



## EQUALITY IMPACT ASSESSMENT

DEPARTMENT	Communications and Marketing
POLICY/PROJECT	Prospectus 2022/23

Could the policy/project etc. have an adverse impact on equality in relation to:

- Age
- Disability
- Gender or Gender Re-assignment
- Marriage or Civil Partnerships
- Pregnancy and Maternity
- Race
- Religion or Belief
- Sexual Orientation

The Prospectus will be published on the Academy's website as a PDF There will also be a small print run (200 copies), for a small mailing list and for internal use.

The main body copy in both PDF and print versions will have a font size of 10pt, with quotations in 16pt or 20pt (depending on location). This is, however, primarily a digital publication, and text can be scaled up and down in this pdf format; to ensure the prospectus is accessible to all users. Hard copies of the publication will only be sent on receipt of a specific request.

The Academy's Style Guide prohibits the use of underlined text and limits the use of capital letters to headings only. The Academy's Disability Advisor has reported that capital letters can be a visual impairment, so supports the Guide's instruction to keep use to a minimum.

The Communications Team is actively trying to reflect the organisation we would like to be, and as such has, wherever possible, used images that show cultural and ethnic diversity and a positive gender balance. This is not always possible due to other constraints, including the availability of students and other requirements of imagery (for example, good technique being displayed, certain performances needing to be included etc). Because of Covid we have a lack of new imagery, so photographs will largely be the same as the 2021/22 prospectus, with a few replacements from a recent photo shoot.

Does this policy/project etc provide opportunities to make a positive impact on equality?

As above, attempts have been made to use imagery in the prospectus that portrays as much diversity as possible within the student population. As per the Academy's Tone of Voice Guidelines, copy is written in a straightforward, jargon-free and inclusive tone with the emphasis on 'you' and 'your' to engage the reader.

What evidence has been considered in the above?

Have you used any qualitative or quantitative evidence? This could include quantitative Academy information on staff and student makeup, as well as information on visitors to the Academy. It could include qualitative information drawn from speaking to appropriate groups or individuals within the Academy or drawn from visitor surveys.

This year's prospectus is an update of the 2021/22 one developed by agency Johnson Banks. They ensured that it conforms with accessibility standards as outlined earlier in the document.

#### **Legibility & readability**

Museo Sans, a WCAG-compliant font with non-complex and non-ambiguous characters, is used for its geometric design, making it a legible sans serif font. The main body content uses font size 10pt, with 120% leading, sentence case, left aligned for a simple layout.

To aid readability, line lengths are between 30 and 60 characters in length, text is continuous and does not exceed two columns, with hyphenation avoided. Uppercase headings are used to aid the navigation of the document, with line lengths not exceeding eight words. Colour contrast for type meets WCAG AA standard. Heather suggests that alternative font may be accessible to all users. Heather can provide more detail.

#### **Document structure & layout**

The structure of the document is broken up into six logical sections. Predominantly white backgrounds are used to aid legibility, with dividers in a more contrasting colours to clearly define the sections.

White space is used through the document to make the relationship between content more apparent and create breathing space.

#### **PDF accessibility**

In addition to being structured in a linear, logical way, the interactive pdf will contain bookmarks, an interactive table of content, alt tags for images and is exported as a tagged pdf to indicate reading order.

#### **Print accessibility**

The document will be printed on matte uncoated paper to reduce the reflectivity of the surface and therefore make it easier to read.

The Academy's Disability Advisor also considered information and advice from organisations including the British Dyslexia Association and the RNIB.

What actions have been agreed as a result of this EIA? Actions will be reviewed and progress/completion reported to the Equality and Diversity Committee.

Action	Who	Timescale	Progress
Confirm that the PDF version of the prospectus is fully accessible.	Senior Content and Publication Manager/ Disability Advisor	June 2021	Completed

Is a full Equality Impact Assessment required? No

Date: 08/06/2021