Equality Screening Template

Development of a mobile-responsive website

Belfast City Council - Equality Screening Template

The Council has a statutory duty to screen. This includes our strategies, plans, policies, legislative developments; and new ways of working such as – the introduction, change or end of an existing service, grant funding arrangement or facility. This screening template is designed to help departments consider the likely equality impacts of their proposed decisions on different groups of customers, service users, staff and visitors.

Before carrying out an equality screening exercise it is important that you have received the necessary training first. To find out about the training needed, contact – gilmartins@belfastcity.gov.uk

The accompanying **Screening Guidance** note provides straightforward advice on how to carry out equality screening exercises. Detailed information about the Section 75 equality duties[1] and what they mean in practice is available on the Equality Commission's website.

The screening template has 4 sections to complete. These are:

Section A - asks you to provide details about the policy / decision that is being screened.

Section B - has 4 key questions that require you to outline the likely impacts on equality groups, and all supporting evidence.

Section C - has 4 key questions in relation to obligations under the Disability Discrimination Order

Section D - is the formal record of the screening decision.

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[1] ECNI 'Section 75 of the NI Act 1998: A Guide for Public Authorities' April 2010. www.equalityni.org

Section A

Details about the policy / decision to be screened

Title of policy / decision to be screened:-

Development of a mobile-responsive website.

Brief description of policy / decision to be screened:-

(Explain - Is this a new, revised or existing policy? Are there financial / legislative / procurement implications?)

We are developing a new, mobile-responsive website in order to:

- Improve accessibility

- Make the site customer-focused

- Increase visitor numbers to the website

- Increase access using a number of different devices, including mobile phones and tablets as well as PCs.

Aims and objectives of the policy / decision to be screened:-

(What is the policy trying to achieve?)

We want to ensure that the new website is:

- Customer focused with clear signposts to the most popular tasks

- Accessible, taking into account disabilities, different age groups and those from a variety of different backgrounds and languages. This includes writing the content in plain English.

- Auto-responsive to different devices

On whom will the policy / decision impact?

Consider the internal and external impacts (both actual or potential)

| x | Staff |

| x | service users |

| x | other public sector organizations |

| x | voluntary / community groups / trade unions |

| x | others, please specify Anyone who visits our website. |

Are there linkages to other Agencies/ Departments?

No

Section B

1. Outline consultation process achieved or planned

As part of the website redevelopment, we have been undertaking a range of consultations to inform our direction. These include consulting:

- The Council's Consultative Forum
- A range of internal staff
- An online survey (ongoing), which we've promoted on social media and through the Council's City Matters magazine.

We have planned

- User testing
- Prototype testing
- Accessibility report

Our website quality reporting tool also has an accessibility module, which will guide us on achieving the Website Content Accessibility Guidelines (WCAG) 2.0.

2. Available evidence

What evidence / information (both qualitative and quantitative) have you gathered to inform this policy? Set out all evidence below to help inform your screening assessment. Please note: It is important to record information gathered from a variety of sources such as:

- Monitoring information
- Complaints
- Research /surveys
- Consultation exercise and other public authorities

Our current website was developed in 2006 and should be replaced approximately every three years with interim updates. We recognize the technological changes that have taken place since 2006 and the demands of users for instant, clear information written in language formats that a range of people can understand.

- Google Analytics show that visitors using mobile devices have risen to well over a third of all users to the website.
- We have examined and taken on board the annual Society of IT Managers (SOCITM) annual report which highlights the best and the worst aspects of local authority websites. This includes benchmarking against the top 20 UK websites.
- We have taken courses and guidance from the Plain English Campaign, which highlights how the removal of jargon and badly written content can improve accessibility and understanding.
- We are working to WCAG 2.0 accessibility standards to ensure that people with a variety of needs and disabilities can access the website.

Section 75 category	Details of evidence / information and engagement
Religious belief	N/A
Political opinion	N/A
Racial group	- We recognise the technological and the demands of users for instant, clear information written in language formats that a range

	- of people can understand.
	- The introduction of the Google Translate facility indicates a diverse number of people and speakers of other languages visit the website.
	- We have taken courses and guidance from the Plain English Campaign, which highlights how the removal of jargon and badly written content can improve accessibility and understanding.
Age	- We recognise the technological and the demands of users for instant, clear information written in language formats that a range of people can understand.
	- Google Analytics show that visitors using mobile devices have risen to well over a third of all users to the website.
	- We have taken courses and guidance from the Plain English Campaign, which highlights how the removal of jargon and badly written content can improve accessibility and understanding.
	- We are working to WCAG 2.0 accessibility standards to ensure that people with a variety of needs and disabilities can access the website.
Marital status	N/A
Sexual orientation	N/A
Men & women generally	N/A
Disability	- We recognise the technological and the demands of users for instant, clear information written in language and formats that a range of people can access and understand
	- Google Analytics show that visitors using mobile devices have risen to well over a third of all users to the website.
	- We have taken courses and guidance from the Plain English Campaign, which highlights how the removal of jargon and badly written content can improve accessibility and understanding.
	- We are working to WCAG 2.0 accessibility standards to ensure that people with a variety of needs and disabilities can access the

	website.
Dependants	N/A

3. **What is the likely impact (indicate if the policy impact is positive or negative) on <u>equality of opportunity</u> for those affected by this policy, for each of the Section 75 equality categories? What is the level of impact?**

Section 75 category	Likely impact?	Level of impact? Minor/Major/None
Religious belief	N/A	
Political opinion	N/A	
Racial group	Increased access to the website due to the use of plain English, Google Translate and mobile-responsive technology.	Minor
Age	Increased access to the website due to the use of plain English, mobile-responsive technology and working to WCAG 2.0 accessibility standards.	Minor
Marital status	N/A	
Sexual orientation	N/A	
Men and women generally	N/A	

Disability	Increased access to the website due to the use of plain English, mobile-responsive technology and working to WCAG 2.0 accessibility standards.	Minor
Dependants	N/A	

4. Are there opportunities to better promote <u>equality of opportunity</u> for people within the Section 75 equalities categories?

We want to reach a wider audience by making the website technologically appropriate, friendly and accessible to a range of users. For relevant groups we will do this by:

Section 75 category	If Yes, provide details	If No, provide reasons
Religious belief	N/A	
Political opinion	N/A	
Racial group	- Making the site user-focused with clear signposts to relevant information. - Use of plain English - Providing Google translate	
Age	- Use of plain English - Making the site mobile-responsive to	

	facilitate the use of a number of devices to access the website. - Following accessible guidelines to provide for those with age-related needs.	
Marital status	N/A	
Sexual orientation	N/A	
Men and women generally	N/A	
Disability	- Making the site mobile-responsive to facilitate the use of a number of devices to access the website. - Following accessible guidelines with the provision of a number of tools to facilitate access. - Use of plain English.	
Dependants	N/A	

5. **To what extent is the policy likely to impact (positive or negatively)on good relations between people of different religious belief, political opinion or racial group? What is the level of impact?**

Good relations category	Likely impact?	Level of impact? Minor/Major/None
Religious belief	N/A	
Political opinion	N/A	

Racial group	Improves relations with different racial groups, aids understanding and assimilation.	Minor

6.   Are there opportunities to better promote <u>good relations</u> between people of different religious belief, political opinion or racial group?

Good relations category	If Yes, provide details	If No, provide reasons
Religious belief	N/A	
Political opinion	N/A	
Racial group	Yes, improve translation of site content and improve plain English for improved understanding and assimilation.	

Section C

Belfast City Council also has legislative obligations to meet under the Disability Discrimination Order and Questions 5 -6 relate to these two areas.

Consideration of Disability Duties

5. Does this proposed policy / decision provide an opportunity for the Council to better **promote positive attitudes** towards disabled people?

Explain your assessment in full
Yes, by creating a website that is accessible and therefore promotes positive attitudes to disabled people.

6. Does this proposed policy / decision provide an opportunity to actively **increase the participation** by disabled people in public life?

Explain your assessment in full
Yes, through taking into account mobile-responsive technology, plain English and accessible tools and best practice we will facilitate participation of disabled people and groups in public life through access to our services.

Monitoring Arrangements

Section 75 places a requirement the Council to have equality monitoring arrangements in place in order to assess the impact of policies and services etc; and to help identify barriers to fair participation and to better promote equality of opportunity.

Outline what data you will collect in the future in order to monitor the impact of this policy / decision on equality, good relations and disability duties.

Equality	Good Relations	Disability Duties
Monitor complaints regarding accessibility, language and signposting,	Monitor complaints regarding accessibility, language and signposting,	Monitor complaints regarding accessibility, language and signposting,
Monitor website statistics on a monthly basis	Monitor website statistics on a monthly basis	Monitor website statistics on a monthly basis
Have a review of accessibility best practice before launch	Have a review of accessibility best practice before launch	Have a review of accessibility best practice before launch
Continue to be reviewed by SOCITM on an annual basis and take on board any issues that they highlight.	Continue to be reviewed by SOCITM on an annual basis and take on board any issues that they highlight.	Continue to be reviewed by SOCITM on an annual basis and take on board any issues that they highlight.
Continue to be reviewed annually by Plain English Campaign for crystal mark.	Continue to be reviewed annually by Plain English Campaign for crystal mark.	Continue to be reviewed annually by Plain English Campaign for crystal mark.

Section D

Formal Record of Screening Decision

Title of Proposed Policy / Decision being screened **Development of a mobile-responsive website**	

I can confirm that the proposed policy / decision has been screened for –

X	equality of opportunity and good relations
x	disabilities duties

On the basis of the answers to the screening questions, I recommend that this policy / decision is –

*place an X in the appropriate box below

☐	*<u>**Screened In**</u> – Necessary to conduct a full EQIA

☐	*<u>**Screened Out**</u> – No EQIA necessary (no impacts) Provide a brief note here to explain how this decision was reached:

X	* <u>**Screened Out -**</u> Mitigating Actions (minor impacts) • Provide a brief note here to explain how this decision was reached: • Explain what mitigating actions and / or policy changes will now be introduced: **Promote new website to all user groups, particularly targeting** Disabled People - ensures the Council website follows WCAG 2.0 guidelines. Race: Using plain English to assist those who are not fluent in English. Review in Autumn to check the success of the accessibility Dissemination information concerning the website through a targeted campaign to:

	- Disability groups
	- Consultative Forum list
	- City Matters
	- Social media

Formal Record of Screening Decision (cont)

Screening assessment completed by (Officer level) – SO1

Name: Louise McGrath   Date: 06.06.13

Department : Corporate Communications

Signature: please insert a scanned image of your signature below

Louise McGrath

Screening decision approved by -

Name:

Caroline Dixon   Date: 20June 2013

Signature: please insert a scanned image of your signature below

Please save the <u>final version</u> of the completed screening form and

forward to the Equality and Diversity Officer –

gilmartins@belfastcity.gov.uk. The screening form will be placed on the

BCC website and a link provided to the Council's Section 75 consultees.

For more information about equality screening contact –

Stella Gilmartin
Equality & Diversity Officer
Belfast City Council
City Hall
Belfast
BT1 5GS
Telephone: 028 90270511
Gilmartins@belfastcity.gov.uk