

Date of EIA August 2007
 Directorate Chief Executive's Office

		Step
Function or policy to be screened / assessed	Communications & Marketing	2
Is it a policy or function	Function	
Is it a new or existing policy or function?	Existing	
Who is responsible for the policy or function?	The Communications & Marketing Team provide this service and is headed by Louise Jones, Head of Communications and Marketing The website is maintained by IT. Individual departments are responsible for the production of their own leaflets and service materials, etc, with advice and support from the communications and marketing team.	
Who implements the policy or function?	The policy or function is delivered by (tick all that apply): <input checked="" type="checkbox"/> Council staff <input type="checkbox"/> Contractor (Details) _____ <input type="checkbox"/> Statutory partner (Details) _____ <input type="checkbox"/> Voluntary or community organisation (Details) _____ <input checked="" type="checkbox"/> Other (Details) The media, copy and creative companies are integral to the effective delivery of the function	
Aim / objective / purpose of the policy or function	The purpose of the function is to: Manage the reputation of Bracknell Forest and provide residents and visitors to Bracknell Forest with information on Council services, primarily through the following activities: <ul style="list-style-type: none"> • Media relations • Internal communications • Branding • Publications, advertising, sponsorship • information campaigns • Direct marketing • Events and activities 	
Summary of information / evidence used in this assessment (Include any consultation undertaken)	The following information / evidence was used in this assessment: <ul style="list-style-type: none"> • Assessment by service head (August 2007) • Feedback from staff and residents • Liaison with Corporate Community Cohesion Working Group 	3
Who is the function, policy or procedure designed to target? Or Who are intended to be the main beneficiaries of the function or policy?	The policy / function is designed specifically to benefit the following people: e.g. older people, people in tax arrears, people with mental health problems The Communications Team provides services to all those who visit, live, work and learn in Bracknell Forest. It also delivers a service to the Council's staff.	4
Which of the following equalities groups might be impacted by the policy or	<input checked="" type="checkbox"/> All groups	

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function?		
Which groups might be affected adversely?	<input checked="" type="checkbox"/> Race <input checked="" type="checkbox"/> Disability <input type="checkbox"/> Gender <input type="checkbox"/> Age <input type="checkbox"/> Religion or Belief <input type="checkbox"/> Sexual Orientation Disabled people and people with no or limited literacy or knowledge of English who might be able to read written communications or access the website, for example	
How is this policy or function communicated to target beneficiaries?	The policy function is generally communicated to target beneficiaries using the following channels: The communications and marketing function is the driver and vehicle for Council communication. It is not necessarily communicated as a function or service in itself.	
On what grounds can adverse or differential impact be justified?	Adverse or differential impact can be justified for the following reasons: No reason.	
What consultation will be necessary to support or confirm your conclusions?	Annual readership surveys carried out in Town & Country and forest views.	5
What changes are proposed to the policy or function to reduce or remove adverse or differential impact?	The objectives of the policy / function can still be met if the following actions are taken to remove or reduce the adverse or differential impact: The communications and marketing team has already taken some steps to reduce or remove the potential adverse impact identified above and others are planned, e.g: <ul style="list-style-type: none"> • All printed material produced by the Council should carry the standard accessibility line to ensure residents know it is available in different formats on request. This is already Council policy as agreed by corporate management team (CMT 02/06/04. Minute 1549). The communications and marketing team will ensure the print and design team are aware of the policy and will advise departments; the communications and marketing team will also monitor publications to check this is happening. • Communications and marketing team are developing a plain English guide for all staff and are working with the corporate training team to develop plain English training; • The team aims to support departments to match format of publications with target audiences e.g. seeking input of young people to leaflets about the Offbeat Music Festival; • Town & Country is produced in large print and also on audio cassette by Talking Newspapers, for those with visual impairments; • Readership surveys include questions on age, gender, ethnicity, disability, location and sometimes tenure; • The team has compiled an image library and is currently developing generic stock images to ensure suitable picture resources are available to the Council which reflect all parts of the community are represented. • A review of the Council's corporate standards is currently underway which will highlight and address accessibility issues. The team will continue to monitor the services provided to ensure that information is provided that is accessible to all those who live or work in Bracknell Forest.	6
What monitoring	To monitor the effect of the recommended changes, the following	

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arrangements have been put in place?	<p>factors or aspects of delivery will be monitored over time: (e.g. number of older people using service)</p> <p>The communications and marketing team monitors its work in several ways. These include feedback from staff and stakeholders as well as formal/planned surveys described above.</p>	
When will this EIA be reviewed?	<p>This EIA will be revisited and reviewed on:</p> <p>August 2008</p>	
Which strategies or plans does this function or service support?	<p>The communications and marketing team supports the Council to deliver its Annual Plan as well as its 12 Corporate Themes.</p> <p>The team also provides communications support for services to deliver their local strategies and action plans.</p>	8
What are the main policies or procedures that underpin this function or policy?	<p>The main policies that underpin the communications and marketing function are:</p> <p>The Corporate Communications Strategy (including the internal communications strategy)</p> <p>The Council's media protocols</p> <p>The Corporate Standards Manual</p> <p>The Photography Guidelines</p> <p>The Communication Factsheets (owned by customer services but underpinning communication work in terms of accessibility)</p>	
Date when the actions in this EIA must be referenced back to policy, plans, strategies, policies or procedures to which it is connected	<p>Date: Additional recommendations from this EIA will be actioned from September 2007</p> <p>Responsibility: Louise Jones, Head of Communications and Marketing</p> <p>Check date: Actions resulting from this EIA will be checked in August 2008</p> <p>Responsibility: Corporate Community Cohesion and Engagement Working Group</p>	
Date to be submitted to Web Team for publication on EIA pages	August 2007	