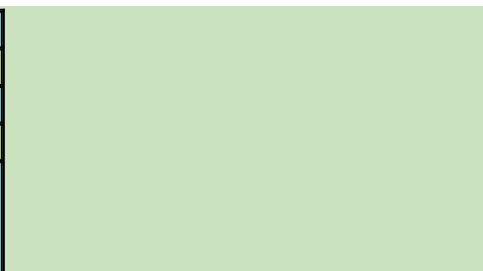


AssessmentNo	63	Owner	mrodger	
Start Date	03/11/2017	Status	Approved	
Resource	Transformation		Service/Establishment	Communications
	First Name	Surname	Job title	
Head Officer	Moira	Rodger	Communications Officer	
Members	Amanda Graham Co-ordinator, Corporate Communications Malcolm Bennie, Strategic Lead, Communications, Culture and Communities			
	<i>(Please note: the word 'policy' is used as shorthand for strategy policy function or financial decision)</i>			
Policy Title	Communications Strategy 2017-2022			
	The aim, objective, purpose and intended out come of policy			
	The Council is committed to delivering high quality services, led by priorities identified by the communities of West Dunbartonshire, in an open and transparent way.			
	Service/Partners/Stakeholders/service users involved in the development and/or implementation of policy.			
	Corporate Communications			

Who will be affected by this policy?	
	Residents
Who will be/has been involved in the consultation process?	
	Discussion with Performance and Strategy Officer
Please outline any particular need/barriers which equality groups may have in relation to this policy list evidence you are using to support this and whether there is any negative impact on particular groups.	



	Needs	Evidence	Impact
Age			
Cross Cutting	The Council's Communications Strategy is there to protect the reputation of the Council and ensure and the Council is given the right to reply at all times.	The communicates strategy ensures messages to the public are in a clear unified approach ensuring our audience receives accurate information in the correct manner.	Having a strong communication strategy helps to build a positive and controlled communications channel with the public.
Disability	The Council Communications Strategy will	We have researched and reaffirmed the Council's commitment to eliminate discrimination, promote equal opportunities and promote good relations as required by the Equality Act 2010. We have also researched the Equalities and Human Rights Commission (Scotland) information	The Communications Strategy will

	help to increase successful engagement with residents and the media, and as a result, have a positive equalities impact due to the improved access of equalities groups to information about their Council.	and noted the Specific Duty Regulations found at: http://www.equalityhumanrights.com/scotland/public-sector-equality-duty/specific-dutyregulations/	have a positive impact on disability due to its increased emphasis on the Council's website. Our website has a higher standard of user accessibility, will likely undergo reviews by the RNIB and be assessed by the Council's Local Access Panel.
Social & Economic Impact			
Gender			
Gender Reassign			
Health			
Human Rights			
Marriage & Civil Partnership			
Pregnancy & Maternity			
Race			
Religion and Belief			
Sexual Orientation			

Actions

Policy has a negative impact on an equality group, but is still to be implemented, please provide justification for this.

Will the impact of the policy be monitored and reported on an ongoing bases?

Following the EIA we have included the Council's equality commitment in the strategy and changed some of the language used to describe equalities groups. We have also urged those involved in communicating on behalf of the Council to take advantage of some of the equalities training opportunities offered by the Council.

Q7 What is your recommendation for this policy?

Introduce

Please provide a meaningful summary of how you have reached the recommendation

Having a strong communication strategy helps to build a positive and controlled communications channel with the public. It also allows the council to ensure the correct message is portrayed in a timely manner with our residents. Our 'Communicating Effectively' guidance is noted in the Communications Strategy.