

Appendix A

Public Protection Partnership Communications Report August 2018 - Supporting Information

1. Introduction/Background

- 1.1. To inform the JPPC of the PPP Communications Evaluation Report – The difference communications is making (9 October 2017-30 June 2018).
- 1.2. To inform the JPPC of the PPP Brand Guidelines and Style Guide – Ensuring a strong, recognisable brand and identity.

2. Supporting Information

- 2.1. PPP Communications Evaluation Report – The difference communications is making - 9 October 2017 to 30 June 2018
- 2.2. PPP Brand Guidelines and Style Guide – Ensuring a strong, recognisable identity and brand.
- 2.3. PPP Communications Strategy – Making sure we have a clear message – 1 April 2018 to 31 March 2020.

3. Options for Consideration

- 3.1. None

4. Proposals

- 4.1. To inform the JPPC of the PPP Communications Evaluation Report – The difference communications is making (9 October 2017-30 June 2018).
- 4.2. To inform the JPPC of the PPP Brand Guidelines and Style Guide – Ensuring a strong, recognisable brand and identity.

5. Conclusion

- 5.1. The investment in the PPP communication function is proving value for money with the outcomes demonstrated in the Communications Evaluation Report.
- 5.2. Consistent use of the PPP Brand Guidelines and Style Guide across all PPP marketing collateral, both printed and digital, will raise the profile of the PPP in addition to building trust and confidence with our key target audiences.

6. Consultation and Engagement

6.1. The Partner authority communications teams have been consulted about the PPP Brand Guidelines and Style Guide.

Background Papers:

Papers containing facts or material you have relied on to prepare your report. The public can access these background papers.

PPP Strategic Aims and Priorities Supported:

The proposals will help achieve the following Public Protection Partnership aims as stated in the Inter Authority Agreement:

- ✓ 1 – **Community Protection**
 - ✓ 2 – **Protecting and Improving Health**
 - ✓ 3 – **Protection of the Environment**
 - ✓ 4 – **Supporting Prosperity and Economic Growth**
 - ✓ 5 – **Effective and Improving Service Delivery**
-

Officer details:

Name: Claire Lockwood
Job Title: Lead Officer – Community Engagement
Tel No: 01635 519507
E-mail Address: Claire.Lockwood1@westberks.gov.uk

Equality Impact Assessment – Stage One

We need to ensure that our strategies, policies, functions and services, current and proposed have given due regard to equality and diversity as set out in the Public Sector Equality Duty (Section 149 of the Equality Act), which states:

“(1) A public authority must, in the exercise of its functions, have due regard to the need to:

(a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;

(b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; This includes the need to:

(i) remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic;

(ii) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it;

(c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it, with due regard, in particular, to the need to be aware that compliance with the duties in this section may involve treating some persons more favourably than others.

(2) The steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled include, in particular, steps to take account of disabled persons' disabilities.

(3) Compliance with the duties in this section may involve treating some persons more favourably than others.”

The following list of questions may help to establish whether the decision is relevant to equality:

- Does the decision affect service users, employees or the wider community?
- (The relevance of a decision to equality depends not just on the number of those affected but on the significance of the impact on them)
- Is it likely to affect people with particular protected characteristics differently?
- Is it a major policy, or a major change to an existing policy, significantly affecting how functions are delivered?
- Will the decision have a significant impact on how other organisations operate in terms of equality?
- Does the decision relate to functions that engagement has identified as being important to people with particular protected characteristics?
- Does the decision relate to an area with known inequalities?
- Does the decision relate to any equality objectives that have been set by the council?

Please complete the following questions to determine whether a full Stage Two, Equality Impact Assessment is required.

What is the proposed decision that you are asking the Committee to make:	This is for information only.
Summary of relevant legislation:	Not applicable
Does the proposed decision conflict with any of the partnerships key objectives?	No
Name of assessor:	Claire Lockwood
Date of assessment:	31.08.2018

Is this a:		Is this:	
Policy		New or proposed	✓
Strategy		Already exists and is being reviewed	
Function		Is changing	
Service	✓		

1. What are the main aims, objectives and intended outcomes of the proposed decision and who is likely to benefit from it?	
Aims:	<ul style="list-style-type: none"> • To inform the JPPC of the PPP Communications Evaluation Report – The difference communications is making (9 October 2017-30 June 2018). • To inform the JPPC of the PPP Communications Protocol – Agreed use of Partner communications' services. • To inform the JPPC of the PPP Brand Guidelines and Style Guide – Ensuring a strong,

	recognisable brand and identity.
Objectives:	<ul style="list-style-type: none"> To demonstrate the impact of the PPP communications activity from 9 October 2017 to 30 June 2018.
Outcomes:	<ul style="list-style-type: none"> The PPP Communications Evaluation Report illustrates the impact of the PPP communications function since it started on 9 October 2017. The Brand Guidelines and Style Guide are adopted and used consistently across the PPP by all colleagues and where appropriate, external agencies.
Benefits:	<ul style="list-style-type: none"> The investment in the PPP communication function is proving value for money with the outcomes demonstrated in the Communications Evaluation Report. Consistent use of the PPP Brand Guidelines and Style Guide across all PPP marketing collateral, both printed and digital, will raise the profile of the PPP in addition to building trust and confidence with our key target audiences.

2. Note which groups may be affected by the proposed decision. Consider how they may be affected, whether it is positively or negatively and what sources of information have been used to determine this.

(Please demonstrate consideration of all strands – Age, Disability, Gender Reassignment, Marriage and Civil Partnership, Pregnancy and Maternity, Race, Religion or Belief, Sex and Sexual Orientation.)

Group Affected	What might be the effect?	Information to support this
Age	None	
Disability	None	
Gender Reassignment	None	
Marriage and Civil Partnership	None	
Pregnancy and Maternity	None	
Race	None	
Religion or Belief	None	
Sex	None	
Sexual Orientation	None	
Further Comments relating to the item:		

3. Result

Are there any aspects of the proposed decision, including how it is delivered or accessed, that could contribute to inequality?	No
--	-----------

Please provide an explanation for your answer:	
Will the proposed decision have an adverse impact upon the lives of people, including employees and service users?	No
Please provide an explanation for your answer:	

If your answers to question 2 have identified potential adverse impacts and you have answered 'yes' to either of the sections at question 3, or you are unsure about the impact, then you should carry out a Stage Two Equality Impact Assessment.

If a Stage Two Equality Impact Assessment is required, before proceeding you should discuss the scope of the Assessment with service managers in your area. You will also need to refer to the [Equality Impact Assessment guidance and Stage Two template](#).

4. Identify next steps as appropriate:	
Stage Two required	No
Owner of Stage Two assessment:	
Timescale for Stage Two assessment:	

Name: Claire Lockwood

Date: 31.08.2018
