

IMPACT ASSESSMENT

This should be carried out during the development stage of a new project, strategy, policy or service or when you are reviewing an existing project, strategy, policy or service.

By understanding and meeting people's differing needs we can provide more effective services.

Name and brief description of project, strategy, policy or service being assessed

Web Strategy 2012-14

The Braintree District Council website and the content management system (CMS) from which it is managed have served the Council well over many years but both are now dated and no longer fit for purpose. The limited use and usability of the CMS presents challenges for the authority on the development of our web presence and makes it difficult for us to provide a modern transactional website meeting needs of residents and customers.

In order to continue to expand the use of our website the Council needs to invest in a new infrastructure. Ways of managing content need to be improved and a greater focus should be placed on the customers' needs rather than the Council's structures in the website's layout and navigation. Better use of social media as an aligned and complementary access channel is required and more emphasis placed on the customer journey through web visits and transactions to identify improvements in service delivery will all help improve customer service.

The strategy for developing the Council's web presence identified four key themes each with an associated set of objectives, tactics, metrics and timescales.

1. Enabling customer to easily transact their business with the Council
2. Develop a consistent approach to our web presence
3. Coordinated use of social media as part of a structured web presence
4. Managing content effectively

Information used to analyse the impact on people affected by the project, strategy, policy or service

State who will be affected, the relevant information you are using to assess how it will affect them, note any relevant consultation, surveys, etc.,

Who will be affected? Everyone who accesses our website or council services provided online.

We have analysed use of our website and looked at the statistics on what people do when they visit our site. This knowledge and understanding will help us ensure the website delivers what is important to customers as simply and as easily as possible.

The intention of the strategy is to improve our web site in order to make it more user friendly, easily accessible and relevant to customers. We will maintain appropriate accessibility standards.

Use the information above to assess the impact of your project, policy, strategy or service on people from the following protected groups: (these are defined by the Equality Act 2010)

Protected Group		Positive Impact/ Benefit	Negative Impact/ Disadvantage	Explanation – State how
Age	Children 0-16	Y		The new website will be better laid out with more focus on the tasks, services and information important to customers. Therefore all customer groups will be able to access service of relevance to them more easily.
	Young People 17-25	Y		
	Ages 26-59	Y		
	Older People 60+	Y		
Disability Include disabled people and/or carers	Blind/Partially Sighted	Y		Readspeaker and other specialist software will be maintained. Better layout, more consistency, reduced content, improved navigation should all help users access information and services.
	Deaf/Hearing Impaired	Neutral impact		
	Wheelchair user/mobility difficulties	Neutral impact		
	Learning Difficulties	Neutral impact		
	Mental Health Difficulties	Neutral impact		
Gender	Men	Neutral impact		

	Women	Neutral impact	
	Transgender	Neutral impact	
	Pregnancy & Maternity impact	Neutral impact	
	Marriage & Civil Partnership	Neutral impact	
Race	White	Neutral impact	
	Asian	Neutral impact	
	Black	Neutral impact	
	Mixed Dual Heritage	Neutral impact	
Religion/Belief	Buddhist	Neutral impact	
	Christian	Neutral impact	
	Hindu	Neutral impact	
	Jewish	Neutral impact	
	Muslim	Neutral impact	
	Sikh	Neutral impact	
	Other – please specify		
Sexual Orientation	Lesbian Gay men Heterosexual Bi-sexual	Neutral impact	
Other (optional)	Use to define Impact on any groups specific to this Strategy, Policy or Function not listed above.	Neutral impact	

If you identified any negative impacts above then either:

(a) Your proposal, policy or service is treating people from a protected group above less favourably because of their age, disability, gender, race, religion, or sexual orientation

or

(b) Your proposal, policy or service is intended to treat everyone equally but, unintentionally, people from a protected group above can be particularly disadvantaged or treated less favourably than other others

PLEASE TICK WHICHEVER APPLIES

If you ticked (a) this is direct discrimination, which is illegal and you cannot proceed

If you ticked (b):

1. Can any negative impacts be minimized or removed? If so state what changes you will make.
2. If you cannot minimize or remove negative impacts they must be justified and you must state your justification

Not applicable

If you identified any positive impacts is there anything further you can do to increase or extend the positive benefits? If so state what changes you will make

We will ensure key functions of our website are available via mobile apps.

We will reduce the number of pages on our site improving the quality of information available.

We will ensure downloads meet certain criteria on size and aim to ensure all downloadable documents are provided in a "print friendly" version.

We will make better use of social media and other methods of direct customer communication, consultation and engagement.

We will ensure that the website meets WCAG 2.0 AA accessibility standards.

Completed By: Matt Mills

Approved By (Senior Manager): Cherie Root

Service: Business Solutions

Date : 11 April 2012

Each service should retain the signed copy of the Assessment.

An electronic copy should be sent to angve@braintree.gov.uk for publication on the Council's website – this is a requirement to ensure that we meet our statutory duties under the Equality Act 2010.