



South Cambridgeshire District Council Equality Impact Assessment (EqIA)

Introduction – Please read

Equality Impact Assessments (EqIAs) allow the Council to:

- Show that the Council are meeting its legal duty, demonstrating due regard for the provisions of the [Public Sector Equality Duty](#) as below:
 - Eliminate unlawful discrimination, harassment, and victimisation
 - Advance equality of opportunity between those who share a protected characteristic and those who do not
 - Foster good relations between those who share a relevant protected characteristic and those who do not
- Methodically consider and assess the impacts of proposals across the [nine protected characteristics](#)
- Allow the Council to develop and implement high quality proposals that maximise positive outcomes for all.

EqIAs should be completed during the development and review of all Council policies, strategies, procedures, projects or functions. Where there is any doubt, the completion of an EqIA is always recommended.

When the form is completed, please send an electronic copy to equality.schemes@scambs.gov.uk. Further support and guidance available on Insite or contact the Policy and Performance Team.

Equality Impact Assessment Complete Form

Section 1: Identifying Details

- 1.1 Officer completing EqIA:
Hannah Coetsee
- 1.2 Team and Service:
Communications Team
- 1.3 Title of proposal:
On Your Doorstep
- 1.4 EqIA start date:
13/07/2021
- 1.5 Proposal implementation date:
16/08/2021
- 1.6 Who will be responsible for implementing this proposal (Officer and/or Team):
Hannah Coetsee, Communications Team

Section 2: Proposal to be Assessed

- 2.1 Type of proposal:
Project
If other, please specify
[Click or tap here to enter text.](#)
- 2.2 Is the proposal:
New
- 2.3 State the date of any previous equality impact assessment completed in relation to this proposal (if applicable):
[Click or tap to enter a date.](#)
- 2.4 What are the headline aims of the proposal and the objectives that will help to accomplish these aims? (Max 250 words)

To support local businesses, providing them publicity and to give local residents ideas about how to support the local economy

2.7 Which of the Council's equality objectives (as detailed in the Council's Equality Scheme) does this proposal link to or help to achieve?

- Identify, prioritise and deliver actions that will narrow the gap in outcomes between disadvantaged groups and the wider community
- SCDC is an employer that values difference and recognises the strength that a diverse workforce brings.
- Protected characteristic groups have a voice and are represented in forming the future shape of the district.
- None.

2.8 Which groups or individuals will the proposal affect:

- Service Users Councillors
- External Stakeholders Other
- Employees

If other, please specify **local businesses and residents**

2.9 Broadly speaking, how will these groups or individuals be affected? (you will be asked to provide more detail on the specific impacts on different protected characteristic groups later in the form) (max 250 words)

Positively affected by being promoted and recognition of their business and impact on the local community. Residents will be positively impacted by having knowledge and ideas of local activities and attractions.

2.11 If any part of the proposal is being undertaken by external partners, please specify how the Council will ensure that they will meet equality standards? (Max 250 words)

Yes – Terms of Engagement have been shared with the supplier.

Section 3: Evidence and Data

3.1 Describe any research (this could include consultation) and analysis you have undertaken to understand any effects on groups of people, including those within [9 protected characteristic groups?](#) Please list any key sources that you used to obtain this Information.

(Max 250 words)

This is a business plan priority and thus was identified as a method to support the local economy. Have reviewed examples of this campaign at different local authorities.

3.2 If you have not undertaken any consultation, please detail why not, or when consultation is planned to take place.

(Max 250)

[Click or tap here to enter text.](#)

Section 4: Impact of proposal on those with protected characteristics

4.1 Please select all characteristics that may or will be impacted (positive or negative). When providing details of the impact please consider the following questions

- whether each impact is positive, neutral or negative
- whether it is a high, medium or low impact. (both the number of persons affected and the severity of the impact)
- you will be asked to set out actions to manage these impacts in the following question (4.2)

All - general to all protected Characteristics.

Details: will positively benefit all residents and businesses that participate, engage or support by promoting the different options available within the district and improving



the local economy. There is potential for negative impacts of those who have discriminatory views being shown

Age

Details: could promote businesses and services that are targeted to all ages or age specific such as children or older persons. Social Media may not be accessible to those who struggle accessing online content

Disability

Details: Could positively promote businesses that offer services and products that support and celebrate disabilities. Social Media may not be accessible to those who struggle accessing online content or using devices.

Gender reassignment

Details: could positively promote services available to support those who have, or may be transitioning

Marriage and Civil Partnership

Details: could positively promote services that support marriages and civil partnerships – including gifts, event management/decoration and venues.

Pregnancy and maternity

Details: could positively promote businesses that offer products and services to new families and those who are pregnant or expecting.

Race

Details: could positively promote services, businesses and products that support and explore the diverse ethnicity living in south Cambridgeshire.

Religion and belief

Details: could positively promote businesses that may celebrate, support or explore different faiths, beliefs or spiritualist views

Sex

Details: could promote businesses and products for different sexes and gender identities

Sexual orientation

Details: Click or tap here to enter text.

Other

Details Could negatively impact some audiences such as rural – due to poor connectivity, poverty – may not afford internet services,

None of the above

4.2 Considering the above impacts you have identified above, please detail any actions (specific or general) which may help to enhance or mitigate impacts.

Please include the timescale for completing the action.

| Action and timescale | Officer |
|---|----------------------------------|
| Continually review the campaign, tracking the analytics to ensure that we are engaging with as many as possible. | Comms |
| Internet services and support is available community services and Cambridge Online | Comms |
| Content will be monitored and where appropriate explain that the views of individuals and businesses are not that of the Council. | Comms |
| Click or tap here to enter text. | Click or tap here to enter text. |

4.3 How will you monitor that the above actions have been completed and that this proposal, once implemented, is impacting fairly on everyone it affects? In answering this question, please include information about feedback you will seek and/or data you will collect and analyse, and how often you will do this
Anecdotal and feedback from businesses and residents.

Section 5: Summary

5.1 Briefly summarise the key findings of the EqIA and any significant equality considerations that should be taken into account when deciding how to



proceed with the proposal (this section can be included within the 'equality implications' section of any committee reports). (Max. 250 words)

[Click or tap here to enter text.](#)

5.2 Confirm the recommendation of the officer completing the EqIA:

Proceed with the proposal (with any actions identified as required within Section 4 of the EqIA). Analysis demonstrates that the proposal is robust, we have taken all appropriate opportunities to advance equality and foster good relations between groups.

Reject the proposal: Analysis demonstrates that the proposal will cause unlawful discrimination and it must be removed or changed

Section 6: Sign Off

6.1 Signature of individual completing EqIA:

Hannah Coetsee

6.2 Date of completion:

13/08/2021

6.3 When will this proposal next be reviewed and who will this be?

Periodically – September 2021

6.4 Approving officer signature, this should be your Head of Service, Service Area Manager, or Project Sponsor:

Katherine Southwood

6.5 Date of approval:

20/08/2021

Please send the completed document to Equality.Schemes@scambs.gov.uk for publishing on the website.