



EQUALITY IMPACT ASSESSMENT

CITY BUILDING WEBSITE

STEP 1 – Identification and Scope

The title of this assessment: City Building Website Impact Assessment

Date assessment completed: 9 January 2015

Responsible Officer: Robert McGarry, Personnel Manager (RSBi)

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This is an assessment of: City Building Website

These are the aims and objectives of the policy/function and the scope of the assessment:

- To make the website accessible to all visitors
- To ensure it is viewable in the widest possible range of web-browsing technology
- To provide a wide range of information about the company, 24 hours a day, 7 days a week
- To provide access to key contact numbers, e-mail and online forms
- To ensure that the City Building website was created in accordance with certain web standards and government guidelines
- To deliver continuous improvement by listening and responding to our customers' needs
- To ensure that all communications activities deliver best value

STEP 2 – Research and Consultation

Background

The main aim of the Website is to show potential clients/customers the services that City Building can provide. Every day our customers look to access our Website whether it's to access services or just to gather information on City Building. Our reputation and success depends upon the services we deliver. We recognise that key to this is ensuring that people can access and navigate the website easily in order that they are able too see what we have to offer.

City Building recognises that the website is an important marketing tool which can, and has had, benefits to City Building in relation to tenders for work and services.

It is essential that the Website be accessible to all in order to provide equal access and equal opportunity.

The Website should offer the possibility of unprecedented access to information and interaction for everyone. That is, the accessibility barriers to print, audio, and visual media can be much more easily overcome through Website technologies.

Research

Desk based research considered information from a variety of sources to form this Equality Impact Assessment. Assessment of the potential impact for people from all of the protected characteristics suggested that only disabled people and in particular those with visual impairment may be impacted by the website.

Review of information available from the Royal National Institute of Blind People (RNIB), Action for Blind People, Deafblind UK and Web Accessibility Initiative (WAI) on Website design and accessibility.

Review of other organisations Websites

- ACAS
- Balfour Beatty
- Scottish Council on Visual Impairment (SCOVl)
- Glasgow City Council

Consultation

Community Trade Union (November 2014)
Royal Strathclyde Blindcraft Industries (RSBI) Managers and Employees
(November 2014)
HR Section (November 2014)
Focus Group(RSBI) (November 2014)

As part of this process we asked a Focus Group, of employees with various visual impairments and disabilities, to review the Website and feedback on what they thought of the content and accessibility.

The feedback was positive with no negative feedback received.

Research Key Findings

Review of best practice arrangements revealed that City Building's Website has all the key components of best practice as identified by the WAI.

The design of the Website was carried out by City Building staff under the remit of the Head of Client Management & Communications who has overall responsibility for the quality, consistency and accuracy of website content. The remit for all involved was to ensure that the new Website was accessible to all visitors. The Website is easily accessible and all users are able to navigate through its contents with ease.

For persons who are partially sighted, there is the ability to change the font size to suit individual needs. There are 5 varying font sizes and the Website can also be accessed using the appropriate screen reading software eg JAWS, without compromising user accessibility

The Website also includes a key element that is required with regards to its colour scheme. It has 4 areas of luminosity i.e. Normal, Protanopia, Deuteranopia and Tritanopia. It has contrasting colours, clean and intuitive design and large pictures to deliver a good user experience for all users including visually impaired persons.

Benchmarking

In comparison with other organisations both in public and private sectors, the Website meets the web accessibility requirements and it follows recognised best practice arrangements.

STEP 3 – Assessing the Impact

Based on your evidence, outline the positive, negative and neutral impacts the policy/function has, or may have, on the following groups:

Race:

Neutral impact identified

Disability:

Neutral impact identified

Sex:

Neutral impact identified

Sexual Orientation:

Neutral impact identified

Age:

Neutral impact identified

Religion and Belief:

Neutral impact identified

Gender Reassignment:

Neutral impact identified

Marriage and Civil Partnership:

Neutral impact identified

Pregnancy and Maternity:

Neutral impact identified

STEP 4 – Taking Action

The City Building Website is constantly monitored in terms of usage and content on a regular basis to ensure that it remains current.

Based on the evidence from relevant stakeholder groups there is nothing to suggest that the Website discriminates against any of the protected characteristics covered within the assessment.

We will continually promote and highlight the City Building Website to our customers as a means of gaining information and making contact.

STEP 5 – Monitoring and Evaluation

This is a fairly new website and it will be monitored on an ongoing basis by the Communications Group. If there are any areas of concern identified then this will be reported to the Head of Client Management and Communication.

Appropriate remedial actions will then be identified and implemented

Any technological advancements or any changes to the Website will follow WAI guidelines and best practice.

Any changes will also lead to a further impact assessment being carried out.

STEP 6 – Approval

Please indicate who has approved this assessment for publication:

Approved by Sharon McGrath, Head of Corporate Services