

Equality (Impact) Assessment Form



Organisation or Department	Chief Executives
Service Area / Section	Contact Centre Implementation

Section	Date Started	Reviewing officers:	Name (alphabetic order)	Job Title	Date Completed
Part A	March 2008	Lead officer(s)	Sharon Dickinson	Head of Customer Services	June 2008
		Others on the review team	Contact Centre Implementation Group		
Part B	March 2008	Lead officer(s)	Sharon Dickinson	Head of Customer Services	June 2008
		Others on the review team	Contact Centre Implementation Group		
Part C	June 2008	Lead officer(s)	Sharon Dickinson	Head of Customer Services	June 2008
		Others on the review team	Contact Centre Implementation Group		
Part D	June 2008	Lead officer(s)	Sharon Dickinson	Head of Customer Services	June 2008
		Others on the review team	Contact Centre Implementation Group		
Part E		Lead officer(s)			
		Others on the review team			

Equality (Impact) Assessment Form



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		
				Please state which groups below:	
Act as main telephone point of public access to joined up Council and partner services.	1, 2, 3	1, 2, 3	1, 2, 3	Age, class, faith, sexuality	High
Operate hours of opening that reflect customer needs and preferences.	1, 2	1, 2	1, 2	Age, class, faith, sexuality	Medium
Provide first point resolution to queries and requests for service wherever possible.	1, 2	1, 2	1, 2	Age, class, faith, sexuality	Medium

Go to part B

Equality (Impact) Assessment Form



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 deliver high quality telephone access to Council and partner services with high rate of satisfaction and first contact resolution.	
2. List policies included in this assessment	CRM plan Contact Centre implementation plan	
3. Please list your stakeholders and customers	Residents, workers, and visitors to Wigan; Public Services Transformation Board; Front line staff delivering telephony services; Back office Council services; Partner agencies.	
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 English, Corporate standards and the Council's Translation and interpretation policy.	Customers invited to join customer focus groups (June 08). Regular updates to Public Services Transformation Board. Workshops with front line staff (first one planned June 08). Presentation at Manager briefing (May 08). Partners involved in CCI group and Public Services Transformation Board.	

Equality (Impact) Assessment Form



<p>5. Please list any aspects of your functions or policies that are delivered externally or with external partners</p>	<p>None currently.</p>	
<p>6. Has the procurement equality procedure been followed in each case?</p>	<p>N/A</p>	
<p>7. Please list any aspects of your functions or policies that are provided under contract for external organisations or partners</p>	<p>None currently.</p>	
<p>8. Are you aware of the other organisation's/ partner's Procurement Equality Policy and how this differs from our own policy?</p>	<p>N/A</p>	
<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>Revenues & Benefits questionnaire re opening times.</p> <p>Citizens Panel questionnaire re preferred access channels.</p>	

Equality (Impact) Assessment Form



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	Telephone contact is not the preferred channel for all age groups – access to services also available via web and face to face, SMS in development.	
	Promote equality and address unmet need	Use of CRM, and satisfaction surveys, will identify if some age groups are experiencing the service differently, or not at all.	
	Contribute to inequality		
	Encourage participation, positive attitudes and relations between groups		
11. Class	Affect some groups differently	Customers on low incomes require cost effective access to services (local rate and fast resolution of calls).	
	Promote equality and address unmet need	Use of CRM, and satisfaction surveys, will identify if some groups are experiencing the service differently, or not at all. Customer insight and segmentation work will support this	
	Contribute to inequality		

Equality (Impact) Assessment Form



	Encourage participation, positive attitudes and relations between groups		
12. Disability	Affect some groups differently	<p>Customers with hearing impairments will need additional support to access CC services.</p> <p>Staff with visual impairments to be provided with adapted technology to process calls.</p> <p>CRM self service system not currently DDA compliant online – staff and customers with visual impairments will not be able to use.</p>	<p>Consult with customers with hearing impairments to identify preferred access channel, and develop.</p> <p>Comms team to research options for providing accessible ICT systems for staff with visual impairment.</p> <p>ICT team to set out scope of non-accessibility and liaise with Northgate to address.</p>
	Promote equality and address unmet need	Use of CRM, and satisfaction surveys, will identify if customers who have identified they have a disability are experiencing the service differently, or not at all.	
	Contribute to inequality		
	Encourage participation positive attitudes and relations between groups		
13. Ethnicity	Affect some groups differently	Customers who don't have English as their first language will need access to effective interpretation services.	
	Promote equality and address unmet need	Use of CRM, and satisfaction surveys, will identify if some ethnic groups are experiencing the service differently, or not at all.	

Equality (Impact) Assessment Form



	Contribute to inequality		
	Encourage participation, positive attitudes and relations between groups		
14. Gender	Affect some groups differently	Extended opening hours may cause problems for some female staff – especially if travelling by public transport.	
	Promote equality and address unmet need	Use of CRM, and satisfaction surveys, will identify if some gender groups are experiencing the service differently, or not at all.	
	Contribute to inequality		
	Encourage participation, positive attitudes and relations between groups		
15. Religion	Affect some groups differently	<p>Staff may need to take time out for prayer.</p> <p>Contact Centre team will be offering appointments to customers – where specific faith has been identified system will notify officer so that appointments are not offered on inappropriate dates or times.</p>	Develop flexible working practices to allow time for prayer, and allocate private space.
	Promote equality and address unmet need	Use of CRM, and satisfaction surveys, will identify if some faith groups (where identified) are experiencing the service differently, or not at all.	
	Contribute to inequality		

Equality (Impact) Assessment Form



	Encourage participation, positive attitudes and relations between groups		
16. Sexuality	Affect some groups differently	Service should be provided to same standard for all customers, regardless of sexuality.	
	Promote equality and address unmet need	Use of CRM, and satisfaction surveys, will identify if customers of different sexuality (where identified) are experiencing the service differently, or not at all.	
	Contribute to inequality		
	Encourage participation positive attitudes and relations between groups		
17. Other Groups e.g. carers, homeless	Affect some groups differently	CRM will enable Carers to have “proxy” rights set up to enable them to access services on behalf of the person they care for.	
	Promote equality and address unmet need		
	Contribute to inequality	CRM will hold customer records based on address – need to ensure that contact from homeless, or travellers is able to be processed effectively.	Northgate to be asked for options to add contacts from those without an address.
	Encourage participation positive attitudes and relations between groups		

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.

	Answer and evidence to show this	Action Points
1. Who will you consult with?	Customers Staff (Managers and Front line staff)	
2. What consultation method/s will you use?	Customer focus groups. Contact with specific user groups. Questionnaires. Briefings. Workshops. Routes to Involvement toolkit to be used.	Consultation to be carried out with staff and customers.
3. Are any groups of people likely to be missed out of the consultation? What can we do to prevent this happening?	Where the original consultation has missed groups of customers, efforts will be made to identify an appropriate contact mechanism.	
4. Are there effective mechanisms to record and analyse the consultation responses?		
5. Date (and place if applicable) of consultation		
6. Can you prove who you consulted with?		
7. Summary of consultation findings		

Equality (Impact) Assessment Form



8. Where can full details of the consultation findings be found?		
--	--	--

Go to part D

Equality (Impact) Assessment Form



Part D: Action Plan

Organisation/ Department	Chief Executives
Service Area	Contact Centre Implementation Project
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
Consult with customers with hearing impairments to identify preferred access channel, and develop.	High	Sharon Dickinson	June 08 – March 09		Consultation carried out and appropriate methods developed	Consultation carried out and appropriate methods developed

Equality (Impact) Assessment Form



Comms team to research options for providing accessible ICT systems for staff with visual impairment.	High	Martin Bottomer	March 08 – Aug 08		Options assessed	Appropriate ICT support provided to staff with vis impairment
ICT team to set out scope of self serve non-accessibility and liaise with Northgate to address.	High	Malc Aspey	June 08 – Aug 08		Information provided to Northgate and progressed	Self serve is DDA compliant
Develop flexible working practices to allow time for prayer, and allocate private space.	High	Sharon Dickinson	June 08 – Jun 10		CC working practices are flexible	CC working practices are flexible
Northgate to be asked for options to add contacts from those without an address.	High	Malc Aspey	June 08 – Aug 08		Options for homeless and travellers explored	All customer contact can be progressed via CRM

Completed by	Sharon Dickinson	Date	5.6.08
Has the action plan been ratified? E.g. Cabinet, DMT		Date	

Equality (Impact) Assessment Form



Have the actions been mainstreamed into the service plan?	Yes	Date	5.6.08
Who will the results of the Equality (Impact) Assessment be shared with?		Date	
How will the Equality (Impact) Assessment be published?	Website	Date	
How and when will the action plan be monitored?	Via Contact Centre Implementation Group meetings		
Date of the next assessment			

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

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		

Equality (Impact) Assessment Form



4. How will service users be affected by these changes		
5. Who is better off because of these changes		

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?		

Equality (Impact) Assessment Form



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.