



Equality Impact Assessment (EIA) -

Activity being assessed	VIVID Fire Safety Policy and Fire Safety Strategy	
Purpose of activity being assessed	Policy Document / Strategy Document	
Lead officer	David Matts	
EIA completed by (colleagues involved in completing EIA with lead officer)	Completed by: David Matts Head of Building and Fire Safety	Reviewed / amendments suggested by: Sarah Smith - Place shaping and Customer Influence Manager
Date EIA completed	03/09/25	

Data used in preparing EIA

Data used	Insight obtained and associated considerations
<ul style="list-style-type: none">Service users	Feedback via VIVID fire safety customer communications strategy. Policy consultation with customers, analysis of customer responses, Sentiment analysis provided by customer influence following policy consultation to be considered further



<ul style="list-style-type: none"> • Uptake data • Service satisfaction data 	N/A
<ul style="list-style-type: none"> • Complaints and compliments about the service 	Consideration has been given in respect of customer feedback via Fire Safety communications strategy.
<ul style="list-style-type: none"> • Survey of customers/colleagues 	<p>Consideration has been given in respect of customer feedback via Fire Safety communications strategy, HRB events, feedback via roadshows.</p> <p>Reviewed as part of our HIWFRS – Primary Authority Scheme agreement</p> <p>Reviewed by Directors Group</p>
<ul style="list-style-type: none"> • Focus groups 	<p>N/A with regards to policy review</p> <p>local level engagement with customers living in tall buildings through localised events will assist with raising customer awareness</p>
<ul style="list-style-type: none"> • Written responses to policy 	N/A
<ul style="list-style-type: none"> • Other - please list source 	Current fire safety legislation and VIVID Fire Safety Strategy



Data gaps

Info needed	Notes
N/A	

Outline who this activity affects

Affected groups	Yes/No
Customers	YES
Residents within wider community	YES
Involved customers	YES
Landlord employees / agents	YES
VIVID colleagues	YES
Others – please list	NO

Potential impact on protected characteristics

Protected Characteristic	Summary of potential impacts	
Age	Positive Impact Customer Safety Localised consultation events continue to provide opportunities for older customers to have their say in the vicinity of their home, ensure clarity of current policy and providing awareness	Negative Impact



	Neutral impact	
Disability	Positive Impact Customer Safety Localised consultation events continue to provide opportunities for disabled customers to have their say in the vicinity of their home, ensure clarity of current policy, provide reassurance within events around fire safety awareness	Negative Impact
	Neutral impact	
Race	Positive Impact Customer Safety Localised consultation events continue to provide opportunities for all customers to have their say in the vicinity of their home, ensure clarity of current policy, provide reassurance within events around fire safety awareness	Negative Impact
	Neutral Impact	
Religion or Belief	Positive Impact Customer Safety Localised consultation events continue to provide opportunities for all customers to have their say in the vicinity of their home, ensure clarity of current policy,	Negative Impact



	provide reassurance within events around fire safety awareness	
	Neutral Impact	
Sex	Positive ImpactPositive comms produced for all sector of society, roadshow events delivered by mix of female and male colleagues to ensure maximum accessibility within events Localised consultation events continue to provide opportunities for all customers to have their say in the vicinity of their home, ensure clarity of current policy, provide reassurance within events around fire safety awareness	Negative Impact
	Neutral Impact	
Sexual orientation	Positive Impact Customer Safety Localised consultation events continue to provide opportunities for all customers to have their say in the vicinity of their home, ensure clarity of current policy, provide reassurance within events around fire safety awareness	Negative Impact



	Neutral Impact	
Gender reassignment	Positive Impact Customer Safety and awareness. Localised consultation events continue to provide opportunities for all customers to have their say in the vicinity of their home, ensure clarity of current policy, provide reassurance within events around fire safety awareness	Negative Impact
	Neutral Impact	
Marriage or Civil Partnership	Positive Impact Customer Safety and awareness. Localised consultation events continue to provide opportunities for all customers to have their say in the vicinity of their home, ensure clarity of current policy, provide reassurance within events around fire safety awareness	Negative Impact
	Neutral Impact	
Pregnancy and Maternity	Positive Impact Customer Safety and awareness. Localised consultation events continue to provide opportunities for all customers to have their say in the vicinity of their home, ensure clarity of current policy,	Negative Impact



	provide reassurance within events around fire safety awareness	
	Neutral Impact	
	Actions to Mitigate Impact	

General observation relating to all strands of diversity

Some sectors of society may be more used to living in higher buildings, potential for complacency

Fire safety has been developed for different customer groups including in customers preferred language based on customer segmentation, plain English tone of voice, and preferred language

-



Additional characteristics to consider

Literacy	Positive impact Tone of voice used in all customer fire safety material along with translation of information being offered and bespoke comms prepared with tall tower population Localised consultation events continue to provide opportunities for all customers to have their say in the vicinity of their home, ensure clarity of current policy, provide reassurance within events around fire safety awareness	Negative impact
	Neutral impact	
Socio economic status	Positive impact No financial costs to customers because of fire safety remedies being required. Localised consultation events continue to provide opportunities for all customers to have their say in the vicinity of their home, ensure clarity of current policy, provide reassurance within events around fire safety awareness	Negative impact
	Neutral impact	



Consultations

Consultation completed (what, when, outcome)	Consultation needed (what, when due)
With customers: Yes	With customers: Fire Safety Awareness is part of our ongoing communication strategy
With colleagues: We will liaise with HIWFRS to ensure we are following all aspects of best practise and compliance	With colleagues: Ongoing

Mitigating negative impacts

Outline actions being undertaken to mitigate any potential or actual negative impact identified	Staff awareness sessions of new policy – mandatory read to minimise risk of ill-informed colleagues and inappropriate advice being given
Identify any further action that could be undertaken to mitigate any potential or actual negative impacts	N/A



Result of EIA

Tick 1	Possible Outcomes
<input checked="" type="checkbox"/>	No change needed: there's no potential for discrimination or adverse impact. All opportunities to promote equality have been taken.
<input type="checkbox"/>	Adjust the approach*: EIA has identified problems and the project will be amended to ensure these problems are mitigated.*** as outlined above as recommendations in line with our corporate commitment to embed best practice throughout our service delivery
<input type="checkbox"/>	Continue the policy: there's a potential for the policy to adversely impact some groups or help some groups more than others. However, the reasons for this can be well justified and the policy will be implemented without amendments.
<input type="checkbox"/>	Remove the policy: EIA shows that the policy is having a discriminatory effect and should be stopped immediately.

Continual Monitoring

Potential triggers for early review:

EIA approved by: Tom Robinson, Executive Director of Assets & Sustainability

Date approved: 08 September, 2025

Final copy of EIA emailed to Natalie Pearton on: 08 September, 2025