

## EQUALITY IMPACT ASSESSMENT

POLICY	PROTOCOL ON MEDIA RELATIONS	
<p><b>Description</b></p>	<p><b>Aims</b> The purpose of the protocol is to ensure effective and professional management of all media relations by the Authority and to maintain the integrity and reputation of the Authority.</p> <p>The protocol complements the Authority's Code of Conduct for Members whilst providing support and guidance for those involved in contact with the media.</p> <p>The protocol conforms with the Publicity Code, issued under section 4(1) of the Local Government Act 1986, which includes police authorities, and provides that a local authority shall not publish, or assist others to publish, material which in whole or part appears designed to affect public support for a political party.</p> <p>Section 6(4) of the Act defines publicity as 'any communication, in whatever form, addressed to the public at large or a section of the public'. The Code covers all public relations activity including paid advertising, leaflet campaigns, exhibitions and conferences as well as offering assistance to others to issue publicity.</p> <p><b>Which individuals and organisations are likely to have an interest in or likely to be affected?</b> Any Member of the Authority</p> <p><b>General comments:-</b> The Authority will be open and honest in dealing with the media and work pro-actively to:-</p> <ul style="list-style-type: none"> <li>• increase public understanding of the roles and responsibilities of the Authority;</li> <li>• highlight information or decisions which are in the public interest; and</li> <li>• communicate a balanced point of view which represents the view of the Authority as a whole.</li> </ul> <p>Media relations is a key method of exercising the Authority's duty to "<i>promote equality and diversity within the police force maintained for its area and within the authority.</i>" Police and Justice Act 2006</p>	
<b>DOES THE ACTIVITY INCLUDE MECHANISMS TO:-</b>		
Promote equality of opportunity	Yes	
Eliminate discrimination that is unlawful.	Yes	
Eliminate harassment	Yes	
Promote positive attitudes	Yes	
Encourage participation	Yes	
Take steps to meet people's needs, even if this requires more favourable treatment.	Yes	
Provide an opportunity for people to highlight the barriers presented by this policy?	Yes	

DIVERSITY/GROUP	IMPACT H/M/L	REASONS/ COMMENTS
Race	L	The impact should be positive
Gender	L	The impact should be positive
Disability	L	The impact should be positive
Age	L	The impact should be positive
Sexual orientation	L	The impact should be positive
Religious belief	L	The impact should be positive
Transgender or transsexual individuals	L	The impact should be positive
Could any high impact be justified on the grounds of promoting equality of opportunity?		Yes
Is a full assessment necessary?		No
Could any high impact amount to an adverse impact in this policy?		No

I am satisfied that this policy has been successfully impact assessed.

I understand the impact assessment of this policy is a statutory obligation and that, as owners of this policy, we take responsibility for the completion and quality of this process.

Signed (completing officer) 25 August 2009



Signed (Chief Executive) 25 August 2009

