



Equality Impact Assessment (EIA).

As part of the University's commitments in relation to the Equality Act 2010, we are legally bound to show "due regard" to the aims of the Public Sector Equality Duty (PSED) when making decisions and setting policies. This duty focuses on the need to pay due regard to:

- Eliminate discrimination, harassment and victimization
- Advance equality of opportunity between different groups, and
- Foster good relations between different groups.

It is therefore essential that consideration is given to the 9 protected characteristics identified in the Equality Act 2010 in regards to any change, with positive and negative impact identified. Change in this context refers to, but is not limited to the following: strategy development; projects and plans; initiatives, policy and procedure creation or amendment; restructure. Evidence of consideration should be logged accordingly, to be referred to in response to any potential legal challenge, whereby the university would be expected to justify their actions and decisions.

An Equality Impact Assessment (EIA) is a process designed to ensure that policies, practices and initiatives are fair, meet the needs of our staff and students and that they do not unlawfully discriminate against any protected characteristic.

An EIA should form part of any decision-making process and not be seen as an add-on at the final stage. Assessing impact early avoids wasted time and resource, as changes and mitigations can be applied at the outset of the journey, using reliable data and/or engagement with key groups to inform and guide the change. The Equality and Human Rights Commission (EHRC) are clear that engagement should be proportionate and relevant to the size of the organisation and the significance of decision.

It is imperative that the EIA is completed by the lead colleague responsible for the change in the university, to draw on their specialist knowledge and take ownership from the moment of conception, to the final decision and in regards to future monitoring. Further development will be required to record and measure original expectation, alongside possible further equality action.

The form on page 2 will enable you to reflect on the proposed change and assess the potential positive and negative impact from an equalities perspective on our university community.

Title of EIA:	Staff Engagement Framework 2023-2025
Lead colleague and contact details:	Cal Pannone cal.pannone@cumbria.ac.uk

Step 1: Identify the proposed change e.g. strategy development; projects and plans; initiatives, policy and procedure creation or amendment; restructure
Plan to enable internal comms delivery of T2030. Our strategy promises “an inclusive environment, where staff, students and visitors are encouraged to be their true self, in order to enhance the individual and collective experience.” This means that we have an obligation, not just to comply with accessibility legislation, but to match our communication methods to the needs of our diverse workforce, understanding that everyone communicates in different ways and that our channels, methods and content should reflect that diversity.

Step 2: Please reference sources of data/information, consultation, or individuals/groups you have identified to explore equalities impact
Institute of Internal Communications and Chartered Institute of Public Relations best practice and equality guidance and wider comms and marketing team guidance, informed by information from the EIA pages on StaffHub. Advice taken from EDI officer for submission of EIA. Much wider consultation with staff groups and networks will be undertaken to achieve the objectives within the framework to improve accessibility of all corporate comms channels.

Step 3: Assessing the change in relation to potential impact on the universities diverse community					
	Acknowledge Potential Positive, Negative or Neutral Impact on Groups (please include relevant data if possible)	Action Plan: how will you mitigate or remove the potential negative impact and maximize the potential positive impact?			
		Action required	Person responsible	Target date	Progress to date
Age (consider older people, younger)	Neutral	Communications are fully accessible to all, complying with statutory regulation and	Cal Pannone	From March 2024	

people, early-career researchers etc.)		our EDI policy, and reflecting the diversity of our staff. The editorial style guide will be reviewed to ensure that it reflects our commitment to EDI.			
Disability (including mental health and non-visible disability)	Positive	All communications to be compliant with accessibility requirements. Alternative text for all photographs and subtitles for all video clips used in the Global.			
Gender reassignment (including Trans and non-binary people, gender identity and gender expression)	Positive	Communications are fully accessible to all, complying with statutory regulation and our EDI policy, and reflecting the diversity of our staff. The editorial style guide will be reviewed to ensure that it reflects our commitment to EDI. Gender neutral language used.			
Marriage and civil partnership	Neutral				
Pregnancy and maternity (including adoption)	Neutral	Weekly Global message still sent throughout leave to enable staff to stay in touch and fully informed should they wish.			

Race	Positive	Communications are fully accessible to all, complying with statutory regulation and our EDI policy, and reflecting the diversity of our staff. The editorial style guide will be reviewed to ensure that it reflects our commitment to EDI.			
Religion and belief (including those without religion or belief)	Neutral	Communications are fully accessible to all, complying with statutory regulation and our EDI policy, and reflecting the diversity of our staff. The editorial style guide will be reviewed to ensure that it reflects our commitment to EDI.			
Sex	Positive	Communications are fully accessible to all, complying with statutory regulation and our EDI policy, and reflecting the diversity of our staff. The editorial style guide will be reviewed to ensure that it reflects our commitment to EDI. Gender neutral language used.			
Sexual orientation	Neutral	Communications are fully accessible to all, complying with statutory regulation and our EDI policy, and reflecting the diversity of our staff.			

		The editorial style guide will be reviewed to ensure that it reflects our commitment to EDI.			
Other International	neutral				

Step 4: Next steps. Please consider:

- Is further monitoring/engagement required?
- How will you measure mitigation in regards to potential negative impact?
- How will you measure maximizing potential positive impact?
- When will you review this EIA?

EIA will be considered at 6-monthly review of contributing action plans and annually at KPI performance assessment. Another EIA will be submitted for the plan's development from August 2025.

Step 5: Final review. Please confirm the lead colleague has reviewed this EIA and is satisfied it can be considered for final consultation/sign-off.

Name:	Cal Pannone	Date:	26/9/23
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Step 6: Institutional approval confirming that this EIA is satisfactory in terms of analysis, consultation and mitigation, acknowledging that future monitoring and review will be undertaken to assess actual impact.

Chair of Committee/Director of Institute/Head of Service:	EDIW Monitoring Group
Date:	14/02/24