

## People Impact Assessment (PIA)

<b>Policy/activity or service area to be assessed:</b>	Images of People-Use, Job No: 301	<b>Person completing assessment:</b>	
<b>Reason for this assessment:</b> <i>(new policy / review etc)</i>	Replacement policy (Review)	<b>Date of assessment:</b>	31/05/23

A PIA involves analysing the effect, or potential effect, of the way we do our business upon groups that share protected characteristics as defined in the Equality Act 2010. This requires us to look at the equality data which we capture or have access to and to consider the outcome of our community engagement. We need to assess whether our policies and practices show 'due regard' for the three aims (see below) of the Public Sector Equality Duty (PSED). The analysis should highlight effects that *increase* equality, *decrease* equality or have *no impact* upon equality across the protected characteristics. Its purpose is not just to paint a picture, but to *identify practical steps* to improve our performance by:

- (a) Eliminating any unlawful discrimination,**
- (b) Advancing equality of opportunity and**
- (c) Fostering good relations between different groups.**

1. Briefly describe the purpose, aims and objectives of the policy/activity: <sup>1</sup>	To provide guidelines about using images taken by service personnel of people both internally and externally.
2. Who is the policy/activity aimed at: (communities, staff, partners etc)	All staff
3. Who is responsible for the policy/activity: (Directorate/Department/individual)	Communications

1. For 'policy': any new and existing policy, strategy, services, functions, work programme, project, practice and activity. This includes decisions about budgets, procurement, commissioning or de-commissioning services, service design and implementation.
2. Socio economic is not a Protected Characteristic under the Equality Act 2010. We will however demonstrate due regard to it because as a risk factor poverty has a significant contributor to inequality indicators. Also when present alongside a PCs or multiple PCs the risk increases exponentially

## Equality Statement

Clearly explain and provide supporting evidence to show how the policy/activity satisfies the three aims of the Public Sector Equality Duty (PSED) and **DOES NOT** cause or have the potential to cause a **NEGATIVE** (detrimental) effect:

### **Eliminating any unlawful discrimination**

By the use of this policy the Service will be demonstrating that everyone is given due consideration when images are taken and used which in turn will protect staff from the misuse of images and inappropriate publication. This is used in conjunction with the law and guidance surrounding the use of images especially in children and those who suffer from a cognitive disability or have additional educational needs.

### **Advancing equality of opportunity**

The availability of devices mobile phones, tablets etc. across the service naturally leads to the taking of images and video. This enhances inclusivity by giving all people an involvement in their images being used in service publications and media. By supplying guidance in accordance with the law this also protects those who don't wish to be involved in any video or photographic capture or usage.

It is important that we reduce the impact of misuse of imagery by ensuring we have a robust policy in place for our staff and members of the community and by also ensuring we use that imagery in a positive way to the benefit of our communities.

### **Fostering good relations between different groups**

Photographs and video by their very nature bring a reality and personal interaction between our communities and staff and leads to an engagement as a result of this type of interaction. It is important to put those in front of the camera at ease and develop a rapport with the individual. Images have the potential to include every member of our community once they give consent so fosters a fair representation of our community members across the county. This enables community groups to visually see who we engage with and that that engagement is possible with any community groups regardless.

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Where the policy/activity **DOES** or has the **POTENTIAL TO** have a **NEGATIVE** (detrimental) effect indicate which of the Protected Characteristics **MUST** be considered:

Describe the <b>NEGATIVE</b> (detrimental) effect and provide supporting evidence for your rationale *	
<b>Age</b>	
<b>Disability</b>	
<b>Gender reassignment</b>	
<b>Marriage or civil partnership</b>	
<b>Pregnancy or maternity</b>	
<b>Religion or belief</b>	
<b>Race</b>	
<b>Sex</b>	
<b>Sexual orientation</b>	
<b>Socio-economic disadvantage <sup>2</sup></b>	

\* **NOTE:** Where any **NEGATIVE** (detrimental) effects are likely to occur:

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- (a) For the policy/activity to continue corrective actions/amendments **MUST** be taken to prevent/minimise unlawful discrimination
- (b) An action plan **MUST** be completed (next section)
- (c) Where a negative (detrimental) effect can not be avoided, continuation of the policy/activity (with or without amendment) **MUST** be justified

## Action plan

This action plan **MUST** accompany the policy/activity and be used continually to assess any negative (detrimental) effects resulting from the delivery of or amendments to the policy/activity based on customer feedback and evaluation.

Negative/detrimental effect	Action needed to prevent/minimise it	By who	By when	Complete (tick)
				/
				/
				/
				/

All Completed PIA's should be submitted to E&D team for approval.

Signed: \_\_\_\_\_ (E&D)

Name: \_\_\_\_\_ **H.Challinor** \_\_\_\_\_

Date: \_\_\_\_\_ **31/05/23** \_\_\_\_\_

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