Matt Wade	<b>Nov 06</b>	<b>e-mailed</b>
	Revise H2R Toolkit. (Use collected evidence from above work)	Matt Wade/Karlie Thompson	<b>Cons and Comms Plan 2007/08.</b>	
<b>Engage with gypsies and travellers</b>	Meet Travellers Forum	Matt Wade to arrange	<b>Feb 07</b>	
<b>Raise Awareness of the Hard to Reach Toolkit</b>	<ul style="list-style-type: none"> <li>• Market to internal staff</li> <li>• Discuss with Partnership Managers</li> </ul>	Karlie Thompson	<b>Dec 06</b>	
<b>Ensuring inclusive communication</b>	Include a summary of the EIA template in the Cons and Comms Planners.	Ian Whadcoat	<b>Dec 06</b>	
<b>Easy Read format and Plain English</b>	Include in the Cons and Comms Planners considerations for Easy Read, use of translation statement etc.	Ian Whadcoat	<b>Dec 06</b>	
<b>Communicating with children and young people</b>	Organise meeting with the Connexions service and other agencies to discuss Cons and Comms.	Karlie Thompson	<b>Feb 07</b>	
	Explore joint working within communications partnership forum	Karlie Thompson	<b>Dec 06</b>	

<b>Problem/barrier identified</b>	<b>Actions to overcome problem/barrier</b>	<b>Responsibility</b>	<b>Target date</b>	<b>Completed</b>
<b>Communicating with Students</b>	Student Union column as a regular feature in Charnwood News	Ian Whadcoat	<b>DONE</b>	<b>DONE</b>
	Further actions to come from the Student Management Programme	Matt Wade	<b>Not Known</b>	
<b>Effective communication with the Parishes (Hard to reach Rural Communities link)</b>	Targeting specific areas in community news papers with news that relates to them.	Ian Whadcoat	<b>March 07</b>	
	Use of partnership managers to identify issues with Parishes through implementation of the Partnerships Strategic Support Team.	Karlie Thompson	<b>Ongoing</b>	<b>Autumn 2006 –</b>
	<ul style="list-style-type: none"> <li>• Visit / Meet with regional National Farmers Union representatives.</li> <li>• Visit / Meet Rural Community Council (Hazel Fish)</li> </ul>	Verity Graham	<b>Jan 2007</b>	
<b>Lack of knowledge of festivals and cultures etc.</b>	Cultural awareness's training on festivals, venues etc.	Hiron Miah	<b>DONE</b>	