

## Summary Fair Treatment Assessment (FTA)

<b>Area for Assessment:</b>	
<b>Name of service or function etc</b>	Graphic Design Service
<b>Which Service does this affect?</b>	Communications Division
<b>Is this a new, existing or revised function?</b>	Existing
<b>Summary of findings:</b>	
<b>Main conclusions on the likely impact of the function on different equality groups (protected characteristics):</b>	
<p>Many of the materials produced using our graphic design service are for the mass communication of Council information. It would not be feasible or reasonable in terms of cost to produce tailor made versions of these communications for individual groups.</p> <p>However what we can do is ensure that these materials are as user friendly as possible for as many people as possible. By following the good practice set out by RNIB (the UK's leading charity offering information, support and advice to people with sight loss) and the Plain English Campaign, we can ensure that to the best of our abilities our materials are accessible to older people, people with a visual impairment or low reading age which may be linked to disability or socio-economic disadvantage.</p> <p>Providing translations and larger format versions of documents is arranged through a different division in the Council, and we would use this service if we were to receive a request for these services.</p> <p>If the material we are producing is for a specific target audience then we would adapt our design to try and better meet that need, for example using simple text and bold design elements for younger audiences. If there was ever a need for producing materials for a very particular audience then we would look for external expertise and/or to undertake some consultation with users to find out how best to communicate with them.</p> <p>When we are producing mass communications, we are also mindful that we do not exclude anyone through the choice of images used. For example, when producing Your Solihull magazine which is delivered to every household in the borough, we ensure that we have a mix of images to reflect the diversity of our borough. Evidence of this can be found in recent editions which have included images of an Unaccompanied Asylum Seeking Child, older people, and a young person with a learning disability.</p> <p>Wherever possible, we use images of 'real' Solihull residents and different locations within the borough (e.g. more affluent south as well as areas of greater deprivation such as in north Solihull) to ensure that our publications are truly representative. Occasionally, we have to use stock images from generic photo libraries, and where this is the case we choose our images carefully to ensure that we have a mix of different people from different ages, races, family groups, abilities etc.</p> <p>Also, every issue of Your Solihull is posted on our website as a 'pdf' document, which residents can download and resize according to their needs. The same is true of our staff magazine,</p>	

Contact, which is delivered monthly electronically. Again, readers can zoom in to any area of the page, while producing it as an e-magazine, which also has environmental benefits.

## **Actions:**

**Actions identified to address negative impacts identified or to better promote equality, human rights, cohesive and sustainable communities and safeguarding issues**

<b>Action</b>	<b>Outcome</b>	<b>Timescale</b>
None identified		
<b>Date Assessment Signed Off</b>	1 August 2011	