

Equality Impact Assessment [version 2.12]



Refer to [EqIA Step by Step Guide](#) for advice on completing this assessment

Title: Re-procurement of Recruitment Advertising and Public Notices contract	
Type of proposal: Service	Status: Already exists
Directorate: Resources	Lead Officer name: James Brereton
Service Area: Human Resources	Lead Officer role: Head of HR

Step 1: What do we want to do?

What is the purpose of the proposal?

To procure a contract for recruitment advertising and public notices. The existing contract is due to finish with the current provider in July 2025. This contract covers all the Council's external recruitment advertising – including negotiating best value rates with specialist media, booking and placing adverts in the appropriate media and ensuring advertising is live and accurate. The contract also covers the provision for advertising statutory traffic orders in the UK to ensure transparency and provide the public with an opportunity to be informed about and respond to proposed changes affecting road use, parking, or traffic flow. This process upholds accountability and compliance with legal requirements while encouraging community engagement in decision-making.

The Council advertises approximately 900 roles (excluding secondments) each year. There are a number of very hard to fill positions across the organisation including social workers, planners, engineers, housing and finance roles. When hard to fill roles cannot be filled internally or through advertising on the Council's own recruitment site, paid-for advertising is used, which includes using specialist job boards and social media. Paid-for recruitment advertising is deployed sparingly to connect with targeted diverse audiences and is funded by service budgets. Professional media advice provider by the contractor is carefully considered. An example of this is recent recruitment for a number of housing roles: using a combination of social media (Facebook, Instagram and X), Google keyword searches and professional job boards (Inside Housing, Housing Today), the roles were successfully filled. The recruitment advertising industry has changed significantly over recent decades from hard copy press advertising to online job boards to now being centred around digital employer branding strategies. The Council uses many free routes to market in terms of branding such as LinkedIn and Facebook and our own recruitment site. If the Council didn't use paid-for advertising to connect with target audiences, it would have more unfilled hard to fill roles, which it would potentially have to cover through agency/interim workers.

Who will be affected?

<input checked="" type="checkbox"/> Bristol City Council workforce	<input type="checkbox"/> Service users	<input checked="" type="checkbox"/> The wider community
<input type="checkbox"/> Commissioned services	<input type="checkbox"/> City partners / Stakeholder organisations	

Will the proposal have an equality impact?

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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If 'Yes' complete steps 2-4 below. If 'No' explain how you know there will be no equality impact:

We don't believe there will be an equality impact in regards to re-procuring the recruitment advertising and public notices contract.

The HR Resourcing team check all job paperwork and advert text to ensure it is inclusive, written in plain English and there are no barriers to recruitment before sending to the recruitment advertising agency for media recommendations. As part of the procurement process, providers must demonstrate understanding and compliance with the Equality Act 2010. They will also have to demonstrate how they reach diverse groups through advertising.

The HR Resourcing team very much have control of the overall recruitment process and only use the contracted provider to give specialist advice on media.

Step 5: Review

Equality and Inclusion Team Review	Director Sign-Off:
<i>Reviewed by Equality and Inclusion Team</i>	Steph Griffin
Date: 29/01/2025	Date: 3 February 2025

Review by the Equality and Inclusion Team confirms there is sufficient analysis for decision makers to consider the likely equality impacts at this stage. This is not an endorsement or approval of the proposal.