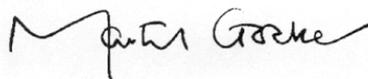


Equality Impact Assessment Record

Date of EIA 31 March 2009
 Directorate Social Care and Learning

Initial Screening Record		
Activity to be assessed	Parenting Support Strategy	
What is the activity?	<input checked="" type="checkbox"/> Policy/strategy <input type="checkbox"/> Function/procedure <input type="checkbox"/> Project <input type="checkbox"/> Review Service <input type="checkbox"/> Organisational change	
Is it a new or existing activity?	<input type="checkbox"/> New <input checked="" type="checkbox"/> Existing	
Aim / objective / purpose of the activity – who is the activity designed to benefit/target?	To support the national agenda which is focused on developing support for parent / carers by providing a strategic framework to plan deliver and monitor parenting support in Bracknell Forest.	
Who is responsible for the activity?	The person responsible for this is Graham Symonds – Extended Services Manager and nominated Parenting Commissioner. Supported in this by a multi-agency Parenting strategy Group.	
Did Step 1: Initial Screening indicate that a full EIA was necessary?	<input checked="" type="checkbox"/> Yes – full EIA completed and recorded below. <input type="checkbox"/> No – full EIA not completed therefore record ends here.	
Full EIA Record		
Who are the members of the EIA team?	Graham Symonds, Sandra Davies, Morag Campion.	
What evidence has been found to indicate that the activity might need to be amended? (Include any consultation undertaken)	The way in which information is provided and accessed by parent / carers from economically disadvantaged backgrounds and where people do not have access to ICT equipment and the internet.	
With regard to the equalities themes, which groups might be impacted by the activity? Might any of these groups be impacted adversely ?	Groups Impacted	Groups impacted adversely
	<input checked="" type="checkbox"/> Race and ethnicity <input checked="" type="checkbox"/> Disability <input checked="" type="checkbox"/> Gender <input checked="" type="checkbox"/> Age <input checked="" type="checkbox"/> Sexual Orientation <input checked="" type="checkbox"/> Religion or belief <input checked="" type="checkbox"/> Economically disadvantaged	<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 checked="" type="checkbox"/> Religion or belief <input checked="" type="checkbox"/> Economically disadvantaged <input checked="" type="checkbox"/> Parents from economically disadvantaged environments.
What evidence is there to suggest an impact/adverse impact?	Strategy is aimed at all parent / carers within the Bracknell Forest Community. GOSE undertook a review of all the Parenting Strategies in the South East and provided some feedback, noting good consultation had taken place in the development of the strategy. This is detailed in the section below,	No real evidence locally. Some national research into particular disadvantaged groups. Locally comments from parent / carers on over reliance on ICT which may be difficult to access without the right equipment. Existing parenting provision targeted at fathers, young mothers, ethnic and language groups etc.
On what grounds can impact or adverse impact be justified?	<ul style="list-style-type: none"> A significant proportion of the support to parents is done on a targeted basis in order to support those parent / carers from potentially vulnerable groups. 	

	<ul style="list-style-type: none"> • Accessing support relies on the parent / carers readiness to accept, therefore some groups may not be ready to come forward and access services. • A significant amount of research went into developing the strategy with considerable consultation with parent / carers, and practitioners. A piece of work commissioned to consult with parents saw 265 parents consulted through a variety of media [surveys, sessions with the consultant and a targeted fun day]. The brief was to target “hard to reach groups and the participants included parents of children with learning difficulty / disability, young mums [some teenage mums], also recruited parent surveyors to target parents within their own communities. A full copy of the report can be obtained by contacting Sandra.davies@bracknell-forest.gov.uk • Research carried out in addition to the needs analysis information – therefore confident meeting identified needs. • Reflects the national agenda for targeting and supporting parent / carers from vulnerable groups
Is there any current action that addresses issues for any of the groups impacted/adversely impacted?	<ul style="list-style-type: none"> • Existing targeted provision • Recently undertaken tendering exercise with the Family Information Service providing information to families. Broader range of service negotiated includes undertaking outreach work within the community including face to face contact. • Developing ISPP [Information Sharing for Parents and Practitioners]. This is linked to ensuring that parents and practitioners have good access to information about support and services available. A significant proportion of this is linked to the work of the Family Information Service through Children’s Information Centres and outreach work. Also linked to developing electronic access to information via a Children’s Services Directory and through the National websites providing advice, support and information. • Ongoing monitoring of parenting support via a multi-agency strategy group, gaps / issues raised in this forum and solutions researched and implemented where appropriate.
What changes will you make to the activity to reduce or remove any differential/adverse impact?	<ul style="list-style-type: none"> • Review existing strategy [planned Jan 09] • Review provision in light of best available information on socio-economic context and needs. • Influence workforce strategy development re developing common induction standards / common understanding. • Consider how information is published and made available to parent / carers. • Engage users in ongoing feedback.
Into which action plan/s will these actions be incorporated?	<ul style="list-style-type: none"> • Strong Foundations Strategy • Children and Young People’s Plan
Who is responsible for the action plan?	<ul style="list-style-type: none"> • Graham Symonds
Have any examples of good practice been identified as part of the EIA?	<ul style="list-style-type: none"> • Examples of parenting support being developed in response to locally identified needs e.g. Young Parents [teenage parents], Slovakian Parents Group, altering timing of meetings to accommodate fathers attendance. • Good consultation in development of the original Strategy recognised by GOSE as an example of good practice. • Support provided to young parents via Teenage Pregnancy Project Manager who runs a “young parents group”.
Has the EIA been published on the Council website?	Yes
Who is the relevant Chief Officer and have they	Martin Gocke

signed off the EIA?	Signature 
Which PMR will this EIA be reported in?	Q1 2009-10