

Cyngor Sir Powys County Council

Impact Assessment (IA)

The integrated approach to support effective decision making



Please read the accompanying guidance before completing the form.

This **Impact Assessment (IA)** toolkit, incorporates a range of legislative requirements that support effective decision making and ensure compliance with all relevant legislation. **Draft versions of the assessment should be watermarked as “Draft” and retained for completeness. However, only the final version will be made publicly available. Draft versions may be provided to regulators if appropriate. In line with Council policy IAs should be retained for 7 years.**

Service Area	COMMS	Head of Service	Anya Richards	Director	David Powell	Portfolio Holder	James Evans
Proposal	To make £170K savings from the Comms budget in 2019/20 in addition to £30K discretionary spend already identified						
Outline Summary / Description of Proposal							
£170K savings from £381,589K staff budget will require a reduction in posts funded from the central team. Related roles have been identified that will be funded by other service areas that staff at risk in the Communications Team will transfer into. Three suitable posts have been identified. One is a new post funded by the RPB to focus on RPB comms, another is funded by Housing and is planned to be located in the Housing Team. Another post is being created in the Health Board but it has been agreed that a member of staff at risk in the Council’s communications can transfer into the post.							

1. Version Control (services should consider the impact assessment early in the development process and continually evaluate)

Version	Author	Job Title	Date
1	Anya Richards	Senior Manager	9 February 2019

2. Profile of savings delivery (if applicable)

2018-19	2019-20	2020-21	2021-22	2022-23	TOTAL
£	£170k	£	£	£	£

3. Consultation requirements

Consultation Requirement	Consultation deadline/or justification for no consultation
Staff consultation required	Asap 2019

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4. Impact on Other Service Areas

**Does the proposal have potential to impact on another service area? (Have you considered the implications on Health & Safety, Corporate Parenting and Data Protection?)
PLEASE ENSURE YOU INFORM / ENGAGE ANY AFFECTED SERVICE AREAS AT THE EARLIEST OPPORTUNITY**

The reduction of 50% of staff budget in the Communications Team will necessarily have a substantial impact on the communications support that can be provided to services that are not directly investing in communications and engagement support. Where services feel that their needs will not be met by a reduced corporate service they have either invested in a dedicated Comms & Engagement Officer eg Housing, RPB, or redirected resources into the central team to enable partial funding of a role to carry out the comms and marketing work required eg Fostering and Adoption. Most other areas such as Schools Service and Regen have been advised about the reduced service that will be provided going forward.

5. How does your proposal impact on the council's strategic vision?

Council Priority	How does the proposal impact on this priority?	IMPACT Please select from drop down box below	What will be done to better contribute to positive or mitigate any negative impacts?	IMPACT AFTER MITIGATION Please select from drop down box below
The Economy We will develop a vibrant economy	There is a significant impact on the Economy programme and the campaign and comms lead responsibilities for Growing Mid Wales and the Growth Deal will cease. Messaging and support will still be provided on this important priority but it will be on a media service basis ie media/digital promotion on key developments rather than ongoing campaign work.	Very Poor	The GMW project office are seeking funding to include a dedicated Grade 11 Communications and Engagement Officer to be managed in the Communications Team. This will provide the dedicated essential capacity that is needed to cover a project the size of the Growth Deal. The role would be unlikely to have capacity to cover all comms requirements for the whole Regen service.	Good
Health and Care We will lead the way in effective, integrated rural health and care	The Comms and Engagement officers for Health and Care will continue to be funded from ASC and CS as well as a new position being created in PTHB to help cover comms in this growing area. However there will be less support available from the central team especially in regard to public consultation and engagement.	Good	Support around public consultation and engagement can be commissioned in and there will still be a small advisory element left in the corporate team.	Good

Cyngor Sir Powys County Council
Impact Assessment (IA)

The integrated approach to support effective decision making



Council Priority	How does the proposal impact on this priority?	<u>IMPACT</u> Please select from drop down box below	What will be done to better contribute to positive or mitigate any negative impacts?	<u>IMPACT AFTER MITIGATION</u> Please select from drop down box below
Learning and skills We will strengthen learning and skills	There will be significantly reduced staff in the central team to support the Schools Service who do not fund a dedicated officer. The Gold Status campaign will cease and support will be provided on a media service/advisory basis and will rely on the service being highly proactive in identifying and promoting its own issues and managing sustained campaigns. This is a significant area of concern since historically this is one of the areas with the greatest comms requirements.	Very Poor	The two remaining core team officers who will provide the media and advisory service have extensive experience of handling Schools promotion and will dedicate as much time as they can recognising the high public interest in this area.	Very Poor
Residents and Communities We will support our residents and communities	This campaign will cease due to lack of capacity.	Very Poor	Recognising our important responsibilities to Residents and Communities the two remaining core officers will continue to provide as much support as possible but will have to prioritise across all services.	Very Poor

Source of Outline Evidence to support judgements

There is no specific evidence that supports the judgements. The judgements are arrived at empirically.

6. How does your proposal impact on the Welsh Government’s well-being goals?

Well-being Goal	How does proposal contribute to this goal?	IMPACT Please select from drop down box below	What will be done to better contribute to positive or mitigate any negative impacts?	IMPACT AFTER MITIGATION Please select from drop down box below
<p>A prosperous Wales: An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.</p>	<p>The reduction in staff will reduce the overall employment opportunities in the council</p>	<p>Very Poor</p>	<p>Other opportunities have been identified to retain talented staff albeit in different roles.</p>	<p>Neutral</p>
<p>A resilient Wales: A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).</p>	<p>No specific impact.</p>	<p>Neutral</p>		<p>Neutral</p>

Cyngor Sir Powys County Council
Impact Assessment (IA)

The integrated approach to support effective decision making



<p>A healthier Wales: A society in which people’s physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.</p> <p>Public Health (Wales) Act, 2017: Part 6 of the Act requires for public bodies to undertake a health impact assessment to assess the likely effect of a proposed action or decision on the physical or mental health of the people of Wales.</p>	<p>The Health and Care element of the team will remain funded and even increase when taking account of the role created by partners in PTHB. These roles together will help promote a healthier Wales including health promotion and early intervention to depress need of health and care services.</p>	<p>Neutral</p>		<p>Neutral</p>
<p>A Wales of cohesive communities: Attractive, viable, safe and well-connected Communities.</p>	<p>Communications and engagement plays an important role sharing information and helping create a sense of connectedness. This will be negatively impacted with a reduction in staff and the cessation of the digital platform for citizen engagement.</p>	<p>Very Poor</p>	<p>Work with services and partners to maximise the capacity we have and look at piggybacking a corporate element onto the service digital engagement platform.</p>	<p>Poor</p>
<p>A globally responsible Wales: A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.</p> <p>Human Rights - is about being proactive (see guidance)</p> <p>UN Convention on the Rights of the Child: The Convention gives rights to everyone under the age of 18, which include the right to be treated fairly and to be protected from discrimination; that organisations act for the best interest of the child; the right to life, survival and development; and the right to be heard.</p>	<p>No specific impact</p>	<p>Neutral</p>		<p>Neutral</p>
<p>A Wales of vibrant culture and thriving Welsh language: A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.</p>				

Cyngor Sir Powys County Council

Impact Assessment (IA)

The integrated approach to support effective decision making



<i>Opportunities for persons to use the Welsh language, and treating the Welsh language no less favourable than the English language</i>	The overall amount of communication and engagement should not reduce, however, our ability to ensure other services maintain their WL obligations could diminish eg as there would be limited resource to contribute manage the new intranet site which will become self managing.	Poor	HoS will be reminded of their service area responsibilities in regard to providing information bilingually on the intranet and ensuring services follow protocols.	Neutral
<i>Opportunities to promote the Welsh language</i>	All promotion will still be required to be produced bilingually.	Neutral	The Communications Team will still actively champion opportunities to promote the WL.	Neutral
<i>Welsh Language impact on staff</i>	If ongoing support and governance for the intranet cannot be established some staff are likely to circumvent the WL standards and the WL side of the intranet will diminish in quality.	Poor	HoS will be reminded of their service area responsibilities in regard to providing information bilingually on the intranet and ensuring services follow protocols.	Neutral
<i>People are encouraged to do sport, art and recreation.</i>	No specific Impact	Neutral		Neutral
A more equal Wales: A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).				
<i>Age</i>	With reduced print and design budget we won't be able to print so many hard copy documents aimed at the older generation who may not access information digitally.	Poor	We will work with services like Social Services to identify which publications should be published in hard copy and target print spend accordingly.	Neutral
<i>Disability</i>	With reduced print and design budget we won't be able to produce documents in a range of different and accessible formats for harder to reach groups.	Very Poor	We will work with services like Social Services to identify which publications should be published in a range of accessible formats and seek to target spend accordingly.	Poor
<i>Gender reassignment</i>	No specific implications	Choose an item.		Choose an item.
<i>Marriage or civil partnership</i>	No specific implications	Choose an item.		Choose an item.
<i>Race</i>	No specific implications	Choose an item.		Choose an item.
<i>Religion or belief</i>	No specific implications	Choose an item.		Choose an item.
<i>Sex</i>	No specific implications	Choose an item.		Choose an item.
<i>Sexual Orientation</i>	No specific implications	Choose an item.		Choose an item.
<i>Pregnancy and Maternity</i>	No specific implications	Choose an item.		Choose an item.

Source of Outline Evidence to support judgements
There is no specific evidence that supports the judgements. The judgements are arrived at empirically.

7. How does your proposal impact on the council's other key guiding principles?

Principle	How does the proposal impact on this principle?	IMPACT Please select from drop down box below	What will be done to better contribute to positive or mitigate any negative impacts?	IMPACT AFTER MITIGATION Please select from drop down box below
Sustainable Development Principle (5 ways of working)				
Long Term: <i>Looking to the long term so that we do not compromise the ability of future generations to meet their own needs.</i>	The long term disinvestment in the team will result in the cessation of all campaigns other than those funded directly by services. This will lead to an uneven focus on those services that have invested in comms which may not cohere with the council's overall objectives ie Vision 2025	Very Poor	The corporate team will focus as much capacity as possible on key areas such as the Schools Service, Growing Mid Wales, the Budget, Brexit etc as well as providing a media service and crisis comms.	Poor
Collaboration: <i>Working with others in a collaborative way to find shared sustainable solutions.</i>	The team is actively working with Services to provide robust communications and engagement solutions as well as partners such as health.	Poor	Different roles have been identified for staff to transfer to.	Neutral
Involvement (including Communication and Engagement): <i>Involving a diversity of the population in the decisions that affect them.</i>	Our ability to communicate well with the population on the decisions that affect them could be compromised without dedicated Public Engagement and Consultation resource in place	Very Poor	By redeploying staff into other roles we should still be able to provide an advice service so that services can provide consultation and engagement directly themselves and commission in appropriate public engagement externally.	Poor
Prevention: <i>Understanding the root causes of issues to prevent them from occurring.</i>	Without dedicated public consultation and engagement roles our ability to have direct dialogue with residents will be limited.	Very Poor	We will use and monitor our social media channels to understand public sentiment and the help issues occurring.	Poor
Integration: <i>Taking an integrated approach so that public bodies look at all the well-being goals in deciding on their well-being objectives.</i>	We are actively working with colleagues in Health to redeploy our staff into alternative roles and retain good staff in the county who are active in the local economy.	Good	A role has been identified.	Good

Cyngor Sir Powys County Council

Impact Assessment (IA)

The integrated approach to support effective decision making



Principle	How does the proposal impact on this principle?	IMPACT Please select from drop down box below	What will be done to better contribute to positive or mitigate any negative impacts?	IMPACT AFTER MITIGATION Please select from drop down box below
Preventing Poverty: Prevention, including helping people into work and mitigating the impact of poverty.	Reducing staff numbers should not affect our ability to communicate on poverty	Neutral		Neutral
Unpaid Carers: Ensuring that unpaid carers views are sought and taken into account	No specific impact	Choose an item.		Choose an item.
Safeguarding: Preventing and responding to abuse and neglect of children, young people and adults with health and social care needs who can't protect themselves.	Our ability to produce strong and relevant communications around safeguarding should not be diminished as Children's Services are continuing to invest in the team.	Neutral		Neutral
Impact on Powys County Council Workforce	The work left for the remaining central team could become unmanageable and cause staff to become stressed.	Very Poor	We will reprioritise workloads and distribute work fairly among those who remain and support one another to ensure mutual well-being.	Neutral
Source of Outline Evidence to support judgements				
There is no specific evidence that supports the judgements. The judgements are arrived at empirically.				

8. What is the impact of this proposal on our communities?

Severity of Impact on Communities	Scale of impact	Overall Impact
Medium	High	High
Mitigation		

Cyngor Sir Powys County Council

Impact Assessment (IA)

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The remaining corporate team will reprioritise the focus of their work depending on the most important issues to ensure that residents and communities receive information about changes in a timely and accessible manner.

9. How likely are you to successfully implement the proposed change?

Impact on Service / Council	Risk to delivery of the proposal	Inherent Risk
High	Low	Medium
Mitigation		
Individual mitigations are outlined above. There is no specific impact that would compromise the successful implementation of the savings proposals unless one of the services that has come forward with an alternative role altered its plans and did not proceed with a role. This would entail redundancy and a further diminishment of the overall service.		

Risk Identified	Inherent Risk Rating	Mitigation	Residual Risk Rating
Inability to cover communications and engagement requirement of services not investing in a dedicated officer	Very High	We will prioritise the work of the remaining corporate team on the clear priorities of the day	High
Staff reduction in the remaining corporate team will lead to unmanageable workloads causing stress among staff	High	We will mitigate by setting clear priorities with EMT and portfolio holders to ensure that remaining capacity is always focussed on manageable priorities	Medium
	Choose an item.		Choose an item.
Overall judgement (to be included in project risk register)			
Very High Risk	High Risk	Medium Risk	Low Risk
	X		

10. Overall Summary and Judgement of this Impact Assessment?

Outline Assessment (to be inserted in cabinet report)	Cabinet Report Reference:
These savings can be achieved in full but there will be a significant reduction in the remaining corporate service. The campaign programme agreed in the Communications and Engagement Plan 2018-19 will cease and only those campaigns that can be funded directly by services will continue. The corporate team will focus on providing a media service, crisis comms, digital communication and internal/workforce comms. Events and public engagement and consultation will be provided directly by service areas.	

11. Is there additional evidence to support the Impact Assessment (IA)?

What additional evidence and data has informed the development of your proposal?

N/A

12. On-going monitoring arrangements?

What arrangements will be put in place to monitor the impact over time?

The impact will be monitored through social media sentiment and staff/member feedback.

Please state when this Impact Assessment will be reviewed.

No specific date, in approx. 12 months from implementation.

13. Sign Off

Position	Name	Signature	Date
Impact Assessment Lead:	Anya Richards	A Richards	19 October 2018
Head of Service:			
Director:	David Powell		
Portfolio Holder:	CLlr James Evans		

14. Governance

Decision to be made by	Date required
Portfolio Holder	

FORM ENDS