

Equalities Comprehensive Impact Assessment v3 - Head of service review

Reference: ECIA565334661

Submitted: 11 March 2024 16:35 PM

Executive summary

Title of policy / decision: Essex County Council Communications & Marketing Framework 2: Decision to authorise a competitive tender process

Policy / decision type: Cabinet Member Action (CMA)

Overview of policy / decision: Agree to launch a two-stage competitive procurement using the restricted procedure to procure suppliers to provide communication and marketing services through a new Communications and Marketing Framework (2).

Agree to the Communications and Marketing Framework 2 being divided into the following lots:

Lot 1A) Design - Digital/Web Design: working to WCAG 2.2 level AA guidelines

Lot 1B) Design - Branding: Identity and Guidelines

Lot 1C) Design – Publications

Lot 1D) Design - Generic materials

Lot 1E) Design - Campaign: concept and application

Lot 2: PR Services

Lot 3: Photography

Lot 4: Videography

Lot 5: Media Services

Lot 6: Full Service

Agree for the Framework Agreement to have an initial 2-year term with options to extend in any number of periods not exceeding an extension period of 2 years in total.

What outcome(s) are you hoping to achieve?: ECC has a duty to communicate effectively to its residents, employees, partners, communities and businesses. The framework will support communications and marketing professionals to do this effectively as external services are required to provide specialist services and/or offer extra capacity.

Executive Director responsible for policy / decision: Tom Walker (Economy, Investment and Public Health)

Cabinet Member responsible for policy / decision: Cllr Kevin Bentley (Leader)

Is this a new policy / decision or a change to an existing one?: New policy / decision

How will the impact of the policy / decision be monitored and evaluated?: Full KPIs are established as part of the contract

Will this policy / decision impact on:

Service users: No

Employees: No

Wider community or groups of people: No

What strategic priorities will this policy / decision support?: Strong, Inclusive and Sustainable Economy, High Quality Environment, Health, Independence and Wellbeing for All Ages, A good place for Children and Families to Grow

Which strategic priorities does this support? - Economy?: Good jobs, Infrastructure, Future growth and investment, Green growth, Levelling up the economy

Which strategic priorities does this support? - Environment: Net zero, Transport and built environment, Minimise waste, Green communities, Levelling up the environment

Which strategic priorities does this support? - Health: Healthy lifestyles, Promoting independence, Place based working, Carers, Levelling up health

Which strategic priorities does this support? - Families: Education outcomes, Family resilience and stability, Safety, Outcomes for vulnerable children, Levelling up outcomes for families

What geographical areas of Essex will the policy / decision affect?: All Essex

Digital accessibility

Is the new or revised policy linked to a digital service (website, system or application)?: Yes

What steps you have taken to meet the digital accessibility: Some communications and marketing activity will be delivered on digital channels. All communications and marketing professionals as well as suppliers will work to ECC accessibility guidance

How have you tested accessibility?: Accessibility will be reviewed before sign off of activity and individual projects

How will you monitor and maintain accessibility once it has gone live?: Accessibility will be reviewed before sign off of activity and individual projects

Equalities - Groups with protected characteristics

Age

Nature of impact: None

Disability - learning disability

Nature of impact: None

Disability - mental health issues

Nature of impact: None

Disability - physical impairment

Nature of impact: None

Disability - sensory impairment

Nature of impact: None

Sex

Nature of impact: None

Gender reassignment

Nature of impact: None

Marriage / civil partnership

Nature of impact: None

Pregnancy / maternity

Nature of impact: None

Race

Nature of impact: None

Religion / belief

Nature of impact: None

Sexual orientation

Nature of impact: None

Rationale for assessment, including data used to assess the impact: n/a

What actions have already been taken to mitigate any negative impacts?:

Levelling up - Priority areas & cohorts

Children and adults with SEND, learning disabilities or mental health conditions (taking an all-age approach)

Nature of impact: None

Children on Free School Meals

Nature of impact: None

Working families

Nature of impact: None

Young adults (16-25 who have not been in education, training or employment for around 6-12 months)

Nature of impact: None

Residents of Harlow

Nature of impact: None

Residents of Jaywick and Clacton

Nature of impact: None

Residents of Harwich

Nature of impact: None

Residents of Basildon (Town) housing estates

Nature of impact: None

Residents of Canvey Island

Nature of impact: None

Residents of Colchester (Town) - Housing Estates

Nature of impact: None

Residents of Rural North of the Braintree District

Nature of impact: None

Rationale for assessment, including data used to assess the impact: n/a

What actions have already been taken to mitigate any negative impacts?:

Equalities - Inclusion health groups and other priority groups

Refugees / asylum seekers

Nature of impact: None

Homeless / rough sleepers

Nature of impact: None

People who experience drug and alcohol dependence

Nature of impact: None

Offenders / ex-offenders

Nature of impact: None

Victims of modern slavery

Nature of impact: None

Carers

Nature of impact: None

Looked after children / care leavers

Nature of impact: None

The armed forces community (serving personnel and their families, veterans, reservists and cadets)

Nature of impact: None

People who are unemployed / economically inactive

Nature of impact: None

People on low income

Nature of impact: None

Sex workers

Nature of impact: None

Ethnic minorities

Nature of impact: None

Gypsy, Roma, and Traveller communities

Nature of impact: None

People with multiple complex needs or multi-morbidities

Nature of impact: None

Rationale for assessment, including data used to assess the impact: n/a

What actions have already been taken to mitigate any negative impacts?:

Equalities - Geographical Groups

People living in areas of high deprivation

Nature of impact: None

People living in rural or isolated areas

Nature of impact: None

People living in coastal areas

Nature of impact: None

People living in urban areas

Nature of impact: None

Rationale for assessment, including data used to assess the impact: n/a

What actions have already been taken to mitigate any negative impacts?:

Families

Family formation (e.g. to become or live as a couple, the ability to live with or apart from children)

Nature of impact: None

Families going through key transitions e.g. becoming parents, getting married, fostering or adopting, bereavement, redundancy, new caring responsibilities, onset of a long-term health condition

Nature of impact: None

Family members' ability to play a full role in family life, including with respect to parenting and other caring responsibilities

Nature of impact: None

Families before, during and after couple separation

Nature of impact: None

Families most at risk of deterioration of relationship quality and breakdown

Nature of impact: None

Rationale for assessment, including data used to assess the impact: n/a

What actions have already been taken to mitigate any negative impacts?:

Crime & Disorder

Crime and disorder

Nature of impact: None

The misuse of drugs, alcohol and other substances

Nature of impact: None

Re-offending

Nature of impact: None

Serious violence

Nature of impact: None

Rationale for assessment, including data used to assess the impact:

n/a

(If negative impact assessed) What actions will be undertaken to mitigate negative impacts, including timescales:

What actions have already been taken to mitigate any negative impacts?:

n/a

How could you strengthen any positive impact(s)?:

Climate

Does your decision / policy involve development or re-development of buildings or infrastructure?: No

Does your decision / policy take place in, or make use of, existing buildings or infrastructure?: No

Does your decision / policy involve elements connected to transport, travel or vehicles? This includes travel needs / requirements of both service users and staff (including staff you're planning to recruit): No

Are you undertaking a procurement exercise?: Yes

Please confirm for purchase over £100k that you have a carbon reduction plan as part of your procurement: Yes

Please list which climate TOMS (Themes, outcomes & measures) you have included in your procurement and the weighting these have been given: A Weighting of 5% has been given to Social Value within this procurement. The TOMs measures included in this procurement are:

A Strong, Inclusive and Sustainable Economy – ECC3b, ECC9, ECC10, ECC31a, ECC11, ECC12, ECC30, ECC38, ECC39, ECC48

A Good Place for Children and Families to Grow – ECC28, ECC16, ECC17, ECC18, ECC19

Health, Wellbeing and Independence for all Ages – ECC20, ECC32, ECC33, ECC40

A High Quality Environment – ECC23a, ECC50

Does your decision / policy involve the purchase of goods or materials?: No

Will any waste be generated by this decision? This includes waste from construction, waste generated by service users / staff, and waste generated by replacing existing products / materials with new: No

Nature of impact

Built Environment / Energy: None

Sustainable Transport / Travel: None

Waste: None

Rationale for assessment, including data used to assess the impact: n/a

What actions have already been taken to mitigate any negative impacts?:

Action plan to address and monitor adverse impacts

Does your ECIA indicate that the policy or decision would have a medium or high adverse impact on one or more of the groups / areas identified?: No

Details of person completing the form

I confirm that this has been completed based on the best information available and in following ECC guidance: I confirm that this has been completed based on the best information available and in following ECC guidance

Date ECIA completed: 28/11/2023

Name of person completing the ECIA: Jessica Baldwin

Email address of person completing the ECIA: jessica.baldwin2@essex.gov.uk

Your function: Economy, Investment and Public Health

Your service area: Policy

Your team: Communications & marketing

Are you submitting this ECIA on behalf of another function, service area or team?: No

Email address of Head of Service: andy.allsopp@essex.gov.uk