

Screening/Scoping Pro Forma

Section	Communication Services		Officer responsible for the screening/scoping	Laurie Will/Carolyn Patterson	
Name of Policy to be assessed	Publications		Date of Assessment	2/6/08	Is this a proposed new or existing practice? Existing
1. Briefly describe the aims, objectives and purpose of the practice?	To regularly communicate internally and externally information and as set of key messages reflecting Council priorities (Service Plan 2008). This is part of 'enhancing customer access to services and information' (Communications Strategy 2005).				
2. Are there any associated or specific objectives of the practice? Please explain.	To produce six editions of About Guildford the Council newspaper focussed on residents. To ensure that promotional/information based publications produced Council wide are clear, consistent, have the correct corporate identity and offer value for money. (By The Wey, the publication for staff, is dealt with under Internal Communications).				
3. Who is intended to benefit from this policy and in what way?	Primary audiences are: Guildford residents. Guildford staff?				
4. What outcomes are wanted from this practice?	As outlined under 1 and 2				
5. What factors/forces could contribute/detract from the outcomes?	Delivery failures, inability to read the publications (due to foreign language speaker or visual impairment), complicated English which is hard to understand, poor design which is confusing. Most of these factors are avoided through careful management by the Communications team.				
6. Who are the main stakeholders in relation to the policy?	Residents/tax payers		7. Who implements the policy, and who is responsible for the policy?	The communications team	
8. Are there concerns that the policy <u>could</u> have a differential impact on racial groups?	Y	N	Please explain No. Publications are produced in Plain English and in a style that should be easily accessible to all. We also offer different formats on request but this very rarely happens. Research shows that there is not a large foreign language speaking population in Guildford borough so there is little/no demand.		

What existing evidence (either presumed or otherwise) do you have for this?	No requests for foreign language translations, complaints or negative feedback.		
9. Are there concerns that the policy <u>could</u> have a differential impact due to gender?	Y	N	No. Publications are produced in Plain English and in a style that should be easily accessible to all. We also try to use gender sensitive language.
What existing evidence (either presumed or otherwise) do you have for this?	No complaints or feedback indicating a problem.		
10. Are there concerns that the policy <u>could</u> have a differential impact due to disability?	Y	N	No Publications are produced in Plain English and in a style that should be easily accessible to all. We also offer different formats (including large print and Braille) on request but this very rarely happens. About Guildford is provided to the Talking Newspaper for the Blind.
What existing evidence (either presumed or otherwise) do you have for this?	No complaints or negative feedback.		
11. Are there concerns that the policy <u>could</u> have a differential impact due to sexual orientation?	Y	N	No. The content is aimed at everyone regardless of sexual orientation. Matters of orientation are not covered within Council news as a general rule. We would never knowingly be discriminatory in relation sexual orientation.
What existing evidence (either presumed or otherwise) do you have for this?	No complaints or negative feedback.		
12. Are there concerns that the policy <u>could</u> have a differential impact due to their age?	Y	N	No. Publications are produced in Plain English and in a style that should be easily accessible to all. Information provided is aimed at all age ranges. We provide information on support services for all age groups.
What existing evidence (either presumed or otherwise) do you have for this?	No complaints or negative feedback.		
13. Are there concerns that the policy <u>could</u> have a differential impact due to their religious belief?	Y	N	No. The content of publications is aimed at people of all religions.
What existing evidence (either presumed or otherwise) do you have for this?	No complaints or negative feedback.		

14. Are there concerns that the policy <u>could</u> have a differential impact due to them having dependants/caring responsibilities?	Y	N	No – we actively promote appropriate services available to everyone in the borough.
What existing evidence (either presumed or otherwise) do you have for this?	No complaints or negative feedback.		
15. Are there concerns that the policy <u>could</u> have a differential impact due to them have an offending past?	Y	N	No Publications from the Council are offered to all.
What existing evidence (either presumed or otherwise) do you have for this?	No complaints or negative feedback		
16. Are there concerns that the policy <u>could</u> have a differential impact due to them being Transgender or transsexual?	Y	N	No Publications are offered to all.
What existing evidence (either presumed or otherwise) do you have for this?	No complaints or negative feedback.		
17. Could the differential impact identified in 8-16 amount to there being the potential for adverse impact in this practice?	Y	N	No – we aim to provide information that is accessible to all. We do not proactively produce publications in alternative formats as there is minimal demand but we will do so when we receive a request. We do proactively supply About Guildford to the Talking Newspaper for the Blind.
18. Can this adverse impact be justified on the grounds of promoting equality of opportunity for one group? Or any other reason?	Y	N	<p>Please explain for each heading (questions 8-16) on a separate piece of paper.</p> <p>Not applicable</p>
Business improvement			Please explain

19. Is there any concern that there are unmet needs in relation to any of the above groups?	Y	N	No as explained above.		
20. Does differential impact or unmet need cut across the equality strands (e.g. elder BME groups)?	Y	N	Please explain No.		
21. If yes, should the full EIA be conducted jointly with another service area/contractor/partner/agency?	Y	N	Please explain		
22. Is there a missed opportunity to improve your business in relation to any of the policies, procedures or practices to promote racial, gender, disability, age, sexual orientation, religion or belief equality?	Y		Are opportunities taken to use Guildford publications to promote equality and diversity, good relations between different equality strands, etc? Are people encouraged to request publications in alternative formats?		
23. Should the policy proceed to full equality impact assessment?					
24. If No, are there any changes required to the policy to improve it around the equality agenda?			No	Yes	No
			No		

Signed
(completing officer)

Date June 2008

Signed
(Head of Section)

Date June 2008

Countersigned
(HR representative)

Date September 2008