

Invest NI Section 75 Screening

Summary of Policy Proforma Invest NI TITLE: Corporate Communications & Marketing

Invest NI is committed to achieving a successful economy in Northern Ireland which will provide equal opportunities for all. It is fully mindful of its responsibilities across the spectrum of Equality, Anti-Poverty and Social Inclusion Strategy and Human Rights.

Section 75 of the NI Act 1998 requires Invest NI, in carrying out all its functions, powers and duties, relating to Northern Ireland, to have due regard to the need to promote equality of opportunity:

- between persons of different religious belief, political opinion, racial group, age, marital status or sexual orientation;
- between men and women generally;
- between persons with a disability and persons without
 - to promote positive attitudes towards disabled people,
 - to encourage participation by disabled people in public life; and
- between persons with dependents and persons without.

What does this policy/programme aim to achieve for the customer? (who does it mainly affect)?

The central purpose of CCMU is to provide excellent customer service in respect of the delivery of a wide range of added value marketing and promotional services. In applying its knowledge and resources, CCMU will seek to minimise the time/resource commitment of all its internal customers in respect of the provision of a range of specialist services.

We specifically provide professional handling/advice in respect of:

- Promotional literature (Corporate & Programme) – creative, copy control & print;
- Magazine and ezine design management;
- All aspects of event management;
- Advertising – tactical & campaign including creative, media planning & monitoring;
- Web publishing/marketing – including copy control, image etc;

	<ul style="list-style-type: none"> • Invest NI brand control; • Sponsorship Management; • Database/Tele/Direct Mail Marketing including Customer Service; and • Promotional Items. <p>The Press Office is also part of CCMU and it deals with all activity relating to broadcast and print media in Northern Ireland. Within this remit it provides the following functions:</p> <ul style="list-style-type: none"> • Press releases (in full or quotations for part inputs); • Articles (for business/trade magazines or newspapers); • Photography (for use in media outlets); • Copy (to support business/trade or newspaper advertising) • PR crisis management (support and planning); • Cuttings (via Intranet); • Media enquiry service (journalists' enquiries, interview bids etc); • Media management at events; and • Strategic PR advice.
<p>What does this policy/programme aim to achieve for Invest NI? (provide the main objectives).</p>	<p>All communication and marketing campaigns undertaken by CCMU on behalf of Invest NI ensure that they:</p> <ul style="list-style-type: none"> • meet corporate priorities and objectives; • align with the corporate and operating plan targets; • deliver quantifiable and measurable rather than speculative outputs; • are the most cost effective route to market; and • add incremental value to an existing relationship and/or activity. <p>A campaign, for example, may have objectives such as market penetration targets, a quantifiable increase in awareness levels, event participation targets, number of client meetings arranged as a result of the activity or client company sign-ups / partnerships secured. As part of the process the target audience will be identified and these could include client companies, influencers and stakeholders, potential clients, internal teams and the wider B2B community in Northern Ireland. Within the context of the points outlined above the key messages that need to be communicated to these audiences and how these are aligned to corporate plan themes and operating plan targets will be established.</p>

<p>Where did the policy/programme originate? (ie is this solely an Invest NI programme or are we working in partnership with any other department/ organisation ?)</p>	<p>The Corporate Communications and Marketing Unit (CCMU) is responsible for a marketing expenditure of around £3 million per year, overseeing all communication and media activity targeting the indigenous market on behalf of Invest Northern Ireland. When implementing marketing activity, the Unit ensures a culture of best practice by following a series of quality management procedures that deliver value for money and measure campaign effectiveness.</p> <p>CCMU works in conjunction with the full range of internal clients, to accurately define the scale and significance of a project, commensurate with its brief, and determine its effectiveness against corresponding client targets and performance metrics.</p>
<p>How is this policy /programme delivered or implemented?(ie by delivery agents, client executives, senior management, other agencies?)</p>	<p>Requests to CCMU follow this process:</p> <p>Stage 1 Initial Brief provided to CCMU.</p> <p>Stage 2 CCMU to develop campaign proposal in conjunction with the relevant appointed agencies as appropriate.</p> <p>Stage 3 CCMU to propose campaign details to internal client Internal client to agree proposal. CCMU to brief appointed supplier(s) as appropriate.</p> <p>Stage 4 Client to provide Justification Form or Business Case. Sponsorship opportunities will also need a Sponsorship Agreement.</p> <p>Stage 5 CCMU to approve campaign.</p> <p>Stage 6 CCMU to raise Requisition Form. CCMU to log details on Oracle and generate PO Number.</p> <p>Stage 7 CCMU to deliver campaign as per agreed proposal.</p> <p>Stage 8 Client to complete Post Activity Evaluation Form.</p> <p>Marketing activities can involve internal teams, senior management in conjunction with CCMU. Suppliers for event management, mailing services, design, printing and digital activity are used as per their appointment via CPD tender competition</p>
<p>What are the constraints on this policy/programme? (budgetary, legislative, EU directives etc).</p>	<p>Implementation of any CCMU activity is dependent on the availability of resources; other factors such as the economic environment, wider Government policy and the local political situation are also contributory.</p>
<p>How does Invest NI monitor the delivery of this policy/programme?</p>	<p>When implementing marketing activity, the Unit ensures a culture of best practice by following a series of quality management procedures that deliver value for money and measure campaign effectiveness.</p> <p>As CCMU works in conjunction with the full range of internal clients, these procedures also ensure internal compliance with good</p>

	<p>management practice and enables the Unit to accurately define the scale and significance of a project, commensurate with its brief, and determine its effectiveness against corresponding client targets and performance metrics.</p> <p>The policy document outlines the procedures, in line with Invest NI financial management procedures and recommendations from the Internal Audit Service (IAS), necessary for maintaining consistent levels of service delivery, accountability and corporate responsibility from both the CCMU team and the wider organisation.</p>
<p>What other feedback, research, consultation or additional information is available to assess and screen the impact of this policy/programme? (ie consultative reports, evaluations, surveys, complaints ,monitoring etc).</p>	<p>Post evaluations of all projects over £5,000 are carried out to assess the value for money and whether the objectives set out in the business case or justification forms have been met.</p> <p>Feedback from event attendees is sought and reviewed as part the overall event process and results are used in the planning of further similar events.</p>
<p>Are any groups specifically targeted through this policy/programme? If so please detail which groups (e.g. young men, older people or people from ethnic minority backgrounds etc).</p>	<p>CCMU uses a variety of channels of communication to ensure contact with as wide a range of people as possible.</p>

Equality Evidence Matrix

1. Is there any evidence of higher or lower participation or uptake by different groups?

	Yes (please specify)	No	Not known
Religious belief		x	
Political opinion		x	
Racial group		x	
Age		x	
Marital status		x	
Sexual orientation		x	
Gender		x	
Disability		x	
Dependency		x	

Please Comment: The channels of communication used are aimed at as wide a variety of people as possible and where differing needs are established these are catered for.

2. Is there evidence or indications that different groups have different needs, experiences, issues and priorities in relation to this policy issue?

	Yes (please specify)	No	Not known
Religious belief		x	
Political opinion		x	
Racial group		x	
Age	x		
Marital status		x	
Sexual orientation		x	
Gender		x	
Disability	x		
Dependency		x	

Please Comment: There is the possibility that those with a disability may have different needs in accessing events and information however reasonable adjustments are made in these circumstances with events held in accessible venues, provision of signers and alternative formats of information. The organisation also promotes the textphone service on all publications. Older people may also have differing needs in relation to accessing web based information however we ensure that all information is also available in hard copy.

3. Have consultations/research with relevant groups, organisations or individuals indicated that policies of this type create problems that are specific to them? (The user engagement guide and protocol provide useful support.)

	Yes (please specify)	No
Religious belief		x
Political opinion		x
Racial group		x
Age		x
Marital status		x
Sexual orientation		x
Gender		x
Disability	x	
Dependency		x

Please Comment: Feedback from our previous 4 EQIAs have indicated that those with disabilities require specific adjustments in relation to communication mediums. We have taken this into account and made amendments as necessary.

a) List the organisations/groups/individuals both internal and external, that you contacted during the development of the policy

Feedback gathered from all four of our previous EQIAs, which went to our full consultation list, have fed into the current communications strategy.

b) Specify how comments were incorporated into the final draft policy

Comments received in from the EQIAs have led to the textphone number being placed on all publications, as well as a section stating that publications are available in alternative formats on request. We have also through the EQIAs committed to making all application forms using clear fonts, layout, colours etc. to cater to those with special needs.

c) If ideas from groups weren't included please indicate why not

See above

4. In relation to implementing this policy, is there an opportunity to better promote equality of opportunity or good relations by altering the policy or by working with others in Government or in the larger community?

Yes

No

If Yes, please comment:

5. Have you identified opportunities to:

a) promote positive attitudes towards disabled people;

b) encourage participation by disabled people in public life?

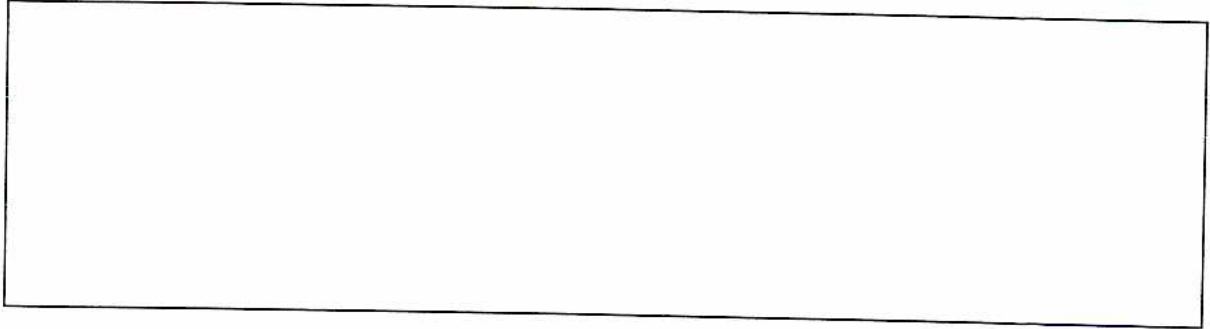
Please Specify:

All venues that are used for events have to meet the access for disabled standards. At public events we ensure that signers are available on the day and if requested for closed events. We ensure that the textphone number appears on all publications as a means of contacting Invest NI and we provide alternative formats of publications on request.

6. Monitoring Information: What data will be required to ensure effective monitoring of the policy following implementation?

Monitoring information will be gathered through requests made for reasonable adjustments and from feedback through client surveys and events.

7. Have you any other comments on the policy and/or screening exercise?



Summary of Screening

Section 75 Category	Is there any evidence of potential under-representation of any Section 75 groups in this policy/programme?	Is there any evidence that people from any S75 groups have any issues / difficulties /problems with this policy/programme?	In your assessment is any further additional action required to address any under representation or problems associated with this policy/programme?	If yes, is an Equality Impact Assessment required to further assess the impact of the policy/programme on this group? Give reasons for your answer
Religion	NO	NO	NO	
Political Opinion	NO	NO	NO	
Age	NO	YES	NO	
Gender	NO	NO	NO	
Disability	NO	YES	NO	
Sexual Orientation	NO	NO	NO	
Dependants	NO	NO	NO	
Marital Status	NO	NO	NO	
Racial Group	NO	NO	NO	

Human Rights Impact Assessment

Articles as identified by European Convention of Human Rights.

- Article 2 - Right to life
- Article 3 - Prohibition of torture, inhuman or degrading treatment
- Article 4 - Prohibition of slavery and forced labour
- Article 5 - Right to liberty and security
- Article 6 - Right to fair and public trial
- Article 7 - Right to no punishment with law
- Article 8 - Right to respect for private and family life, home and correspondence
- Article 9 - Right to freedom of thought, conscience and religion
- Article 10 - Right to freedom of expression
- Article 11 - Rights to freedom of assembly and association
- Article 12 – Right to marry and to found a family
- Article 14 – The prohibition of discrimination
- Protocol 1 Article 1 – Protection of Property
- Protocol 1 Article 2 - Right to education

Definitions of degree of risk of infringement of each article:

High risk – It is foreseeable that this policy is very likely to breach this Article.

Medium risk – This policy is likely, in certain circumstances, to breach this Article.

Low risk – It is possible, though very unlikely, that this policy will breach this Article.

1. Indicate any potential Human Rights implications associated with this policy, the perceived degree of risk (see above) and who the victim may be.

	Has this policy the potential to infringe the rights (Please Tick)		If yes indicate here the degree of risk – High, Medium or Low (See definitions above)	If yes indicate here who the potential victim(s) would be
	Yes	No		
Article 2		X		
Article 3		X		
Article 5		X		
Article 6		X		
Article 8		X		
Article 9		X		
Article 10		X		
Article 11		X		
Article 12		X		
Article 14*		X		
Article 1 of Protocol 1		X		
Article 2 of Protocol 1		X		

Finally are there any other ways in which Invest NI might be able to improve this policy/programme area in terms of improving the equality of opportunity? (ie conducting any further consultations, gathering monitoring data, liaising with other departments or organisations etc.)

Summary of Decision

Name(s) of Screening

Personnel: MICHAEL BURNS

Role:

Decision to Conduct Equality Impact Assessment: YES / NO:

Based on this screening form no EQIA would be required however as this policy is so wide ranging and has the possibility to impact on so many groups we have decided to carry out an EQIA in 2009.

Date: 11th March 2009

Signed: (Screening Personnel):

Michael D Burns

Approved: (Director):

Alice Sowdy

11/03/09

