

Equality Impact Assessment Form

A copy of this form is available on the Intranet.

Screening

Name of strategy, project or policy:

Advice for communicating with the media

Officer completing assessment:

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1. What is the main purpose of the strategy, project or policy?

To provide information advice and guidelines for staff and Members on how the Council will deal with media issues.

2. List the main activities of the project, policy (for strategies list the main policy areas)

Positioning the council - media presentation
Timing of press releases
Council Spokespeople - press releases
Council Spokespeople - Radio and TV Interviews
Role of members of the Cabinet from minority groups
Photo opportunities
Launch Events/Media Receptions
Circulating Press Releases
Managing 'difficult' issues
Responding to inaccurate and critical media coverage
Deadlines
Media coverage – impact on staff
Staying within the Law
Identifying potential subjects for Media Releases

3. Who will be the main beneficiaries of the strategy, project or policy?

Rossendale Council will benefit from an improved reputation

4. Use the table below to tick:

- (a) Where you think that the strategy, project or policy could have a negative impact on any of the equality groups i.e. it could disadvantage them.

- (b) Where you think that the strategy, project, policy could have a positive impact on any of the groups or contribute to promoting equality, equal opportunities or improving relations within equality target groups.

		Positive Impact – it could benefit	Negative Impact – it could disadvantage	Reason
Gender	Women	✓		Council media relations actively promotes the positive role that this equality group plays in society
	Men	✓		As above
Race	Asian or Asian British people	✓		As above
	Black or black British people	✓		As above
	People of mixed race	✓		As above
	Irish people	✓		As above
	White people	✓		As above
	Chinese people and other minority ethnic communities not listed above	✓		As above
Disability	Physical/learning/mental health	✓		As above
Sexuality	Lesbians, gay men and bisexuals	✓		As above
Gender Identity	Transgender people	✓		As above
Age	Older people (60+)	✓		As above
	Younger people (17-25), and children	✓		As above
Belief	Faith groups *	✓		As above
Equal opportunities and/or improved relations e.g.		✓		Council media relations actively promotes equal

Rural				opportunities and good community relations
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Notes:

* Faith groups cover a wide range of groupings, the most common of which are Muslims, Buddhists, Jews, Christians, Sikhs, Hindus. Consider faith categories individually and collectively when considering positive and negative impacts.

5 If you have indicated there is a negative impact on any group, is that impact:

Legal? YES NO

(i.e. it is not discriminatory under anti-discriminatory legislation)

Intended? YES NO

Level of impact HIGH LOW

If the negative impact is possibly discriminatory and not intended and/or of high impact you must complete section two of this form. If not, complete the rest of section one below and consider if completing section two would be helpful in making a thorough assessment.

6 a) Could you minimise or remove any negative impact that is of low significance?

Explain how:

n/a

a) Could you improve the strategy, project or policy's positive impact?

Explain how:

Equality issues will be at the forefront of all media relations activity.

You may wish to use the action sheet at the end of Section two.

7 If there is no evidence that the strategy, policy or project promotes equality, equal opportunities or improved relations – could it be adapted so that it does?

How?

n/a

Please sign and date this form, keep one copy and send one copy to the Head of Human Resources.

Signed:

Date: