

## Appendix 3

# Re-structure Of Communications Marketing and Regeneration 10 April 2013

Equality Impact Assessment

# Restructure of Communications Marketing and Regeneration

**Contact:** Sian Owen

**Updated:** 22.08.2013

## 1. What type of proposal / decision is being assessed?

A service review or re-organisation proposal

## 2. What is the purpose of this proposal / decision, and what change (to staff or the community) will occur as a result of its implementation?

The project has arisen as a result of organisational changes and expectations which have been set out in the paper written by the Chief Executive 'An excellent council, close to its community'. Housing and Community Development Services are developing their vision for the service which seeks to deliver this aim and builds upon the Housing Services vision.

The scale of change and transformation required to deliver this project should not be underestimated. This is a significant undertaking and cannot be undertaken without bespoke project support. As CET are aware the Head of Housing and Community Development has been working seamlessly with the Head of Communication, Marketing and Leisure to develop a more integrated, aligned and joined up approach to Marketing, Communications and Tourism and this project shall build upon the excellent foundations which have been developed in this regard and extend the restructuring to encompass the whole regeneration and economic development function. The engagement of the same project manager will ensure that a consistent approach is maintained and that the interdependency between the two reviews is managed

The project will ensure that services are redesigned to ensure an integrated approach to the delivery of economic and community ambition and the marketing aspirations.

The capacity of the Communications and Marketing Team to deliver the required

enhancements in performance were identified as an issue, and therefore interim arrangements were made to integrate the existing Tourism team and the existing Communications and Marketing Team. The re-design of this team is necessary in order to ensure that the economic benefit to Denbighshire is maximised through effective marketing, and to ensure that staff and councillors are able to engage in this process.

The project will identify the key activities that need to be developed or changed in order to deliver marketing and our economic ambition more effectively in Denbighshire.

A period of staff engagement and communication has already taken place and has highlighted the business need for restructuring the function. This document should be read in conjunction with the business case for the change.

**3. Does this proposal / decision require a full equality impact assessment? If no, please explain why.**

*(Please refer to section 1 in the toolkit above for guidance)*

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| Yes |  |
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**4. Please provide a summary of the steps taken, and the information used, to carry out this assessment, including any engagement undertaken**

*(Please refer to section 1 in the toolkit for guidance)*

This assessment is made particularly to meet the specific need to assess the impact on the protected characteristic "pregnancy and maternity" which is of particular relevance in this project as two members of the team are on maternity leave.

In order to ensure fairness through the process the following steps have been taken

Regular 1 to 1 briefings

Regular team briefings and workshops

Formal and informal consultation process and response recorded and published to all staff

Frequent e-mail updates to home address at the same time as those who are office based

Hard copies of documents posted to home address when requested

When job matching the provision of free childcare and access to the DCC system via the Oak Tree Centre, to allow individuals the opportunity to complete the job matching forms.

Legal advice sought as to the employment status of staff on maternity leave post the job matching process.

We are following advice provided by our equalities officer and comply with the relevant HR policies. These policies have been impact assessed by HR.

The consultation process for all affected staff has been undertaken throughout the

project and a detailed log has been maintained recording the contact between staff and the project team, the queries they have raised and the answers they received. No equality issues have been raised by staff through consultation. The impact on females of the potential relocation of posts will be considered and staff have been asked to express an interest in the posts that most suit them. The process of re-structuring has not yet been completed therefore this document is a live document and will be updated as the project progresses particularly with reference to the potential impact of redundancy, moving staff locations and changes to terms and conditions. If the consultation process identifies any issues which impact staff disproportionately then action will be considered to mitigate this impact, including flexible working options.

- 5. Will this proposal / decision have a positive impact on any of the protected characteristics (age; disability; gender-reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation)?**  
*(Please refer to section 1 in the toolkit for a description of the protected characteristics)*

Yes a positive and pro-active approach has been taken regarding the protected characteristic " pregnancy and maternity" which guarantees the employment rights of staff members on maternity leave.

- 6. Will this proposal / decision have a disproportionate negative impact on any of the protected characteristics (age; disability; gender-reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation)?**

No all members of staff have been given the opportunity to raise any concerns through the consultation process and no equality issues have been raised. This will continue to be monitored as the project moves into the next phase.

- 7. Has the proposal / decision been amended to eliminate or reduce any potential disproportionate negative impact? If no, please explain why.**

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| Yes | The proposal has been amended to take account of the enhanced rights of employees on maternity leave. Presently there are two members of staff on maternity leave which has resulted in both members of staff being offered team leader position. One member of staff has accepted the Team Leader (North) position whilst the other member of staff accepted a project officer position which shall be incorporated into the next phase of the restructuring process. Furthermore, the actual impact of all re-structures will be monitored corporately through workforce analysis by protected characteristic |
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**8. Have you identified any further actions to address and / or monitor any potential negative impact(s)?**

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| Yes | The actual impact of the proposal will be reviewed after implementation to see if any lessons can be learned |
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| Action(s)  | Owner        | Date   |
|--|--------------|--|
| Legal Advice Sought  | Joanne Moore | 10.03.13                                     |
| Review advice and take appropriate action  | Project Team | 19.04.13                                     |
| Posts offered to two people on maternity leave following job matching process  | Peter McHugh | 22.04.13                                     |
| Impact assessment reviewed following the appointment of the team manager as this person will be responsible for the design of the team below team leader level | Peter McHugh | Start of Design of next phase of restructure |
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**9. Declaration**

Every reasonable effort has been made to eliminate or reduce any potential disproportionate impact on people sharing protected characteristics. The actual impact of the proposal / decision will be reviewed at the appropriate stage.

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| Review Date: | 21.06.13 |
|--------------|----------|

| Name of Lead Officer for Equality Impact Assessment | Date       |
|---|------------|
| Sian Owen   | <10.04.13> |

**Please note you will be required to publish the outcome of the equality impact assessment if you identify a substantial likely impact.**

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