

Name of the activity being assessed	New website for Blackburn with Darwen Borough Council				
Directorate / Department	Digital and Business Change	Service	Digital First	Assessment Author	Anisa Patel
Is this a new or existing activity?	<input checked="" type="checkbox"/> New <input type="checkbox"/> Existing	Responsible manager / director for the assessment		Michael Alexander	
Date EIA started	01/08/2018	Implementation date of the activity		30/04/2019	

SECTION 1 - ABOUT YOUR ACTIVITY

How was the need for this activity identified? i.e. Why are we doing this activity?	<p>The Council's current website is in need of updating and alongside this the existing I.T. infrastructure for the website is also in need of upgrade. Therefore it was agreed this was the ideal opportunity to look at options for the website moving forward. The existing site is very focused on news, information and services however times have changed since the website was launched and the focus is now on transactional elements with mobile responsiveness to serve the needs of our Citizens going forward. The requirement for a newly designed corporate website has been identified as one of the key priorities of the Digital Services Programme.</p>				
What is the activity looking to achieve? What are the aims and objectives?	<p>The objective of the exercise is to design a new Corporate Council website using Drupal Open Source. Key activities as part of the project are:</p> <ul style="list-style-type: none"> • Replacement of the existing Corporate website at www.blackburn.gov.uk • Reskinning of 3rd party websites linked/branded as the Council website • Penetration tests of the new website • Content policy document • Content replacement and updating. 				
Services currently provided (if applicable)	The Council has an existing website.				
Type of activity	<input type="checkbox"/> Budget changes <input type="checkbox"/> Change to existing activity	<input type="checkbox"/> Decommissioning <input type="checkbox"/> Commissioning	<input checked="" type="checkbox"/> New activity <input type="checkbox"/> Other [please state here]		

SECTION 2 - UNDERSTANDING YOUR CUSTOMER**What resources will support in undertaking the equality analysis and impact assessment?**

Please identify additional sources of information you have used to complete the EIA, e.g. reports; journals; legislation etc.

New Council Website Project Initiation Document v1.1

Who are you consulting with? How are you consulting with them? (Please insert any information around surveys and consultations undertaken)

As part of phase 3 of the project, focus groups will be held with members of the public and staff. These focus groups will be an opportunity to consult with end-users about the website and its functionalities and content.

Research was also undertaken prior to project initiation to identify local authority websites which are considered 'best practice' and have also won awards for user experience.



Who does the activity impact upon?*	Service users	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Indirectly			
	Members of staff	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Indirectly			
	General public	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Indirectly			
	Carers or families	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> Indirectly			
	Partner organisations	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> Indirectly			
Does the activity impact positively or negatively on any of the protected characteristics as stated within the Equality Act (2010)?* The groups in blue are not protected characteristics (please refer to p. 3 of the guidance notes)	Positive impact	<input checked="" type="checkbox"/> Age	<input checked="" type="checkbox"/> Disability	<input type="checkbox"/> Gender reassignment	<input type="checkbox"/> Marriage & Civil Partnership	<input type="checkbox"/> Pregnancy & maternity	<input type="checkbox"/> Vulnerable groups
		<input checked="" type="checkbox"/> Race	<input type="checkbox"/> Religion or belief	<input type="checkbox"/> Sex	<input type="checkbox"/> Sexual orientation	<input type="checkbox"/> Deprived communities	<input type="checkbox"/> Carers
	Negative impact	<input checked="" type="checkbox"/> Age	<input type="checkbox"/> Disability	<input type="checkbox"/> Gender reassignment	<input type="checkbox"/> Marriage & Civil Partnership	<input type="checkbox"/> Pregnancy & maternity	<input type="checkbox"/> Vulnerable groups
		<input type="checkbox"/> Race	<input type="checkbox"/> Religion or belief	<input type="checkbox"/> Sex	<input type="checkbox"/> Sexual orientation	<input type="checkbox"/> Deprived communities	<input type="checkbox"/> Carers
	No impact	<input type="checkbox"/> Age	<input type="checkbox"/> Disability	<input checked="" type="checkbox"/> Gender reassignment	<input checked="" type="checkbox"/> Marriage & Civil Partnership	<input checked="" type="checkbox"/> Pregnancy & maternity	<input type="checkbox"/> Vulnerable groups
		<input type="checkbox"/> Race	<input checked="" type="checkbox"/> Religion or belief	<input checked="" type="checkbox"/> Sex	<input checked="" type="checkbox"/> Sexual orientation	<input type="checkbox"/> Deprived communities	<input type="checkbox"/> Carers

***If no impact is identified on any of the protected characteristics a full EIA may not be required. Please contact your departmental Corporate Equality & Diversity representative for further information.**

Does the activity contribute towards meeting the Equality Act's general Public Sector Equality Duty? *Refer to p.3 of the guidance for more information*
A public authority must have 'due regard' (i.e. consciously consider) to the following:

DUTY	DOES THE ACTIVITY MEET THIS DUTY? EXPLAIN
Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act <i>(i.e. the activity removes or minimises disadvantages suffered by people due to their protected characteristic)</i>	The activity will not have any adverse impact on this duty.
Advance equality of opportunity between those who share a protected characteristic and those who do not <i>(i.e. the activity takes steps to meet the needs of people from protected groups where these are different from the needs of other people)</i>	The activity will not have any adverse impact on this duty.
Foster good relations between people who share a protected characteristic and those who do not <i>(i.e. the function encourages people from protected groups to participate in public life or in other activities where their participation is disproportionately low)</i>	The activity will not have any adverse impact on this duty.

ASSESSMENT	Is a full EIA required?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Please explain how you have reached your conclusion <i>(A lack of negative impacts must be justified with evidence and clear reasons, highlight how the activity negates or mitigates any possible negative impacts)</i>			
A full EIA will be undertaken due to the negative impact identified on the protected characteristics of age.			

Author Signature		Date	30/08/2018
Head of Service/Director Signature		Date	Click here to enter a date.

The above signatures signify acceptance of the ownership of the Initial EIA and the responsibility to publish the completed Initial EIA as per the requirements of the Equality Act 2010.

Departmental E&D Lead Signature	A. Patel	Date	30/08/2018
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FULL EQUALITY IMPACT ASSESSMENT

SECTION 3 – ANALYSIS OF IMPACT

Does the activity have the **potential** to:

- **positively** impact (benefit) any of the groups?
- **negatively** impact/exclude/discriminate against any group?
- **disproportionately** impact any of the groups?

Explain how this was identified – through evidence/consultation.

Any negative impacts that are identified within the analysis need to be captured within the action plan in **Section 4**

N.B. Marriage & Civil Partnership is only a protected characteristic in terms of work-related activities and NOT service provision

Characteristic	Positive	Negative	Don't know	Reasons for positive and/or negative impact Please include all the evidence you have considered as part of your analysis	Action No.
Age	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	As smartphone use and ownership has increased and become more commonplace, interactions with service providers are changing in particular from those aged under 50. However, older people are now also using the internet at greater levels than previously and this is a positive for both age groups. However, it must be recognised that some older people may still prefer traditional methods of contact and whilst we will continue to provide services on a 'digital first' basis we will ensure that any age related and/or disability issues that arise are managed. The website will be tested for accessibility ease and this will allow any issues related to age such as eyesight issues to be identified. Local forums will be sought to consult with and test the website through Adult Social Care Services.	
Disability	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The website will conform to Disability access best practice guidelines by being compliant with WCAG 2 as far as possible and with rich media meeting the WAI-ARIA specification. We are also aiming for a high ranking for its usability through SOCITM (Society for IT Practitioners in the Public Sector). The website will also be tested for accessibility ease via focus groups.	
Gender reassignment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	All online forms have been updated to allow an individual to input their gender in a free-text field thereby not restricting service users to 'male and female' as was the case previously.	
Marriage & Civil Partnership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No impact identified	

Pregnancy & Maternity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No impact identified	
Race	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Blackburn with Darwen has a diverse population and users of the website will be from various communities and will speak a range of languages. The new website will provide content in different languages through the use of google translate and images and illustrations will be used to help users identify services. Users will also have the option to recommend the addition of new languages to the google translate service. In addition, photography and images will feature a range of people from different backgrounds. Language used on the website will be plain English and jargon-free to assist users.	
Religion or Belief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No impact identified	
Sex	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No impact identified	
Sexual orientation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No impact identified	
Vulnerable Groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No impact identified	
Deprived Communities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No impact identified	
Carers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No impact identified	
Other [please state]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

Does the activity raise any issues for community cohesion?	No.
Does the activity contribute positively towards community cohesion?	There will be no impact on community cohesion.
Does the activity raise any issues in relation to human rights as set out in the Human Rights Act 1998? Details of which can be found here	None
Does the activity support / aggravate existing departmental and/or corporate risk?	<i>Is the activity on the departmental risk register? If it is not, should it be?</i> None identified.

CONCLUSIONS OF THE ANALYSIS

Action following completion of the impact assessment

*It is important that the correct option is chosen depending on the findings of the analysis.
The action plan must be completed as required.*

 No major change in the activity Adjust activity Continue with activity Stop and reconsider activity**Please explain how you have reached your conclusion**




The equality impact analysis has not highlighted any severe impacts on members of the community with one or more of the protected characteristics. Where impacts have been identified these have already been mitigated with reasonable adjustments as part of the project delivery plan.

ACTION PLAN

Action No.	What is the negative / adverse impact identified?	Actions required to reduce / mitigate / eliminate the negative impact	Resources required	Responsible officer(s)	Target completion date

MONITORING AND REVIEW

<p>The responsibility for establishing and maintaining the monitoring arrangements of the EIA action plan lies with the service completing the EIA. These arrangements should be built into the performance management framework.</p> <p>Monitoring arrangements for the completion of EIAs will be undertaken by the Corporate Equality & Diversity Group and the oversight of the action plans will be undertaken by the Management Accountability Framework.</p>	
<p>If applicable, where will the EIA Action Plan be monitored?</p>	<p><i>e.g. via Service Management Team; Service Leadership Team; Programme Area Meetings</i></p> <p>N/A</p>
<p>How often will the EIA Action Plan be reviewed?</p>	<p><i>e.g. quarterly as part of the MAF process</i></p> <p>N/A</p>
<p>When will the EIA be reviewed?</p>	<p><i>It should be reviewed at least every 3 years to meet legislative requirements</i></p> <p>September 2021</p>
<p>Who is responsible for carrying out this review?</p>	<p>Web and Digital Media Manager</p>

Author Signature		Date	05/09/2018
Head of Service/Director Signature		Date	05/09/2018
<i>The above signatures signify acceptance of the ownership of the full EIA, the responsibility for the associated Action Plan (if applicable) and the responsibility to publish the completed full EIA as per the requirements of the Equality Act 2010.</i>			
Departmental E&D Lead Signature		Date	05/09/2018