



Your Homes  
Newcastle

### Equality Impact and Needs Assessment

#### PART 1 – Initial Assessment

##### Step 1 – Preparation

##### Directorate:

Chief Executives

Business Development

Tenancy Services

Finance & Resources

##### Service:

Communications Team

##### Name of policy, strategy or service:

YHN Style Guide

New  Existing

Lead Officer: Caroline South

##### Members of EINA group (name & title):

① Ashleigh Peel, E&D Officer

② Simone Doyle

③ Strategic Independent Advisory Group

④ \_\_\_\_\_

⑤ \_\_\_\_\_

⑥ \_\_\_\_\_

##### Dates of assessment

Start date: 22 July 2011

End date: 25 August 2011

## Step 2 - Aims & purpose

(Please see page 10 of the toolkit for further information)

<p>What is the main aim of the policy, procedure or function?</p> <p>How does this contribute to E&amp;D in YHN?</p>	<p><b>To ensure that YHN has a brand that is professional, recognised and consistent. The style guide advises staff on how to use the YHN brand and where to go for further advice.</b></p> <p><b>It ensures that anything we produce is clear and easy to read. It helps people who have difficulty reading identify our brand and also ensures that we provide literature in other languages or formats and gives advice and guidance on how to do that.</b></p>
<p>What are the outcomes and associated aims you are trying to achieve?</p>	<p><b>Ensures that every service area across YHN has a consistent approach when producing documents, posters and leaflets etc and that everything we print uses our brand correctly to maintain YHN's reputation. Also ensures that all of our audiences, both current and potential, have equal access to the information we produce.</b></p>
<p>Which individuals, organisations or stakeholders are likely to have an interest in or likely to be affected by the policy or function?</p> <p>Who has been consulted?</p>	<p><b>All staff Newcastle City Council Partner Organisations Customers</b></p> <p><b>Strategic Independent Advisory Group</b></p>
<p>Who has overall responsibility for this policy, strategy or service? And is there a shared responsibility? (e.g. another department, authority or organisation.)</p>	<p><b>Communications Team Chief Executives Office</b></p>
<p>Does the development/review of the</p>	<p><b>Yes - The existence of the document promotes the use of information</b></p>

policy or function present us with an opportunity to promote equality of opportunity and foster good relations? Please explain.	<b>in other languages and formats to ensure that all audiences have a way to access our information. As well as keeping the YHN brand recognisable to all.</b>
Does this policy, strategy or function have an impact on Community Cohesion? (see toolkit for questions that should be considered)	<b>This document promotes the availability of information in other languages and formats which means that all customer groups have fair access to the information.</b>
What are the main policies, legislation or other documentation that relates to this policy or function?	<b>Communications Strategy Communications guidance intranet pages.</b>

### **Step 3 – Information and data**

(Please see page 11 of the toolkit for further information)

What qualitative data has been considered in the development/review of the document/service?

None

What quantitative data has been considered in the development/review of the document/service?

None

Are there any gaps in the data? What actions are required to address this?

No

#### Step 4 – Assessing the impact

(Please see page 12 of the toolkit for further information on positive & negative impacts)

All Strands	Impact +/-	Details of impact identified	Evidence
Our Brand	Positive	Being consistent with the YHN brand makes us easy to identify by all.	YHN Style Guide
Age	Impact +/-	Details of impact identified	Evidence
		No impact identified	
Disability	Impact +/-	Details of impact identified	Evidence
White writing on a green background	Negative	This is difficult for people to see/read	SIAG (Deanna Van der Velde)
Gender	Impact +/-	Details of impact identified	Evidence
		No impact identified	
Race	Impact +/-	Details of impact identified	Evidence
		No impact identified	
Religion, Faith or Belief	Impact +/-	Details of impact identified	Evidence
		No impact identified	
Sexual Orientation	Impact +/-	Details of impact identified	Evidence

		No impact identified	
<b>Pregnancy &amp; Maternity</b>	<b>Impact +/-</b>	<b>Details of impact identified</b>	<b>Evidence</b>
		No impact identified	
<b>Gender Reassignment</b>	<b>Impact +/-</b>	<b>Details of impact identified</b>	<b>Evidence</b>
		No impact identified	
<b>Marriage &amp; Civil Partnership</b>	<b>Impact +/-</b>	<b>Details of impact identified</b>	<b>Evidence</b>
		No impact identified	
<b>Community Cohesion &amp; Other</b>	<b>Impact +/-</b>	<b>Details of impact identified</b>	<b>Evidence</b>
		No impact identified	

**Step 6 – Improvement Plan**

(Please see page 13 of the toolkit for more information)

<b>Recommendations &amp; actions for 'YHN Style Guide'</b>			
<b>All Equality Strands</b>	<b>Action</b>	<b>Responsible Officer</b>	<b>Completion Date</b>

**PART 3 – Publishing**

**Name of policy, strategy or service:**

YHN Style Guide

**Summary:**

This can be used to make any comments that you think may be relevant. This includes justifying any positive or negative impacts where no actions have been taken, why an EINA has been signed off or why an EINA was not necessary.

**Complete:**

Initial Assessment

Full Assessment

The YHN Style Guide aims to ensure that anything produced by or on behalf of YHN is in a format that is accessible by all audiences and that can be produced in an alternative format where required and we have considered and documented this in the Style Guide.

The negative impact that was identified about the white writing on a green background cannot be completely eliminated due to our corporate colours and style. We will only ever use white writing on a green background for key headings or titles, and will avoid this in the main body of any documents.

In conclusion with the exception of the above negative impact no other negative impacts in terms of equality and diversity where identified.

**Lead Officers signature:**

**Diversity Officer agreed & signed:**

**Director of Service agreed & signed:**