North Yorkshire County Council

Equality impact assessment (EIA) form: evidencing paying due regard to protected characteristics

(Form updated May 2015)

New corporate website 2017

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যদি আপনি এই ডকুমেন্ট অন্য ভাষায় বা ফরমেটে চান, তাহলে দয়া করে আমাদেরকে বলুন।

如欲索取以另一語文印製或另一格式製作的資料，請與我們聯絡。

اگر آپ کو معلومات کسی دیگر زبان یا دیگر شکل میں درکار ہوں تو برائے مہربانی ہم سے پوچھئے۔

Equality Impact Assessments (EIAs) are public documents. EIAs accompanying reports going to County Councillors for decisions are published with the committee papers on our website and are available in hard copy at the relevant meeting. To help people to find completed EIAs we also publish them in the Equality and Diversity section of our website. This will help people to see for themselves how we have paid due regard in order to meet statutory requirements.

Name of Directorate and Service Area	Cross cutting theme – 2020 Customer. Central services.
Lead Officer and contact details	Sponsor of the project: Helen Edwards, Head of Communications : helen.edwards@northyorks.gov.uk / Tel. 01609 532104
Names and roles of other people involved in carrying out the EIA	Wendy McDonnell (senior digital communications officer), Matt Burrows (project manager), Richard Storey (digital

	communications officer), Craig Skelhorn (digital communications officer) and Daniel Ditchburn (senior developer).
How will you pay due regard? e.g. working group, individual officer	Customer working group and Customer Implementation group. A web steering group will continue after the website goes live in June 2017.
When did the due regard process start?	January 2016.

Section 1. Please describe briefly what this EIA is about. (e.g. are you starting a new service, changing how you do something, stopping doing something?)

Launching a new website as part of the 2020 Customer programme due to the end of the contract for website and hosting for this service on the 13th July 2017. The development has now been bought in-house and will be provided using Open Source.

Section 2. Why is this being proposed? What are the aims? What does the authority hope to achieve by it? (e.g. to save money, meet increased demand, do things in a better way.)

The contract for the current website ends on 13th July 2017. Development of a new website was bought in-house which will improve our ability to make updates to the website in future and will save money as the new platform is Open Source (free).

Section 3. What will change? What will be different for customers and/or staff?

Both staff and customers will see a new website when they visit www.northyorks.gov.uk from the w/c 26th June 2017. The site will be visually different with some improvements made to information (content: text/images).

Section 4. Involvement and consultation (What involvement and consultation has been done regarding the proposal and what are the results? What consultation will be needed and how will it be done?)

There has been the following testing and consultation:

December 2015/January 2016: Google analytics website statistics was used to ascertain customer user journeys (how users access and travel through the website). This is continuously being used to develop the website and content. Google analytics tell us what operation systems, mobile devices and even tell us about the age and gender of site visitors.

January 2016: Tests with a user group to gain feedback as to which approach to use in terms of a design (10 users; we spent one hour with each person when testing). Flat designs were

created following this feedback. A best practice approach was used in the designs in terms of web/mobile usability and accessibility.

October 2016: Page title questionnaire to various groups through Shanna Carrell; 20 responses.

June 2016: A consultation on the 3 designs produced from the initial user testing went out to staff and customers via the staff intranet, corporate website and social media. The consultation included a number of questions with a focus on usability. There were 166 responses.

October 2016: A working prototype was created following the consultation in June. This was a clickable version of the website. 100 people fed back to us answering the same usability questions as we had previously asked. The consultation went out to staff and customers via the staff intranet, corporate website and social media.

The website design has been shared via the 2020 Customer Implementation and working groups along with various demos in groups internally across the council during the project.

November 2016: Card sorting exercise with internal staff (mixture of face to face, social care advisors and frontline staff – 6 people). This was to help with improving of the website navigation using staff who deal with customers on the frontline.

The project to rewrite the website content will continue post launch (it has started in April 2017). For some of the more complex information we will be consulting with Customers throughout the project. The first consultation and feedback session takes place for the Health and social care services on the website in July 2017. Further consultations will follow throughout the project which will end in April 2018.

Section 5. What impact will this proposal have on council budgets? Will it be cost neutral, have increased cost or reduce costs?

Please explain briefly why this will be the result.

There will be a saving in terms of hosting costs for the website and the platform (Drupal open source is free to develop). The site had been redeveloped in house so there are no longer any costs to a supplier; although staff development and management costs will increase.

Section 6. How will this proposal affect people with protected characteristics?	No impact	Make things better	Make things worse	Why will it have this effect? Provide evidence from engagement, consultation and/or service user data or demographic information etc.
Age	Yes			
Disability	Yes			
Sex (Gender)	Yes			

Race	Yes			
Gender reassignment	Yes			
Sexual orientation	Yes			
Religion or belief	Yes			
Pregnancy or maternity	Yes			
Marriage or civil partnership	Yes			

Section 7. How will this proposal affect people who…	No impact	Make things better	Make things worse	Why will it have this effect? Provide evidence from engagement, consultation and/or service user data or demographic information etc.
..live in a rural area?	Yes			
…have a low income?	Yes			

Section 8. Will the proposal affect anyone more because of a combination of protected characteristics? (e.g. older women or young gay men) **State what you think the effect may be and why, providing evidence from engagement, consultation and/or service user data or demographic information etc.**

No effect.

Section 9. Next steps to address the anticipated impact. Select one of the following options and explain why this has been chosen. (**Remember:** we have an anticipatory duty to make reasonable adjustments so that disabled people can access services and work for us)	Tick option chosen
1. **No adverse impact – no major change needed to the proposal.** There is no potential for discrimination or adverse impact identified.	Yes
2. **Adverse impact – adjust the proposal –** The EIA identifies potential problems or missed opportunities. We will change our proposal to reduce or remove these adverse impacts, or we will achieve our aim in another way which will not make things worse for people.	
3. **Adverse impact – continue the proposal –** The EIA identifies potential problems or missed opportunities. We cannot change our proposal to reduce or remove these adverse impacts, nor can we achieve our aim in another way	

which will not make things worse for people. (There must be compelling reasons for continuing with proposals which will have the most adverse impacts. Get advice from Legal Services)	
4. **Actual or potential unlawful discrimination – stop and remove the proposal – ** The EIA identifies actual or potential unlawful discrimination. It must be stopped.	

Explanation of why option has been chosen. (Include any advice given by Legal Services.)

The new website will in fact improve accessibility for all groups of people using all devices. This is because the new site uses improved technology and will be a responsive website.

This means that it uses underlying code (HTML5) that ensures the site is accessible with all devices. The code improves accessibility and accessibility and is W3C/WCAGG AA compliant (a globally agreed framework for website accessibility). The site has been tested for accessible features such as font size/face and contrast. The accessibility tests cover a wide range of disabilities. We use WAVE and Browserstack to test for accessibility and usability. The use of WAVE is recommended by the Government digital service (GDS) for accessibility testing.

We also use a set of digital design standards on our website and the Customer portal. The standards are designed to ensure that features are consistent, more usable and accessible. The digital design standards are taken from the Government Digital Service who manage the central government website – GOV.UK. A copy of the digital design standards are available on request.

In addition to the above the website is currently being rewritten; ensuring the use of plain English, usability and accessibility. We will be carrying out some user feedback for certain areas of the content project (initial workshop will be in July 2017).

As well as testing accessibility for all groups through the use of tools we are also following GDS's accessibility guidance in terms of writing and content design. See below guidance for different groups;

Designing for users on the autistic spectrum:

Do

- use simple colours
- write in plain English
- use simple sentences and bullets
- make buttons descriptive – for example, Attach files
- build simple and consistent layouts

Don't

- use bright contrasting colours
- use figures of speech and idioms
- create a wall of text
- make buttons vague and unpredictable – for example, Click here
- build complex and cluttered layouts

Designing for users of screen readers:

Do

- describe images and provide transcripts for video

- follow a linear, logical layout
- structure content using HTML5
- build for keyboard use only
- write descriptive links and heading – for example, Contact us

Don't

- only show information in an image or video
- spread content all over a page
- rely on text size and placement for structure
- force mouse or screen use
- write uninformative links and heading – for example, Click here

Designing for users with low vision:

Do

- use good contrasts and a readable font size
- publish all information on web pages (HTML)
- use a combination of colour, shapes and text
- follow a linear, logical layout –and ensure text flows and is visible when text is magnified to 200%
- put buttons and notifications in context

Don't

- use low colour contrasts and small font size
- bury information in downloads
- only use colour to convey meaning
- spread content all over a page –and force user to scroll horizontally when text is magnified to 200%
- separate actions from their context

Designing for users with physical or motor disabilities:

Do

- make large clickable actions
- give form fields space
- design for keyboard or speech only use
- design with mobile and touch screen in mind
- provide shortcuts

Don't

- demand precision
- bunch interactions together
- make dynamic content that requires a lot of mouse movement
- have short time out windows
- tire users with lots of typing and scrolling

Designing for users who are D/deaf or hard of hearing:

Do

- write in plain English

- use subtitles or provide transcripts for video
- use a linear, logical layout
- break up content with sub-headings, images and videos
- let users ask for their preferred communication support when booking appointments

Don't

- use complicated words or figures of speech
- put content in audio or video only
- make complex layouts and menus
- make users read long blocks of content
- don't make telephone the only means of contact for users

Designing for users with dyslexia:

Do

- use images and diagrams to support text
- align text to the left and keep a consistent layout
- consider producing materials in other formats (for example, audio and video)
- keep content short, clear and simple
- let users change the contrast between background and text

Don't

- use large blocks of heavy text
- underline words, use italics or write capitals
- force users to remember things from previous pages – give reminders and prompts
- rely on accurate spelling – use autocorrect or provide suggestions
- put too much information in one place

We will provide an accessibility statement clearly on our website which will provide links to help people change settings on their devices if they wish to change how the website displays specifically for them and their needs. It will follow the statement on GOV.UK https://www.gov.uk/help/accessibility and we will link to information regarding assistive technology for people with disabilities: http://www.rnib.org.uk/information-everyday-living-using-technology-beginners-guides/beginners-guide-assistive-technology .

This will be something that staff can use to help point customers to if required face to face.

Section 10. If the proposal is to be implemented how will you find out how it is really affecting people? (How will you monitor and review the changes?)

We will continue to carry out accessibility testing. We will collate feedback through consultations and monitor feedback and any complaints.

Section 11. Action plan. List any actions you need to take which have been identified in this EIA, including post implementation review to find out how the outcomes have been achieved in practice and what impacts there have actually been on people with protected characteristics.

Action	Lead	By when	Progress	Monitoring arrangements

Further accessibility testing	Wendy McDonnell	January 2017		6-12 months depending on changes. Website feedback.
Consultation to gather feedback across all groups	Wendy McDonnell	July/August 2017		Part of the communications plan. Website feedback.
Update the accessibility statement on the new website.	Wendy McDonnell	May 2017	In progress	Monitor statement every 6 months or following testing.
Consultation and workshop July 2017.	Cath Ritchie	July 2017	To be planned with help from Business change.	Website feedback.
Further consultations with different services throughout 2017.	Wendy McDonnell will co-ordinate with other service leads when required.	When identified in the project plan.	Planning in progress	Website feedback.
Continue to add content and develop the website using advice from GDS, using the Digital Design standards and style guides.	Wendy McDonnell	Continuous	Complete apart from style guides to be finalised and signed off in Communications.	Website feedback and testing
Google analytics user journey data.	Wendy McDonnell	Continuous	This is part of continuous development as part of the content project and throughout the website's lifecycle.	Google analytics web tools

Section 12. Summary Summarise the findings of your EIA, including impacts, recommendation in relation to addressing impacts, including any legal advice, and next steps. This summary should be used as part of the report to the decision maker.

The accessibility of the new website will be an improvement to the current website due to changes in the underlying code which means it will be more accessible to all, adaptable to different devices and usable by screen readers.

By following the further advice and guidance given by the Government Digital Service we will also ensure that the content is accessible to all groups of people (language and features).

We will continue to use the Digital design standards and style guides for the website to ensure that the accessibility and usable are kept current.

Section 13. Sign off section

This full EIA was completed by:

Name: Wendy McDonnell
Job title: Senior communications officer
Directorate: Central services
Signature: Wendy McDonnell

Completion date: 15th May 2017

Authorised by relevant Assistant Director (signature): Helen Edwards

Date: 15th May 2017