

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/>

1. Persons responsible for this assessment:

Name(s): Ben Falconer	Telephone: 01453 766321
	E-Mail: ben.falconer@stroud.gov.uk
Service: Communications	Date of Assessment: 27/3/26

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

Communications Strategy 2026-2028

Is this new or an existing one? New strategy

3. Briefly describe its aims and objectives

This Strategy sets out how the council's communications service will focus on three core priorities:

1. Communicate the Council Plan in ways that show visible, local impact.
2. Strengthen trust, transparency and organisation reputation through proactive, evidence-based communications.
3. Provide, clear consistent updates through LGR.

This will be achieved by delivering the right message, at the right time, and in a way our audiences have asked for.

The Strategy aligns with the Council Plan 2025-29 and responds to rising expectations for openness and engagement in a rapidly changing communication landscape.

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

This Strategy is shaped by legislative and government directives including the Equality Act 2010, the Public Sector Equality Duty (Section 149), the Equality Act Specific Duties Regulations 2011 and 2017, public sector accessibility regulations, and Government Communication Service requirements for inclusive and accessible communications. These set legal obligations to ensure communications are accessible, non-discriminatory, evidence-based, and responsive to the needs of all protected groups.

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

This Strategy is intended to benefit the district's residents, businesses, staff, elected Members, Town and Parish Councils and Parish meetings, local, regional and national media and strategic partners including Gloucestershire councillors and MPs, and outside bodies.

6. What outcomes are expected?

- Residents feel informed about the Council and its services
- Growth in direct communications with residents and stakeholders
- Improved engagement in online Council communications
- Council information is easy to access online
- Communications campaigns delivering measurable outcomes
- Members feel well supported and informed by the Communications Team
- Staff understand key organisational changes during Local Government Reorganisation (LGR)
- Strong relationships with local media are fostered and maintained
- Timely and responsive communications

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

SDC Communications Service surveys of segmented audiences: elected Members, staff, residents, businesses, parish and town councils.

Local Government Association: Communications Health Check, surveying Members, the Leader and Deputy Leader, Chief Executive, Leadership and Management Team, members of staff groups, and the Communications Service team members.

Inform Gloucestershire's [Local Insight Summary Report](#) (2 May 2025)

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

Consultees include residents, Strategic Leadership Team, Leadership and Management Team, Administration Group Leaders, and Group Leaders.

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	Type of impact, reason and any evidence (from Q7 & 8)
Age	Neutral Evidence from the Communications Service surveys and the LGA Communications Health Check indicates no age-specific barriers to accessing council communications. However, the Strategy's focus on improving online engagement means older residents who are less digitally confident may require continued access to offline and non-digital communications channels.
Disability	Positive/Neutral Survey feedback showed differing accessibility needs across audiences. The Strategy's commitment to clear, consistent, and accessible communication (including improved web content and more proactive information-sharing) supports residents with accessibility requirements by reducing barriers to accessing information. Continued adherence to accessibility standards will be necessary and the strategy sets out how this will be achieved.
Gender Re-assignment	Neutral No evidence from surveys or consultations indicated differential impacts. Communications improvements apply equally across all audiences.
Pregnancy & Maternity	Neutral No specific impacts identified through evidence or consultation. Improved clarity of council information benefits all groups.
Race	Positive/Neutral While no explicit barriers were identified in surveys or consultations, the emphasis on transparency, trust-building, and broader communication reach is likely to support better engagement across diverse communities. Further consideration may be needed for language accessibility as part of campaign development.
Religion – Belief	Neutral No evidence of differential impact from the surveys or consultations. Communications improvements apply equally to all groups.
Sex	Neutral No evidence of gender-specific impacts was identified.
Sexual Orientation	Neutral No evidence from the surveys or LGA review indicated any differential impact.
Marriage & Civil Partnerships (part (a) of duty only)	Neutral No impacts identified.
Rural considerations: le Access to services; transport; education; employment; broadband;	Positive Inform Gloucestershire insights and audience survey feedback highlight that rural communities can face barriers related to transport, broadband, and access to services. The Strategy's commitment to providing information in multiple formats, improving digital accessibility, and strengthening direct communication channels is expected to benefit rural residents by making information easier to access.

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

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 Falconer	Date: 2 April 2026
Role: Corporate Communications Manager	
Countersigned by Head of Service/Director:	Date: 8 April 2026
Hannah Emery	
Head of Policy, Governance and Engagement	
	

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