

Equality Impact Assessment (EIA)

Website

Equality impact, needs and requirements assessment form

Please use this form to record your findings, proposed actions, equality objectives and targets. Use the guidance notes to help you do the assessment or contact the Equality Standard Project Manager if you need some advice

About the policy, practice, service or function you are assessing

Name of policy, practice, service or function: **Website**

Assessment team leader name: **Andrew Auld**

Date of assessment: **August 2007**

Department responsible: **Resources**

Service Area: **ICT and Performance**

Other members of assessment team:

Name	Position	Area of expertise	Comments
Andrew Auld	Head of Communications and Consultation	Web Content	
Tim Cooper	Web Development Manager	ICT	
Tammy Broskom	Residential Social Care Worker	Issues facing deaf people	
Ruth Douse	Service Manager, Adult Social Services	Issues facing visually impaired people	

Question	Response/ findings
<p>What are the main aims and objectives or purpose of the policy, practice, service or function that you are assessing?</p>	<ul style="list-style-type: none"> • To make the website accessible to all visitors, including ensuring it meets the needs of disabled users, and is viewable in the widest possible range of web-browsing technology. To achieve this aim, the Derby City Council website was created in accordance with certain web standards and government guidelines • To provide a wide range of information about the Council's services, 24 hours a day, 7 days a week • To provide users with a range of electronic options to: <ul style="list-style-type: none"> ○ Report problems ○ Apply for a range of services ○ Pay for services ○ Find information <p>This includes how to contact the Council by telephone, email and online forms.</p>
<p>Who implements, carries out or delivers the policy, practice, service or function? Please state where this is more than one person, team, department, or body – and include any outside organisations who deliver under procurement arrangements</p>	<p>The content of the website is written and maintained by web authors within services across the Council. The Head of Communications and Consultation has overall responsibility for the quality, consistency and accuracy of website content.</p> <p>Technical support for the website is provided by the Web Development Team and Capita, the Council's ICT partner.</p>
Question	Response/ findings

Who is affected by the policy, practice, service or function, or by how it is delivered? Such as, who are the external and internal customers, groups, or communities?

- citizens of Derby
- business users
- visitors and tourists
- general website visitors, UK and worldwide
- partner organisations
- Council staff

<p>What outcomes do we want to achieve, why and for whom? For example, what do you want to be providing, how well, what changes or improvements, and what should the benefits be for customers, groups or communities?</p>	<p>The strategy aims to make all of the information we provide on the Council’s website as clear and easy to understand as possible, in order to make the information accessible to everyone.</p> <p>We will offer a choice of ways to access information on the website, including:</p> <ul style="list-style-type: none"> • easy to use navigation menu • A-Z of services • Google search • top 10 most visited pages • information according to type of customer (for example, residents, business, visitor, and partners) • Information according to what the customer wants to do (for example, report, apply, pay, and find) • personalised content to make content more relevant according to a customer’s circumstances, location and preferences • relevant use of multimedia to make access to information easier – this is relevant to reach groups whose internet behaviour makes more use of multimedia than traditional content as well as those whose first language isn’t English and certain disabled people • British Sign Language (BSL) videos for the deaf community • provide a range of options to resize text and adjust colour contrast for visually impaired customers • Browsealoud software, which allows customers to have information on the website read to them
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	<p>The strategy requires all pages on the site to validate as XHTML1.0 strict. The site will use valid cascading style sheets (CSS), as determined by the W3C Markup Validation Service, to separate content from design. This is to make sure that the website has a consistent appearance and functionality across all modern browsers including mobile devices and kiosks.</p> <p>Pages will be written to comply with the W3C-WAI priority 1 and 2 guidelines of the W3C Web Content Accessibility Guidelines 1.0 (WCAG 1.0). As many of the guidelines cannot be tested automatically, this statement is made on the basis of subjective manual review. The Web Development Team tests the site for compliance on a monthly basis.</p>
Question	Response/ findings

<p>What existing or previous inspections of the policy, practice, service or function are there? For example, Best Value Inspections, policy reviews, research into the effects of a policy or practice.</p> <p>What did they tell you?</p>	<p>We currently use a number of external services to help us monitor and maintain our website. These include:</p> <ul style="list-style-type: none"> • Site Check, for checking broken links • Site Alarm, to monitor website availability • Watchfire Bobby, to monitor and test for our compliance with accessibility issues <p>The Council's website is regularly assessed by external bodies, such as the Society of Information Technology Management (SOCITM) and their findings are reported on an annual basis in their 'Better Connected' report.</p> <p>We monitor and keep up to date with industry 'good practice' to ensure we meet accessibility and browser standards.</p>
Identifying potential equality issues and factors	
Question	Response/ findings

<p>What do you already know about the equality impact or need? For example, from research, feedback, consultation or any performance monitoring</p>	<p>Monitoring the impact of the website on different groups is challenging because:</p> <ul style="list-style-type: none"> • there are more than 100,000 visitors to the website each month, from more than 100 countries • we have no way of identifying from which group(s) these visitors come <p>We try to minimise any negative impact by making all information as accessible to everyone as possible, as described earlier.</p> <p>We consult with members of different communities including the deaf community, visually impaired users, young people and have a specifically formed web focus group.</p> <p>We follow industry good practice, including</p> <ul style="list-style-type: none"> • WC3 web content accessibility guidelines • Jakob Nielsen’s web usability recommendations • central government good practice guidelines.
<p>Question</p>	<p>Response/ findings</p>
<p>Is there any evidence of higher or lower take up under the policy or practice, or of the service or function for any particular groups? For example, who uses the service, who doesn’t and why not?</p>	<p>No</p>

<p>Have there been any important demographic changes or trends locally? For example is the population changing, and if so, how and what might that mean for the service or function?</p>	<p>Yes – there are more Eastern European migrant workers in Derby with immediate need to access information and services but without necessarily having good English.</p> <p>The strategy will make sure that content is written in plain English and we have specific guidelines for writing for the web. We will be introducing translated content for certain information.</p>
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Question	Response/ findings
Is there an indication that any of the policies or practices involved with the service or function creates particular problems or difficulties for any groups of customers or communities?	See above
What information or data exists? For example, statistics, customer feedback, complaints, research, monitoring – who keeps it and can you get hold of it?	We provide feedback forms, surveys, quick polls and will be looking at forums and discussion groups to provide customers with opportunities to give their views.
Do any equality or diversity objectives already exist? If so, what are they and what is current performance like against them?	See above
Is the service having a positive or negative effect on particular people in the community, or particular groups or communities?	The proposed strategy addresses any current negative effects.

Impact Assessment		
Stakeholder Group	Specific Needs/Requirements	Likely Impact
All users of the website	<ul style="list-style-type: none"> • for information to be as clear as possible 'at first read' • for information to be available in a range of formats to offer choice and improve accessibility • to offer a choice of navigation options – using ' search', FAQs, subjects in sections or via an A to Z of services, sections by customer type (residents, visitors, business, young person, disabled) 	Our aim is to minimise any likely negative impact by making the information as accessible as possible for everyone.
Disabled customers	These are infinitely varied – some can be addressed by specialist hardware and software which the customer has tailored to meet their specific requirements; others by the website complying with web industry access standards.	Our aim is to minimise any likely negative impact by offering a wide range of choice in how the website is used, and by complying with web access standards.
Business customers	<ul style="list-style-type: none"> • for the information to be as clear as possible, and • tailored to the needs of their market or business 	Our aim is to minimise any likely negative impact by offering relevant information grouped together in a specific business section.
Visitors to the website in countries outside of the United Kingdom	<ul style="list-style-type: none"> • may need to have information translated into their native language • may need tailored information tailored – such as tourism and accommodation 	Some users may not be able to make full use of the information on our website, if they need pages to be translated.