



Metropolitan Police Authority

## Equality Impact Assessment Form

### Part 1 – Initial Screening

**1. Officer(s) & Unit responsible for completing the assessment:**

Philip Powell

**2. Name of the policy, strategy or project:**

External communications strategy

**3. What is the main purpose or aims of the policy, strategy or project?**

The communications strategy outlines our aims, methods and objectives in achieving positive publicity for the Authority and how we intend to disseminate information both internally and externally. It also provides a framework for our detailed work plans as well as enabling us to deal with the inevitable unforeseen emergencies.

**4. Who will be the beneficiaries of the policy/strategy/project?**

A strong publicity programme to disseminate accurate and reliable information is essential if we are to maintain the support of our partners and, more importantly, of Londoners. It also encourages greater debate, dialogue and feedback from our key stakeholders and communities, helping us to make better judged and informed decisions.

**5. Has the policy/strategy/project been explained to those it might affect directly or indirectly?**

Yes

**6. Have you consulted on this policy?**

Yes

**7. Please completed the following table and give reasons/comments for where:**

- (a) The policy/strategy/project could have a positive impact on any of the equality target groups or contributes to promoting equality, equal opportunities and improving relations within equality target groups.

(b) The policy/strategy/project could have a negative impact on any of the equality target groups, i.e. disadvantage them in any way. **If the impact is high, a full EIA should be completed.**

Equality Target Group	(a) Positive Impact		(b) Negative Impact		Reason/Comment
	High	Low	High	Low	
<b>Men</b>	*				
<b>Women</b>	*				
<b>Asian or Asian British people</b>	*				
<b>Black or Black British people</b>	*				
<b>White people (including Irish people)</b>	*				
<b>Chinese people</b>	*				
<b>Other racial/ethnic group (please specify)</b>	*				
<b>Mixed Race</b>	*				
<b>Disabled people</b>	*				
<b>Gay, Lesbian and Bisexual people</b>	*				

Equality Target Group	(a) Positive Impact	(b) Negative Impact	Reason/Comment
Transgender people	*		
Older people (50+)	*		
Younger people (17-25) and children	*		
Faith groups (please specify)	*		

**8. Please give a brief description of how this policy benefits the equality target groups identified in the above table, i.e. promotes equality?**

The Communications Unit undertakes to work effectively with our Chair, Members, senior management team, policy officers and partners to promote our vision, mission and values and identify those areas that need to be explained and promoted internally and externally through a variety of communications channels and tools. We will also support the MPA's consultative role in listening and feeding back information to the community, and its commitment to achieving equality in race, gender and disability.

Reflect and promote diversity, equality, partnership and consultation through all areas of work.

**9. If there is a negative impact on any equality target group, is the impact intended or legal?**

*If the negative impact is not intended, discriminatory and/or high in impact, complete part 1 and move on to the full assessment.*

**10. What actions could be taken to amend the policy/strategy/project to minimise the low negative impact?**

**11. If there is no evidence that the policy/strategy/project promotes equality, equal opportunities or improves relations within equality target groups, what amendments could be made to achieve this?**

**12. How will the policy, strategy or project be implemented including any necessary training?**

Strategy already implemented.

**Full Assessment necessary:**     Yes  
    No

**Date completed: 17 March 2006**

**Signed by Line Manager: P. Powell**

**Signed by Race & Diversity Unit: D. Lewins**

**Approved by SMT: C. Crawford**

Please return a hard copy and electronic copy to the Race & Diversity Unit once completed. The original signed hard copy & an electronic copy should be kept within your unit for audit purposes.