

Alternative communications and formats guide

Somerset County Council is committed to making sure that all members of the community can access our services easily. This includes everyone who lives in Somerset, people visiting the county and people who are working in the county for a limited time.

This guide will give you the information you need to be fully prepared for every eventuality.

It includes information about:

- How to get a document translated into another language
- Somerset Total Communication
- What size font you should use if someone asks for a copy of a document in large print
- How to arrange for a translator to attend a meeting.

We have tried to make this document as user-friendly as possible but if you think it can be improved, or if there is something we have missed, then please phone the Equalities Team on 01823 356728 or email txrutland@somerset.gov.uk

We hope that together we can make Somerset County Council's services as easy to access as possible for everyone in the community.

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Somerset County Council's policy on alternative formats

1. Purpose of the policy

1.1 "The County Council promises not to discriminate unfairly against you because of:

- the ways in which you communicate;
- your ability to read and write;
- your impairments whether physical or mental;
- how old or young you are."

'Fairness and Equalities for All: The Equalities Promise'

1.2 Somerset County Council's commitment to the above statement means that there are core principles and standards that we will meet on a daily basis as an authority. These core principles outline both what is expected of officers working for Somerset County Council and what customers using or enquiring about the County Council's services can expect.

2. Core principles of the policy:

2.1 We will make sure that we consult with people, anticipate their needs and do everything possible to help them access our services through the appropriate communications method for them.

2.2 We will use best practice, set standards and lead by example through our partnership working with other public sector organisations across Somerset.

2.3 We recognise that our customers include our employees. To support our employees' needs we will ensure that our internal, as well as external, environment operates in an inclusive way.

2.4 Our Corporate Customer Charter says: "We will provide easy to understand and up-to-date information about the services we provide".

3. Standards and expectations:

3.1 Our customers can expect:

- To be treated fairly, with dignity and respect at all times
- To have documents produced in a minimum of size 12 san-serif font
- To have a document translated or transcribed into their preferred format upon request
- To be asked what format they would like information in
- To be able to access information and services easily and with confidence
- To see the accessibility strap line on all public documents
- Their access needs to be met as quickly and efficiently as possible or in a way that has been promised to them by County Council officers

3.2 Our employees can expect:

- To be provided with training and support on how to fulfil requests made to them about access issues
- To receive information in the best way that meets their access needs
- To be treated fairly, with dignity and respect at all times

3.3 Somerset County Council expects that:

- Our access statement will be on all our public documents
- An alternative language access statement will be used where a group that may have alternative communication needs has been identified, to make sure we are meeting their need
- All documents will be in plain English and Arial size 12 font unless otherwise requested.

- All public meetings will be held according to minimum access requirements (Which you can find in the Disability Access Guide – Meeting and Event Management on page 4)
- When dealing with personal or confidential information, follow the Council's policy and practice on data protection and information sharing. More information can be found through the following link:

<http://enterprise.somerset.gov.uk/somerset/resources/clientservices/informationgovernance/index.cfm>

4. Monitoring of the Policy:

4.1 Making sure that this policy is followed will be the responsibility of all employees. Overall monitoring activity will be undertaken by the Consultation and Customer Planning (Equalities) Group in partnership with Equality Co-ordinators and Lead Officers.

The Equality Team have a further responsibility for ensuring associated guidance and protocols are kept up to date to reflect current legislative, organisational and community need.

Guidance and protocols around accessible information and communication:

Background

There are many reasons why people might experience a communication barrier, these could be related to:

- A hearing impairment
- Deafness from birth
- Being blind or partially sighted
- Having dual sensory loss
- Their literacy level
- Not speaking or reading English as their first language
- Having a learning disability
- Negative attitudes because of a perceived 'difference'
- A mental health condition such as depression or schizophrenia
- Dementia
- A stroke, brain damage or other neurological condition
- Being a child who hasn't learnt to read yet, or who for some reason has not developed speech or language in the predicted way for their age range

Somerset County Council's 10 key actions for accessibility

The Equality Act 2010 places a duty on public bodies to consider the needs of all individuals in their day to day work – in shaping policy, delivering services and in relation to their own employees. This includes considering the range of information that we produce and interactions we have with customers covering:

- Letters
- Brochures, newspapers or leaflets
- Email or SMS text, and faxes
- Internet and web-based communications
- Use of social media and networking
- Virtual meetings through media such as SKYPE
- Meetings – public/staff
- Interviews
- Face-to-face contact in reception areas
- Events (for example, Bath and West, roadshows)
- Phone conversations
- Care plans and assessments

Top 10 key actions for accessibility

Below is a list of 10 key actions which are at the heart of accessible communication. They should be used in all communication and interaction with customers (public and staff)

1. Always include the Access Statement on all documents produced (see page 7).
2. Produce all documents in a minimum of font size 12 using a non-serif font (such as Arial).
3. When producing a large print document, use font size 18 unless something else is requested.
4. Do not put text over images on documents
5. Use light and dark colours to make sure that text can be seen easily, for example, black text on a white background, blue text on a pale yellow background or white text on a black background

6. Translate documents promptly upon request and keep the customer informed if there is a likely delay.
7. Ask all delegates before a meeting or event what their access requirements are – for example, hearing loop, translator, document in large print. Make sure that any requests are met in time for the event or meeting.
8. Always stick to minimum access requirements when holding public meetings (This can be found in the Disability Access Guide – Meeting and Event Management on page 4)
9. Speak clearly and look at people when you first meet them and in all face-to-face communication. This will enable people to read your lips if they need to.
10. When writing any document, use plain English. For example, don't use jargon and explain acronyms. For more help with this see page 17.

Access statements and logos

When you are producing a public-facing document, it is corporate policy to have one of the following statements included in that document in a minimum size 14 font. The text of the document itself needs to be in a size 12 non serif font such as Arial. This is so that as many people will be able to read it as possible. All statements should include a name and a contact number within your service:

Statement for a form:

If you are producing a form that has to be filled in by a member of the public then you will need to use the following statement:

More help

If you need help to fill in this form, please phone <name> on <telephone number> to arrange a time for us to help you.

Statement for a documents and leaflet:

This access statement needs to be included on all leaflets and documents produced by Somerset County Council. The statement should finish with a contact number for your department so a member of the public can request a translation directly if they need one. This will both speed the process up for the customer and also give an opportunity for you to discuss what they may require in more detail. If the customer is asking for a large document to be translated, don't be afraid to ask if they are after a specific section. **It is sometimes not necessary or appropriate to have the whole document translated.** This could help reduce costs and make the process quicker for the member of the public.

More help

To request this document in an alternative format please contact <telephone number>

Access symbols:

If there is room in your document please include the symbols below. This will let customers know about the different options that are available such as: large print, Somerset Total Communication (STC), tape or CD, face-to-face or Text Relay



Text Relay

Alternative language access statement:

The Consultation and Customer Planning Team have had the access statement translated into the 9 core languages (Arabic, Bengali, Turkish, Polish, Portuguese, Mandarin, Spanish, Malayalam, Tagalog) of Somerset. These should be used when you have identified that there is a specific group in the area that you are contacting. For example, if you want to distribute a leaflet to an area of

Somerset which you know has a large Portuguese community, it is recommended that you include the Portuguese translation of the statement during the design of the leaflet. By using these statements we will be making sure that we are meeting our community's needs as quickly as possible and that our information is being understood. You can find the statements at: <http://enterprise.somerset.gov.uk/somerset/ceo/accesscomms/caande/alternativeformatscosts/>

Face-to-face

This section will help you when meeting people face-to-face:

- General Etiquette - Things to think about when greeting people
- Face-to-face language translation
- The hearing loops in County Hall

General Etiquette - Things to consider when communicating

- Don't cover your mouth as this will stop people being able to lip read if they would like to.
- If a person is deaf, ensure that there is not too much background noise. Try to make sure that light is on your face to assist lip reading. If you are having difficulty communicating with a deaf person, write things down.
- Look at the person you are talking to.
- If a person is in a wheelchair, where possible, try to talk to them at their level.
- Talk directly to the person, not to an aide, friend or interpreter. It is important to make eye contact. If you don't understand someone, ask the person to repeat what they have said.
- When meeting people with a visual impairment, identify yourself clearly and introduce anyone else who is present. Say when you wish to end a conversation or to move away
- Do not touch a person with a disability unless there is a good reason, such as shaking hands in greeting or if the person has asked for help. However, you may gently touch a person who is Deaf to get their attention. Never push a person's wheelchair without their permission.
- Do not touch someone's cane, wheelchair, or other device. It is a part of that person's mobility aid.
- Don't complete sentences for the person unless they look to you for help. Don't pretend you understand what a person with a speech disability says just to be polite. Ask the person to repeat if you don't understand. Ask the person to write down a word if you're not sure what they are saying.
- Do not make assumptions about the existence or absence of disabilities. Some people have hidden disabilities such as diabetes, or mental health difficulties.

Face-to-face language translation

General information

Alphaplus, a locally based company, provides all our face-to-face interpretation (languages other than English and British Sign Language). They also offer a text translation service (see the section on translating a document on page 16). Their rates are very competitive and they provide an excellent customer orientated service.

When should I use this service?

Use an interpreter when you are meeting a member of the public whose first language is not English or British Sign Language.

How should I use this service

Step 1: Establish the following information:

- What language/dialect/communication is required?
- How long will the meeting go on for?
- Will there be any technical information that will need to be translated?
- Where will the meeting take place, including the postcode, and the date and time of the meeting? (Remember to leave time at the beginning and end of the meeting to talk through requirements and to debrief if necessary.)

Step 2: Contact Alphaplus with the information and arrange for the translator, Alphaplus will then consult their registers to find an available interpreter for you. This may take a couple of days depending on the availability of interpreters

Step 3: If the interpreter is being used at a conference, public meeting or large meeting, send papers (agendas, names of speakers and speaker's notes) to Alphaplus as soon as they are available. If the interpreter is for a smaller meeting or interview they can be briefed before the meeting, but time will need to be set aside for this.

Step 4: At the beginning of the meeting make sure that all introductions are made and that each person's role and responsibility is defined. During the meeting speak directly to the member of the public not the interpreter, also speak slowly and clearly using plain language and try to avoid jargon. Make sure that only one person at a time speaks and do not allow shouting.

Step 5: For meetings of up to two hours, make sure respite breaks of five or six minutes are built into the programme at intervals of approximately 20 to 25 minutes. Meetings of more than two hours normally require two interpreters who will work together.

Contact Details

You can contact Alphaplus on:

Contact details:

Phone:

Fax:

Email:

Jamie Robertson

freephone 0800 018 43 54 or 01984 656751

01984 656526

office@alphaplus.eclipse.co.uk

Costs

You can find information on costs for using this service in the Equality and Diversity intranet pages:
<http://enterprise.somerset.gov.uk/somerset/ceo/accesscomms/caande/alternativeformatscosts/>

Additional information

British Sign Language interpreters are in short supply. Another supplier of British Sign Language interpreters is Action for Hearing Loss, you can contact them on 0845 685 8000. If you tell them that you are from Somerset County Council they will put you through to the right staff member.

The hearing loops in County Hall

When should I use this service?

If a member of staff, or the public, requests it, or if you are holding a meeting where you do not know the requirements of your delegates. Please note that hearing loops are not suitable for someone who does not wear a hearing aid (digital or analogue). For example, if someone is profoundly Deaf, it would be inappropriate for this service to be used.

Where are the systems?

Luttrell Room	Infrared System
Wyndham Room	Infrared System
Hobhouse Room	Infrared System
A/B Link Room 1	Standard Loop System
A/B Link Room 2	Standard Loop System
B1N1	Standard Loop System
Quantock Room (Shire Hall)	Standard Loop System
Council Chamber (Shire Hall)	Infrared System

How should I use this service

How do I use the standard system:

The Standard system is easy to use and requires very little to no work on the meeting organiser's behalf. It is important that loop systems are checked to see if they are working well in advance of a meeting. The assumption is often made that equipment is working, only to find out that it is not at the start of a meeting. This can cause delays and or communication problems throughout the meeting.

If you are using the Quantock Room or B1N1, the system should always be turned on and ready for use. If the system doesn't work, check to see if it is switched on. If the system is on but still not working contact Soft FM on 01823 355930 and they will come over with a tester to check the equipment. There is always the possibility that it is the hearing aid that is faulty but we need to check our equipment first.

If you are using either of the A/B Link Rooms, the system is always turned off. This is so that the rooms can have systems installed and work with the least amount of disturbance. The likelihood of having to use a hearing loop in both rooms is very remote. The switch is positioned to the right of the door as you enter the room and should always be in the off position when not in use.

There is also a standard hearing loop system in B and C block receptions at County Hall.

How do I use the infra-red system:

If you are using the Luttrell Room, Wyndham Room, Hobhouse Room or Shire Hall, there is an infrared system installed. The system works by sending infrared signals from a device positioned in the corner of the room to a receiver that the hearing aid user will need to keep with them at all times. An individual loop is plugged into the receiver that is then worn around the neck. This receiver can also be used with headphones for someone who is hard of hearing but who doesn't use a hearing aid.

Contact Details

To arrange training or to get some infrared receivers please contact Tom Rutland on 01823 356728

Costs

This is free to everyone using the room.

Additional information

For information on portable hearing loops, please contact Tom Rutland on 01823 356728. You can find more information about static hearing loops in the Equality and Diversity intranet pages:

<http://enterprise.somerset.gov.uk/somerset/ceo/accesscomms/caande/hearingloop/index.cfm>

Translating or transcribing a document

This section will help you to get a document translated or transcribed into:

- Another language
- Easy Read
- Plain English
- Somerset Total Communications (STC)
- Braille
- Audio formats such as Tape/CD/Daisy Disc/MP3

Translating a document into another language	
General information	
Somerset County Council's other language text translation service is provided by Alpha Plus.	
When should I use this service?	
If a document is requested in another language, or you know you will be contacting a person who doesn't use English their first language.	
How should I use this service	
Option 1: Create an electronic version of the document, establish the language that it needs to be translated into and when you require the document translated, and send it to the email address below. If the file is password protected, tell AlphaPlus the password in a separate email. Option 2: Post a photocopy of the document to AlphaPlus, 12 Hill Street, Stogumber, Taunton, TA4 3TD Option 3: Fax the document to 01984 656526. However, quality may be lost in a fax transmission The completed translation will then be returned according to the appropriate security protocol of the department, using email (password protected) or first class post.	
Contact details	
You can contact AlphaPlus on:	Contact details: Jamie Robertson Phone: Freephone 0800 018 43 54 or 01984 656751 Fax: 01984 656727 E-mail: office@alphaplus.eclipse.co.uk
Costs	
Translations cost from £85 for each 1000 words. But, generally, it depends on the document and language you want it translated into. Quotations are available on request	

Making sure a document is in plain English
General information
Somerset County Council uses internal staff to make sure documents are presented in plain English for members of the public. By doing this we can make sure that all of the information we provide to members of the public is clear and easy to understand.
When should I use this service?
All information for the public should go through a plain English process. This is to make sure that documents are as accessible and user-friendly as they can be. If you know that your document is going to be read by a range of people, the document should be in plain English as a basic requirement.
Key facts and helpful hints
What it doesn't mean: • It doesn't mean changing the meaning of your message • It's not about banning new words, killing off long words or about letting grammar slip What it is about: A message in plain English is a message, written with the reader in mind and with a tone that is clear and concise. • The main advantages of using plain English are: ○ it is faster to write; ○ it is faster to read and understand; and ○ you get your message across more often, more easily and in a friendlier way • Stop and think before you start writing. Make a note of the points you want to make in a logical order. • Use everyday English whenever possible. Avoid acronyms, jargon and legalistic words, and explain any technical terms you have to use. • Keep your sentence length down to an average of 15 to 20 words. Be concise. Try to stick to one main idea in a sentence. • Use an active voice as much as possible. Say, for example, 'You can find more information' rather than 'More information can be found'. • Always check your writing is clear, helpful and polite
Contact details
To find out which members of staff in your service are trained in using plain English, or for more information about plain English, including training, advice or a team talk, please phone Paul Crosier on 01823 35 5151, e-mail PCrosier@somerset.gov.uk. If you would like to have your document plain English edited and Crystal Marked by the Plain English Campaign, please phone Tony Maher on 01663 744409.
Costs
You can find an example of costs on the Equality and Diversity intranet page: http://enterprise.somerset.gov.uk/somerset/ceo/accesscomms/caande/alternativeformatscosts/
Additional information
You can find more information about the Plain English Campaign and their editing service on the Plain English Campaign website: http://www.plainenglish.co.uk/editing-services.html

Transcribing a document into Easy Read
General information
Easy Read makes documents easier to understand by: • using simple language • shortening sentences • removing abbreviations and • simplifying complex ideas and phrases. The layout is kept straightforward using clear larger fonts, and images are added to help illustrate the information. Somerset County Council currently uses Somerset Advocacy to translate our documents into Easy Read.
When should I use this service?
People with a learning disability most commonly use Easy Read; however it can also be used for people such as the elderly or people for whom English is not their first language, as well as for Deaf people using British Sign Language. It needs to be used when a member of the public requests an STC version of a document as Easy Read is the first step in translating text into STC. You can find information about this on page 19.
How should I use this service
Step 1: Create an electronic version of the document and Step 2: Identify when you require the document translated Step 3: Contact Somerset Advocacy to discuss timescales and costs for translation Step 4: Wait for the document to return (this can be a lengthy process due to the level of work required) Step 5: Pay the invoice when the work is completed.
Contact details
You can phone Somerset Advocacy on 01823 322900.
Costs
You can find an example of costs on the Equality and Diversity intranet page: http://enterprise.somerset.gov.uk/somerset/ceo/accesscomms/caande/alternativeformatscosts/

Transcribing a document into Somerset Total Communications (STC)
General information
An important alternative format to consider when producing any public documents is Somerset Total Communication (STC).
When should I use this service?
STC uses a range of communication forms (British Sign Language, pictures, video, images, text and symbols) to convey a message to different members of the community, for example adults with learning disabilities, children and young people.
How should I use this service
Step 1: Create an electronic version of the document and Step 2: Identify when you require the document translated Step 3: Contact Somerset Advocacy to discuss timescales and costs for translation Step 4: Wait for the document to return (this can be a lengthy process due to the level of work required) Step 5: Pay the invoice when the work is completed.
Contact details
For information about getting your document translated into STC, please contact Somerset Advocacy on 01823 322900. Please be aware that this is a lengthy process and cannot be completed at short notice. For information about STC training and resources to help with written and spoken communication please contact Somerset Total Communication on 01278 444949 or stc@somerset.gov.uk.
Costs
STC is a lengthy process. No guide price can be given for this process as each document is dealt with differently. Somerset Advocacy will be able to give you a quote once they have seen the document.
Additional Information
The aim of the STC process is to make sure that any child, young person or adult, living in Somerset, has the opportunity to develop their use of the tools of communication. This makes it easier for us to understand and express each other's feelings, choices, and questions. When information is presented in a format accessible to all of us, we have a shared, common language. But how do we make it easy for people to understand written text? For example, we need to think about: • the vocabulary we use; • the grammar; • the length of sentence; • the size of font; • the amount of information presented on a page; • the use of photos, pictures, symbols; • the colour of paper or background we use; • the colours used in the visual layout; • maybe even provide access to another person to explain what is written down.

Transcribing a document into Braille
General information
Somerset County Council uses Somerset Sight to transcribe all of its documents into Braille. When you are getting a document transcribed into Braille, please remember that the document should contain plain text only (no tables, images or diagrams) This is because only plain text can be put into the Braille format. Somerset Sight can generally turn a document around in 2 to 3 days.
How should I use this service
Step 1: Create an electronic version of the document Step 2: Identify when you require the document translated Step 3: Contact Somerset Sight to discuss timescales and costs for translation Step 4: Wait for the document to return Step 5: Pay the invoice when the work is completed
Contact details
To contact Somerset Sight please phone them on 01823 333818 or visit www.somersetblind.org.uk
Costings
You can find an example of costs on the Equality and Diversity intranet page: http://enterprise.somerset.gov.uk/somerset/ceo/accesscomms/caande/alternativeformatscosts/
Additional information
A2i also provide a service to translate documents into Braille. You can find more information on their website at: http://www.a2i.co.uk/braille/ . There is more information about A2i on page 21.

Transcribing a document onto tape, CD, Daisy Disc, MP3

General information

Somerset County Council currently uses A2i for our tape, CD and MP3 transcription. These are really helpful formats for people who are blind or have a visual impairment.

Daisy format documents are adapted for audio and text where necessary, including transcription of diagrams and pictures if appropriate.

How should I use this service

Step 1: Make sure your document is in a plain text format (no images, tables or formatting) for audio, tape, CD and MP3 format.

Step 2: Go to the a2i website at <http://www.a2i.co.uk/audio.html>

Step 3: Select the right option for you

Step 4: Input the text into the box provided and input your document ID (which you create). Obtain a quotation and raise a purchase order number

Step 5: To purchase – confirm the quote with the purchase order number

Costs

You can find information about how much it costs below, but if you would like a specific quote then please email info@a2i.co.uk

Additional information

You can expect approximately 18 pages of text to fit on an audio tape or standard CD. Approximately 180 pages will fit on an MP3 CD.

Daisy is a new format, often called a Digital Talking Book (Daisy Talking book, and Daisy Book). It is a combination of audio and e-text. Readers who are visually impaired will have a special Daisy player or computer software that will enable them to see the book on a screen. The corresponding portions of text are then highlighted whilst it is read out. There are a number of different Daisy options available; you can find details on the A2i website – www.a2i.co.uk.

Arranging for telephone translation

This section covers:

- Alternative language telephone translation
- Text Relay

Alternative language telephone translation
General information
Somerset County Council's telephone translation service is provided by a company called "thebigword". The company provides its service to central government and many other local authorities. The service is available at any time, every day of the year. Before using the "thebigword" service, you have to register for an access code and PIN number. You can do this through the Equalities Team on 01823 356728.
When should I use this service?
You should use this service when: • You are phoning a member of the public who cannot speak English or who doesn't understand English • You are with a member of the public and did not realise that they cannot speak English or that they don't understand English • You are on a reception and a member of the public comes in who cannot speak English or who doesn't understand English
How do I use the service?
Step 1: Contact the Equalities Team on 01823 356728 to arrange your access and PIN number. Step 2: Phone "thebigword" on - 0800 321 3045 Step 3: Enter your access code (Your access code issued by "thebigword" verifies your authorisation to use the system.) Step 4: Enter your pin number Step 5: Enter the code for the language you need Each language has a unique code. A full list is provided by "thebigword", but you may also listen to the menu of the most often requested languages and select the code you need. At any time you can press "0" to connect to a Customer Care Representative for help. They can help you with any questions or help you use the system.
Contact details
To register for the service: phone the Equalities Team on 01823 356728 To use the service: "thebigword" 0800 321 3045
Costs
You can find information on costs for using this service on the Equality and Diversity intranet site: http://enterprise.somerset.gov.uk/somerset/ceo/accesscomms/caande/alternativeformatscosts/
Additional information
You can find a list of "thebigword" language codes in Appendix 1 of this document

Text Relay
General information
This is a text-to-voice relay service which is provided by Text Relay for people who are Deaf or have a hearing impairment to enable them to use the phone.
When should I use this service?
You can use this service if you are phoning a customer who is hard of hearing or Deaf and has requested to be contacted this way. A customer who is hard of hearing or Deaf may also contact you through this service.
How do I use the service?
Step 1: Dial 18002 followed by the full telephone number of the textphone user you are calling, including the area code. Step 2: If the person you are calling picks up using a textphone, you will hear a recorded message which begins, "Please hold for the next available relay assistant." Step 3: When the textphone user answers the call an operator will join the line to relay the call. You can now begin your conversation. When you have finished speaking, say 'go ahead' or 'GA' at the end of your sentence so that the operator knows you have finished and can relay what you have said to your customer. Step 4: The operator will read what the textphone user is saying to you, or they may choose to speak to you direct. Do not interrupt as they cannot hear you. The operator will type your reply back. Again, remember to say 'go ahead' or 'GA' at the end of your sentence so the operator knows you have finished speaking. Step 5: Once the call has ended simply say 'goodbye, SKSK' (which is an abbreviation for stop keying) informing the operator that you have finished your call.
Contact details
To use the service please dial 18002 followed by the number you are trying to connect to, including the area code
Costs
There is no additional cost for using this service other than the usual phone charge.
Additional information
You can find more information about this service on the Text Relay website: http://www.textrelay.org/ All council services should make sure that their contact details are accessible to deaf people. The contact details should include fax, Minicom, SMS text and email.

Positive images

When producing a document you need to think about the images you are going to use. By using diverse and representative images we can take small and easy steps to promoting Somerset County Council as an inclusive organisation. The use of images can seem like a small issue but by using what would be considered diverse and positive images we can start to say that we recognise the diverse nature of our community. And through doing this we can say that our services are accessible and available to everyone.

When planning, consulting on and producing publications, including photographs, diagrams and other images, what are the key equality issues that you need to consider? Have the following issues been taken into account or checked?

- The representation of diversity, positive images and examples of good practice;
- The background of the image as well as foreground;
- Any disrespect or offence that might be caused inadvertently to the specific group being represented or left out;

For help with positive images please look at the table below. It will start to help with the process of identifying positive and negative images.

Diversity group	Positive	Negative or stereotypical
Disability: • People with impairments: ○ mobility ○ sight ○ hearing ○ speech and language impairments ○ learning difficulties ○ mental health • Background images such as displays / facilities	• Representing disabled people as independent • Included and part of the mainstream • Taking part in activities with others • Helping others • Full range of disabilities • Learning activities and equipment aimed at a full range of learning needs	• With assistant or carer helping • Only wheelchair users • Set apart 'brave and courageous' • Over-special
Black and minority ethnic (BME) • People from black and minority ethnic communities including: ○ Gypsies ○ A range of: ▪ Cultures ▪ Faiths ▪ Languages ▪ Life styles	• Visible Somerset black and ethnic minorities in images. • A balanced representation of black and minority ethnic groups. • A mixture of day-to-day and traditional dress.	• Portrayed as only exotic and different • Only multicultural activities that are from other countries such as African dance in traditional/historical dress

Gender: • People of different genders: ◦ Women ◦ Men ◦ Girls ◦ Boys ◦ Transgender • Position in picture foreground or background	• Doing both stereotypical and non-stereotypical activities • Balance of men and women, girls and boys • Women and girls sometimes in leadership roles, physical activities • Men and boys sometimes in caring 'looking after' roles	• For example, only girls/women doing dance, reading, writing • Boys and men doing ICT, football • Women with young children • Men in suits as 'head' in charge or appearing to be in charge
Sexuality: • Gay • Lesbian • Heterosexual	• Careful representation of couples and teenage relationships	• Total absence or invisibility in images described in the left hand box
Family types: • Single parent • Dual parent • Same sex parents • Young parents • Older parents • Large families	• Variety in families, single carers, male and female. • Consideration of children in care within parent /carer evenings/ school events	• Total absence or invisibility in images described in the left hand box
Age: • Children • Young people • Teenagers • Older people • Retired	• Independent teenagers • Children in roles such as carers of adults, younger children • Children and young people as workers, teenage mothers in learning contexts • Represent 'street cred' images for the youth market • Active older people	• Elderly linked 'inevitably' to disability and in need of care • Young people as 'yobs' only
Low or no income: • Unemployed • Part-time workers	• Variety and balance in images • Careful representation of low income • Represent unpaid or voluntary work	• Only victims being helped • Low income linked with lack of ability or initiative, cleanliness

Publications Panel

The Publications Panel will make sure that any marketing materials represent value for money for the Council. It will ensure efficient use of resources and appropriate targeting and will help services to deliver their messages in the most efficient way.

The Publications Panel approves the production of marketing and communications materials for SCC as well as making sure any approved marketing materials meet corporate guidelines.

The scope of the panel covers any marketing materials (printed publications, e-comms, mass circulation letters, websites, social media. Posters etc) that incur a spend in excess of £100, or will be distributed to 100 people or more.

For further information and guidance on branding, logos etc – click on the link below.

<http://enterprise.somerset.gov.uk/somerset/ceo/accesscomms/brandingtemplates.cfm>)

Appendix 1 – thebigword language codes