

Assessing Equality – The Equality Act 2010

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Customer Impact Review

Name and brief description of policy being analysed

Communications

Communication is at the heart of everything we do as a local authority. We are the leading public service delivery organisation in Fenland and have a duty to communicate with our diverse groups of stakeholders. These include the public, elected members, staff, partners, businesses and service users. We know that we must use a variety of mechanisms to engage with these stakeholder groups, each of whom has differing needs.

The increasing popularity of the internet and social media platforms enables instant communication and can reach a large audience more quickly than the traditional mediums of print and post. Conversely however, they can be sources of rumour, criticism and misinformation. We have plans in place to manage these channels and have vastly increased our engagement with the public by using these tools.

Objectives

Our [Communications Strategy](#) is a key corporate document that is relevant to all officers and members. It supports the delivery of the Council's priorities (outlined in our Business Plan) and as such, should be reflected in service plans and cross-cutting Council strategies. The strategy sets out how the Council will proactively maintain good communications with its wide variety of stakeholders which include staff, councillors, residents, businesses and service users. Working closely with other organisations is vital to achieve this goal.

Specifically, it aims to provide:

- Guidance to all Council staff and elected members on effective communication methods to achieve clear and consistent messages
- A framework for communicating effectively with internal and external customers
- Support on information communication so that all employees are aware of organisational goals and contribute towards them to their full potential

We aim to communicate clearly, openly and regularly with the public, partner organisations and within the organisation. This is to promote a high level of mutual understanding and provide accurate information on Council services. Key objectives are to:

1. Establish and maintain clear and regular communication channels with:
 - a. **The public.** Keeping the community informed of key service developments. Creating a positive, recognisable image for the Council whilst improving public satisfaction.
 - b. **Members.** Keeping them informed of key service developments and supporting their work as elected representatives.
 - c. **Staff and Members.** Maintaining a corporate environment of trust and loyalty, with core values embedded across the organisation.
 - d. **Partners.** Working with other partners, at a local and national level, to promote joint working and high standards of service.
2. Deliver spoken, written and electronic communication that is clear, easy to understand, timely and up to date. Specifically, this should:
 - a. Support and reinforce our key values and 'one-team' approach
 - b. Reinforce our reputation for good quality service delivery

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- c. Promote plans and decisions with key stakeholders
- d. Rigorously defend our good name
- e. Strive to reach every community sector, including hard to reach groups
- f. Promote the needs of Fenland residents and improve their quality of life

3. Engage with all officers to utilise internal and external communication networks
4. Ensure that all published material adheres to our corporate style and is identifiable as originating from Fenland District Council
5. Maintain an organisational culture where people feel able and are encouraged to communicate freely
6. Protect the good reputation of the council with the public, partners and peers in local government.

Information used for customer analysis

To effectively communicate and improve local services, we need to know who are communicating with. Our customers are individuals. They absorb information at different levels and access our services through a variety of channels. We use in-depth knowledge about our customers to tailor our service deliver to their needs. Seeking regular feedback from our customer groups enables us to make sure we are providing the most effective services and communications that we can.

The rise of digital services and platforms, particularly through our website and social media channels, allows the Council to provide a quicker and more responsive service to customers. However, it is important that we do not exclude customers who cannot and choose not to engage with us through these more modern methods.

We have identified our customer segments as: The Corporate Management Team, Heads of Service, Council Staff, Council Members, Council Partner Organisations, Journalists, Customers/Residents, Business/Investors, Visitors, MPs, Local Government, National Government and Government agencies

We consult and engage with each of our customer segments to help shape our service and improve our customer experience. Mechanisms for doing this include online feedback questionnaires, Social Media channels (including Facebook, Twitter and You Tube), informal feedback (including by email, telephone or face-to-face) and through our corporate '3C's' (Comments, Complaints and Correspondence) process.

The Communications Team offers advice on all council corporate communications campaigns and projects to ensure they all meet corporate standards.

	Could particularly benefit	Neutral	May adversely impact	Explanations	Is action possible or required?	<p>Details of actions or explanations if actions are not possible</p> <p>Please note details of any actions to be placed in your Service Plan</p>

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Race	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Sex	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Gender reassignment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Disability	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Age	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Sexual orientation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Religion or belief	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Pregnancy & maternity	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Marriage & civil partnership	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Human Rights	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Socio Economic	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Multiple/ Cross Cutting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	

Outcome(s) of customer analysis

a) Will the policy/ procedure impact on the whole population of Fenland and/ or identified groups within the population; negative neutral positive

No major change needed Adjust the policy Adverse impact but continue Stop and remove / reconsider policy

Fenland District Council communicates using a variety of different methods including its website, intranet, Social Media channels, press releases, public notices, emails, local town/parish newsletters and member briefings. We will always try and communicate using all available and appropriate communications methods.

Arrangements for future monitoring:

To ensure we provide open and honest information to the public about the council and its services, the communications team will:

- Regularly review its communications activities to ensure their effectiveness

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- Monitor press and social media activity regarding Fenland District Council
- Assess and plan communications activities around the public perception of the council and the services we provide
- Maximise opportunities for communications activities that showcase Fenland District Council with the public and our peers
- Deliver a co-ordinated, proactive programme of press releases and social media updates to inform the public about key services
- Support the Customer Service Centres and Community Hubs as key communication points, ensuring that branding guidelines are maintained
- Deliver a comprehensive communications programme on Social Media, signposting the public to mechanisms to find out further information
- Ensure that all key communicators, service managers, members and corporate managers are trained and supported in effective communications
- Review advertising and communication methods to ensure maximum public engagement and value for money
- Undertake an annual review of the Emergency Media Plan and carry out an annual event to exercise the plan
- Review corporate service plans to identify consultation opportunities, target audiences and methods of communication

We also use the following methods/channels to help us monitor our communications:

- Google Analytics to analyse website traffic
- Ongoing feedback from service users
- Ongoing feedback from website online forms and social media
- Survey Monkey (consultation software) to analyse consultation results

Details of any data/ Research used (both FDC & Partners):

- FDC Communications Strategy
- FDC Consultation Strategy
- Survey Monkey (consultation software)
- Google Analytics
- [LG Comms](#)
- [Best practice from Gov.uk](#)

Completed by:

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Position: Head of Policy & Communications

Approved by (manager signature):

Date published: 15 September 2022

Details of any Committee approved by (if applicable):

Date endorsed by Members if applicable: