

Equality Analysis Form / EqIA

By completing this form you will provide evidence of how your service is meeting Stroud District Council's General Equality duty:

The Equality Act 2010 states that:

*A public authority must, in the exercise of its functions, have **due regard** to the need to –*

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by the Equality Act 2010;*
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;*
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.*

The protected characteristics are listed in Question 9

Stroud District Equality data can be found at:

<https://inform.gloucestershire.gov.uk/equality-and-diversity/>

Please see Appendix 1 for a good example of a completed EIA.

1. Persons responsible for this assessment:

Name(s): Ben Roberts	Telephone:
	E-Mail: ben.roberts@stroud.gov.uk
Service: Housing	Date of Assessment: Tuesday 18 th November 2025

2. Name of the policy, service, strategy, procedure or function:

Resident Engagement & Communication Strategy 2025–2030

Is this new or an existing one?

New

3. Briefly describe its aims and objectives

The **Resident Engagement & Communication Strategy 2025–2030** sets out how Stroud District Council will create a culture of meaningful, inclusive, and proactive engagement with tenants and leaseholders. Its core aims are:

- **Strengthen Resident Voice & Scrutiny**
Ensure residents have a genuine influence on decisions through tenant-led scrutiny panels, Housing Oversight Board representation, and co-production of policies and services.
- **Make Engagement Inclusive and Accessible**
Remove barriers to participation by offering flexible engagement formats (online, paper,

face-to-face), using plain language, and providing translation and interpretation services where needed.

- **Improve Communication and Transparency**

Deliver clear, timely, and jargon-free communication across multiple channels, including newsletters, social media, and estate-based events. Ensure residents receive feedback on how their input has shaped decisions (“You said, we did”).

- **Embed Engagement in Policy and Strategy**

Integrate resident involvement into all housing policies and strategic planning processes, ensuring early and meaningful participation.

- **Support Digital Engagement While Tackling Digital Exclusion**

Expand digital tools for engagement while providing offline options and digital skills support for those who need it.

- **Promote Equality, Diversity, and Inclusion**

Actively involve underrepresented groups, including younger and older residents, people with disabilities, and those living in rural or isolated areas.

- **Build Partnerships and Community Collaboration**

Work with local organisations, community hubs, and national bodies (e.g., Tenant Participation Advice Service (TPAS)) to strengthen engagement and share resources.

- **Monitor and Evaluate Impact**

Use Tenant Satisfaction Measures (TSMs) and other performance indicators to track progress, measure success, and continuously improve engagement practices.

The strategy is designed to comply with the [Social Housing \(Regulation\) Act 2023](#), meet the [Regulator of Social Housing Consumer Standards](#), and reflect best practice in resident engagement. It aims to build trust, improve service delivery and empower residents to shape the future of housing in the Stroud District.

4. Are there external considerations? (Legislation / government directive, etc)

- [Equality Act 2010 – Public Sector Equality Duty \(PSED\)](#)
- [Social Housing \(Regulation\) Act 2023](#)
- [Housing Ombudsman Complaint Handling Code](#)
- [Regulator of Social Housing Consumer Standards](#)
- [Doctrine of Legitimate Expectation \(common law\)](#)

5. Who is intended to benefit from it and in what way?

- The Resident Engagement & Communication Strategy 2025–2030 promotes equality, diversity, and inclusion by ensuring that engagement opportunities are accessible to all, regardless of age, ability, location, or background. It builds trust, strengthens relationships, and empowers residents to shape the services and communities they live in. All residents will benefit from clearer, more timely communication about services, changes, and opportunities to get involved, as well as improved transparency and feedback loops (“You said, we did”), which strengthen confidence in the housing service.
- **Tenants and Leaseholders**
 - Stronger representation and influence in decision-making through tenant-led scrutiny panels, Housing Oversight Board membership, and co-production of policies.
 - Receive clearer, more timely communication about services, changes, and opportunities to get involved.
 - Benefit from improved transparency and feedback loops (“You said, we did”), building trust and confidence in the housing service.

- **Underrepresented Groups**
 - Targeted engagement plans will ensure that people who are often excluded such as those with disabilities, minority ethnic communities, and LGBTQ+ residents—can participate meaningfully.
 - Translation and interpretation services will be offered where needed, alongside accessible formats such as large print, easy-read versions, audio recordings, and screen-reader-friendly digital documents, with inclusive scheduling to accommodate different needs
- **Digitally Excluded Residents**
 - Offline engagement options (paper surveys, face-to-face sessions) will remain available to ensure equitable access.
 - Digital skills support will help residents who want to engage online but lack confidence or experience, through one-to-one guidance, small group workshops, and easy-to-follow resources on using email, completing online surveys, and accessing council services. Support will also include signposting to local digital inclusion programs, libraries offering free Wi-Fi and device access, and community hubs providing digital training.
- **Older Residents and Young People**
 - Independent Living schemes will have tailored engagement activities to reduce isolation and strengthen community connections.
 - Youth engagement initiatives, including partnerships with schools and youth services, will give younger residents a voice in shaping housing services.
- **Rural Communities**
 - Estate-based engagement and use of local community hubs will make participation easier for residents in geographically isolated areas.
 - Flexible engagement formats will address transport and broadband challenges.
- **Council Officers and Partners**
 - Clear guidance and tools will help staff deliver consistent, inclusive engagement.
 - Stronger partnerships with community organisations will improve reach and resource sharing, including Citizens Advice, local police teams, community hubs, voluntary groups, and national bodies such as TPAS (Tenant Participation Advisory Service).

6. What outcomes are expected?

The **Resident Engagement & Communication Strategy 2025–2030** aims to deliver measurable improvements in how residents interact with the housing service and influence decisions.

Expected outcomes include:

For Residents

- The scrutiny panels and Housing Oversight Board provide residents with greater opportunities to inform service delivery, influence policies, and shape regeneration plans through active involvement and co-production activities..
- Residents will receive clear, timely, and jargon-free updates across multiple channels, including newsletters, social media, and estate-based events. Feedback loops (“You said, we did”) will build trust and accountability.
- Barriers to participation will be reduced through flexible engagement formats (online, paper, face-to-face), translation services, and accessible venues. Underrepresented groups will be actively involved.
- Digital engagement tools will be expanded while providing offline options and digital skills support for those who need it.

For the Council

- Full alignment with the Social Housing (Regulation) Act 2023, Consumer Standards, and Tenant Satisfaction Measures (TSMs).
- Resident feedback will inform continuous improvement, leading to better housing services and stronger customer satisfaction.
- The Housing Oversight Board and tenant-led scrutiny will provide robust checks and ensure decisions reflect resident priorities.

For Communities

- Estate-based engagement and community-led initiatives will foster more connected neighbourhoods.
- Increased collaboration with community hubs, voluntary organisations, and national bodies such as TPAS (Tenant Participation Advisory Service), Citizens Advice, and local police teams will enhance resources and reach.

Performance Indicators

- Increase in the number and diversity of residents participating in engagement activities and record this data on Ideagen .
- Higher satisfaction scores in Tenant Satisfaction Measures (TSMs).
- Evidence of policy and service changes resulting from resident input, such as revised tenancy policies following consultation feedback, adjustments to estate management practices based on workshop outcomes, and updates to communication methods (e.g., introducing plain-language newsletters and “You said, we did” reports) in response to resident suggestions.
- Reduction in complaints related to communication and involvement.
- Annual reporting on engagement impact and equality outcomes.

7. What evidence has been used for this assessment? (e.g. Research, previous consultations, Inform (MAIDEN); Google assessments carried out by other Authorities)

- This Equality Impact Assessment is based on a wide range of local data, national guidance, and consultation feedback to ensure the strategy meets the Public Sector Equality Duty and promotes inclusive engagement. Evidence includes:
 - **Tenant Census 2025**
A district-wide survey capturing demographic data, communication preferences, and engagement barriers of our tenants. This provides insight into age, disability, ethnicity, and digital access across our tenant population.
 - **Resident Feedback from Engagement Events**
Six consultation workshops held across the district, including Paganhill, Stonehouse, Dursley, and Independent Living schemes. These sessions provided qualitative feedback on priorities, barriers, and ideas for improvement.
 - **Resident Voices**
Direct quotes embedded throughout the strategy, reflecting lived experiences and expectations. These highlight issues such as trust, accessibility, and communication gaps.

- **Internal Performance Data**
Tenant Satisfaction Measures (TSMs) collected under regulatory requirements, plus analysis of complaints and service feedback to identify recurring issues.
- **TPAS (Tenant Participation Advisory Service)** standards for resident involvement.
- **Local Government Association (LGA) New Conversations Guide** – principles for effective engagement and co-production.
- **Gunning Principles** – legal requirements for fair consultation.
- **Housing Ombudsman Complaint Handling Code** – ensuring learning from complaints informs engagement.
- **Social Housing (Regulation) Act 2023** – statutory requirements for tenant voice and transparency.
- **Consumer Standards** – obligations around safety, accountability, and neighbourhood engagement.
- **Inform Gloucestershire** – [local demographic and digital exclusion data](#).
- **ONS Census Data 2021** – [national benchmarks for protected characteristics](#).

8. Has any consultation been carried out? See list of possible consultees

The development of the **Resident Engagement & Communication Strategy 2025–2030** was informed by a comprehensive and inclusive consultation process designed to capture diverse resident voices and stakeholder input. This process included:

Internal Engagement

- **Officer Workshops (February 2025)**
Over 40 council officers participated in workshops to review current engagement practices, identify gaps, and suggest improvements. Feedback shaped the draft priorities and toolkit.
- **Housing Oversight Board & Tenant Scrutiny Panel**
Formal engagement with tenant representatives included reviewing draft priorities, suggesting changes to make engagement more inclusive, and shaping the communication approach. Tenant representatives provided feedback on language clarity, accessibility measures, and the need for stronger feedback loops (“You said, we did”). Their input directly influenced the final priorities and toolkit, ensuring the strategy reflects resident expectations.
- **District-wide Workshops**
Six interactive sessions held across the district, including Paganhill, Stonehouse, Dursley, and Independent Living schemes. These sessions gathered feedback on priorities, barriers to engagement, and ideas for improvement.
- **Tenant Census Survey**
Distributed to all tenants to collect demographic data, communication preferences, and engagement challenges. This informed targeted outreach and accessibility measures.
- **Leaseholder Engagement**
Two dedicated consultation events at Nouncells Cross to involve leaseholders in regeneration discussions and service improvement planning.
- **Youth Engagement**
Collaboration with local schools and youth services to gather input from younger residents. A Youth Council workshop was scheduled but could not be fulfilled; alternative engagement methods were explored.

- **Independent Living Schemes**

Tailored sessions with older residents to understand their needs and preferences for communication and involvement.

Digital and Paper Surveys

- Online surveys promoted via the council website and social media.
- Paper copies distributed to Independent Living sites and available on request for digitally excluded residents.

Promotion and Accessibility Measures

- Social media campaigns and press releases to raise awareness.
- Plain-language materials and print-friendly formats.
- Translation and interpretation services offered where needed.
- Inclusive scheduling to accommodate different needs (e.g., avoiding religious observance times).

Outcome

- Over **200 responses** were received through surveys and events, providing rich qualitative and quantitative data.
- Resident quotes and themes from this consultation are embedded throughout the strategy to demonstrate transparency and accountability.

9. Could a particular group be affected differently in either a negative or positive way?

(Negative – it could disadvantage and therefore potentially not meet the General Equality duty;

Positive – it could benefit and help meet the General Equality duty;

Neutral – neither positive nor negative impact / Not sure)

Protected Group	Impact Type	Reason & Evidence
Age	Positive	Targeted engagement for older residents (Independent Living schemes) and youth initiatives. Flexible scheduling and accessible venues ensure participation.
Disability	Positive	Accessible formats (large print, easy-read, audio), plain language, venue audits, and home visits for mobility or sensory impairments.
Gender Reassignment	Positive	Inclusive language in all materials, optional demographic questions with respectful wording.
Pregnancy & Maternity	Positive	Flexible engagement options (online, paper, in-person) and consideration of childcare needs for event scheduling.
Race / Ethnicity	Positive	Translation and interpretation services, culturally sensitive language, and outreach to diverse community groups.
Religion or Belief	Positive	Avoid scheduling during major religious observances; neutral, accessible venues.
Sex	Positive	Equal opportunities for involvement in panels, boards, and consultations.
Sexual Orientation	Positive	Inclusive language and demographic options ensure representation and respect.
Marriage & Civil Partnership	Neutral	No specific impact identified.
Rural Considerations	Positive	Estate-based engagement, use of community hubs, and offline options to address transport and broadband challenges.

10. If you have identified a negative impact in question 9, what actions have you undertaken or do you plan to undertake to lessen or negate this impact?


Please transfer any actions to your Service Action plan on Excelsis.

Action(s)	Lead Officer	Resource	Timescale
Provide translation and interpretation services	Resident Engagement Team	Budget allocation	Ongoing
Offer paper surveys and face-to-face options	Resident Engagement Team	Printing & staff time	Ongoing
Accessibility audits for engagement materials	Principal Resident Engagement Officer	Toolkit & training	2026
Targeted outreach to underrepresented groups	Resident Engagement Team	Census data	2026–2027
Digital skills support for residents	Resident Engagement Team	Training resources	2025–2026
Venue accessibility checks for events	Resident Engagement Team	Audit checklist	Ongoing

Declaration

I/We are satisfied that an Impact Assessment has been carried out on this policy, service, strategy, procedure or function * (delete those which do not apply) and where a negative impact has been identified, actions have been developed to lessen or negate this impact.

We understand that the Equality Impact Assessment is required by the District Council and that we take responsibility for the completion and quality of this assessment

Completed by: Ben Roberts	Date: 18th November 2025
Role: Principal Resident Engagement Officer	
Countersigned by Head of Service/Director: Andy Kefford 	Date: 1st December 2025

Date for Review: Please forward an electronic copy to policy@stroud.gov.uk