

Equality Impact Assessment Record

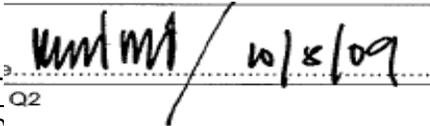
Date of EIA	July 2009
Directorate	Chief Executive's Office
Part One - Initial Screening Record	
1. Activity to be assessed	Community TV
2. What is the activity?	Service
3. Is it a new or existing activity?	Existing
4. Who are the members of the EIA team?	Claire Sharp – Senior Policy Officer (Partnerships) Gemma Tizzard – Project Support Officer
5. Initial screening assessment. If the answer to either of these questions is 'yes' then it is necessary to go ahead with a full Equality Impact Assessment.	<p>1. Does the activity have the potential to cause adverse impact or discriminate against different groups in the Councils workforce or the community?</p> <p>Community TV does have the potential to discriminate against blind or partially sighted people as the system is both visual and silent. Therefore these people would not be able to use the service.</p> <p>People who can't read, have limited reading ability or for whom English is not their first language must also be taken into consideration, as information is displayed on the screen as text and only remains on the screen for a limited amount of time.</p> <p>2. Does the activity make a positive contribution to equalities?</p> <p>Community TV does make a positive contribution to equalities through the content itself and the way it is displayed. Bringing public service messages into public places where large people congregate gives more people the chance to see the information, particularly those people without access to the internet or other technological mediums.</p> <p>The videos shown on the Community TV screens also make the issues more accessible to people, as showing campaigns visually may help the messages be more memorable and enter the public consciousness.</p>
6. Did Part 1: Initial Screening indicate that a full EIA was necessary?	Yes – full EIA completed and recorded below.

Part Two - Full EIA Record	
7. Why is a full EIA being completed on the activity? Double click on boxes to check all that apply.	<p>The activity has the potential to have an adverse impact/discriminate against different groups in the community. <input checked="" type="checkbox"/></p> <p>The activity makes a positive contribution to equalities <input checked="" type="checkbox"/></p>
8. Who is the activity designed to benefit/target?	<p>The purpose of the activity is to:</p> <p>Community TV was launched in October 2008 and aims to take public information messages into places where people congregate. These can be general messages such as health promotion and crime prevention or more immediate alerts such as a missing person. Ten Community TV screens have been installed at strategic locations around the borough. These locations were specially chosen to give a good geographical spread, range of audience and high footfall and the full list of these locations is as follows:</p> <ul style="list-style-type: none"> • Bracknell and Wokingham College • Bracknell Sports and Leisure Centre • Edgbarrow Sports Centre (Crowthorne) • Gainsborough GP Practice (Warfield) • Morrisons Supermarket Café • Sandhurst GP Practice • Skimped Hill Health Centre • Waterstones Bookshop Santa Fé Café • Waterfield GP Surgery, Harmans Water • Wyvale Garden Centre Café (Binfield) <p>Similar schemes have been working elsewhere in the country with great success and we are excited by its potential in Bracknell Forest. The project is run on an annual contract and is a venture of Bracknell Forest Partnership and is jointly funded and managed by the Council, Police, Fire Service, Primary Care Trust, Bracknell Regeneration Partnership and Bracknell Forest Voluntary Action.</p> <p>Local films are produced for Bracknell Forest Community TV four times a year and the topics are selected to support the work of the Bracknell Forest Partnership and in particular to support the Partnership's 35 key three year targets, as set out in Bracknell Forest's Local Area Agreement. This content is agreed by the Bracknell Forest Partnership Communications Working Group. The latest filming took place in April 2009 and consisted of five films covering support for carers, access to adult social care, support during the economic downturn, the Green Machine social enterprise and Bracknell town centre. The next round of filming is</p>

	<p>scheduled for July 2009.</p> <p>The activity is designed for:</p> <p>Community TV is designed as a public information service to inform the community of Bracknell Forest.</p>
<p>9. Summarise the information gathered for this EIA including research and consultation to establish what impact the activity has on different equality groups.</p>	<p>Equality and diversity issues have been embedded into the Community TV project throughout its development. There have been two primary issues for consideration surrounding equality and diversity: one, to ensure the information is accessible to everyone and; two, to make sure the content is relevant to all sections of the community.</p> <p><u>Accessibility</u></p> <ul style="list-style-type: none"> • Venues <p>More than 50 venues across the borough were assessed for their suitability as host venues for the screens. The final 10 venues were selected based on a range of criteria including number of visitors, duration of the average visit, physical restrictions such as ceiling height, geographical spread across the borough and range of venue/audience types. The selected venues have enabled us to reach the broadest range of people with the broadcasts planned. By displaying the screens in public places we are not restricting viewing to those who are willing or able to access internet or other technological mediums. All screens are accessible for people with physical disabilities/wheelchair users.</p> <ul style="list-style-type: none"> • Format <p>The films mix clear imagery with simple text to ensure that messages are easy to understand for all; including children, people with learning disabilities and those whose first language is not English. Community TV is broadcast on large television screens that are visible to the vast majority of the population.</p> <p><u>Content</u></p> <ul style="list-style-type: none"> • Consultation <p>A pre-implementation consultation was carried out with members of the public at the proposed screen sites. The findings informed the content of the films for Community TV and established benchmarks for monitoring the success of the project. The people who responded to the consultation formed a broadly</p>

	<p>representative group in terms of age, gender and ethnicity and the findings were weighted in order to ensure representative views were gained. No equalities issues were raised through the consultation period of the project.</p> <ul style="list-style-type: none"> • Background <p>In addition to the consultation findings, the content of films is based on the priorities identified in the Sustainable Communities Strategy and Local Area Agreement. The local priorities in these two documents were identified as a result of a thorough analysis of local needs and inequalities. A detailed equality impact assessment was carried out to support this process. We are therefore confident that the messages promoted through Community TV are targeted to tackle local disadvantage and inequality. Similarly, accessible local services and facilities are promoted in order to practically support meeting these needs.</p> <ul style="list-style-type: none"> • Examples <p>Some examples of films (planned or already broadcasting) that are targeted to potentially disadvantaged groups in the community include:</p> <ul style="list-style-type: none"> -Young people – youth facilities and grants available -Stopping smoking – targeted specifically at supporting young people to stop smoking -Bullying – raising awareness and encouraging young people to tell someone if they become a victim - Carers – support available to carers -People with learning disabilities – Green Machine project to support people with a learning disability into employment -Adults needing support – how to access adult social care services -Domestic violence – awareness raising -Home Risk Fire Checks – targeted at vulnerable groups 	
<p>10. A) With regard to the equalities themes, which groups does the activity impact upon?</p> <p>B) Might any of these groups be adversely impacted?</p> <p>If you have not got sufficient information to make a judgement, go to box 17 and list the actions that you will take to collect</p>	<p>A) Groups Impacted</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Race and ethnicity <input checked="" type="checkbox"/> Disability <input checked="" type="checkbox"/> Gender <input checked="" type="checkbox"/> Age <input type="checkbox"/> Sexual Orientation <input type="checkbox"/> Religion or belief <input type="checkbox"/> Other - please specify 	<p>B) Groups impacted adversely</p> <ul style="list-style-type: none"> <input type="checkbox"/> Race and ethnicity <input checked="" type="checkbox"/> Disability <input type="checkbox"/> Gender <input type="checkbox"/> Age <input type="checkbox"/> Sexual Orientation <input type="checkbox"/> Religion or belief <input type="checkbox"/> Other - please specify <input type="checkbox"/> Other - please specify <input type="checkbox"/> Other - please specify

further information.		
11. What evidence is there to suggest an impact/adverse impact?	<p>There has been a post implementation survey of the Community TV system, undertaken by Evidence Led Solutions now that the screens have been in place for six months. This survey includes many encouraging findings, including that satisfaction in the area has increased 15%; from 75% to 90% since the pre-implementation survey taken six months previously.</p> <p>The system has also directly led to people volunteering, getting a home fire risk check and even joining an anti drug group.</p> <p>There is only a small chance of the screens having an adverse impact on a very small minority of the community, and there has been no evidence of this from any section of the community. Community TV supports the messages of the Local Area Agreement and is a supplementary service, so all information found on the screens can also be found elsewhere in other information/communications channels. For example, many of the messages can be found Town and Country, which is also offered in Braille.</p>	
12. On what grounds can impact or adverse impact be justified?	<p>The screens are accessible to the vast majority of the community and have proved to have a positive impact in the six months that they have been in place. Therefore, while every effort is made to make the screens accessible for all, there may be a small number of people with visual impairments for whom the system does not cater.</p>	
13. Have any examples of good practice been identified as part of the EIA?	<p>N/A</p>	
14. What actions are you currently undertaking to address issues for any of the groups impacted/adversely impacted?	<p>Every effort is made to ensure that the content displayed on the Community TV screens is accessible to everyone. Content is chosen carefully and plain fonts are used for all text to make them as clear as possible to the viewer.</p> <p>Text is displayed on screen for a reasonable amount of time to give people a chance to read it, and feedback of the usefulness of the screens is undertaken via the six monthly evaluation surveys.</p>	

<p>15. What actions will you take to reduce or remove any differential/adverse impact?</p> <p>Please also list any other actions you will take to maximise positive impacts.</p>	<p>Some areas identified for improvement in the Community TV project include:</p> <ul style="list-style-type: none"> • Monitoring visits to the screens by different groups of people • Monitoring contact as a result of viewing Community TV by different groups of people • Consequently evaluating the effectiveness of the locations of the screens • Future consultations to include disabled people, people with different religions/beliefs and people with different sexual orientations as well as any other disadvantaged groups as identified locally • Review and update content regularly to ensure that it is relevant to all sections of the community.
<p>16. Into which action plan/s will these actions be incorporated?</p>	<p>These will be incorporated into the annual work plan for the Communications workstream of the Bracknell Forest Partnership agenda.</p>
<p>17. Who is responsible for the action plan?</p>	<p>Claire Sharp, Senior Policy Officer (Partnerships)</p>
<p>18. Chief Officers signature.</p>	<p>Name Victor Nicholls</p> <p>Signature  / 10/11/09</p>
<p>19. Which PMR will this EIA be reported in?</p>	<p>2009/10</p>