

## Equality (Impact) Assessment Form



<b>Organisation or Department</b>	<b>Chief Executives</b>
<b>Service Area / Section</b>	<b>Customer Services</b>

Section	Date Started	Reviewing officers:	Name (alphabetic order)	Job Title	Date Completed
<b>Part A</b>	<b>May 2008</b>	<b>Lead officer(s)</b>	Sharon Dickinson	Head of Customer Services	June 2008
		<b>Others on the review team</b>			
<b>Part B</b>	<b>May 2008</b>	<b>Lead officer(s)</b>	Sharon Dickinson	Head of Customer Services	June 2008
		<b>Others on the review team</b>			
<b>Part C</b>	<b>May 2008</b>	<b>Lead officer(s)</b>	Sharon Dickinson	Head of Customer Services	June 2008
		<b>Others on the review team</b>			
<b>Part D</b>	<b>May 2008</b>	<b>Lead officer(s)</b>	Sharon Dickinson	Head of Customer Services	June 2008
		<b>Others on the review team</b>			
<b>Part E</b>		<b>Lead officer(s)</b>	Sharon Dickinson		
		<b>Others on the review team</b>			

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### Part A: Assessing Relevance and Prioritising Areas

List functions and policies	For which of the following parts of the general duty, in the areas of gender, disability and race does it apply?			Are there other groups that need to be considered Age, class, faith, sexuality	Priority 1, 2 and 3 = high Any 2 = medium Any 1 = low
	Disability	Gender	Race		
				<b>Please state which groups below:</b>	
Corporate Complaints policy	1, 2, 3	1, 2, 3	1, 2, 3	Age, class, faith, sexuality	High
Implement and establish CRM	1, 2	1, 2	1, 2	Age, class, faith, sexuality	Medium
Establish Contact Centre	1, 2	1, 2	1, 2	Age, class, faith, sexuality	Medium
Establish One Stop Shop in JSC, and “spokes” in local communities.	1, 2, 3	1, 2, 3	1, 2, 3	Age, class, faith, sexuality	High
Establish co-ordinated approach to learning from customer feedback	1, 2, 3	1, 2, 3	1, 2, 3	Age, class, faith, sexuality	High
Reduce levels of avoidable contact	1	1	1	Age, class	Low
Develop approach to customer insight	1, 2, 3	1, 2, 3	1, 2, 3	Age, class, faith, sexuality	High

Go to part B

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### Part B: Assessment of services and policies

#### How is your service organised?

	Answer and evidence to show this	Action Points
1. Purpose of the service	To support Council officers in developing customer focussed services which are accessible to all members of the community.	
2. List policies included in this assessment	Corporate Complaints Policy Contact Centre implementation plan CRM project plan Customer Insight project plan Hub & spokes project plan / One Stop Shop NI14 – Avoidable Contact National Indicator	
3. Please list your stakeholders and customers	Residents, workers, and visitors to Wigan. Public Services Transformation Board. Council Officers. Partner organisations. Elected Members.	
4. Considering the type of service you provide and who your customers are, please outline how your service intends to communicate with different groups of people e.g. pictorial representations, tapes etc. Please ensure that priority is given to making services accessible rather than making information about services accessible.  You should consider issues such as literacy, language and disability. Please refer to the Council's guidance on Plain	<ul style="list-style-type: none"> <li>▪ Customer focus groups.</li> <li>▪ Online.</li> <li>▪ CD/tape – customers with visual impairments.</li>   <li>▪ BSL online video clips – customers with hearing impairments.</li> <li>▪ Documents written in Plain English.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Questionnaire sent out to customers – cd version of Borough Life to be distributed.</li> <li>▪ Include in web development plan.</li> <li>▪ Use reading group to review complaints policy &amp; associated leaflet.</li> </ul>

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English, Corporate standards and the Council's Translation and interpretation policy.		
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### **Working in partnership working, procurement and commissioning**

5. Please list any aspects of your functions or policies that are delivered externally or with external partners	None currently, but Contact Centre and One Stop Shop will be delivered with local partners from 2010/11.	
6. Has the procurement equality procedure been followed in each case?	N/A	
7. Please list any aspects of your functions or policies that are provided under contract for external organisations or partners	None currently.	
8. Are you aware of the other organisation's/ partner's Procurement Equality Policy and how this differs from our own policy?	N/A	

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### Part B: Assessment of services and policies

#### Evidence to show whether the service is provided and accessed fairly

	<b>Answer and evidence to show this</b>	<b>Action Points</b>
<p>9. Please list all the information gathered that might help you decide whether or not the service is being applied fairly to all social identity groups</p> <p>If you do not have sufficient data or are not confident making decisions using the existing data please see the Equality Monitoring Guidance</p>	<p>CRM is being developed to enable logging of equality data against customers. This will not be accessible to staff, but can be reported on to assess access to services and eliminate any gaps or barriers.</p> <p>Manager workshop provided feedback on what customer information services currently hold.</p> <p>Feedback from Access Committee regarding access to services and information for those with visual impairments.</p> <p>EIAs developed for each workstream of the Customer Transformation project.</p>	<p>CRM screens are in development – data needs to be collected and added to system.</p> <p>Link up the different customer information repositories to gain a corporate picture of our customers and assess if there are any groups missing.</p> <p>Borough Life, and other information, to be circulated to those who expressed a preference for cassette or cd in these formats.</p> <p>Carry out actions identified in the EIAs.</p>

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### Part B: Assessment of services and policies

#### Is your service provided and accessed fairly?

Consider each equality group in turn and state which aspects of your work:

- Affect some groups differently, state how and why
- Promote equality and address unmet need
- Contribute to inequality
- Encouraging participation, and positive attitudes and relations between groups

		Answer and evidence to show this	Action Points
10. Age	Affect some groups differently	Customer service delivery is designed to be accessible in a wide range of ways to meet the preferences of different age groups. Customer insight will support this work.	Ensure that customer services are accessible to all age groups via their preferred channel.
	Promote equality and address unmet need	Use of the CRM will identify if some age groups are experiencing services differently, or not accessing them at all.	Ensure that any gaps in service access or experience are addressed.
	Contribute to inequality	None.	
	Encourage participation, positive attitudes and relations between groups	Customer focus groups are to be established to encourage residents to get involved in developing our front line services.	Establish groups following June edition of Borough Life.
11. Class	Affect some groups differently	Spokes are being developed in local communities, using customer insight techniques, to deliver services to those who don't access online services and can't, or choose not to, travel to Wigan town centre,	Design spoke provision around local need.
	Promote equality and address unmet need	Use of the CRM will identify if some class groups are experiencing services differently, or not accessing them at all.	Ensure that any gaps in service access or experience are addressed.

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	Contribute to inequality	None.	
	Encourage participation, positive attitudes and relations between groups	Customer focus groups are to be established to encourage residents to get involved in developing our front line services.	Establish groups following June edition of Borough Life.
12. Disability	Affect some groups differently	CRM will hold additional information about customers who have told us about a disability. This is to enable us to provide additional support to these customers each time they access a service.	Ensure that customer services are accessible to all groups via their preferred channel.
	Promote equality and address unmet need	Use of the CRM will identify if customers with disabilities are experiencing services differently, or not accessing them at all.	Ensure that any gaps in service access or experience are addressed.
	Contribute to inequality	None.	
	Encourage participation positive attitudes and relations between groups	Customer focus groups are to be established to encourage residents to get involved in developing our front line services. Specific disability groups will also be approached to participate in this work	Establish groups following June edition of Borough Life. Contact local disability groups.
13. Ethnicity	Affect some groups differently	Customer service delivery is designed to be accessible in a wide range of ways to meet the preferences of different groups. Customer insight will support this work. Translation and interpretation services to be used in line with corporate policy.	Ensure that customer services are accessible to all groups via their preferred channel.
	Promote equality and address unmet need	Use of the CRM will identify if customers from different ethnic backgrounds are experiencing services differently, or not accessing them at all.	Ensure that any gaps in service access or experience are addressed.
	Contribute to inequality	None.	

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	Encourage participation, positive attitudes and relations between groups	Customer focus groups are to be established to encourage residents to get involved in developing our front line services. Specific local groups will also be approached to participate in this work if ethnicity gaps are identified.	Establish groups following June edition of Borough Life. Contact local ethnic groups.
14. Gender	Affect some groups differently	Customer service delivery is designed to be accessible in a wide range of ways to meet the preferences of different groups. Customer insight will support this work.	Ensure that customer services are accessible to all groups via their preferred channel.
	Promote equality and address unmet need	Use of the CRM will identify if different genders are experiencing services differently, or not accessing them at all.	Ensure that any gaps in service access or experience are addressed.
	Contribute to inequality	None.	
	Encourage participation, positive attitudes and relations between groups	Customer focus groups are to be established to encourage residents to get involved in developing our front line services.	Establish groups following June edition of Borough Life.
15. Religion	Affect some groups differently	Customer service delivery is designed to be accessible in a wide range of ways to meet the preferences of different groups. Customer insight will support this work. Complaints will also be monitored to identify if related to faith.	Ensure that customer services are accessible to all groups via their preferred channel.
	Promote equality and address unmet need	Use of the CRM will identify if customers of different faiths (where identified) are experiencing services differently, or not accessing them at all.	Ensure that any gaps in service access or experience are addressed.
	Contribute to inequality	None.	
	Encourage participation, positive attitudes and relations between groups	Customer focus groups are to be established to encourage residents to get involved in developing our front line services.	Establish groups following June edition of Borough Life.

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16. Sexuality	Affect some groups differently	Customer service delivery is designed to be accessible in a wide range of ways to meet the preferences of different groups. Customer insight will support this work. Complaints will also be monitored to identify if related to sexuality.	Ensure that customer services are accessible to all groups via their preferred channel.
	Promote equality and address unmet need	Use of the CRM will identify if customers of different sexuality (where identified) are experiencing services differently, or not accessing them at all.	Ensure that any gaps in service access or experience are addressed.
	Contribute to inequality	None.	
	Encourage participation positive attitudes and relations between groups	Customer focus groups are to be established to encourage residents to get involved in developing our front line services.	Establish groups following June edition of Borough Life.
17. Other Groups e.g. carers, homeless	Affect some groups differently	CRM will enable Carers to be added as a “proxy” to other customer records to enable them to access services on behalf of the person they care for.	Ensure that customer services are accessible to all groups via their preferred channel, and on behalf of others where appropriate.
	Promote equality and address unmet need	Use of the CRM will identify if Carers (where identified) are experiencing services differently, or not accessing them at all. It will also enable service providers to signpost Carers to appropriate advice and support that they may be eligible for.	Ensure that any gaps in service access or experience are addressed.
	Contribute to inequality	None.	

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	Encourage participation positive attitudes and relations between groups	Customer focus groups are to be established to encourage residents to get involved in developing our front line services. Carers groups will also be contacted separately to get involved.	Establish groups following June edition of Borough Life. Contact Carers Groups.
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Go to part C

## Equality (Impact) Assessment Form



### Part C: Consultation

Please see the Plain English Guidance and Consultation Toolkit for advice. Please try to organise your consultation in partnership with other departments/sections and remember to feedback afterwards.

	<b>Answer and evidence to show this</b>	<b>Action Points</b>
1. Who will you consult with?	Local Residents Council Services Partners	
2. What consultation method/s will you use?	Local Residents: <ul style="list-style-type: none"> <li>▪ Customer focus groups (invite in June Borough Life).</li> <li>▪ Satisfaction surveys.</li> <li>▪ Complaint feedback.</li> <li>▪ Citizens Panel.</li> </ul> Council Services: <ul style="list-style-type: none"> <li>▪ Workshop at Manager briefing (May 2008).</li> <li>▪ Meetings with front line service providers.</li> </ul> Partners: <ul style="list-style-type: none"> <li>▪ Customer integration group.</li> <li>▪ Advice Sector workshop (13<sup>th</sup> June 08).</li> </ul>	
3. Are any groups of people likely to be missed out of the consultation? What can we do to prevent this happening?	Some groups may not participate in the general customer focus groups. Existing networks will be used to engage with specific E&D groups.	
4. Are there effective mechanisms to record and analyse the consultation responses?	CRM will be repository for all customer feedback. Feedback from Council services and partners feeds into action plans for relevant workstream.	
5. Date (and place if applicable) of consultation	April 2008 – letter to customers with visual impairment. 22 <sup>nd</sup> May 2008, Wigan Investment Centre – Managers Briefing	

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6. Can you prove who you consulted with?	Yes.	
7. Summary of consultation findings	Consultation still in early stages – summary of findings to be produced autumn 2008.	
8. Where can full details of the consultation findings be found?	Sharepoint site.	

Go to part D

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### Part D: Action Plan

Organisation/ Department	Chief Executives
Service Area	Customer Services
Responsible Officer	Sharon Dickinson

Transfer the action points identified whilst completing the previous sections, from the consultation and any rolled over from the previous Equality (Impact) Assessment into the first column. Using the test for relevance in part A indicate a level of importance for each action point in the second column. Complete the rest of the columns outlining who will complete the task and when and how this will be measured.

Action Points	Importance	Person responsible	Start and end date	Resources (approved?)	Measure	Target
Include development of BSL video clips in web development plan.	Medium	Sharon Dickinson/ Web Team	June 08 – Nov 09	Web team		
Use reading group to review complaints policy & associated leaflet	Medium	Sharon Dickinson	June 08 – Oct 08			
CRM screens are in development – data needs to be collected and added to system.	Medium	ICT Devt team	April 08 – Aug 08	CRM		
Borough Life, and other information, to be circulated to those who expressed a preference for cassette or cd in these formats.	High	PR team	April 08 – July 08			

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Link up the different customer information repositories to gain a corporate picture of our customers and assess if there are any groups missing.	Medium	CRM group	May 08 –			
Carry out actions identified in the EIAs from workstreams.	High	CCI & Comms groups	March 08 – June 08		EIAs in place	100%
Ensure that customer services are accessible to all age groups via their preferred channel.	High	Sharon Dickinson	June 08 – June 10			
Ensure that any gaps in service access or experience are addressed.	Medium	Sharon Dickinson	Aug 08 – Aug 10	CRM		
Design spoke provision around local need.	High	Sharon Dickinson	June 08 – early 09			
Establish Customer Focus groups following June edition of Borough Life, and contact specific local support groups as necessary.	High	Sharon Dickinson	June 08 – Aug 08		CF groups in place	

Completed by	Sharon Dickinson	Date	3.6.08
Has the action plan been ratified? E.g. Cabinet, DMT		Date	
Have the actions been mainstreamed into the service plan?	Yes	Date	3.6.08
Who will the results of the Equality (Impact) Assessment be shared with?	Staff and Public	Date	
How will the Equality (Impact) Assessment be published?	Website	Date	
How and when will the action plan be monitored?	CE Equality & Diversity Group		
Date of the next assessment			

Please email your completed Equality (Impact) Assessment to the Equality Policy Officer.

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### Part E: How do changes or new policies affect different groups?

	Answer and evidence to show this	Action Points
1. Function/policy		
2. Have you reviewed Parts A & B		
3. Outline any proposed changes to the policy or service		
4. How will service users be affected by these changes		
5. Who is better off because of these changes		

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### Part E: How do changes or new policies affect different groups? Continued...

	Answer and evidence to show this	Action Points
6. Who is worse off because of these changes?		
7. Who else do the changes affect?		
8. Will these changes affect the social identity groups differently? If yes please explain how and why this is appropriate.		
9. Can any adverse impact be justified in relation to the wider aims of policy? If so explain why.		
10. What is the potential effect on community cohesion?		

Go to part C, then update part D.