

The 'Better Decision Making' tool has been designed to help you consider the impact of your proposal on the health and wellbeing of communities, the environment, and local economy. It draws upon the priorities set out in our Council Plan and will help us to provide inclusive and discrimination-free services by considering the equalities and human rights implications of the decisions we make. The purpose of this tool is to avoid decisions being made in isolation, and to encourage evidence-based decision making that carefully balances social, economic and environmental factors, helping us to become a more responsive and resilient organisation.

The Better Decision Making tool should be used when proposing new projects, services, policies or strategies, or significant amendments to them. The tool should be completed at the earliest opportunity, ideally when you are just beginning to develop a proposal. However, it can be completed at any stage of the decision-making process. If the tool is completed just prior to the Executive, it can still help to guide future courses of action as the proposal is implemented.

The Better Decision Making tool must be attached as an annex to Executive reports. A brief summary of your findings should be reported in the One Planet Council / Equalities section of the report itself.

Guidance to help you complete the assessment can be obtained by hovering over the relevant question.

Please complete all fields. If you wish to enter multiple paragraphs in any of the boxes, hold down 'Alt' before hitting 'Enter'.

Introduction

Service submitting the proposal:	Communications
Name of person completing the assessment:	Claire Foale
Job title:	Head of Communications and Marketing
Directorate:	CCS
Date Completed:	25/02/2021
Date Approved (form to be checked by head of service):	

Section 1: What is the proposal?

1.1	Name of the service, project, programme, policy or strategy being assessed? Resident engagement project
1.2	What are the main aims of the proposal? 1. Deliver one programme of resident engagement to inform multiple strategies projects and schemes taking a pan organisation approach. 2. Establish project governance to bring greater visibility to decision making and influence points. 3. Develop a framework to deliver consistent engagement, including ensuring engagement is inclusive and data consistently captured to support gap analysis. 4. Build organisation capability around resident engagement. 5. Share available insight and identify gaps in engagement, themes and inclusivity.
1.3	What are the key outcomes? Improve resident engagement to inform multiple projects, programmes and strategies, reducing complexity and ensuring resident and community groups voices are heard and acted on. Bring greater visibility to how and when residents can influence decisions.

Section 2: Evidence

2.1	What data / evidence is available to support the proposal and understand its likely impact? (e.g. hate crime figures, obesity levels, recycling statistics) Existing resident engagement data including the number of residents taking part, their characteristics or demographics, geographical areas and areas of interest is patchy, with no consistent approach to gathering or sharing data. This project aims to reduce this uncertainty by embedding analysis from the outset.
2.2	What public / stakeholder consultation has been undertaken and what were the findings? Resident engagement by projects continues to take place with insight not routinely shared across projects. The recent footstreets engagement highlighted the benefit of hearing from multiple voices, particular from the diverse disabled community about issues, challenges and opportunities. No public engagement has taken place about the project approach although there has been considerable internal consultation with multiple workshops and discussions, including with portfolio holders.

	Are there any other initiatives that may produce a combined impact with this proposal? (e.g. will the same individuals / communities of identity also be impacted by a different project or policy?)
2.3	Yes, resident engagement by its nature should attract the views of multiple communities, including those with shared characteristics. At present, we do not routinely collate or feedback on the lived experiences of different communities of interest and instead tend to discuss on a needs basis rather than more strategically. This project seeks to reduce duplication and consolidate engagement across the organisation to make it easier for different communities of identity to be heard and for insight to be shared. Data collected throughout the project will be used to provide evidence based insights to inform our decision making.





Section 3: Impact on One Planet principles

Please summarise any potential positive and negative impacts that may arise from your proposal on residents or staff.
This section relates to the impact of your proposal on the ten One Planet principles.

For 'Impact', please select from the options in the drop-down menu.
If you wish to enter multiple paragraphs in any of the boxes, hold down 'Alt' before hitting 'Enter'.

Equity and Local Economy

Does your proposal?		Impact	What are the impacts and how do you know?
3.1	Impact positively on the business community in York?	Positive	Business communities views and opinions will be collated and shared, to inform future strategies and projects. We will report back in bimonthly sessions with Executive and publish insight on the website.
3.2	Provide additional employment or training opportunities in the city?	Neutral	The project itself builds organisation capability about resident engagement and insight collated will be shared (anonymised) with city leaders. We will report back in bimonthly sessions with Executive and publish insight on
3.3	Help improve the lives of individuals from disadvantaged backgrounds or underrepresented groups?	Positive	Individuals from disadvantaged and underrepresented groups will be able to better engage through a more cohesive and targeted programme of engagement. We will report back in bimonthly sessions with Executive and publish insight on the website.

Health & Happiness

Does your proposal?		Impact	What are the impacts and how do you know?
3.4	Improve the physical health or emotional wellbeing of residents or staff?	Neutral	The insight gathered through the project will embed health and wellbeing concerns into ongoing strategies and projects. The outcome of the project will improve health and wellbeing and the act of listening and being
3.5	Help reduce health inequalities?	Neutral	The insight gathered through the project will embed health and wellbeing concerns into ongoing strategies and projects to actively address health inequalities. The outcome of the project will improve health and
3.6	Encourage residents to be more responsible for their own health?	Neutral	The insight gathered through the project will embed health and wellbeing concerns into ongoing strategies and projects. The outcome of the project will improve health and wellbeing and the act of listening and being
3.7	Reduce crime or fear of crime?	Neutral	The insight gathered through the project will embed crime concerns into ongoing strategies and projects. The outcome of the project will inform the strategies that improve wellbeing. We will report back in
3.8	Help to give children and young people a good start in life?	Neutral	Insight will be gathered from children and young people to ensure their voices contribute to the strategies that will improve their start in life. We will report back in bimonthly sessions with Executive and publish insight on

Culture & Community

Does your proposal?		Impact	What are the impacts and how do you know?
3.9	Help bring communities together?	Positive	Communities will be invited to contribute to the insight with those sharing characteristics, demographics and geographies encouraged to speak out and share their lived experiences. We will report back on how the
3.10	Improve access to services for residents, especially those most in need?	Positive	The project approach deliberately sets out to target residents who have not traditionally engaged, including those most in need. We will report back in bimonthly sessions with Executive and publish insight on the
3.11	Improve the cultural offerings of York?	Neutral	The insight gathered through the project will embed cultural concerns into ongoing strategies and projects. The outcome of the project will inform the strategies that improve the cultural offering in York. We will
3.12	Encourage residents to be more socially responsible?	Positive	The LGA engagement spectrum shows how proactive resident engagement leads to building more resilient communities. The act of being heard and listened to makes a tremendous difference in communities appetites

Zero Carbon and Sustainable Water

Does your proposal?	Impact	What are the impacts and how do you know?
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3.13	Minimise the amount of energy we use and / or reduce the amount of energy we pay for? E.g. through the use of low or zero carbon sources of energy?	Positive	The resident engagement framework will prescribe a combination of on and offline engagement activities, using low carbon / renewable materials.
3.14	Minimise the amount of water we use and/or reduce the amount of water we pay for?	Positive	The resident engagement framework will prescribe a combination of on and offline engagement activities, minimising the amount of water used in production through sourcing appropriate FSC certified materials.

Zero Waste

Does your proposal?		Impact	What are the impacts and how do you know?
3.15	Reduce waste and the amount of money we pay to dispose of waste by maximising reuse and/or recycling of materials?	Positive	The resident engagement framework will prescribe a combination of on and offline engagement activities, minimising the amount of water used in production through sourcing appropriate FSC certified materials.

Sustainable Transport

Does your proposal?		Impact	What are the impacts and how do you know?
3.16	Encourage the use of sustainable transport, such as walking, cycling, ultra low emission vehicles and public transport?	Positive	Resident engagement activities will encourage active transport such as walks or display boards near cycle routes. The insight gathered will inform the Local Transport Plan.
3.17	Help improve the quality of the air we breathe?	Positive	Resident engagement activities when conducted outside will be mindful of the health impacts of air quality and be held in, as far as is possible, open space away from traffic.

Sustainable Materials

Does your proposal?		Impact	What are the impacts and how do you know?
3.18	Minimise the environmental impact of the goods and services used?	Positive	Resident engagement activities, as prescribed in the framework, will be a combination of on or offline, with environmental impact being a key criteria to consider.

Local and Sustainable Food

Does your proposal?		Impact	What are the impacts and how do you know?
3.19	Maximise opportunities to support local and sustainable food initiatives?	Neutral	IN some cases, resident engagement will be held at the premises of community venues which also support local food initiatives. It is not in itself relevant though.

Land Use and Wildlife

Does your proposal?		Impact	What are the impacts and how do you know?
3.20	Maximise opportunities to conserve or enhance the natural environment?	Neutral	Insight gathered will inform appropriate strategies to conserve or enhance the natural environment and engagement activities will in some cases take place in the natural environment.
3.21	Improve the quality of the built environment?	Positive	Insight gathered will inform appropriate strategies to inform the built environment.
3.22	Preserve the character and setting of the historic city of York?	Positive	Resident engagement will, where appropriate, be linked to our unique heritage with Insight gathered informing appropriate strategies to preserve the character of the built environment.
3.23	Enable residents to enjoy public spaces?	Positive	Insight gathered will inform appropriate strategies to inform the development of public space. The resident engagement framework will prescribe activities that can take place to increase enjoyment of public space.

3.40	Additional space to comment on the impacts		
All the above will be subject to applying Covid-secure measures to protect residents and reduce community transmission.			

Section 4: Impact on Equalities and Human Rights

Please summarise any potential positive and negative impacts that may arise from your proposal on staff or residents. This section relates to the impact of your proposal on **advancing equalities and human rights** and should build on the impacts you identified in the previous section.

For 'Impact', please select from the options in the drop-down menu.
If you wish to enter multiple paragraphs in any of the boxes, hold down 'Alt' before hitting 'Enter'

Equalities

Will the proposal **adversely impact** upon 'communities of identity'?
Will it **help advance equality** or **foster good relations** between people in 'communities of identity'?

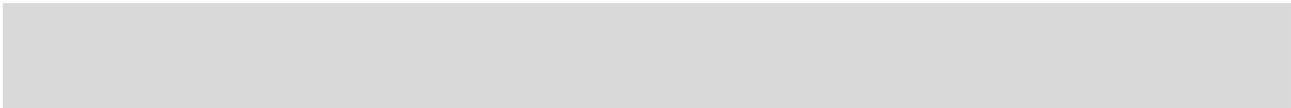
		Impact	What are the impacts and how do you know?
4.1	Age	Positive	Data will be collated to identify the contributions from those with different lived experiences, with activities targeting those that haven't contributed, including understanding any barriers to contributing.
4.2	Disability	Positive	Data will be collated to identify the contributions from those with different lived experiences, with activities targeting those that haven't contributed, including understanding any barriers to contributing.
4.3	Gender	Positive	Data will be collated to identify the contributions from those with different lived experiences, with activities targeting those that haven't contributed, including understanding any barriers to contributing.
4.4	Gender Reassignment	Positive	Data will be collated to identify the contributions from those with different lived experiences, with activities targeting those that haven't contributed, including understanding any barriers to contributing.
4.5	Marriage and civil partnership	Neutral	Marital status is not a requirement for resident engagement although in some instances, we may target single people to understand their lived experiences.
4.6	Pregnancy and maternity	Positive	Data will be collated to identify the contributions from those with different lived experiences, with activities targeting those that haven't contributed, including understanding any barriers to contributing.
4.7	Race	Positive	Data will be collated to identify the contributions from those with different lived experiences, with activities targeting those that haven't contributed, including understanding any barriers to contributing.
4.8	Religion or belief	Positive	Data will be collated to identify the contributions from those with different lived experiences, with activities targeting those that haven't contributed, including understanding any barriers to contributing.
4.9	Sexual orientation	Positive	Data will be collated to identify the contributions from those with different lived experiences, with activities targeting those that haven't contributed, including understanding any barriers to contributing.
4.10	Carer	Positive	Data will be collated to identify the contributions from those with different lived experiences, with activities targeting those that haven't contributed, including understanding any barriers to contributing.
4.11	Lowest income groups	Positive	Data will be collated to identify the contributions from those with different lived experiences, with activities targeting those that haven't contributed, including understanding any barriers to contributing.
4.12	Veterans, Armed forces community	Positive	Data will be collated to identify the contributions from those with different lived experiences, with activities targeting those that haven't contributed, including understanding any barriers to contributing.

Human Rights

Consider how a human rights approach is evident in the proposal

		Impact	What are the impacts and how do you know?
4.13	Right to education	Neutral	Individual residents different education attainment levels will be mitigated by ensuring resident engagement activities are accessible
4.14	Right not to be subjected to torture, degrading treatment or punishment	Positive	not relevant
4.15	Right to a fair and public hearing	Neutral	not relevant
4.16	Right to respect for private and family life, home and correspondence	Positive	Data protection policies will be adhered to with data anonymised.
4.17	Freedom of expression	Positive	All views and opinions are welcome and sought after.
4.18	Right not to be subject to discrimination	Positive	All views and opinions are welcome and sought after.
4.19	Other Rights	Neutral	not relevant

4.20	Additional space to comment on the impacts		



Section 5: Planning for Improvement

5.1	What have you changed in order to improve the impact of the proposal on the One Planet principles? (please consider the questions you marked either mixed or negative, as well as any additional positive impacts that may be achievable)
	The resident engagement framework will now need to prescribe those activities that reduce the impact on the environment, preserve the natural environment and promote sustainability (rather than recommend). By taking a centralised approach to delivering resident engagement, this will be easier to facilitate and assess.

5.2	What have you changed in order to improve the impact of the proposal on equalities and human rights? (please consider the questions you marked either mixed or negative, as well as any additional positive impacts that may be achievable)
	Data collation is now a key component of the proposal, to be inclusive we need to demonstrate inclusivity and share insight from protected groups, whilst retaining anonymity. Individual project engagement plans to complete and publish an EIA demonstrating how different communities will be invited to contribute (this might include working at a pan-organisation rather than individual project level).

5.3	Going forward, what further evidence or consultation is needed to ensure the proposal delivers its intended benefits? e.g. consultation with specific vulnerable groups, additional data)
	The development of the inclusive engagement toolkit will be in consultation with communities with declared interests.

5.4	Please record any outstanding actions needed to maximise benefits or minimise negative impacts in relation to this proposal? (Expand / insert more rows if needed)
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Action	Person(s)	Due date
Inclusive toolkit developed in consultation with community groups	Gareth Wilce	Jun-21
Resident engagement participants data shared and analysed for gaps	TBC	Jun-21

In the One Planet / Equalities section of your Executive report, please briefly summarise the changes you have made (or intend to make) in order to improve the social, economic and environmental impact of your proposal.