

Meeting of the Social Inclusion Working Group **8 July 2008**

Report of the Director of People and Improvement

Draft Equalities Impact Assessment (EIA) from the Marketing and Communications Team

Summary

1. Annex 1 contains the draft EIA from the council's Marketing and Communications team (m&c).
2. Members' views on the document are requested.

Background

3. The m&c team's job is to help communicate council information and promote council services to residents, customers and staff. The team's work frequently involves working with other departments to advise them on communication and consultation with the public and other audiences.
4. The three media and publications officers help to keep residents and council employees informed about council decisions, policies and services. This is through the press office, writing and editing a wide range of publications and management of the communications aspects of the council's website.
5. The two marketing staff's work includes producing marketing plans and publicity materials, managing design and print-buying, organising advertising campaigns and advising directorates on marketing activities.
6. The two research officers provide full research services to the organisation, keeping the council updated on the views and concerns of residents and other users of services.

7. The internal communications officer produces the council's staff publications and develops the council's intranet.

Consultation

8. This draft document is coming to SIWG for consultation purposes.

Options

9. N/A

Analysis

10. N/A.

Corporate Priorities

11. Communications are an integral part of all of the council's corporate priorities, although they are especially important to the corporate value 'delivering what our customers want'.

Implications

12. These are as follows:
 - **Financial** – None.
 - **Human Resources (HR)** – None
 - **Equalities** - Please see the EIA itself.
 - **Legal** - None
 - **Crime and Disorder** - None
 - **Information Technology (IT)** - None
 - **Property** - None
 - **Other** - None

Risk Management

13. N/A

Recommendations

14. To give views on the contents of the report.

Reason: To ensure the marketing and communications EIA is acceptable to SIWG.

Contact Details

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Heather Rice

Report Approved **Date**

26 June 2008

Wards Affected:

For further information please contact the author of the report

All

Background papers – None

Annexes- Annex 1 : Marketing and Communications Equality
Impact Assessment