Scottish Borders Council

Integrated Impact Assessment (IIA)

Stage 1 Scoping and Assessing for Relevance

Section 1   Details of the Proposal

A. Title of Proposal:	Website Refresh Phase 1
B. What is it?	A new Policy/Strategy/Practice ☒ A revised Policy/Strategy/Practice ☐
C. Description of the proposal: (Set out a clear understanding of the purpose of the proposal being developed or reviewed (what are the aims, objectives and intended outcomes, including the context within which it will operate)	The current website is based on the 'Classic' version of the Jadu Continuum CMS and Forms product. This limits SBC's way of communicating information with the public, we are unable to post videos or images on the website currently. The first phase of the Website Refresh is about migrating the website to the more modern 'Jadu Central' platform. This will allow SBC more control, security and functionality. Alongside the migration, there will also be an integration between 'Community Central' and Brightly Confirm, allowing efficiencies in the Highway and Streets services.

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	This phase of work is part of a larger programme to update the website and how we communicate information to the public. According to Scottish Household Survey (2021) 97% of people in the Scottish Borders have household internet access (and therefore access to the Council website). Access to the internet (therefore council website) can also be found in local libraries and community centres.
D. Service Area: **Department:**	IT and Digital Services
E. Lead Officer: **(**Name and job title)	Claire Tracy, Development and Support Manager
F. Other Officers/Partners involved: (List names, job titles and organisations)	Nicola Ewing, IT Business Partner Naomi Sweeney, Portfolio Manage – Transformation Adam Drummond, Senior Communications and Marketing Officer
G. Date(s) IIA completed:	17/11/2023

Section 2 Will there be any impacts as a result of the relationship between this proposal and other policies?

Yes
If yes, - please state here: The overall website refresh project will improve how we communicate information to the public. This helps progress our communications and engagement objectives. The new platform will also allow better integrations between other software which will be covered in future phases of the project but in this stage includes the integration between Confirm and Community Central.

Section 3 Legislative Requirements

3.1 Relevance to the Equality Duty:
Do you believe your proposal has any relevance under the Equality Act 2010? *(If you believe that your proposal may have some relevance – however small please indicate yes. If there is no effect, please enter "No" and go to Section 3.2.)*

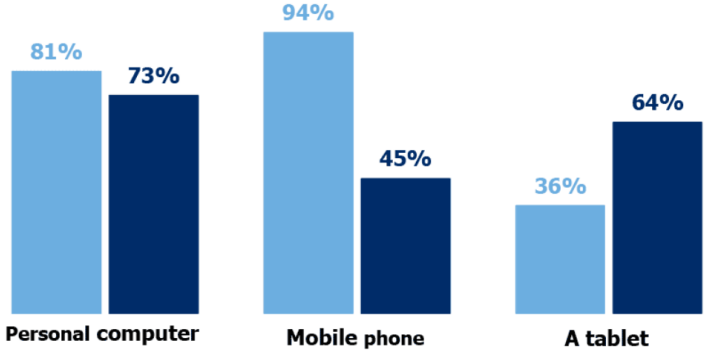| Equality Duty	Reasoning:
A. Elimination of discrimination (both direct & indirect), victimisation and harassment. *(Will the proposal discriminate? Or help eliminate discrimination?)*	Every public sector website is required to comply with the government's accessibility requirements, this includes outsourced third-party tools and websites. The website refresh will follow the Web Content Accessibility Guidelines (WCAG) 2.1 AA. Following these guidelines ensures more accessible content for those with disabilities (source: WCAG.org)

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B. Promotion of equality of opportunity? *(Will your proposal help or hinder the Council with this)*	Citizens might be unable or unwilling to access digital services via the website. Therefore, traditional channels of communication will continue to be required, ensuring services are equitable.
C. Foster good relations? *(Will your proposal help to foster or encourage good relations between those who have different equality characteristics?)*	Yes, the website refresh will enable better communication for users as it will have more functionality than before, such as presenting information as videos, audio or images rather than just text. Upgrades with Brightly Confirm include at this stage an improved mapping function for pothole reporting and presenting existing reports to customers on the map.

3.2	**Which groups of people do you think will be or potentially could be, impacted by the implementation of this proposal? (You should consider employees, clients, customers / service users, and any other relevant groups)**

Please tick below as appropriate, outlining any potential impacts on the undernoted equality groups this proposal may have and how you know this.

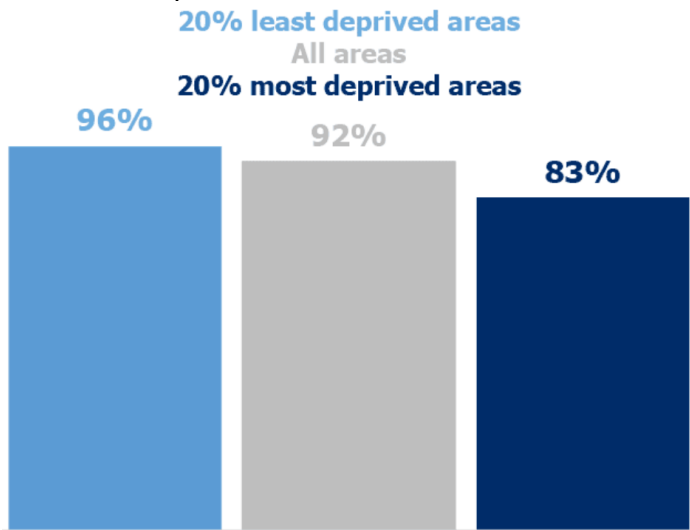|	**Impact**			**Please explain the potential impacts and how you know this**
	No Impact	**Positive Impact**	**Negative Impact**	
Age Older or younger people or a specific age grouping		x		According to the Scottish Household Survey (2021), 86% of people in the Scottish Border aged 60 or over, use the internet compared to 99% of those aged 35-59. This is in line with Scottish averages.

Users ▾ by Device category

● MOBILE ● DESKTOP ● TABLET
63.8%   31.9%   4.3%

View device categories →

Majority of those accessing the website are doing so via their mobile (63.8%) followed by desktop (31.9%) and tablet (4.3%) (source: SBC)

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Aged 16 to 24 **Aged 75 or over**

	Personal computer	Mobile phone	A tablet
Aged 16 to 24	81%	94%	36%
Aged 75 or over	73%	45%	64%

There is no data recorded on the age of the users, however data from the Scottish Household Survey in 2020 suggest that significantly more people between those aged 75 and older access the internet via a personal computer (73%) than via a mobile phone (45%). In contrast 94% of those aged 16-24 access the internet from their mobile phone and a smaller percentage (36%) access the internet from a tablet.

Data therefore suggests that younger people are more likely to access the website from a mobile phone and older adults are more likely to access the website from a personal computer or a tablet (than mobile phone).

Disability e.g. Effects on people with mental, physical, sensory impairment, learning disability, visible/invisible, progressive or recurring		x		Information will be presented according to the WCAG 2.1AA guidelines. Following these guidelines will make content more accessible to a range of people with disabilities, including accommodations for blindness and low vision, deafness and hearing loss, limited movement, speech disabilities, photosensitivity, and combinations of these, and some accommodation for learning disabilities and cognitive limitations; but will not address every user need for people with these disabilities (source: WCAG.org)

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Gender Reassignment/ Gender Identity anybody whose gender identity or gender expression is different to the sex assigned to them at birth	x			
Marriage or Civil Partnership people who are married or in a civil partnership	x			
Pregnancy and Maternity (refers to the period after the birth, and is linked to **maternity** leave in the employment context. In the non-work context, **protection** against **maternity** discrimination is for 26 weeks after giving birth),	x			
Race Groups: including colour, nationality, ethnic origins, including minorities (e.g. gypsy travellers, refugees, migrants and asylum seekers)		x		The new platform will allow developments such as having web pages presented in different languages. Currently a vast majority of users are accessing the website from the United Kingdom (source:SBC):

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	No Impact	Positive Impact	Negative Impact	
Religion or Belief: different beliefs, customs (including atheists and those with no aligned belief)	x			
Sex women and men (girls and boys)	x			
Sexual Orientation, e.g. Lesbian, Gay, Bisexual, Heterosexual	x			

3.3   Fairer Scotland Duty

This duty places a legal responsibility on Scottish Borders Council (SBC) to actively consider (give due regard) to how we can reduce inequalities of outcome caused by socioeconomic disadvantage when making <u>strategic</u> decisions.

The duty is set at a strategic level - these are the key, high level decisions that SBC will take. This would normally include strategy documents, decisions about setting priorities, allocating resources and commissioning services.

Is the proposal strategic?

Yes

If No go to Section 4

If yes, please indicate any potential impact on the undernoted groups this proposal may have and how you know this:

	Impact			State here how you know this
	No Impact	**Positive Impact**	**Negative Impact**	
Low and/or No Wealth – enough money to meet basic living costs and pay bills but have no	x			The main barrier to digital exclusion in Scotland is cost. In 2017, the Scottish Government found that over a third of low-income households do

savings to deal with any unexpected spends and no provision for the future.				not have any internet access at all (source: Inspiring Scotland). Scottish averages indicate that those of higher incomes are more likely to have home internet access, and therefore access to the council website. In Scotland, 100% of those with an annual income higher than £40k have home internet access compared to 87% average of those earning less than £20k per year (Scottish Household Survey, 2021). As this initial phase of the website refresh is a like for like replacement of the website, there should be no impact of the change in platform on this group at this stage.
Material Deprivation – being unable to access basic goods and services i.e. financial products like life insurance, repair/replace broken electrical goods, warm home, leisure and hobbies	x			Most council services can already be accessed through the council website. As this initial stage of the website refresh is a like for like replacement of the website, there should be no impact of the change in platform on this group at this stage. There will be a short period of time (estimated 24 hours) when the website is closed during the migration from Jadu platform to Jadu Central. There will be a comprehensive contingency plan to inform citizens that services will be inaccessible during that time. Best efforts will be made to minimise this disruptive period.
Area Deprivation – where you live (e.g. rural areas), where you work (e.g. accessibility of transport)	x			According to the Scottish Household Survey (2021) 94% of those in 'Accessible rural' locations have home internet access compared to 97% of those living in 'Accessible small towns' in the Scottish Borders.

				As this initial phase of the website refresh is a like for like replacement of the website, there should be no impact of the change in platform on this group at this stage.
Socio-economic Background – social class i.e. parents' education, employment and income	x			According to the Scottish Household Survey (2020) 96% of those living in the 20% least deprived areas have internet access compared to 83% of those living in the 20% most deprived areas across Scotland.

20% least deprived areas
All areas
20% most deprived areas
96%   92%   83%

As this initial phase of the website refresh is a like for like replacement of the website, there should be no impact of the change in platform on this group at this stage. |
| **Looked after and accommodated children and young people** | x | | | Young people from low income backgrounds may face barriers accessing council website information due to not having access to technology at home. This may also result in low digital skills (source: Inspiring Scotland). However, all children in education will have access to the |

				website through their tablet device provided by their school. As this initial phase of the website refresh is a like for like replacement of the website, there should be no impact of the change in platform on this group at this stage.
Carers paid and unpaid including family members	x			As this initial phase of the website refresh is a like for like replacement of the website, there should be no impact of the change in platform on this group at this stage.
Homelessness	x			As noted for other groups, lack of access to technology may be a barrier to this group in accessing the council website. As this initial phase of the website refresh is a like for like replacement of the website, there should be no impact of the change in platform on this group at this stage.
Addictions and substance use	x			As this initial phase of the website refresh is a like for like replacement of the website, there should be no impact of the change in platform on this group at this stage.
Those involved within the criminal justice system	x			As noted for other groups, lack of access to technology may be a barrier to this group in accessing the council website. As this initial phase of the website refresh is a like for like replacement of the website, there should be no impact of the change in platform on this group at this stage.

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3.4 Armed Forces Covenant Duty *(Education and Housing/ Homelessness proposals only)*	
This duty places a legal responsibility on Scottish Borders Council (SBC) to actively consider (give due regard) to the three matters listed below in Education and Housing/ Homelessness matters. This relates to current and former armed forces personnel (regular or reserve) and their families. **Is the Armed Forces Covenant Duty applicable? No** If "Yes", please complete below	
Covenant Duty	**How this has been considered and any specific provision made:**
The unique obligations of, and sacrifices made by, the armed forces;	
The principle that it is desirable to remove disadvantages arising for Service people from membership, or former membership, of the armed forces;	
The principle that special provision for Service people may be justified by the effects on such people of membership, or former membership, of the armed forces.	

Section 4 Full Integrated Impact Assessment Required

Select No if you have answered "No" to all of Sections 3.1 – 3.3.

No *(please delete as applicable)*

If yes, please proceed to Stage 2 and complete a full Integrated Impact Assessment

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If a full impact assessment is not required briefly explain why there are no effects and provide justification for the decision.

At this phase of the website refresh, it is not needed to do a full assessment due to the like for like replacement of the content on the website. When the website is migrated to the Jadu central platform, it will have more functionality, better security and be designed to facilitate self-service. This phase of the project will therefore create the foundations upon which better content and design can be developed. As such, a full assessment should be completed during future phases where significant content and design changes occur.

The development of the revised communications strategy will also have an impact on the way information is presented to the public, including how we present information on the website and how we communicate with equality groups. As this review develops, it would be timely to consider the impact of changes we make on the website as part of the overall strategy on how we communicate with the public.

Signed by Lead Officer:	Claire Tracy, Development and Support Manager
Designation:	Customer Advice & Support Service
Date:	21/11/2023
Counter Signature Director:	Jen Holland, Director of Strategic Partnerships
Date:	21/11/2023

Revised February 2023