

- Use **in-house interpreters** - see intranet
- Would a 'reading aid' help eg rather than providing information in a specific way, would provision of **A4 coloured overlays** resolve the issue, particularly for a customer who is dyslexic.

3) Where specialist interpretation is required

- Due to costs associated with provision such as telephone interpretation eg languageline or use of a signer, you must seek permission from your Service Manager prior to taking this course of action
- If written material is required to be translated completely accurate into another language / version eg braille / orally into another language, you must seek permission from your Service Manager.

Further sources of advice

Contact the Communications Team or the Councils Equalities officer (Wayne Forrest 661044) for additional support.

Royal National Institute of Blind People (RNIB)

www.rnib.org.uk

East Lancashire Deaf Society (ELDS)

www.elds.org.uk

Deaf Blind UK

deafblind.org.uk

Action on Hearing Loss (Formerly RNID)

www.actiononhearingloss.org.uk

Dyspraxia Foundation

dyspraxiafoundation.org.uk

Communication with all our customers



Information is essential to all of us to help us make choices and to live our lives independently. We want to ensure that all information provided by the Council is relevant and understandable to all. This not only aids customer satisfaction with Council services but also helps compliance with the Equality Act 2010.

A requirement of The Equality Act 2010, is that where a provision, criterion or practice of the Council eg puts a disabled person at a substantial disadvantage in comparison with persons who are not disabled, the Council must take reasonable steps to avoid the disadvantage.

Standards

The Council has set general guidelines in terms of the design and print standards required for Council written information to ensure a more consistent use of our corporate identity. For further details – contact the Communications Team

Checklist for producing written material

- Font (type size) should be at least 11 points (like this document) where possible
- Contrast clearly with the background (black on white)
- Use 'left justified' as it is easier to find the start and finish of each line and even spaces exists between the words.
- Text written in *italics*, CAPITALS, underlined or in **bold** should only be used sparingly eg to emphasise a point, as it is often more difficult to read.
- Use simple type-faces eg Arial
- The page layout inc images / tables etc should be clear and unfussy
- In text, write numbers rather than use the symbol eg write five rather than 5.
- Line length should be between 60-70 characters per line. Splitting words by using hyphens, disrupts reading flow and should be minimised.
- Make information easy to follow by using recurring features such as headings, page numbers, contents list etc.
- The different elements of the page layout, headings, and photos should be clearly separated rather than competing with each other.

Providing information in an alternative formats

Providing alternative formats from the outset?

You should assess each new written publication or piece of information on an individual basis. In general:-

Anything for mass distribution could be circulated in English only, although you should add in the strapline (below):-



If you would like this information in a way which is better for you, please telephone us.

However if written publication is targeted at a specific group which it is known may not specifically use English as a first language, you should consider providing an alternative format at the outset.

Requests for assistance

From time to time, the Council may receive requests for information to be provided in a different format. Examples could be where the customer is unable to understand a particular publication or requires advice but does not understand spoken English. The Council **must take reasonable steps to avoid the disadvantage** and take a case by case approach.

Addressing the issue

1) Initially consider whether there is a cost-effective ways to resolve the issue eg

- if the customer does not understand spoken English, do they have a friend / family who could interpret for them?
- If the customer can't read English, could the information be given orally?
- Could written information be sent out in a different format eg for those with sight loss, providing information with a higher font, wider spacing between lines, using bold print to aid reading.

2) Where a more in-depth response is required

- Could use of internet based translation sites such as **Bing Translator** and **Google Translate** resolve the issue. *There could be inaccuracies in translation, therefore perhaps more suited to basic translation of information.