



# HMICS Communication Strategy

## 1. Background and purpose

HMICS exists to assure Scottish Parliament and the people of Scotland as to the effectiveness and efficiency of the police service in Scotland<sup>1</sup>.

Integral to achieving our mission is the need to communicate our findings, reports, comment, professional knowledge and identified effective practice as widely as possible, as well as maximising opportunities for engagement with users of policing services<sup>2</sup> to encourage their involvement in the design and delivery of our functions<sup>3</sup>.



This strategy has been developed as a result of an objective in our 2011/13 corporate plan, i.e. that we will;

- produce a communications strategy, that will help us to improve how we communicate our findings and how others can communicate with us, stimulate debate on policing issues and promote effective practice in policing across Scotland.

The way in which we communicate has been transformed over recent years with the significant increase in use of internet and email together with the growth in social media. It is therefore appropriate that we think afresh about how best to harness the communications options available to us. This strategy sets out how we will do this and also considers our desired approach to communications more generally - whatever media are considered appropriate. The same principles apply both to internal and external communications. We need to:

- be clear on why it is that we need to communicate

<sup>1</sup> <http://www.scotland.gov.uk/Topics/Justice/public-safety/Police/local/15403/publications/HMICScorporateplan>

<sup>2</sup> Users of a service include persons who will or may use the service in the future, persons who act on behalf of others in respect of whom the service is provided, and other persons with a direct interest in, or directly affected by (i) the provision of the service, or (ii) the scrutiny of the service or the person, body or office holder providing it (Public Sector Reform (Scotland) Act 2010).

<sup>3</sup> This document should be read in conjunction with HMICS User Involvement Strategy, which focuses on our continuous improvement plan for user focus.

- identify whom we want to target with our communications
- determine what we need to communicate
- decide when, where and how best to communicate; and
- evaluate the effectiveness of our communications.

In addition, there are several key principles of communications that we wish to adopt. We will aim to ensure that our communications are:

- Honest and accurate
- Accessible to all (mindful of The Scottish Accessible Information Forum guidelines on making information accessible to disabled people)
- Targeted at the right people
- Clear and simple
- Relevant and consistent
- Timely
- High quality
- Cost-effective.

Against a background of significant change for policing in Scotland and new and emerging social media technologies, we intend to maintain this strategy as a living document, refining its content to take account of changes in the policing landscape, developments in technology and feedback from our stakeholders.

## 2. Stakeholder Review

During 2010 the User Focus Action Group arm of Consumer Focus Scotland outlined four purposes for scrutiny reports:

- to inform the general public of performance and improvement;
- to help users in advocacy with providers or choosing services;
- to help service providers plan improvements; and,
- to help government and others in decisions on future services.

HMICS added another 2 purposes relative to joint working and holding the police service to account, and used this as the basis for defining stakeholders when developing the first HMICS stakeholder survey. This resulted in the production of the following table which is a useful summary of our stakeholders;

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| <b>HMICS Customer and stakeholder classifications, based on shared use of scrutiny outputs</b>   |  |  |   |  |  |
|--|--|--|---|--|--|
| <i>To inform and assure the public about performance and improvement</i>   | <i>To help users in advocacy with providers or when choosing services</i>  | <i>To help service providers plan improvements</i>   | <i>To help partner agencies improve joint working</i>   | <i>To help others hold the police service to account</i>   | <i>To help government and others make decisions on future services</i>   |
| <ul style="list-style-type: none"> <li>• General public (service users), incl. all minority groups</li> <li>• Business community (Scottish Business Crime Centre)</li> <li>• MPs, MSPs and local councillors</li> <li>• Media</li> <li>• Scottish Government?</li> </ul> | <ul style="list-style-type: none"> <li>• The 'using' public (service users), incl. all minority groups</li> <li>• Business community (Scottish Business Crime Centre)</li> <li>• Consumer Focus</li> <li>• Citizens' advice bureaux /other advocacy organisations</li> </ul> | <ul style="list-style-type: none"> <li>• Police service in Scotland</li> <li>• Scottish Police Services Authority</li> <li>• ACPOS</li> <li>• Staff associations</li> <li>• Police boards</li> <li>• Police officers/staff</li> <li>• Staff associations</li> <li>• Academia/consultant</li> <li>• The Scottish Government</li> <li>• Lord Advocate &amp; COPFS</li> </ul> | <ul style="list-style-type: none"> <li>• UK police agencies</li> <li>• EU police agencies e.g. Interpol</li> <li>• Criminal justice partner agencies</li> <li>• Community planning partner agencies</li> <li>• Other government dept e.g. the NHS</li> <li>• Local authority chief executives</li> <li>• Voluntary organisations</li> <li>• Business community</li> </ul> | <ul style="list-style-type: none"> <li>• EHRC</li> <li>• Scottish Parliament</li> <li>• Scottish Government</li> <li>• Local government</li> <li>• Police boards</li> <li>• Staff associations</li> <li>• Other scrutiny bodies e.g. Audit Scotland, IPS, Care Inspectorate</li> <li>• Academia/consultant</li> <li>• PCCS</li> <li>• Lord Advocate &amp; COPFS</li> </ul> | <ul style="list-style-type: none"> <li>• Ministers / cabinet secretaries / civil servants</li> <li>• Local government</li> <li>• Police boards</li> <li>• ACPOS</li> <li>• Academia/consultancy</li> </ul> |

### 3. Communications Resources

Effective communication is the responsibility of every member of HMICS, however the following roles have a key part to play in ensuring that the actions resulting from this strategy are delivered and that the key principles outlined above are consistently adopted.

- HMICS Corporate Support
- HMICS Programme Support Officer
- Scottish Government Digital Communications Team
- Scottish Government Media Liaison Officer for HMICS.

There will be financial implications for this strategy, including the development and hosting of an HMICS website. Any costs associated with this strategy will be agreed with HMICS senior management prior to proceeding. It is anticipated that resource implications will be minimal.

### 4. Communication key messages and action plan

Key messages;

- HMICS exists to monitor and improve policing in Scotland
- Our values - independence, proportionality and public value
- We report annually on the state and efficiency of policing in Scotland
- We undertake thematic and local force inspections and report our findings
- HMICS identifies, supports and communicates good practice in policing
- We want to encourage feedback from users of policing services.

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HMICS Communication Action Plan 2012/13

| Tactic   | Stakeholders   | Evaluation   | Milestones/ Responsible Owner   | Timescales & Latest Update   |
|--|--|--|---|--|
| <b>HMICS website</b><br>(Develop an independent website as a 'hub' for HMICS reports, findings and effective practice. Increase feedback / engagement with all stakeholders) | All  | Web site hits, individual page hits, feedback, surveys etc.  | Purchase domain name - JL   | hmics.org purchased Nov 2011 COMPLETE  |
|  |  |  | Develop website 'structure' and ascertain costs to develop and host -JL/DA                                  | ISIS now developing website content (delivery April/May 2012)  |
|  |  |  | Deliver new website - JL/DA and include good practice web pages - JL/EF                                     | As above. Effective policing practice methodology in progress.   |
| <b>News bulletin</b><br>(Develop a professional e-bulletin using SG e-bulletin system and maximise the number of subscribers)  | All but particularly SG, Police service providers, police boards and audit bodies. | Number of persons / organisations registered to receive bulletin. Bulletin views, click throughs etc | Get administrator permissions to allow bulletin template to be created - JL                                 | Jan 2011 COMPLETE  |
|  |  |  | Agree date of first bulletin and send to current stakeholder distribution lists. (Include current activity) | First bulletin published 21.03.12. Website to include a subscribe link on home page and web-pages COMPLETE   |
| <b>Publish HMICS documents on PINS</b><br>(Public Information Net for Scotland) "Tell Me Scotland" website   | Users of policing services.  | Number of visits to HMICS page. Feedback.  | Establish HMICS page on "Tell Me Scotland" Development site - JL  | Nov 2011 COMPLETE  |
|  |  |  | Transfer to live site - JL  | Jan 2012 COMPLETE  |
|  |  |  | Develop survey capacity   | Under development  |
| <b>Highlight HMICS Reports via existing Local Authority communications channels</b>  | All.   | Feedback   | Establish link with communications officers in Local Authorities - JL                                       | Audit Scotland pass all BV audit and inspection reports to LA communications officers. HMICS to use this channel for thematic reports, annual report etc. COMPLETE |

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|  |   |  |   |   |
|--|---|--|---|---|
| Highlight recently released reports via HMICS staff e-mail signature | Mainly policing service providers and partners.             |  | Ongoing - JL  | HMICS Corporate Support updates HMICS staff with hyperlink detail of recently released documents for personal e-mail signatures. ONGOING              |
| Establish HMICS Force/Police board Liaison officers network          | Policing service providers, police boards.                  |  | Inspection Managers                                     | List of Inspection Managers who are points of contact with forces and police boards have been distributed and regular meetings are arranged. COMPLETE |
| Traditional media  | All.  | Via our Scottish Government Communications Liaison Officer           | Provide liaison officer with work plan and requirements | SG media liaison officer is sighted on our work plan and requirements in developing media releases, web casts etc COMPLETE                            |
| Social media   | All (particularly professionals with interest in policing). | Use tweet reach and hootsuite to evaluate activity, followership etc | Develop twitter strategy - JL                           | Nov 2011 COMPLETE   |
|  |   |  | Register @hmics and develop followership                | @HMICS Twitter account live on 26.03.12 and Twitter policy agreed. COMPLETE   |
| Scottish Police College training course inputs.                      | Police service providers.                                   | Ongoing course evaluation feedback.                                  | Ongoing - Principal Inspection Managers                 | Continue to deliver scrutiny inputs to leadership & management training and attend SPC staff/student 'open' days. ONGOING                             |

See also the Equalities Impact Assessment Action Plan which follows the Equality Impact Assessment below.

## 7. Equalities Impact Assessment

### 1. HMICS Equality Impact Assessment: Screening section

|                               |  |
|-------------------------------|--|
| Name of "policy":             | HMICS - Communication Strategy         |
| Type of "policy" <sup>4</sup> | Strategy                               |
| Author (job title):           | John Laing Ch. Insp. Corporate Support |
| Signature (dated):            | 01.04.2012                             |

Does the "policy" require an equality impact assessment (EqIA)?

|   |
|---|
| <p>1. What are the main aims, purpose and outcomes of the function, strategy, project or policy and how do these fit in with the wider aims of HMICS?<br/> <i>Is it a major policy with a significant effect on how functions are delivered?</i><br/> <i>Does it involve a significant commitment of resources?</i><br/> <i>Will it have a significant effect on how other organisations operate?</i><br/> <i>Does it relate to an area of known inequalities?</i></p>  |
| <ul style="list-style-type: none"> <li>• The main purpose of the strategy is to improve communication and engagement with our stakeholders (a priority within our corporate plan (2011/13) and will also contribute to meeting our user focus requirements in terms of the Public Sector Reform (S) Act 2010.</li> <li>• This policy does not involve a significant commitment of resources</li> <li>• The policy will not have a significant effect on how other organisations operate</li> <li>• Communication from HMICS must be accessible to all stakeholders including all sections of the community. This includes all minority and hard to reach groups.</li> </ul> |
| <p>2. List the main activities relating to the "policy" and identify who is likely to benefit from it.</p>  |
| <p>Main activities - Communicating HMICS reports, findings and effective policing practice. Encouraging wider and diverse public feedback to inform our activities.</p> <p>Beneficiaries – users of policing services and policing service providers are the main beneficiaries of the policy. HMICS will also benefit from increased service user feedback.</p>  |
| <p>3. How might it affect our duty to:</p> <ul style="list-style-type: none"> <li>• Promote equality of opportunity?</li> <li>• Eliminate discrimination?</li> <li>• Eliminate harassment?</li> <li>• Promote good community relations?</li> </ul>  |

<sup>4</sup> Is it a function, policy, strategy, project or programme, service or process, or recommendation, and so on?

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- Promote positive attitudes towards disabled people?
- Encourage participation of disabled people?
- Consider more favourable treatment of disabled people?
- Protect and promote human rights?

This strategy provides an opportunity to eliminate discrimination by making sure that our methods of communicating our reports, findings and examples of effective practice are accessible/available to all users of policing services as well as other stakeholders including policing service providers and police boards. It also allow us to promote equality of opportunity by establishing mechanisms through which to augment our engagement with, and feedback from, all users of policing services.

4. Will the “policy” be of interest to or have an impact (positive or negative) upon the lives of people, including members of particular communities and groups? What evidence do you have for this? *Where relevant, consider groups beyond the recognised diversity strands. (direct impact)*

The products of this policy will be of interest to all users of policing services. i.e. potentially everyone resident in Scotland. At present our products include reports on the state and efficiency of policing and local Best Value inspections. Further, if HMICS becomes the central point for reporting policing performance in Scotland as a result of policing reform, then the reporting of policing performance will be of additional interest to users of policing services in Scotland.

5. Are there any aspects of the “policy”, including how it is delivered or accessed, that could contribute to inequality? **(indirect impact)**

Yes. We must be careful that our communication channels and methods of engagement do not inadvertently exclude groups of people.

6. Are particular communities and groups likely to have different needs, experiences and attitudes in relation to the “policy”? **(varying needs)**

Yes. From the outset, the policy must ensure that accessibility requirements are considered in order to meet the needs of users of policing services. For example, blind service users and those for whom English is not the first language will obviously have different needs. There is also evidence that older people are less likely to use electronic means of communication, which our policy relies on fairly heavily.

Is an equality impact assessment required?

Yes



2. HMICS Equality Impact Assessment: Scoping section

|                   |                              |
|-------------------|------------------------------|
| Name of “policy”: | HMICS Communication Strategy |
|-------------------|------------------------------|

What we need to know to make sure that our “policy” is EqIA-compliant.

1. What do you already know about the relevance of the “policy” to equalities groups and its potential uptake by or impact on them? *Think back to the aims, purpose, activities and beneficiaries identified in the previous section.* What are the main things you need to consider?

*For example:*

- *Is there any potential for, or known, adverse or positive impacts of the policy?*
- *How might the policy affect communities with small populations; people affected by discrimination in multiple areas of equality; specific interest groups such as small businesses, voluntary sector agencies and other service providers.*
- *Are there any examples of good practice that can be built upon?*
- *Do you need to consider how the policy will be delivered or communicated.*

We need to consider the accessibility of our communications, to ensure that all users of policing services can access our reports and so that we can encourage feedback and maximise engagement. In terms of equalities groups, we know that certain groups are harder to engage and/or can find it more difficult to access certain communications formats (e.g. electronic, small print, English-only). We also appreciate that different groups of people have different experiences of and attitudes towards the police and crime, and that this may affect their willingness to engage with us.

2. What data, research, information or other evidence is available that will be relevant to this assessment?

1) Existing accessibility of HMICS reports

During 2011 HMICS conducted a ‘user’ panel survey via Consumer Focus Scotland to examine, among other things, the accessibility of our reports. Although the sample was by no means representative of the Scottish population, nor do we have any indication of the diversity characteristics of those responding, the following findings might be considered relevant to this EqIA:

- Although nearly three-quarters of the sample accessed the reports easily through the internet, almost a quarter (24.3%) of respondents would prefer to use methods other than the internet.
- Various respondents also expressed the view that not everyone has access to, may want access to or can afford computers. Alternative channels advocated included community magazines and local press, paper copies in medical waiting rooms, resource centres, day centres and third sector organisations.
- Other suggestions included: the use of Plain English, particularly for people for whom English is not their first language; the use of large font for the visually impaired; and, the

production of shortened, summaries of reports.

- Just over three in every five respondents (61%) were not interested in receiving information via social network sites.

### 2) Use of communication channels.

A survey by the ONS in 2010 revealed that the elderly, widowed and those on lower incomes were all less likely to use the Internet. The elderly are also less likely to use mobile technology in this way. This is relevant to us because a great deal of what we intend to do is through electronic means. That said, the use of the internet and social media channels is increasing, and is a particularly effective way of communicating with young people who might not otherwise be easy to reach.

### 3) General profiles

Numerically, we have some understanding of the size of the various equalities groups in the general population from such sources as the Census and GROS mid-year population estimates. See the table below (NB: there are no data on civil partnership numbers, obviously nothing on pregnancy/maternity and no information has been gathered through the Census on defining sexuality):

|          | % minority ethnic | % other religion <sup>1</sup> | % female | % 65+ | % under 16 yrs | % limiting LT illness | % married somehow | % LGBT  |
|----------|-------------------|-------------------------------|----------|-------|----------------|-----------------------|-------------------|---------|
| SCOTLAND | 2.01              | 1.88                          | 51.5     | 16.8  | 17.5           | 20.3                  | 53.4              | 5.0-7.0 |

<sup>1</sup> Christianity is the largest religious group in Scotland, including Church of Scotland, Roman Catholic and other Christian. Over a quarter (28%) of people in Scotland have no religion.

Survey and consultation data are also able to tell us something of how their attitudes and experiences to police and crime may differ from those of the general population. For example, we know that:

- # Women and older people are less likely to become victims but more tend to think that crime is a big problem and to feel unsafe.
- # Younger people tend to think that certain crimes are more likely to or do occur in their neighbourhood; they also make up a sizeable proportion of perpetrators.
- # Of particular relevance to our policy, there is evidence suggesting that many young people see their relationship with the police to be poor and believe more should be done to improve the situation (Scottish Youth Parliament).
- # The Scottish Council on Deafness has said that the police need to do more to improve the accessibility of frontline services for deaf people.
- # There is some past evidence that compared with white respondents, minority ethnic respondents to the 2000 Scottish crime survey had a greater risk of household crime, were more likely to be emotionally affected by the crime but less likely to report it, and more satisfied with the police's handling of the incident.
- # There is a slight tendency for more younger people and non-victims of crime than their demographic equivalents, to have confidence in their local police.

### 4) Police service profiles

We also have some information about equalities breakdowns in forces, as the following table shows.

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| 2010-11 SPPF  | Police officers |            |            | Police staff |            |            |
|---|-----------------|------------|------------|--------------|------------|------------|
|   | % female        | % minority | % disabled | % female     | % minority | % disabled |
| Scotland  | 27.1            | 1.2        | 2.5        | 65.2         | 0.9        | 4.9        |
| <p>3. What measures does, or could, the “policy” include to help promote equality of opportunity?</p> <ul style="list-style-type: none"> <li>For example, positive measures designed to address disadvantage and reach different communities or groups.</li> </ul>  |                 |            |            |              |            |            |
| <p>The policy <b>does</b> help to promote equality of opportunity for younger people, who are often quite difficult to reach, by using their preferred electronic channels to engage them in addition to other more traditional means.</p> <p>The policy <b>could</b> help further by proactively approaching equality organisations representing those who are less likely individually to use the internet, e.g. the elderly, some physically disabled, those on lower income, or indeed any other equality groups, in order to confirm the best ways of communicating with them.</p> |                 |            |            |              |            |            |
| <p>4. What measures does, or could, the “policy” include to address existing patterns of discrimination, harassment or disproportionality?</p>  |                 |            |            |              |            |            |
| <p>The policy <b>does</b> help to address existing patterns of disproportion of younger people (e.g. in consultation exercises) by using their preferred electronic communication channels.</p> <p>The policy <b>could</b> help further by actively approaching equality organisations representing those who are less likely individually to use the internet, e.g. the elderly, some physically disabled, those on lower income, or indeed any other equality groups, proactively offering them the chance to engage with us by their preferred means.</p>                            |                 |            |            |              |            |            |
| <p>5. What impact will the “policy” have on promoting good relations and wider community cohesion?</p>  |                 |            |            |              |            |            |
| <p>N/A</p>  |                 |            |            |              |            |            |
| <p>6. If the “policy” itself is likely to have a negative effect, what are the reasons for this?</p> <ul style="list-style-type: none"> <li>Including direct or indirect discrimination.</li> </ul>   |                 |            |            |              |            |            |
| <p>N/A</p> <p>While there is a possibility that the policy could indirectly discriminate against people who do not have access to the internet or mobile phones of a certain standard, the risk should be offset by the fact that it also contains a number of more traditional methods of communication that anyone and everyone can use.</p>  |                 |            |            |              |            |            |
| <p>On the basis of our responses above, what additional actions or information do you need to complete the “policy” development process?</p>  |                 |            |            |              |            |            |
| <p>We will consider what equality groups to approach – e.g. from the Scottish Government’s list of equality organisations – and ask them for their preferred communication methods.</p>   |                 |            |            |              |            |            |

What we need to do to make sure that our “policy” is EqIA-compliant.

1. What additional **involvement or consultation** is required to fill any gaps in your understanding of the potential impact or take-up of the “policy”?  
*When considering how you will involve and consult people in developing the “policy”, you should think about internal and external audiences.*

We will approach organisations representing equality groups in order to establish their views on how best we can communicate with and/or engage their members.

2. What additional **research or data** are required to fill any gaps in your understanding of the potential impact or take-up of the “policy”? Have you considered commissioning new data or research?

N/A

3. If the project is due to be carried out wholly or partly with **partner agencies**, what do you need to do to include equality and human rights considerations into the joint protocol?  
*If you have already done this, you may go on to complete the relevant question in the following section.*

N/A

4. What consideration of external contractor obligations under **procurement** do you need to carry out?  
*Please set out what steps you will take to build into all stages of the procurement process the requirement to consider the general equality duties and equality more broadly. Specifically you should set out how you will make sure that any contractor you work with complies with equality and human rights legislation. You will need to think about:*

- *tendering and specifications;*
- *awards processes;*
- *contract clauses;*
- *performance measures; and*
- *monitoring and performance measures.*

*If you have already done this, you may go on to complete the relevant question in the following section.*

Website – We need to ensure that we meet accessibility legislative requirements by ensuring the design of our website complies with World Wide Web Consortium (W3C) Web Accessibility Initiative Standards to ‘AA’ standards.

Evidence gathered: findings and recommendations for change

### Involvement and consultation

|                     |   |
|---------------------|---|
| 1.                  | <i>Briefly outline what you did, with whom, when and where and give a brief summary of the responses (positive and negative).</i> |
| Age                 | To follow   |
| Disability          | To follow   |
| Gender              | To follow   |
| Gender reassignment | To follow   |
| Race                | To follow   |
| Religion or belief  | To follow   |
| Sexual orientation  | To follow   |
| Human rights        | To follow   |

|    |  |
|----|--|
| 2. | <p>What does your consultation say overall about the potential impact or take-up of your “policy”? Think back to your answers to previous questions, for example:</p> <ul style="list-style-type: none"> <li>• <i>Will the “policy” be of interest to or have an impact (positive or negative) upon the lives of people, including members of particular communities and groups? What evidence do you have for this? <b>(direct impact)</b></i></li> <li>• <i>Are there any aspects of the “policy”, including how it is delivered or accessed, that could contribute to inequality? <b>(indirect impact)</b></i></li> <li>• <i>Are particular communities and groups likely to have different needs, experiences and attitudes in relation to the “policy”? <b>(varying needs)</b></i></li> </ul> |
|    | N/A  |
| 3. | What mediating actions, if any, did those consulted/do you recommend as a result?  |
|    | N/A  |

### Data collection and evidence

|    |  |
|----|--|
| 4. | Briefly outline what you did and give a brief summary of your findings.  |
|    | N/A  |
| 5. | <p>What do the data and evidence say about the potential impact or take-up of your “policy”? Think back to your answers to previous questions, for example:</p> <ul style="list-style-type: none"> <li>• <i>Will the “policy” be of interest to or have an impact (positive or negative) upon the lives of people, including members of particular communities and groups? What evidence do you have for this? <b>(direct impact)</b></i></li> <li>• <i>Are there any aspects of the “policy”, including how it is delivered or accessed, that could contribute to inequality? <b>(indirect impact)</b></i></li> <li>• <i>Are particular communities and groups likely to have different needs, experiences</i></li> </ul> |

|   |
|---|
| <i>and attitudes in relation to the “policy”? (varying needs)</i> |
| N/A   |
| 6. What mediating actions, if any, do you recommend as a result?  |
| N/A   |

### Partnerships

|  |
|--|
| 7. Please set out what steps you have taken to ensure that general equality duties and equality more broadly has been considered in any joint protocols. |
| N/A  |

### Procurement

|   |
|---|
| 8. Please set out what steps you have taken to build into all stages of the procurement process the requirement to consider the general equality duties and equality more broadly. <i>Specifically you should set out how you have made sure that any contractor you work with complies with equality and human rights legislation at all stages:</i> <ul style="list-style-type: none"><li><i>tendering and specifications; awards processes; contract clauses; performance measures; and monitoring and performance measures.</i></li></ul> |
| Our website is being designed by SG ISIS team and will meet accessibility legislative requirements by ensuring the design complies with World Wide Web Consortium (W3C) Web Accessibility Initiative Standards to ‘AA’ standards.<br><br>We will subscribe to Happy to Translate services.  |

3. HMICS Equality Impact Assessment: Full assessment

### Summary of steps taken to make sure that the “policy” is EqIA-compliant

|   |
|---|
| 1. What practical changes or actions have been taken to reduce, justify or remove any adverse impact on particular groups? (where necessary please refer to your findings in previous sections on Involvement and consultation, Data collection, Partnerships and Procurement) <ul style="list-style-type: none"><li><i>E.g. changes in communication methods, providing language support, collecting data, revising work programmes or involvement activities.</i></li><li><i>Have you considered our legal responsibilities under the DDA, including treating disabled people more favourably where necessary</i></li></ul> |
|---|

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|---|--|
|   |  |
| <p>As previously described, this strategy is designed to increase communication and engagement with all of our stakeholders. As such we have ensured that our website is DDA compliant and we are reviewing the use of translation services.</p>  |  |
| <p>2. What evidence is there that actions to address any negative effects in one area of equality may affect other areas of equality or human rights?</p>   |  |
| <p>N/A</p>  |  |
| <p>3. What recommended actions have not been implemented and why?</p>   |  |
| <p>N/A</p>  |  |
| <p>4. Where applicable, what have you done to improve access to and take-up of services, or understanding of the “policy”?</p> <p><i>Some things to consider:</i></p> <ul style="list-style-type: none"> <li>• <i>Raising awareness of the “policy” among staff.</i></li> <li>• <i>Reviewing your staffing profile to make sure you reach all parts of local communities.</i></li> <li>• <i>Encouraging wider public involvement in our work or communications activities.</i></li> <li>• <i>Encouraging different groups, including disabled people, to get involved in what we do.</i></li> </ul> |  |
| <p>This communication strategy is a priority within our corporate plan and will be shared internally with HMICS staff as well as complementing our inspection handbook. It will also be published alongside our user involvement strategy which is designed to encourage wider public involvement in the design and delivery of our functions. Any changes that result from such engagement will be communicated to staff working within HMICS.</p>   |  |
| <p>5. What have you done to notify those consulted of the changes you have or have not made, and what are their views on this? Do you need external lay validation?</p>   |  |
| <p>N/A</p>  |  |
|   |  |
| <p>Summarise your findings and give an overview of whether the “policy” will now meet our responsibilities in relation to equality and human rights.</p>  |  |
| <p>The policy should meet our responsibilities in relation to equality and human rights by ensuring that we consider website accessibility requirements together with using our website and publications to encourage feedback and progressing our work with Consumer Focus Scotland.</p>   |  |

Monitoring, evaluating and reviewing the “policy”

|   |  |
|---|--|
|   |  |
| <p>1. How will the outcomes of this assessment be built into wider planning and review processes?</p> |  |
| <p>The outcomes of this assessment will be built into the action plan for our communication</p>       |  |

and user involvement strategies.

2. How will you monitor the impact and effectiveness of the “policy”?

We will monitor hits and feedback from our website as part of our ongoing evaluation of the effectiveness of our communications. In the future we hope to be able to use on-line surveys.

3. Give details of how the results of the impact assessment (and of any consultation that was carried out to inform it) will be published.

Results of this impact assessment will inform the structure and content of the HMICS website which will include an area dedicated to encouraging the involvement of users of policing services.

**4. HMICS Equality Impact Assessment: Action Plan**

|                                   | <b>Actions</b>   | <b>Target date</b> | <b>Owner</b> |
|-----------------------------------|--|--------------------|--------------|
| Involvement and consultation      | Consult organisations representing equality groups to ascertain the best way of engaging their members.  | August 12          | JL           |
| Data collection and evidence      | N/A  |                    |              |
| Procurement and partnerships      | 1. Ensure website meets accessibility legislative requirements by ensuring the design complies with World Wide Web Consortium (W3C) Web Accessibility Initiative Standards to ‘AA’ standards.<br>2. Procure “Happy to translate” services for use by HMICS | April 12           | JL           |
| Implementation of recommendations | Complete HMICS Communications and User Involvement Strategy action plans   | Ongoing            | JL           |
| Monitoring, evaluation and review | Ongoing monitoring of our communication and user involvement action plans  | Ongoing            | JL           |



5. HMICS Equality Impact Assessment:

Sign-off

|                             |  |
|-----------------------------|--|
| Author of EqIA (job title): | John Laing Ch. Insp. Corporate Support             |
| Signature (dated):          | 01.04.2012   |
| Quality check completed by: | Emma Fossey, Senior Researcher, HMICS              |
| Signature (dated):          | 15.04.2012   |
| Senior manager approval by: | Brian Plastow, Principal Inspection Manager, HMICS |
| Signature (dated):          | 23.04.2012   |