

The Local Offer website: www.westcheshirelocaloffer.co.uk

Evidence based equality analysis

The Local Offer website was commissioned following the introduction of the Care Act 2014. The website aims to give residents of Cheshire West and Chester a directory of services along with advice and information. The website is still being populated with the relevant information and services available within the borough.

A paper directory has also been published and has been signed off for print. This will ensure that Cheshire West and Chester citizens have access to information, advice and services if, for example, they do not have access to the internet. The directory is available in accessible formats upon request.

The Local Offer also offers users the option to carry out a self-assessment, which following completion of 30 questions (with the majority being yes/no answers) will signpost them to local services and advice and guidance articles. Following the completion of the self-assessment, users can then refer to the Gateway team if they feel further input is needed from social services (e.g. social worker, OT etc).

Lead officer: Lucy Smith / Joanne Jones

Stakeholders: Information consortium, which includes representatives from: Making Space, Chester Voluntary Action, Vale Royal Disability Service, Neuro-therapy Centre, Age UK, British Red Cross, Alzheimer's Society, Cheshire Carers Centre, Deafness Support Network, Healthwatch, Dial House, Cheshire Centre for Independent Living, Citizen's Advice, Chester PHAB, National Autistic Society, Neuromuscular Centre, Cheshire West and Chester Council.

Equality analysis is a valuable tool to help embed equality into everything we do

While process is important, equality analysis is essentially about outcomes

Lack of evidence of discrimination is not evidence of a lack of discrimination

It is not acceptable to say that a policy is applied uniformly to all groups and is therefore fair and equal. Applying a policy or procedure consistently may result in differential outcomes for different groups.

For each of the areas below, an assessment needs to be made on whether the policy has a positive, negative or neutral impact, and brief details of why this decision was made and notes of any mitigation should be included. Where the impact is negative, this needs to be given a high, medium or low assessment. It is important to rate the impact of the policy based on the current situation (i.e. disregarding any actions planned to be carried out in future).

High impact – a significant potential impact, risk of exposure, history of complaints, no mitigating measures in place etc.

Medium impact –some potential impact exists, some mitigating measures are in place, poor evidence

Low impact – almost no relevancy to the process, e.g. an area that is very much legislation led and where the Council has very little discretion

	Neutral	Positive	Negative
Target group / area			
Race and ethnicity (including Gypsies and Travellers; migrant workers, asylum seekers etc.)		Advice and information will be available for all users, with some articles / services for particular groups e.g. articles specifically for Travellers. The website can use google translate to ensure information can be translated into many languages Cheshire West and Chester also has a contract with DA Languages that would be able to provide translation on request.	
Disability (as defined by the Equality Act - a person has a disability if they have a physical or mental impairment that has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities)		Advice, guidance and services for people with a disability are available on the website. There is a 'Disability' heading, split into four main categories, autistic spectrum disorder, learning disability, physical disability and	

		<p>sensory impairment.</p> <p>The web site is fully accessible – text and contrast can be adjusted, ‘Widget Point’ software is currently being added, videos being developed for signing and text to speech software</p>	
Gender		<p>The majority of services and articles are not gender specific; however there are articles and services available for gender specific services/fields.</p>	
Gender identity			<p>This area currently requires development to ensure advice / support is available on gender reassignment and transitioning.</p>
Religion and belief			<p>Limited information is available on faith specific services, however the submission form has now been redesigned to capture this information and it will be picked up in future in key word searches</p>
Sexual orientation (including heterosexual, lesbian, gay, bisexual)		<p>The majority of services and articles are generic; however specific articles around sexual orientation are available. Such as “Moving into a care home – advice for lesbian, gay and bisexual people” by the Alzheimer’s Society. Specific articles by NHS Choice are also available.</p>	
Age (children and young people aged 0 – 24, adults aged 25 – 50,	<p>The website is split into children’s and adult’s, however there is a</p>	<p>The service directory identifies which age range they cover</p>	

<p>younger older people aged 51 – 75/80; older older people 81+. The age categories are for illustration only as overriding consideration should be given to needs)</p>	<p>cross over due to transition (which has its own category heading) Although adult’s services work with people aged 18+ services are showing for people who are younger than this if they also cater for adults e.g. 16+ services.</p>	<p>within their service – this is recorded on each record entry (if the organisation has provided it).</p>	
<p>Rural communities</p>		<p>Organisations have to state where they can provide their services (geographically) therefore people within rural areas can search for that area rather than the whole of the borough. Once a search has been completed users can “narrow their results” which will allow them to find services within their area.</p>	
<p>Areas of deprivation</p>		<p>As with above, users can search for specific areas which will allow them to find services, activities and factsheet specific to their local areas.</p>	<p>Although people in areas of deprivation may be less likely to have personal IT access, there is widespread access in community venues including libraries, and a hard copy of the directory is also available</p>
<p>Human rights</p>		<p>Articles and factsheets are available on human rights, specifically within health and social care.</p>	
<p>Health and wellbeing (consider both the wider determinants of health such as education, housing, employment, environment, crime and transport, as well as the possible impacts on lifestyles and</p>		<p>Health and Wellbeing has its own category heading, which has been divided into six sub-headings. Articles are provided by NHS Choices, NHS Live Well & NHS</p>	

the effect there may be on health and care services)		Conditions. Public Health has also had involvement in the information provided.	
Procurement/partnership (if project due to be carried out by contractors/partners etc, identify steps taken to ensure equality compliance)	The website was developed by "Open Objects" following a tendering process. Accessibility was built into service specification and requirements included variable text size and font, contrast, language, widgets, BSL video clips		

Evidence:

Website can be found at www.westcheshirelocaloffer.co.uk

Action plan:

Actions required	Key activity	Priority	Outcomes required	Officer responsible	Review date
Audit of website to ensure information is accessible to all users.	Website audit	Prior to launch	Information is accessible	Lucy Smith	July 2016
Audit required to ensure the website has an appropriate and accurate amount of information for target areas	Website audit	Prior to launch	Specialist advice is available	Lucy Smith	July 2016
Audit of website to ensure information is	Website audit	Prior to launch	Specialist advice is available	Lucy Smith	July 2016

available on gender reassignment					
Text to speech software is in operation on the website		Prior to launch	Information is accessible	Lucy Smith / Joanne Jones	July 2016

Sign off	
Lead officer:	Lucy Smith
Approved by Head of Service:	Jamaila Tausif on behalf of Alistair Jeffs
Moderation and/or Scrutiny	
Date: 22 March 2016	Health and Wellbeing Equality and Diversity Group
Date analysis to be reviewed based on rating (high impact – review in one year, medium impact - review in two years, low impact in three years)	2019